



KAREN BASS
MAYOR

July 29, 2024

Honorable Members of the City Council
c/o City Clerk
City Hall, Room 395

Honorable Members:

Subject to your confirmation, I have reappointed Ms. Alison McBeth-Featherstone to the Board of Animal Services Commissioners for the term ending June 30, 2029. Ms. McBeth-Featherstone's current term expired on June 30, 2024.

I certify that in my opinion Ms. McBeth-Featherstone is especially qualified by reason of training and experience for the work which shall devolve upon her, and that I make the appointment solely in the interest of the City.

Sincerely,

A handwritten signature in black ink that reads "Karen Bass".

KAREN BASS
Mayor

KB:tga

Attachment

COMMISSION APPOINTMENT FORM

Name: Alison McBeth-Featherstone
Commission: Board of Animal Services Commissioners
End of Term: 6/30/2029

Appointee Information

1. **Race:** African American
2. **Gender:** Female
3. **Council District and neighborhood of residence:** 10 - Central
4. **Are you a registered voter in the City of Los Angeles?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** B.A., Communications, California State University Norridge
7. **Occupation/profession:** JAAM Construction, Inc., ABCO Pacific Builders, Incorporated Los Angeles
8. **Experience(s) that qualifies person for appointment:** See attached resume
9. **Purpose of this appointment:** Reappointment
10. **Current composition of the commission:**

Commissioner	APC	CD	Race	Gender	Term End
Johnson, James	East LA	1	African American	M	6/30/2026
Garcia, Olivia	Central	5	Latinx	F	6/30/2027
VACANT					6/30/2025
Jensvold, James	South Valley	12	Caucasian	M	6/30/2028
McBeth-Featherstone, Alison	Central	10	African American	F	6/30/2024

ALISON MCBETH-FEATHERSTONE

EXPERIENCE

JAAM Construction, Inc., ABCO Pacific Builders, Incorporated Los Angeles, CA 2012-Present

Contract to perform specified construction work in accordance with architect's plans, blueprints, codes, and other specifications: Estimate costs of materials, labor, and use of equipment required to fulfill provisions of contract and prepare bids. Confer with clients to negotiate terms of contract. Subcontract specialized craft work, such as electrical, structural steel, concrete, and plumbing. Purchase material for construction. Supervise workers directly or through subordinate supervisors.

Kabbalah Centre International Los Angeles, CA 2010-2012 Marketing Coordinator Balance and maintain a \$1.3 million media budget per year Conduct consumer research. Develop creative briefs and execute creative production requests in conjunction with creative staff for print, radio, and Point-of-Purchase (POP) projects. Create marketing/media plans for 10 national study groups, 4 national centres, and 2 international centres in Toronto, and London. Negotiate pricing for radio ads and newspaper inserts. Conduct analysis of class attendance and sales data to determine optimal times for marketing initiatives. Supervise production, development, and implementation of promotional materials. Execute and analyze results of advertising and marketing campaigns. Evaluate potential advertising opportunities and develop advertising content. liaison between the local and international Kabbalah centers.

Nissin Foods USA Gardena, CA 2008-2010 Marketing Coordinator - Packaged Goods and Event Coordination. Manage creative briefs for package design. Track inventory to make sure all finished goods are used before new package design is implemented. Conduct consumer research. Manage \$3.2 million event budget per year. Manage and develop the national in-store demo and outdoor events program. Select areas that need sales lift and plan events for that region. Manage logistics team to arrange for product to be delivered to events. Partner with Sales team to select venues in target demographic. Coordinate and oversee 10,000+ events per year. Hire and train teams to conduct events. Travel nationally to audit events. Track sales numbers per event to determine the percent increase and profit. Work in partnership with sales to create event collaterals such as coupons, and product sell /information sheets. Interface with the design agency to create in-store displays and develop creative materials to support launch of new items. Develop event programs to launch new items. Track and analyze coupon redemption rates and associated costs. Interface with the design agency to create in-store displays and develop creative materials to support launch of new items. Source and manage promotional items for event prizeing and giveaways.

Zimmerman & Partners Advertising, Los Angeles, CA 2007-2008 Account Coordinator - Nissan Southwest Region. Partner with Southwest Region clients on competitive analysis, value added, and promotional marketing opportunities. Developed creative briefs and executed creative production requests with Florida production and creative staffs for print, TV, radio or Point-of-Purchase projects. Managed broadcast flight date and newspaper insertion reports for TV, radio, and print ads for nine Southwest Region Markets. Monitor and reported sales and registration data for assigned Southwest Region markets. Created meeting content and marketing presentations for Quarterly Designated Marketing Area Meetings.

AAMC Property Management, LLC, Los Angeles, CA 2005- 2007 Property Manager. Purchased building and maintenance supplies, equipment, and furniture. Inspected properties to ensure they were safe and determined if repairs or maintenance were needed. Planned, scheduled, and coordinated general maintenance, major repairs, and remodeling projects. Maintained records of property agreements. Developed and administered an annual operating budget.

EDUCATION

California State University Northridge *Bachelor of Arts - Communications* 2002-2006



KAREN BASS
MAYOR

July 29, 2024

Dear Ms. McBeth-Featherstone:

I am pleased to inform you that I am reappointing you to the Board of Animal Services Commissioners for the term ending June 30, 2029, subject to confirmation by the City Council.

To begin the reappointment process, please review, sign, and return the enclosed Remuneration Form and undated Letters of Separation **within one week** of receiving this letter. These documents are necessary to ensure the most efficient, open, and accountable city government possible.

As part of the reappointment process, Heather Hutt, your Councilmember, and Councilmember Eunisses Hernandez, the Chair of the Neighborhoods and Community Enrichment Committee, may wish to meet with you to answer any questions they have. Our office will assist with arranging these meetings.

Should this apply to your commission, you will be receiving a packet from the City Ethics Commission containing information about the City's conflict of interest laws, and a copy of the State Form 700/Statement of Economic Interests. You are required to complete and return this form **within 21 days** of your nomination to the City Ethics Commission via the California Fair Political Practices Commission's eDisclosure website, or by mailing the forms to City Hall at 200 N. Spring Street, 24th Floor, Los Angeles, California 90012. Any inquiries regarding this form should be directed to Nicole Enriquez at the City Ethics Commission by email at nicole.enriquez@lacity.org.

Additionally, you will be required to attend public meetings at City Hall where your reappointment will be considered. You will be hearing from our office and a City Council Clerk who will let you know when your reappointment will be considered by the Neighborhoods and Community Enrichment Committee. Sometime thereafter, you will be notified of the date when your reappointment will be presented to the full City Council. Immediately following the meeting, you will again be required to take the Oath of Office in the City Clerk's Office located in Room 395 of City Hall. If you require parking for these meetings, please contact my Commissions team by email at myr-commissions@lacity.org.

Ms. Alison McBeth-Featherstone
July 29, 2024
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Per the City Charter, most commissioners must be registered voters of the City of Los Angeles, and must therefore reside within Los Angeles. If you move at any point during your term, or your contact information changes, please contact my Commissions team immediately at the email listed below. While we hope that you complete a successful term, if for some reason you intend to resign, please do so in writing to my Commissions team at myr-commissions@lacity.org.

Congratulations, and thank you for agreeing to serve the people of Los Angeles.

Sincerely,

A handwritten signature in black ink that reads "Karen Bass". The signature is fluid and cursive, with the first name "Karen" and the last name "Bass" clearly distinguishable.

KAREN BASS
Mayor

KB:tga

Attachment I
Ms. Alison McBeth-Featherstone
July 29, 2024

Nominee Check List

I. Within 7 days:

- ☐ Email the below completed documents, found on the last three pages of this letter, to: myr-commissions@lacity.org OR mail them to:

Office of the Mayor
Attn: Thomas Arechiga
200 N. Spring Street, Room 303
Los Angeles, CA 90012

- Remuneration Form
- Undated Separation Letters (2)

II. Before your appointment is heard in committee or full council (you will be contacted by the Clerk's Office with this date):

- ☐ File the following forms with the City Ethics Commission. If you are required to file, you will receive these forms via email from that office. Be sure to take no more than 21 days to file, per City law.

- Statement of Economic Interest ("Form 700")
IMPORTANT: The City Council will not consider your nomination until your completed form is reviewed by the Ethics Commission.
- CEC Form 60

III. The Mayor's Office will notify the below Councilmembers of your nomination, so that they may reach out to schedule a meeting with you should they wish.

- ☐ Your City Councilmember Heather Hutt
- ☐ Councilmember Eunisses Hernandez, Chair of the Council Committee considering your nomination

IV. Public Meetings at City Hall:

- ☐ Neighborhoods and Community Enrichment Committee Hearing
- ☐ Full Council Hearing