

February 21, 2025

The Honorable City Council
c/o Holly Wolcott, City Clerk
200 North Spring Street
City Hall – 3rd Floor
Los Angeles CA 90012

**Re: Council File Number 25-1200-S4
Appointment of Helenann Hirsch to the
Commission on Civil Rights**

FOR COUNCIL CONSIDERATION

Dear Councilmembers:

Helenann Hirsch was appointed by the Mayor's Office to the Commission on Civil Rights on January 31, 2025. The Ethics Commission received notice of the appointment on January 31, 2025. The Ethics Commission notified Ms. Hirsch on February 3, 2025 of their filing requirement and received Ms. Hirsch's pre-confirmation financial disclosure statement on February 9, 2025. In compliance with Los Angeles Municipal Code § 49.5.10, a copy of Ms. Hirsch's financial disclosure statement is enclosed.

If you have questions, please feel free to contact me at (213) 978-1960.

Sincerely,



Samantha Rodriguez
Ethics Program Manager

Enclosures:

Form 700

Form 60

cc: Mayor Karen Bass

STATEMENT OF ECONOMIC INTERESTS
COVER PAGE
A PUBLIC DOCUMENT

Date Initial Filing Received
Filing Official Use Only

Filed Date: 02/09/2025 07:34 PM
SAN: 011300006-STH-0006

Please type or print in ink.

NAME OF FILER (LAST) (FIRST) (MIDDLE)
Hirsch Helenann

1. Office, Agency, or Court

Agency Name (Do not use acronyms)

Civil + Human Rights and Equity Department

Division, Board, Department, District, if applicable

Your Position

Member, Commission on Civil Rights

► If filing for multiple positions, list below or on an attachment. (Do not use acronyms)

Agency: Position:

2. Jurisdiction of Office (Check at least one box)

☐ State

☐ Judge, Retired Judge, Pro Tem Judge, or Court Commissioner
(Statewide Jurisdiction)

☐ Multi-County

☐ County of

☒ City of Los Angeles

☐ Other

3. Type of Statement (Check at least one box)

☐ **Annual:** The period covered is January 1, 2024, through
December 31, 2024.

☐ **Leaving Office:** Date Left / /
(Check one circle below.)

-or-

The period covered is / /, through
December 31, 2024.

☐ The period covered is January 1, 2024, through the date of
leaving office.

-or-

☐ **Assuming Office:** Date assumed / /

☐ The period covered is / /, through
the date of leaving office.

☒ **Candidate:** Date of Election 01/31/2025 and office sought, if different than Part 1:

4. Schedule Summary (required)

► Total number of pages including this cover page: 3

Schedules attached

☐ **Schedule A-1 - Investments** – schedule attached

☒ **Schedule C - Income, Loans, & Business Positions** – schedule attached

☒ **Schedule A-2 - Investments** – schedule attached

☐ **Schedule D - Income – Gifts** – schedule attached

☐ **Schedule B - Real Property** – schedule attached

☐ **Schedule E - Income – Gifts – Travel Payments** – schedule attached

-or- ☐ **None - No reportable interests on any schedule**

5. Verification

MAILING ADDRESS STREET CITY STATE ZIP CODE
(Business or Agency Address Recommended - Public Document)

DAYTIME TELEPHONE NUMBER EMAIL ADDRESS

I have used all reasonable diligence in preparing this statement. I have reviewed this statement and to the best of my knowledge the information contained herein and in any attached schedules is true and complete. I acknowledge this is a public document.

I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Date Signed 02/09/2025 07:34 PM
(month, day, year)

Signature
(File the originally signed paper statement with your filing official.)

SCHEDULE A-2
Investments, Income, and Assets
of Business Entities/Trusts
(Ownership Interest is 10% or Greater)

CALIFORNIA FORM 700 FAIR POLITICAL PRACTICES COMMISSION
Name Helenann Hirsch

▶ 1. BUSINESS ENTITY OR TRUST

Philip Recht & Helenann Hirsch Living Trust

Name

Address (Business Address Acceptable)

Check one

☒ Trust, go to 2 ☐ Business Entity, complete the box, then go to 2

GENERAL DESCRIPTION OF THIS BUSINESS

FAIR MARKET VALUE

- ☐ \$0 - \$1,999
☐ \$2,000 - \$10,000
☐ \$10,001 - \$100,000
☐ \$100,001 - \$1,000,000
☐ Over \$1,000,000

IF APPLICABLE, LIST DATE:

____/____/____ ____/____/____
ACQUIRED DISPOSED

NATURE OF INVESTMENT

☐ Partnership ☐ Sole Proprietorship ☐ _____ Other

YOUR BUSINESS POSITION _____

▶ 2. IDENTIFY THE GROSS INCOME RECEIVED (INCLUDE YOUR PRO RATA SHARE OF THE GROSS INCOME TO THE ENTITY/TRUST)

- ☐ \$0 - \$499 ☐ \$10,001 - \$100,000
☐ \$500 - \$1,000 ☒ OVER \$100,000
☐ \$1,001 - \$10,000

▶ 3. LIST THE NAME OF EACH REPORTABLE SINGLE SOURCE OF INCOME OF \$10,000 OR MORE (Attach a separate sheet if necessary.)

☐ None or ☒ Names listed below

Mayer Brown, LLP
New Plan Marco, LLC

▶ 4. INVESTMENTS AND INTERESTS IN REAL PROPERTY HELD OR LEASED BY THE BUSINESS ENTITY OR TRUST

Check one box:

☒ INVESTMENT ☐ REAL PROPERTY

EV Passport

Name of Business Entity, if Investment, or
Assessor's Parcel Number or Street Address of Real Property

Electric vehicle charging

Description of Business Activity or
City or Other Precise Location of Real Property

FAIR MARKET VALUE

- ☐ \$2,000 - \$10,000
☐ \$10,001 - \$100,000
☒ \$100,001 - \$1,000,000
☐ Over \$1,000,000

IF APPLICABLE, LIST DATE:

____/____/____ ____/____/____
ACQUIRED DISPOSED

NATURE OF INTEREST

☐ Property Ownership/Deed of Trust ☒ Stock ☐ Partnership

☐ Leasehold _____ ☐ Other _____
Yrs. remaining

☐ Check box if additional schedules reporting investments or real property are attached

▶ 1. BUSINESS ENTITY OR TRUST

Philip Recht & Helenann Hirsch Living Trust

Name

Address (Business Address Acceptable)

Check one

☒ Trust, go to 2 ☐ Business Entity, complete the box, then go to 2

GENERAL DESCRIPTION OF THIS BUSINESS

FAIR MARKET VALUE

- ☐ \$0 - \$1,999
☐ \$2,000 - \$10,000
☐ \$10,001 - \$100,000
☐ \$100,001 - \$1,000,000
☐ Over \$1,000,000

IF APPLICABLE, LIST DATE:

____/____/____ ____/____/____
ACQUIRED DISPOSED

NATURE OF INVESTMENT

☐ Partnership ☐ Sole Proprietorship ☐ _____ Other

YOUR BUSINESS POSITION _____

▶ 2. IDENTIFY THE GROSS INCOME RECEIVED (INCLUDE YOUR PRO RATA SHARE OF THE GROSS INCOME TO THE ENTITY/TRUST)

- ☐ \$0 - \$499 ☐ \$10,001 - \$100,000
☐ \$500 - \$1,000 ☒ OVER \$100,000
☐ \$1,001 - \$10,000

▶ 3. LIST THE NAME OF EACH REPORTABLE SINGLE SOURCE OF INCOME OF \$10,000 OR MORE (Attach a separate sheet if necessary.)

☐ None or ☒ Names listed below

Mayer Brown, LLP
New Plan Marco, LLC

▶ 4. INVESTMENTS AND INTERESTS IN REAL PROPERTY HELD OR LEASED BY THE BUSINESS ENTITY OR TRUST

Check one box:

☒ INVESTMENT ☐ REAL PROPERTY

Truecar

Name of Business Entity, if Investment, or
Assessor's Parcel Number or Street Address of Real Property

Car sales

Description of Business Activity or
City or Other Precise Location of Real Property

FAIR MARKET VALUE

- ☒ \$2,000 - \$10,000
☐ \$10,001 - \$100,000
☐ \$100,001 - \$1,000,000
☐ Over \$1,000,000

IF APPLICABLE, LIST DATE:

____/____/____ ____/____/____
ACQUIRED DISPOSED

NATURE OF INTEREST

☐ Property Ownership/Deed of Trust ☒ Stock ☐ Partnership

☐ Leasehold _____ ☐ Other _____
Yrs. remaining

☐ Check box if additional schedules reporting investments or real property are attached

Comments: _____

SCHEDULE C
Income, Loans, & Business
Positions
(Other than Gifts and Travel Payments)

CALIFORNIA FORM 700 FAIR POLITICAL PRACTICES COMMISSION
Name <u>Helenann Hirsch</u>

▶ 1. INCOME RECEIVED	▶ 1. INCOME RECEIVED
NAME OF SOURCE OF INCOME <u>Mayer Brown, LLP</u>	NAME OF SOURCE OF INCOME <u>New Plan Marco, LLC</u>
ADDRESS (Business Address Acceptable) [REDACTED]	ADDRESS (Business Address Acceptable) [REDACTED]
BUSINESS ACTIVITY, IF ANY, OF SOURCE <u>law firm</u>	BUSINESS ACTIVITY, IF ANY, OF SOURCE
YOUR BUSINESS POSITION <u>spouse of partner</u>	YOUR BUSINESS POSITION <u>investor</u>
GROSS INCOME RECEIVED <input type="checkbox"/> No Income - Business Position Only <input type="checkbox"/> \$500 - \$1,000 <input type="checkbox"/> \$1,001 - \$10,000 <input type="checkbox"/> \$10,001 - \$100,000 <input checked="" type="checkbox"/> OVER \$100,000	GROSS INCOME RECEIVED <input type="checkbox"/> No Income - Business Position Only <input type="checkbox"/> \$500 - \$1,000 <input checked="" type="checkbox"/> \$1,001 - \$10,000 <input type="checkbox"/> \$10,001 - \$100,000 <input type="checkbox"/> OVER \$100,000
CONSIDERATION FOR WHICH INCOME WAS RECEIVED <input type="checkbox"/> Salary <input type="checkbox"/> Spouse's or registered domestic partner's income (For self-employed use Schedule A-2.) <input checked="" type="checkbox"/> Partnership (Less than 10% ownership. For 10% or greater use Schedule A-2.) <input type="checkbox"/> Sale of _____ (Real property, car, boat, etc.) <input type="checkbox"/> Loan repayment <input type="checkbox"/> Commission or <input type="checkbox"/> Rental Income, list each source of \$10,000 or more _____ (Describe) <input type="checkbox"/> Other _____ (Describe)	CONSIDERATION FOR WHICH INCOME WAS RECEIVED <input type="checkbox"/> Salary <input type="checkbox"/> Spouse's or registered domestic partner's income (For self-employed use Schedule A-2.) <input checked="" type="checkbox"/> Partnership (Less than 10% ownership. For 10% or greater use Schedule A-2.) <input type="checkbox"/> Sale of _____ (Real property, car, boat, etc.) <input type="checkbox"/> Loan repayment <input type="checkbox"/> Commission or <input type="checkbox"/> Rental Income, list each source of \$10,000 or more _____ (Describe) <input type="checkbox"/> Other _____ (Describe)

▶ 2. LOANS RECEIVED OR OUTSTANDING DURING THE REPORTING PERIOD

* You are not required to report loans from a commercial lending institution, or any indebtedness created as part of a retail installment or credit card transaction, made in the lender's regular course of business on terms available to members of the public without regard to your official status. Personal loans and loans received not in a lender's regular course of business must be disclosed as follows:

NAME OF LENDER*	INTEREST RATE	TERM (Months/Years)
_____	_____ % <input type="checkbox"/> None	_____
ADDRESS (Business Address Acceptable)	SECURITY FOR LOAN	
_____	<input type="checkbox"/> None <input type="checkbox"/> Personal residence	
BUSINESS ACTIVITY, IF ANY, OF LENDER	<input type="checkbox"/> Real Property _____	Street address
_____		City
HIGHEST BALANCE DURING REPORTING PERIOD	<input type="checkbox"/> Guarantor _____	
<input type="checkbox"/> \$500 - \$1,000	<input type="checkbox"/> Other _____	(Describe)
<input type="checkbox"/> \$1,001 - \$10,000		
<input type="checkbox"/> \$10,001 - \$100,000		
<input type="checkbox"/> OVER \$100,000		

Comments: _____



Ethics Commission
200 N Spring Street
City Hall — 24th Floor
Los Angeles, CA 90012
(213) 978-1960
ethics.lacity.org

Restricted Source Financial Disclosure Statement Form 60

Elected City officials, general managers and chief administrative officers of City agencies, members of City boards and commissions, and individuals nominated to positions subject to City Council approval must file this form in conjunction with the state Form 700. Please refer to the attached instructions for additional information.

☒ **Original Filing** ☐ **Amended Filing** (original filed on ____/____/20____)

Total Pages: 4

Name: **Hirsch, Helenann**
(Last, First, Middle)

Agency: Civil + Human Rights and Equity Department

Position: **Member, Commission on Civil Rights**

Phone: [REDACTED]

Email: [REDACTED]

Type of Statement: ☒ **Pre-confirmation** Date of nomination: 01 / 31 / 2025
 ☐ **Assuming Office** First day in position: ____ / ____ / 20____
 ☐ **Annual** ____ / ____ / 20____ through December 31, 20____
 ☐ **Leaving Office** Last day in office: ____ / ____ / 20____

I had the following interests associated with restricted sources during this reporting period:

☐ **1. REAL PROPERTY — section attached.**
Interests in real property leased from or to, co-owned by, purchased from, or sold to a restricted source.

☒ **2. INVESTMENTS — section attached.**
Investments (other than real property) co-owned by, purchased from, or sold to a restricted source.

☒ **3. INCOME — section attached.**
Income received from a restricted source.

☐ **4. GIFTS — section attached.**
Gifts, cumulatively valued at \$50 or more, received from a restricted source.

☒ **5. BOARD POSITIONS — section attached.**
Positions held on the board of a restricted source.

- Or -

☐ **6. NO INTERESTS**
I had no interests in real property, investments, income, gifts, or board positions associated with restricted sources during this reporting period.

Certification

I declare under penalty of perjury under the laws of the City of Los Angeles and the state of California that I have read the instructions for this form and the information I have provided is true and complete.

02/09/2025 07:40 PM

Date

Signature



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Los Angeles, CA 90012
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Form 60

Section 2 -- Investments

Name: Hirsch, Helenann
(Last, First, Middle)

The following investments (other than real property) were co-owned by, purchased from, or sold to a restricted source.

Name of restricted source:

EV Passport

Address of restricted source:

[REDACTED]

Name of investment:

EV Passport

Nature of investment:

☒ Stock ☐ Partnership

☐ Other _____

Investment co-owned/purchased/sold by:

☐ Me ☒ My spouse/registered domestic partner
☐ My dependent child

Investment was:

☒ Co-owned ☐ Purchased (date: ____ / ____ / 20____)
☐ Sold (date: ____ / ____ / 20____)

Value of investment:

☐ \$2,000—\$10,000 ☐ \$10,001—\$100,000
☒ \$100,001—\$1,000,000 ☐ Over \$1,000,000

Name of restricted source:

Address of restricted source:

Name of investment:

Nature of investment:

☐ Stock ☐ Partnership

☐ Other _____

Investment co-owned/purchased/sold by:

☐ Me ☐ My spouse/registered domestic partner
☐ My dependent child

Investment was:

☐ Co-owned ☐ Purchased (date: ____ / ____ / 20____)
☐ Sold (date: ____ / ____ / 20____)

Value of investment:

☐ \$2,000—\$10,000 ☐ \$10,001—\$100,000
☐ \$100,001—\$1,000,000 ☐ Over \$1,000,000

Name of restricted source:

TrueCar, Inc.

Address of restricted source:

[REDACTED]

Name of investment:

TrueCar

Nature of investment:

☒ Stock ☐ Partnership

☐ Other _____

Investment co-owned/purchased/sold by:

☐ Me ☒ My spouse/registered domestic partner
☐ My dependent child

Investment was:

☒ Co-owned ☐ Purchased (date: ____ / ____ / 20____)
☐ Sold (date: ____ / ____ / 20____)

Value of investment:

☒ \$2,000—\$10,000 ☐ \$10,001—\$100,000
☐ \$100,001—\$1,000,000 ☐ Over \$1,000,000

Name of restricted source:

Address of restricted source:

Name of investment:

Nature of investment:

☐ Stock ☐ Partnership

☐ Other _____

Investment co-owned/purchased/sold by:

☐ Me ☐ My spouse/registered domestic partner
☐ My dependent child

Investment was:

☐ Co-owned ☐ Purchased (date: ____ / ____ / 20____)
☐ Sold (date: ____ / ____ / 20____)

Value of investment:

☐ \$2,000—\$10,000 ☐ \$10,001—\$100,000
☐ \$100,001—\$1,000,000 ☐ Over \$1,000,000



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Form 60

Section 3 -- Income

Name: Hirsch, Helenann
(Last, First, Middle)

The following income was received from a restricted source.

Name of restricted source:

Mayer Brown, LLP

Address of restricted source:

[REDACTED]

Business activity of restricted source:

law firm

Position title:

spouse of partner

Income received by:

- ☐ Me ☒ My spouse/registered domestic partner
☐ My dependent child

Value of income:

- ☐ \$500—\$1,000 ☐ \$1,001—\$10,000
☐ \$10,001—\$100,000 ☒ Over \$100,000

Income was:

- ☒ Salary/Commission ☐ Loan repayment
☐ Rental income ☐ Sale of _____
(e.g., car, boat, etc.)
☐ Other: _____

Name of restricted source:

Address of restricted source:

Business activity of restricted source:

Position title:

Income received by:

- ☐ Me ☐ My spouse/registered domestic partner
☐ My dependent child

Value of income:

- ☐ \$500—\$1,000 ☐ \$1,001—\$10,000
☐ \$10,001—\$100,000 ☐ Over \$100,000

Income was:

- ☐ Salary/Commission ☐ Loan repayment
☐ Rental income ☐ Sale of _____
(e.g., car, boat, etc.)
☐ Other: _____

Name of restricted source:

New Plan Marco

Address of restricted source:

[REDACTED]

Business activity of restricted source:

real estate

Position title:

investor

Income received by:

- ☐ Me ☒ My spouse/registered domestic partner
☐ My dependent child

Value of income:

- ☐ \$500—\$1,000 ☒ \$1,001—\$10,000
☐ \$10,001—\$100,000 ☐ Over \$100,000

Income was:

- ☐ Salary/Commission ☐ Loan repayment
☐ Rental income ☐ Sale of _____
(e.g., car, boat, etc.)
☒ Other: Partnership

Name of restricted source:

Address of restricted source:

Business activity of restricted source:

Position title:

Income received by:

- ☐ Me ☐ My spouse/registered domestic partner
☐ My dependent child

Value of income:

- ☐ \$500—\$1,000 ☐ \$1,001—\$10,000
☐ \$10,001—\$100,000 ☐ Over \$100,000

Income was:

- ☐ Salary/Commission ☐ Loan repayment
☐ Rental income ☐ Sale of _____
(e.g., car, boat, etc.)
☐ Other: _____



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Form 60

Section 5 -- Board Positions

Name: Hirsch, Helenann
(Last, First, Middle)

The following positions were held on the board of a restricted source.

Name of restricted source:

LA Area Chamber of Commerce

Address of restricted source:

[REDACTED]

Position Title:

Board Member

Position held by:

☐ Me ☒ My spouse/registered domestic partner
☐ My dependent child

Name of restricted source:

Address of restricted source:

Position Title:

Position held by:

☐ Me ☐ My spouse/registered domestic partner
☐ My dependent child

Name of restricted source:

LA Business Council

Address of restricted source:

[REDACTED]

Position Title:

Board Member

Position held by:

☐ Me ☒ My spouse/registered domestic partner
☐ My dependent child

Name of restricted source:

Address of restricted source:

Position Title:

Position held by:

☐ Me ☐ My spouse/registered domestic partner
☐ My dependent child

Name of restricted source:

Public Counsel

Address of restricted source:

[REDACTED]

Position Title:

Board Member

Position held by:

☐ Me ☒ My spouse/registered domestic partner
☐ My dependent child

Name of restricted source:

Address of restricted source:

Position Title:

Position held by:

☐ Me ☐ My spouse/registered domestic partner
☐ My dependent child