



KAREN BASS
MAYOR

September 3, 2024

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

Honorable Members:

Subject to your confirmation, I have appointed Ms. Nicole Chase to the Board of Taxicab Commissioners for the term ending June 30, 2026.

I certify that in my opinion Ms. Chase 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.

Ms. Chase will fill the vacancy created by the departure of Eric Spiegelman.

Sincerely,

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

KAREN BASS
Mayor

KB:tga

Attachment

COMMISSION APPOINTMENT FORM

Name: Nicole Chase
Commission: Board of Taxicab Commissioners
End of Term: 6/30/2026

Appointee Information

1. **Race:** African American
2. **Gender:** Female
3. **Council District and neighborhood of residence:** 7 - North Valley
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., Industrial Psychology, University of California at Berkeley
7. **Occupation/profession:** President & CEO, Development and Marketing Director, Boys & Girls Club of San Fernando Valley, Certified Facilitator, Motivating the Teen Spirit (MTS) - Empowering the Human Spirit Southern California
8. **Experience(s) that qualifies person for appointment:** See attached resume
9. **Purpose of this appointment:** Appointment
10. **Current composition of the commission (excluding appointee):**

Commissioner	APC	CD	Race	Gender	Term End
Colaiace, Andre	Central	5	Caucasian	M	6/30/2027
Welliver, Steven	Central	5	Caucasian	M	6/30/2029
Green, Billie	South LA	10	African American	F	6/30/2025
VACANT					6/30/2026
Rosas, Mary	North Valley	12	Latinx	F	6/30/2028

NICOLE CHASE

PROFESSIONAL ACHIEVEMENTS:

- Build coalitions, relationships, and partnerships with key stakeholders to support the organization's mission and goals, inclusive of families, community partners, authorizers, elected officials, and donors while acting as a point of contact,
- Demonstrated ability to market, recruit, motivate, and build cohesive teams and relationships that achieved results.
- Networked with community businesses and organizations.
- Excellent oral, interpersonal and intercultural communication skills - Articulate speaker; highly effective public presentations. Devised and implemented a comprehensive outreach program, significantly increased minority involvement with referrals from community organizations.
- Negotiation and conflict resolution experience
- Proactive problem-solver working both independently and with colleagues, community members, and organizations in the Los Angeles area.
- Owned and operated Monte Verde Ranch and California Polo Club, a boarding facility over 120 horses

WORK EXPERIENCE:

Boys & Girls Club of San Fernando Valley – www.bgcsfv.org

President & CEO

January 2018 – current

- Build coalitions, relationships, and partnerships with key stakeholders to support the organization's mission and goals, inclusive of families, community partners, authorizers, elected officials, and donors while acting as a point of contact,
- Budget preparation-control and development.
- Maintain and build short and long-term organizational capacity and branding required for excellence, sustainability, and growth through all elements of fund development,
- Manage business operations and a budget in excess of \$1.1 million.
- Recruit, train, and supervise department staff and coordination of inter-departmental operations.
- Oversee development and implementation of organization's strategic and public relations plan.
- Evaluate Board roles; development and implementation of organizational policies

Development and Marketing Director

September 2008 - current

- Develop and implement comprehensive fundraising, marketing and public relations strategies
- Lead and manage the site's overall development efforts to raise an annual budget of one million dollars
- As the Liaison between the Club and the community, cultivate and nurture relationships with current and potential corporate, foundation sponsors, and individual donors; manage annual giving campaign; cultivate major gifts
- Manage the Club's Resource Development Board: identify and secure membership and engage members in ongoing service opportunities and events
- Write grant proposals and reports to corporate, foundations, and government funders
- Develop, organize, and implement fundraising events and opportunities
 - Golden Hands Gala (Club's major fundraiser – raised over \$150,000)
 - 2010 Country, Blues and Cajun Festival & 2010 Casino Night

Motivating the Teen Spirit (MTS) – Empowering the Human Spirit www.motivatingtheteenspirit.com

March 2009 – current

Southern California

Certified Facilitator

- Teach Emotional Literacy and Healthiness to teens and young adults, through interactive programs and a combination of cognitive and experiential lessons; helping young people to take responsibility for their lives, respect themselves, and live with integrity.

Councilmember Richard Alarcón

March 2007 – September 2008

Northeast San Fernando Valley, CA

Fundraiser

- Fundraiser for Senator Alarcon's Los Angeles City Council Race for Council District 7 raised \$130,000 (City maximum) in 3 months (organized event)

NICOLE CHASE

- Fundraiser for the George & Ann Lopez-Ritchie Alarcon Community and Arts Resources for Education (CARE) Foundation – Charity Golf Tournament – raised \$150,000 in 3 months (organized event)
- Handle Councilmember Alarcon's Office Holders Account; raised \$50,000 for July 2007 account and over \$30,000 for the July 2008 account
 - As the Fundraiser:
 - Wrote, developed and implemented fundraising plans and planned fundraising events
 - Established and achieved weekly, monthly and quarterly fundraising goals and supervised incoming contributions and commissions due
 - Scheduled fundraising meetings and called known major donors and solicited funds
 - Solicited donations for over the phone / in-person, developed more detailed and expanded fundraising network
 - Managed and carried-out Councilmember's fundraising calendar

Councilmember Richard Alarcón's Council District Field Representative

- Coordinated responses and actions related to constituent inquiries/concerns; worked with City departments to resolve issues; developed reports and provided information related to status requests
- Received and resolved constituent complaints/concerns
- Interacted with a variety of high level individuals, both internally and within the community to provide information, disseminate departmental information and assist in resolving issues
- Understood, interpreted and communicated complicated policies, procedures and protocols; communicating orally and in writing with internal staff, public, city and government officials in order to give and receive information.
- Staffed Councilmember and represented member in his absence at community events
- Organized, planned and implemented major community events and programs:
 - Fourth of July at Hansen Dam (30,000 people in attendance); American Heroes Air Show (8,000 people in attendance)
 - Created the Fireworks and Fire Safety Program, partnered with the Jayneoni Foundation to bring books to LAUSD elementary schools, Planned and organized Cultural History Month and Juneteenth Celebrations

Councilmember Richard Alarcón's Young Senators Program- Program Director

The Young Senators Program involves a diverse group of about 100 talented junior and senior high school students from the San Fernando Valley.

- Implemented monthly leadership program, designed to educate students about the legislative process, develop or enhance leadership skills, and encourage young people to take an active role in improving the community, through community service
- Recruited a diverse group of teenagers from the San Fernando Valley

Assembly member Richard Alarcón

November 2006 – March 2007

Senator Richard Alarcón

October 2005 – November 2006

Northeast San Fernando Valley/Los Angeles, CA

District Representative

- Designed, planned and implemented community events, both independently and with fellow Deputies and community members/organizations (Events often dealt with healthcare, senior citizens, education, business development and cultural awareness etc...)
- Staffed the Senator at various events and represented him when he is unable to attend an event
- Spearheaded projects that resulted in improving communications between constituents and the Senator
- Organized Town Hall meeting to address major issues (i.e., immigration, education, healthcare and business retention) within the community with a special focus on the African American and Jewish communities
- Created the African American Resource Directory that highlights individuals, annual events and organizations that affect the African American community by celebrating its achievements, uplifting its causes, and recognizing its contributions to our economy, history, education, and the arts. The directory also listed government and nonprofit agencies

NICOLE CHASE

Black Business Expo (BBX) – CA (Consultant)

November 1992 – December 2010

(Non-profit corporation under the South Los Angeles Multi Services Corporation)

Teen Summit Director

- Create, design, and implement a multi-ethnic summit for 800 high school students, focusing on education, careers, and self-improvement/development.

Tom Bradley Business Institute Director

- Create, design and implement a small business / entrepreneurial program for the BBX community, focusing on resources, finances and development workshops.

West Coast Music Festival Director/Producer

- Developed, organized, implemented, and supervised all aspects of entertainment for the Expo, a production that consisted of over 30 different performances. Provided entertainment to approximately 55,000 people. Created a series of community talent showcases, with the finalists advancing to the Expo.

Fashion Institute of Design & Merchandising (FIDM) – Los Angeles, CA (Contractor)

January 2002 – October 2005

Recruiter/Speakers Bureau

- Introduced and recruited students at the high school and college levels to FIDM, by presenting stimulating and visually exciting presentations, enhancing and complimenting various subjects taught in the classroom; facilitated booths at College Fairs and provided information to the public regarding FIDM and its curriculum.
- Developed and nurtured relationships with educators and various organizations informing them about FIDM, and the vast opportunities available in the Fashion and Art Industries.

(IC) Catalyst Communications Inc. (Al Avila) – Los Angeles, CA (Consultant)

July 2002 – June 2004

Associate – Proposition F Fire Facilities Program Community Outreach Team

The voter approved Prop F - Fire Facilities Bond Program provided funding for land acquisition, design, construction, renovation, and/or expansion of fire, paramedic, and air operations facilities throughout the City of Los Angeles.

- Organized community meetings and outreach for Proposition F presentations with residents, LAFD officials, LA City Public Works representatives, and LA City Council; disseminated information to constituents regarding improvements to the LAFD

Andersen LLP (formerly Arthur Andersen LLP) – Los Angeles, CA

May 2000 – May 2001

Senior Recruiter – 80% Business Consulting and 20% HR Generalists

- Managed, strategized, and executed full life cycle recruiting for Andersen's Business Consulting practice, (Metro Southern California).
 - Recruited Consultants, Experienced Hires and Management in the following areas: Technology, Marketing, Human Resources, and Administrative/ Generalists
- Conducted technical screens, Critical Behavioral Interviews (CBIs), and created and maintained candidate-tracking reports.
- Organized, coordinated, and participated in on-and off-site recruitment activities including college events, job fairs, and open houses; attended community/civic social functions for networking and minority outreach.
- Built relationships with senior management to create a more effective, strategic and proactive team approach to recruiting.

Medical Media Services, Cedars-Sinai Medical Center - Los Angeles, CA

June 1996 – May 1999

Graphics Manager

State Senator David Roberti

November 1991-November 1992

Northeast San Fernando Valley/Los Angeles, CA Regional Coordinator - Legislative liaison for the Northeast San Fernando Valley

EDUCATION:

B.A. Industrial Psychology, University of California at Berkeley; Berkeley, California; UC Berkeley Alumni Scholar

POLITICAL ACTION:

- Candidate for Los Angeles City Council. Council District 7 - 2013
- Candidate for Los Angeles Community College District Board of Trustees - 2011

ACTIVITIES:

- Own, Operate and Manage Monte Verde Ranch and the California Polo Club with 120 horses
- Mistress of Ceremonies for the Latin Jazz Festival at the Greek Theatre, Los Angeles, co sponsored by La Opinion Newspaper
- Advisor for Project E.C.H.O and the SAGE Program – Santa Monica High School Entrepreneurial program

NICOLE CHASE

APPOINTMENTS:

- Los Angeles County Library Commissioner, appointed by Supervisor Zev Yaroslavsky
- Valley Regional Volunteer Neighborhood Oversight Committee (RVNOC), appointed by Councilmember Richard Alarcon
- 2013 Los Angeles Department of Transportation, Commissioner – Vice President, appointed by Mayor Eric Garcetti
- 2017 Los Angeles Zoo, Commissioner – appointed by Mayor Eric Garcetti
- 2019 Los Angeles Recreation and Parks Commission – appointed by Mayor Eric Garcetti

MEMBERSHIPS:

- Western Association of College Admission Counseling (WACAC)
- UC Berkeley Alumni Association – Lifetime member
- Alpha Kappa Alpha Sorority, Inc. Sigma Lambda Omega Chapter

COMMUNITY ENGAGEMENT:

- Board member, Los Angeles County Alliance for Boys & Girls Clubs
- Equine Committee – appointed by Los Angeles Councilmember Monica Rodriguez
- Community Safety Advisory Council (CSAC) – San Fernando Gardens

RECOGNITIONS:

- 2019 Woman of the Year. CA 39th State Assembly District - Assembly Member Luz Rivas
- 2010 woman of the Year Zeta Phi Beta Sorority, Inc. Nu Omicron Zeta Chapter



KAREN BASS
MAYOR

September 3, 2024

Dear Ms. Chase:

I am pleased to inform you that I hereby appoint you to the Board of Taxicab Commissioners for the term ending June 30, 2026, subject to confirmation by the City Council.

To begin the appointment 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.

Mayor's Office policy requires all potential commissioners to be fingerprinted as part of the background check. The Commissions team will assist in connecting you with Personnel's Background Unit so that you may schedule an appointment to have this done. You must schedule the appointment **within one week** of receiving this letter.

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 Samantha Rodriguez at the City Ethics Commission by email at samantha.rodriguez@lacity.org.

As part of the appointment process, Monica Rodriguez, your Councilmember, and Councilmember Heather Hutt, the Chair of the Transportation Committee, may wish to meet with you to answer any questions they have. Our office will assist with arranging these meetings.

Ms. Nicole Chase
September 3, 2024
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Additionally, you will be required to attend public meetings at City Hall where your appointment will be considered. You will be hearing from our office and a City Council Clerk who will let you know when your appointment will be considered by the Transportation Committee. Sometime thereafter, you will be notified of the date when your appointment will be presented to the full City Council. Before you may begin serving, you will 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.

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 address 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 legible.

KAREN BASS
Mayor

KB:tga

Attachment I
Ms. Nicole Chase
September 3, 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)
- Schedule an appointment to get fingerprinted to complete a background check. The Commissions team will assist in connecting you with the Personnel Background Unit.

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 Monica Rodriguez
- Councilmember Heather Hutt, Chair of the Council Committee considering your nomination

IV. Public Meetings at City Hall:

- Transportation Committee Hearing
- Full Council Hearing