



KAREN BASS
MAYOR

May 20, 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. Natasha Case to the Board of Cultural Affairs Commissioners for the term ending June 30, 2029. Ms. Case's current term expires on June 30, 2024.

I certify that in my opinion Ms. Case 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: Natasha Case
Commission: Board of Cultural Affairs Commissioners
End of Term: 6/30/2029

Appointee Information

1. **Race:** Caucasian
2. **Gender:** Female
3. **Council District and neighborhood of residence:** 5 - Central
4. **Are you a registered voter in the City of Los Angeles?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** University of California, Los Angeles, Masters of Architecture
7. **Occupation/profession:** Chief Brand Officer, Coolhaus Ice Cream/now Superlatus Foods
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
Unger, Catherine	West LA	5	Caucasian	F	6/30/2028
Olatunji, Asantewa	South LA	10	African American	F	6/30/2027
Blu Wakpa, Tria	North Valley	7	API, Caucasian	M	6/30/2028
Ho, Thien	Central	1	API	F	6/30/2026
Jimenez, Ray	West LA	5	Latinx	M	6/30/2027
Case, Natasha	Central	5	Caucasian	F	6/30/2024
Vinson, Robert	North Valley	12	Latinx	M	6/30/2025

Natasha Case
Business, Community & Innovation Leader

CEO & Co-founder
Coolhaus Ice Cream
2009-2021
Chief Brand Officer
August 2023 to present
Coolhaus Ice Cream/now Superlatus Foods

Founded Coolhaus Ice Cream in 2009 with a non-driveable postal van masquerading as an ice cream truck at Coachella Music Festival; scaled business to become the biggest LGBTQ+ & Women-founded and led ice cream brand in the country including ice cream trucks in multiple cities, scoop shops and a grocery business led by Whole Foods; successfully launched dairy-free in 2019; led the business to successful acquisition to Perfect Day in 2021.

Social Mission - devoted to inspiring the next generation of women and LGBTQ founders, entrepreneurs, and creators of diverse backgrounds to feel empowered to turn their dreams into realities in an equitable environment. Partnered with Black Girl Ventures to create ice cream to raise funds for entrepreneurial grants; taught courses and frequent public speaking engagements to push the envelope for the next generation. In December 2021, Coolhaus was acquired by The Urgent Company, a CPG company for the future with a mission to make more sustainable products without compromise. As part of the acquisition, Coolhaus traditional dairy products will transition to animal-free dairy in the months ahead, using Perfect Day animal-free whey protein, which generates up to 97% less greenhouse gas emissions than traditional dairy products. The only change Coolhaus fans can expect is reduction in the environmental impact from the products they already know and love. Natasha joined The Urgent Company as its new Chief Brand Officer, bringing her passion and unparalleled leadership to the team in this exciting next chapter for both companies. The Urgent Company sold Coolhaus to Superlatus Foods, where Natasha has been asked to come back as the Chief Brand Officer and advisor to the Superlatus portfolio of brands. Superlatus will have a public offering on the NASDAQ market.

CBO
The Urgent Company (part of Perfect Day)
2021-July 2022

Led innovation utilizing animal-free dairy (breakthrough for sustainability) in frozen and refrigerated grocery during 6 month transition after acquisition.

CEO & Founder
Lunch Bunch
August 2022-Present
Lunch Bunch is a comprehensive solution for healthy eating that children and families can rely

on as they grow. Lunch Bunch offers a balanced, healthy and creative variety of flexible meal solutions for schools ranging from government subsidized programs to private schools including TK-12 ages in the Los Angeles area. Undeniably, the problem can be best solved by giving kids, families and school communities an opportunity to participate in the process of where food comes from, how it is made, and how it is distributed with our robust enrichment programs that include and empower our communities to be part of positive change. As a mom of a 6 and 3 year-old, Natasha feels close to this issue and the urgency around giving EVERY kid the nourishing food they deserve.

Founder

Future Gin

2018-present

LGBTQ+ & Women-founded & led - pioneering in spirits space; California inspired botanical distilled in LA - now distributed in 7 states

Boards, Committees & Leadership

- Goldhirsh Foundation Investment Committee (not a Board), March 2024
- UCLA Arts - Oversight of Architecture, Fine Arts, and Digital Media at UCLA
- Larchmont Charter School - 2021-2013
- Startup UCLA - Mentor/Advisor/Guest Speaker
- Harvard-Westlake Inc/Harvard-Westlake Ventures - Mentor/Advisor/Guest Speaker
- Lloyd Greif Center for Entrepreneurial Studies - USC Marshall - Mentor/Advisor/Guest Speaker
- Naturally LA - Founding board member for Food, Bev & Wellness CPG organization (LA subsidiary)
- Opportunity Fund - Southern California Regional Board, helping Opportunity Fund to expand in Southern California. Providing strategy, insights, and championing this great cause to my network---Opportunity Fund is helping to close the gap between dreams and opportunities for thousands of entrepreneurs in Southern California by providing affordable microloans. Now nation's largest microlender; focus on BIPOC & women business owners
- YPO Beverly Hills Chapter - 2018-2022, Head of Membership

Top Awards

- Zagat 30 Under 30 (2012)
- Forbes 30 Under 30 (2013)
- LinkedIn 10 Under 35 (2015)
- UCLA LGBTQ+ Co-Alum of the Year (2019)
- UCLA Bruin Top 100 Businesses
- Los Angeles Business Journal - Innovator of the Year, Finalist
- Los Angeles Business Journal - Top 50 Women-owned Businesses

Top Appearances

- Judge, Chopped, Food Network
- Judge, King of Cones, Food Network
- Judge, Top Chef Jr, Universal Kids
- Podcast Host, Start to Sale, Eater/Vox 2019

- Judge, World Chef, 2022
- Special Guest, Good Morning America, ABC, 2014, 2015
- Spokesperson, California Milk Advisory Board
- Public Speaking - Martha Stewart Keynote Speaker

Author

Coolhaus ice Cream Book, 2014

Education

- UCLA - Masters of Architecture, 2008
- UC Berkeley - Bachelor's degree (Architecture, double minor City Planning, Italian Studies), 2005
- Cornell University, Rome - Urban Planning, Liberal Arts & Sciences/Liberal Studies, 2003-4
- Harvard-Westlake School, 2001

Languages

Italian, French

Hobbies

Basketball (playing in LA Rec league and coaching Larchmont Charter girls team), Golf, Gardening, Camping, Cocktail (and mocktail!) making, New Yorker caption contest



KAREN BASS
MAYOR

May 20, 2024

Dear Ms. Case:

I am pleased to inform you that I am reappointing you to the Board of Cultural Affairs 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, Katy Yaroslavsky, 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. Natasha Case
May 20, 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 legible.

KAREN BASS
Mayor

KB:tga

Attachment I
Ms. Natasha Case
May 20, 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 Katy Yaroslavsky
- ☐ 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