



October 10, 2024

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

Honorable Members:

Subject to your confirmation, I have appointed Mr. Steven Welliver to the Central Area Planning Commission for the term ending June 30, 2026.

I certify that in my opinion Mr. Welliver is especially qualified by reason of training and experience for the work which shall devolve upon him, and that I make the appointment solely in the interest of the City.

Mr. Welliver will fill the vacancy created by the departure of Jaime Geaga.

Sincerely,

KAREN BASS  
Mayor

KB:tga

Attachment

## COMMISSION APPOINTMENT FORM

**Name:** Steven Welliver  
**Commission:** Central Area Planning Commission  
**End of Term:** 6/30/2026

### Appointee Information

1. **Race:** Caucasian
2. **Gender:** Male
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:** Board of Taxicab Commissioners
6. **Highest level of education completed:** Master of Urban Planning, Economic Development Emphasis, University of Southern California
7. **Occupation/profession:** Executive Director, Hollywood Partnership Community Trust
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
Powell, Derek	Central	14	African American	M	6/30/2029
Stromberg, Julie	Central	5	Caucasian	F	6/30/2025
Kang, Steve	Central	5	API	M	6/30/2027
Lawrence, Maleena	Central	14	African American	F	6/30/2028
VACANT	Central				6/30/2026

# STEVEN WELLIVER

URBAN COMMUNITY BUILDER & NONPROFIT EXECUTIVE

## EDUCATION

### MASTER OF URBAN PLANNING

Economic Development Emphasis  
University of Southern California  
2012 - 2015

### MASTER OF PUBLIC ADMINISTRATION

City Management Emphasis  
University of Southern California  
2012 - 2015

### BACHELOR OF JOURNALISM

Multimedia Journalism Emphasis  
Business Administration Minor  
Sociology Minor  
Multicultural Studies Certificate  
University of Missouri-Columbia  
2005 - 2009

## PROFESSIONAL DEVELOPMENT

### CERTIFIED LEADER IN PLACE MANAGEMENT

International Downtown Association  
2021

### PRESIDENT

California Downtown Association  
2018

### EMERGING LEADERS FELLOWSHIP

International Downtown Association  
2017

### CITY & COUNTY MANAGEMENT FELLOWSHIP

University of Southern California  
2012 - 2015

## PROFESSIONAL PROFILE

Creative, innovative, analytical and action-oriented urban place management professional. Skilled in economic development, destination management, strategic planning, research, advocacy and efficient administration. Passionate about cities and crafting vibrant, resilient and equitable urban neighborhoods through collaborative, forward-thinking community development and active management.

## EXPERIENCE

### EXECUTIVE DIRECTOR

Hollywood Partnership Community Trust, Los Angeles, CA | Apr. 2022 – Present  
Other Roles: Vice President of Strategic Initiatives, The Hollywood Partnership

Serve as founding leader of a newly-established affiliate entity to augment and accelerate the work of the Hollywood urban place management organization. Develop strategic plans, master plans and project briefs and monitor cross-team implementation. Allocate resources to teams and programs. Serve as a key member of the executive team.

- Led oversight of more than \$3M in grants and government allocations secured over an 18 month period, resulting in a 20% budget enhancement.
- Negotiated and executed contracts totaling \$8M+ to restructure key programs, launch new initiatives and expand service offerings.
- Revised procedures and presentations for budget allocations to better align to organizational strategic plans and desired outcomes.
- Developed strategies to improve the Hollywood visitor experience and enhance Hollywood's role as a tourism engine of Los Angeles, including leading the Tourism Development Overlay Zone at Hollywood & Highland.

### DEPUTY CHIEF EXECUTIVE

Downtown Santa Monica, Inc., Santa Monica, CA | Sep. 2013 – Nov. 2021  
Prior Roles: Director of Policy & Planning | Policy & Planning Analyst | Intern

Develop a team of ten highly-effective staff members and oversee operations related to economic development; planning, design & infrastructure; policy & advocacy; public space management & operations; and general & fiscal administration. Foster relationships with business and property owners, city staff and community organizations. Serve as a key member of the executive team.

- Led a community engagement and visioning process to assess operation and management of a world-renowned pedestrian mall in light of evolving retail trends and increasing regional competition; planned for a \$60M public-private reinvestment in streetscape capital improvements.
- Analyzed and developed content for the 20-year strategic visioning and zoning plan for the downtown district, formulating recommendations and securing key revisions for stakeholders after facilitating 40+ workshops.
- Reviewed and provided feedback on 50+ real estate development and land use proposals, advocating for affordable housing, economic opportunity, vibrant public spaces and alignment to neighborhood character and values.

# STEVEN WELLIVER

URBAN COMMUNITY BUILDER & NONPROFIT EXECUTIVE

## INVOLVEMENT

### COMMISSIONER

City of Los Angeles  
Board of Taxicab Commissioners  
2023 - Present

### BOARD MEMBER

Christopher Street West/LA Pride  
Board of Directors  
2023 - Present

### BOARD MEMBER

California Downtown Association  
Board of Directors  
2015 - 2021

### COMMITTEE MEMBER

Santa Monica Business Improvement  
District Leaders Committee  
2014 - 2021

### MEMBER

International Downtown Association  
2014 - Present

### VOLUNTEER

Santa Monica Homeless Count  
2014 - 2021

## KEY SKILLS

Community & Economic  
Development

Destination Management

Written Communication  
& Public Speaking

Strategic Planning

Project Management

Research & Data Analysis

Budgeting & Fiscal Oversight

Team Development

Board Administration

## EXPERIENCE - CONTINUED

- Negotiated and executed contracts for consulting and routine program services, including oversight of 100+ contracted staff providing dispatch, hospitality, maintenance and homeless outreach services.
- Established protocols for producing data-driven staff reports, project proposals and presentations to facilitate effective board decision making and thoughtful evaluation of programs and organizational performance.
- Led organizational growth by expanding district boundaries to include a neighboring commercial corridor, establishing an overlay zone to enhance services along a newly constructed light rail line and developing a program to provide contracted services in three public parks adjacent to downtown.
- Developed and implemented operating budgets and corresponding strategic plans, overseeing 60% growth from \$6.5M to \$10.4M over five years.

### ADMINISTRATIVE INTERN - ECONOMIC DEVELOPMENT

City of Santa Monica, Santa Monica, CA | Jun. 2013 – Aug. 2013

Supported projects of the economic development division while participating with a cohort of interns in exploring interdepartmental functions of municipal government.

- Conducted technical review of 60+ leases for City-owned properties to align key terms and prepare guidelines for negotiation of future leases.
- Aggregated data sources and created methodologies to establish the first State of Downtown report for local business improvement district partner, Downtown Santa Monica, Inc.
- Evaluated operational efficiency of twice weekly farmers market events to standardize schedules and optimize allocation of staff labor resources.

### HUMAN RESOURCES ADMINISTRATIVE CLERK

City of Manhattan Beach, Manhattan Beach, CA | Sep. 2012 – Apr. 2013

Supported a team of managers and analysts in executing administrative functions of the human resources department of a municipality.

- Created recruitment and interview materials for available positions across ten departments and screened 50+ applicants daily.
- Produced comprehensive analysis to benchmark total compensation and benefits for 115+ staff positions against peers from eight nearby cities.



KAREN BASS  
MAYOR

October 10, 2024

Dear Mr. Welliver:

I am pleased to inform you that I hereby appoint you to the Central Area Planning Commission 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.

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](mailto:samantha.rodriguez@lacity.org).

As part of the appointment process, Katy Yaroslavsky, your Councilmember, and Councilmember John Lee, the Chair of the Planning and Land Use Management Committee, may wish to meet with you to answer any questions they have. Our office will assist with arranging these meetings.

Mr. Steven Welliver  
October 10, 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 Planning and Land Use Management 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](mailto: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](mailto: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  
Mr. Steven Welliver  
October 10, 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](mailto: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 John Lee, Chair of the Council Committee considering your nomination

### **IV. Public Meetings at City Hall:**

- ☐ Planning and Land Use Management Committee Hearing
- ☐ Full Council Hearing