



KAREN BASS
MAYOR

June 2, 2025

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

Honorable Members:

Subject to your confirmation, I have reappointed Ms. Marie Lloyd to the Board of Recreation and Parks Commissioners for the term ending June 30, 2030. Ms. Lloyd's current term expires on June 30, 2025.

I certify that in my opinion Ms. Lloyd 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". The signature is written in a cursive, flowing style.

KAREN BASS
Mayor

KB:lap

Attachment

COMMISSION APPOINTMENT FORM

Name: Marie Lloyd
Commission: Board of Recreation and Parks Commissioners
End of Term: 6/30/2030

Appointee Information

1. **Race:** Caucasian
2. **Gender:** F
3. **Council District and neighborhood of residence:** 11 - West Los Angeles
4. **Are you a registered voter in the City of Los Angeles?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** Bachelor of Art, Urban Studies, Hampshire College
7. **Occupation/profession:** Principal, MSL Consulting
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
Hutton, Fiona	South Valley	4	Caucasian	F	6/30/2029
Simril, Renata	South Valley	4	African American	F	6/30/2028
Tran, Benny	Central	9	API	M	6/30/2026
Sanchez, Luis	East LA	14	Latinx	M	6/30/2027
Lloyd, Marie	East LA	14	Caucasian	F	6/30/2025

MARIE LLOYD

MSL Consulting - Principal

2020 & Current

- Currently providing strategic support to a 9-figure philanthropic initiative, a public policy initiative confronting the nation's worst homelessness crisis, and a communications training program, among other projects.
- Previous work includes:
 - Social Impact Advisor to Entertainment Industry Performer and Creator
 - Directed all philanthropic and political contributions and activity.
 - Developed content and advised on communications for client with his millions of fans and social followers.
 - Consultant to successful first-of-its-kind ballot measure campaign that is currently allocating \$1 billion annually to combat racial injustice in Los Angeles County
 - Advised campaign on fundraising, communications, and political support.
 - Managed celebrity engagement, influencers and targeted media.

Amazon - Head of Public Policy & Community Engagement for SoCal

2020 – Dec. 2024

- Hired as Amazon's first-ever Head of External Affairs for Southern California. Promoted to Head of Public Policy & Community Engagement through the company's highly competitive process.
- Conducted public policy advocacy on legislation impacting Artificial Intelligence, advertising, privacy, content moderation, organized labor, plastics & packaging, and more.
- Directed \$15 million in grants and support to 250+ non-profit organizations and initiatives.
- Represented the company as an on-the-record media spokesperson, delivered keynote speeches, and participated in panels and conferences.
- Provided support to key executives (CEO and his direct reports, company VPs) to prepare them for private meetings, public speaking, philanthropic engagements and other opportunities.
- Represented the company as board member of the Los Angeles Chamber of Commerce, Los Angeles Business Council, San Diego Regional Chamber of Commerce, Culver City Chamber of Commerce, Culver City Downtown Business Association, and the Valley Industry and Commerce Association.
- Led global community engagement and social impact campaigns for Amazon's entertainment businesses, including Prime Video, Amazon MGM Studios, Amazon Music, Wondery, Twitch, Amazon Games, Prime Video Sports & Audible.
- Created "TNF (Thursday Night Football) for Good," the first philanthropic partnership to include the NFL, each of its individual teams, and a broadcaster.
- Led Amazon's national 50th Anniversary of Hip Hop campaign, which included a Congressional resolution, media events and programming in New York, Washington, D.C. and L.A., nationwide philanthropic investments, and talent engagement.

Gonring Lin Spahn - Vice President

2015 – 2020

- Advisor to corporations, C-suite executives, high-profile and high-net worth individuals, charitable foundations, and non-profit organizations on strategic communications, politics, government relations and philanthropic development.
 - Lead consultant to a foundation serving more than 100,000 union members working in the entertainment industry.
 - Government relations lead for a non-profit organization seeking to build affordable housing for low income families and transitional aged youth.

- Project lead for a global non-profit organization's launch of a new international initiative in partnership with FedEx.
- Communications lead for a family office managing a multi-billion-dollar investment portfolio, a major league sports franchise, and a major philanthropic initiative.
- Strategic planning lead for a major league sports franchise's philanthropic foundation.
- Served as firm's communications strategist.
 - On-the-record spokesperson for the firm and its clients.
 - Regularly interacted with California and national political and entertainment media.
 - Developed messaging, produced events, and drafted media releases and talking points for clients.
 - Led crisis communications from billion-dollar asset sales to sexual abuse allegations.

Los Angeles Mayor Eric Garcetti - Communications Deputy

2013 – 2015

- Communications strategist, on-the-record spokesperson and writer.
 - Produced media events/press conferences; pitched media interviews; briefed and staffed the Mayor at events and interviews; wrote talking points, press releases, and media advisories; assisted the Director of Communications with strategic planning; conducted policy research.

EDUCATION

Certificate, UC Berkeley College of Environmental Design

2012

Post baccalaureate seminar focused on city and regional planning.

B.A., Hampshire College

2012

Concentrations: Urban Studies, Urban Planning and Anthropology.

CURRENT PUBLIC SERVICE APPOINTMENTS

Commissioner, Los Angeles Department of Recreation and Parks

Appointed by Mayor Karen Bass to the Charter-designated authority over the city's 16,000+ acres of parkland, which include 411 playgrounds, 92 miles of hiking trails, 59 swimming pools, 29 senior centers, 13 golf courses, 13 lakes, 12 museums and world-renowned destinations such as Venice Beach, the Griffith Observatory and the Greek Theater. The Department of Recreation and Parks has a budget of \$364 million and employs approximately 8,000 full and part-time employees. Serve as Co-Chair of the Facilities and Maintenance Task Force, which oversees all capital projects and infrastructure investments.

Board Member, Central City Association

Serve on the Board of Directors of one of Los Angeles leading business and public policy advocacy organizations, which celebrated its centennial in 2024. Serve as Co-Chair of CCA's Political Action Committee (PAC), and on the Board of Downtown Works, CCA's affiliated philanthropic organization.

Board Member, Los Angeles Fire Foundation

Serve on the Board of Directors of the official non-profit arm of the Los Angeles Fire Department. The Foundation channels donations from private, corporate, and community partners into tangible resources to assist the nation's third largest municipal fire department and City's largest healthcare provider.



KAREN BASS
MAYOR

June 2, 2025

Dear Ms. Lloyd:

I am pleased to inform you that I am reappointing you to the Board of Recreation and Parks Commissioners for the term ending June 30, 2030, subject to confirmation by the City Council.

As part of the reappointment process, Traci Park, your Councilmember, and Councilmember Ysabel Jurado, the Chair of the Arts, Parks, Libraries, 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 Samantha Rodriguez at the City Ethics Commission by email at samantha.rodriquez@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 Arts, Parks, Libraries, 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. Marie Lloyd
June 2, 2025
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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 written in a cursive, flowing style.

KAREN BASS
Mayor

KB:lap

Attachment I
Ms. Marie Lloyd
June 2, 2025

Nominee Check List

I. Within 7 days:

- Email the completed document listed below, found on the last page of this letter, to: myr-commissions@lacity.org OR mail them to:

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

- Remuneration Form

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 Traci Park
- Councilmember Ysabel Jurado, Chair of the Council Committee considering your nomination

IV. Public Meetings at City Hall:

- Arts, Parks, Libraries, and Community Enrichment Committee Hearing
- Full Council Hearing