



ERIC GARCETTI
MAYOR

May 23, 2019

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

Honorable Members:

Subject to your confirmation, I have appointed Ms. Donna Choi to the Board of Transportation Commissioners for the term ending June 30, 2021. Ms. Choi will fill the vacancy created by Rudy Espinoza, who has resigned.

I certify that in my opinion Ms. Choi is qualified for the work that will devolve upon her, and that I make the appointment solely in the interest of the City.

Sincerely,

A handwritten signature in blue ink, appearing to read 'E. Garcetti'.

ERIC GARCETTI
Mayor

EG:dlg

Attachment

COMMISSION APPOINTMENT FORM

Name: Donna Choi
Commission: Board of Transportation Commissioners
End of Term: 6/30/2021

Appointee Information

- 1. Race/ethnicity:** Caucasian
- 2. Gender:** Female
- 3. Council district and neighborhood of residence:** 14 - East
- 4. Are you a registered voter?** Yes
- 5. Prior commission experience:** East Los Angeles Area Planning Commission
- 6. Highest level of education completed:**
- 7. Occupation/profession:** Administrative Executive, Downtown Arcadia Improvement Association
- 8. Experience(s) that qualifies person for appointment:** See attached resume
- 9. Purpose of this appointment:** Replacement
- 10. Current composition of the commission (excluding appointee):**

Commissioner	APC	CD	Ethnicity	Gender	Term End
Bayne, Tafarai	Central	10	African American	M	30-Jun-22
Eisenberg, Eric	Harbor	15	Caucasian	M	30-Jun-23
Liban, Cris	West LA	11	Asian Pacific Islander	M	30-Jun-20
Ly, John	South Valley	2	Asian Pacific Islander	M	30-Jun-23
Ortega, Jazmin	East LA	14	Latina	F	30-Jun-22
Silva, Glenda	West LA	11	Latina	F	30-Jun-19

Donna Choi

Work Experience

Administrative Executive

July 2017 - Present

Downtown Arcadia Improvement Association

Manage diverse non-profit group of property and business owners with the goal of increasing pedestrian traffic to and brand awareness for the Downtown area. Responsibilities include: maintaining Corporate documents, full event production, volunteer management, liaison with public, City, businesses, and DAIA.

*Winner 2017 EDDY Award

General Manager

Travel Town Museum Foundation

July 2009 – February 2017

Oversee popular historic non-profit in Griffith Park. Responsible for: Sponsorships, Community Relations, Tours, Memberships, Volunteer Program, In-Kind Donations, and Events. Increased all revenue streams by 40%. Full event production. Awarded volunteers with the Presidential Volunteer Service Award.

Owner/Designer

Serifos, Inc.

August 2001 – May 2013

Responsible for every aspect of running successful retail gift boutique in Silver Lake (Voted Best in LA by Citysearch) including: Accounts Receivable/Payable, Bookkeeping & Taxes, Hiring/Training Employees, Community Relations, Buying/Selling, Merchandising, Marketing/Promotions.

*Jewelry designer of award winning Suzette Jewels.

Director of Market Development

Clear Channel Communications KBIG/KLAC Radio

April 2000- April 2001

Responsible for hiring and training 15+ person sales team. Surpassed \$1,000,000 annual budget. Created marketing and promotional programs for variety of clients.

*Recipient of "Chancellor Marketing Group Award" for Exceptional Sales performance.

Account Executive

Infinity Broadcasting Corporation KROQ Radio

April 1997- April 2000

Responsible for annual budget. Created Advertising and Promotional campaigns for a wide array of clients including: Colleges, Film Studios, Video Gaming companies.

*Recipient of the "CBS Eye on You Super Achiever Award" for innovative sales.

Computer Skills

Quicken, FileMaker Pro, Microsoft Office incl. PowerPoint & Excel, Mail Chimp & Constant Contact.

Education

Glendale Community College, Glendale, CA - General Studies

Santa Monica College, Santa Monica, CA - General Studies

Additional Activities

Commissioners, East Area Planning Commission

City of Los Angeles

February 2013 – Present

Elected Member

Los Angeles County Democratic Party (LACDP)

June 2016 – Present

Member

LACDP's Legislative Action Committee

January 2017 – Present

Elected Delegate

California State Central Committee

November 2016 – Present

Office Manager

Latinos for Obama Campaign Headquarters

September 2008 – November 2008

Producer

Serifos Annual Halloween Treat-a-thon

October 2001 – October 2012

*Annual popular event giving local & low-income children posters & items from popular movies.



ERIC GARCETTI
MAYOR

May 23, 2019

Dear Ms. Choi:

I am pleased to inform you that I hereby appoint you to the Board of Transportation Commissioners for the term ending June 30, 2021. In order to complete the process as quickly as possible, there are several steps that must be taken, many of which require visiting City Hall. If you require parking during these procedures, please call Claudia Luna in my office at (213) 978-0621 to make arrangements for you.

To begin the appointment process, please review, sign and return the enclosed Remuneration Form, Undated Separation Forms, Background Check Release and Information Sheet **within one week** of receiving this letter. These documents are necessary to ensuring the most efficient, open and accountable City government possible. Further, Mayor's Office policy requires you to be fingerprinted as part of the background check that is done on all potential Commissioners. To do so, please bring this letter to the Background Unit of Employment Services Division, Personnel Department Building, 700 East Temple Street, Room 235, Los Angeles, California 90012. The division phone number is (213) 473-9343. Fingerprints must be taken **within three working days** from the **receipt** of this letter.

Under separate cover 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, 200 North Spring Street, City Hall, 24th Floor, Los Angeles, California 90012. Any inquiries regarding this form should be directed to Nicole Enriquez at the Ethics Commission at (213) 978-1960.

Ms. Donna Choi
May 23, 2019
Page 2

As part of the City Council confirmation process, you will need to meet with Jose Huizar, your Councilmember, and Councilmember Mike Bonin, the Chair of the Transportation Committee, to answer any questions they may have. You will be hearing from a City Council committee clerk who will let you know when your appointment will be considered by the Transportation Committee. Sometime thereafter, you will be notified by the committee clerk when your appointment will be presented to the full City Council for confirmation. Once you are confirmed, you will be required to take the oath of office in the City Clerk's Office in Room 395 of City Hall. Claudia Luna will assist you during the confirmation process if you have questions.

Commissioners must be residents of the City of Los Angeles. If you move at any point during your term, have any changes in your telephone numbers, or in the future plan to resign (resignation must be put in writing), please contact my office immediately.

Congratulations and thank you for agreeing to serve the people of Los Angeles.

Sincerely,

A handwritten signature in black ink, appearing to read 'E. Garcetti', with a horizontal line extending to the right.

ERIC GARCETTI
Mayor

EG:dlg

Attachment I
Ms. Donna Choi
May 23, 2019

Nominee Check List

I. Within three days:

- _____ **Get fingerprinted to complete a background check.**
No appointment is necessary. Bring the Mayor's letter to:
Background Unit of Employment Services Division, Personnel
Department Building, 700 East Temple Street, Room 235, Los Angeles,
California 90012. Phone: (213) 473-9343.

II. Within seven days:

Mail or email the following forms to: Claudia Luna, Office of the Mayor, Office of
Legislative and External Affairs, City Hall, 200 N. Spring Street, Los Angeles, CA
90012 or email: Claudia.Luna@lacity.org.

- _____ **Remuneration Form**
- _____ **Undated Separation Forms**
- _____ **Background Check Release**
- _____ **Commissioner Information Sheet/Voluntary Statistics**

III. Within 21 days:

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.*

- _____ **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**

IV. As soon as possible, the Mayor's Office will schedule a meeting with you and:

- _____ **Your City Councilmember Jose Huizar**
- _____ **Councilmember Mike Bonin, Chair of the Council Committee
considering your nomination.**

Staff in the Mayor's Office will assist you with these arrangements.