



August 4, 2021

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

Honorable Members:

Subject to your confirmation, I have reappointed Ms. Donna Choi to the Board of Transportation Commissioners for the term ending June 30, 2026. Ms. Choi's current term expired on June 30, 2021.

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

ERIC GARCETTI  
Mayor

EG:dlg

Attachment

**COMMISSION APPOINTMENT FORM**

**Name:** Donna Choi  
**Commission:** Board of Transportation Commissioners  
**End of Term:** 6/30/2026

**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, Board of Transportation Commissioners
- 6. **Highest level of education completed:**
- 7. **Occupation/profession:** Vice President Special Projects, VG Property Investments
- 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	Ethnicity	Gender	Term End
Eisenberg, Eric	Harbor	15	Caucasian	M	30-Jun-23
Choi, Donna	East LA	14	Caucasian	F	30-Jun-21
Liban, Cris	West LA	11	Asian Pacific Islander	M	30-Jun-25
Ly, John	South Valley	2	Asian Pacific Islander	M	30-Jun-23
Ortega, Jazmin	East LA	14	Latina	F	30-Jun-22
Jones, John III	South LA	15	African American	M	30-Jun-22
Tejada, Sheila	Central	4	Latina	F	30-Jun-24

# Donna Choi

## Work Experience

### **Vice President Special Projects**

September 2019 - Present

*VG Property Investments*

Manage special projects: public meetings, permit expediting, city approvals, etc. for large property investment company.

### **Executive Director**

July 2016 - 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 (Holiday Fair 6,000+ attendees, Patriotic Festival 10,000+ attendees, and Halloween Haunting 2,000+ attendees), volunteer management, liaison with public, City, businesses, and DAIA.

### **General Manager**

*Travel Town Museum Foundation*

July 2009 – February 2017

Oversaw popular historic non-profit in Griffith Park. Responsible for: Sponsorships, Community Relations, Tours, Memberships, Volunteer Program, Donations, and Events. Increased all revenue streams. Produced annual open house event and volunteer award ceremony President Obama's 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.

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

## Computer Skills

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

## Education

Glendale Community College, Glendale, CA - General Studies

Santa Monica College, Santa Monica, CA - General Studies

## Additional Activities

**Commissioner, Board of Transportation Commission, City of Los Angeles**

February 2019 – Present

**Commissioner, East Area Planning Commission, City of Los Angeles**

June 2013 – June 2019

**Elected Member, Los Angeles County Democratic Party (LACDP)**

June 2016 – June 2020

**Member, LACDP's Legislative Action Committee**

January 2017 – June 2020

**Elected Delegate, California State Central Committee**

November 2016 – 2020

**Office Manager, Latinos for Obama Campaign Headquarters**

September – November 2008



**ERIC GARCETTI**  
**MAYOR**

August 4, 2021

Dear Ms. Choi:

I am pleased to inform you that I hereby reappoint you to the Board of Transportation Commissioners for the term ending June 30, 2026. 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 reappointment 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.

As part of the City Council confirmation process, you will need to meet with Kevin de León, 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 reappointment will be considered by the Transportation Committee. Some time thereafter, you will be notified by the committee clerk when your reappointment 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.

Ms. Donna Choi  
August 4, 2021  
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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 and a small mark at the end.

ERIC GARCETTI  
Mayor

EG:dlg

Attachment I  
Ms. Donna Choi  
August 4, 2021

### **Nominee Check List**

#### **I. Within seven days:**

Mail or email the following forms to: Claudia Luna, Office of the Mayor, 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**

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

\_\_\_\_\_ **Your City Councilmember Kevin de León**

\_\_\_\_\_ **Councilmember Mike Bonin, Chair of the Council Committee  
considering your nomination**

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