



ERIC GARCETTI
MAYOR

August 20, 2021

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

Honorable Members:

Subject to your confirmation, I have reappointed Mr. Jason Seward to the Innovation and Performance Commission for the term ending June 30, 2025. Mr. Seward's current term expires on September 6, 2021.

I certify that in my opinion Mr. Seward is qualified for the work that will devolve upon him, 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: Jason Seward
Commission: Innovation and Performance Commission
End of Term: 6/30/2025

Appointee Information

1. **Race/ethnicity:** African American
2. **Gender:** Male
3. **Council district and neighborhood of residence:** 4 - Central
4. **Are you a registered voter?** Yes
5. **Prior commission experience:** Convention Center and Exhibition Authority, Innovation and Performance Commission
6. **Highest level of education completed:** M.P.A, University of Southern California
7. **Occupation/profession:** Founder and Producer, Your Turn Intern Expo & Celebrity Fest
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	Appointing Authority
Silverstein, Michelle		2		F		Chair of B&F
Fondation, Larry	East	4	Caucasian	M	30-Jun-23	Mayor
Hoang, Tony	Central	14	Asian Pacific Islander	M	06-Sep-22	Mayor
Levey, Jerry		5		M		Chair of PAAW
Merritt, Jon		5		M		Chair of PAAW
Walker, John		2		M		Chair of B&F
Seward, Jason	Central	4	African American	M	06-Sep-21	Mayor
Serin, Mindy		12		F		Chair of Public Works
Parker, John		3		M		Chair of Public Works

JASON L. SEWARD, MPA

PROFESSIONAL EXPERIENCE:

Your Turn Intern Expo & Celebrity Fest, LLC
Founder, Owner & Executive Producer
December 2015 – Present

- Manage the development and production of an educational consumer show in major cities throughout the U.S. that exhibits a record number of internships, promotes employer recruitment opportunities, enhances professional networking avenues between human resource professionals and college administrators, and culminates with a highly-anticipated entertainment festival for expo attendees.
- Manage strategic initiatives that align a portion of expo proceeds to benefit local partnering small businesses, community-based organizations, educational institutions, and government agencies that host internships to advance college students and recent college graduates.

Millennium Momentum Foundation, Inc.
Founder & CEO
July 2002 – Present

- Responsible for developing, implementing and the managing the agency's programs, operations, strategic development, and philanthropic activities and initiatives.
- Created and expanded customized financial aid and leadership training programs in 20 cities, while achieving a compelling 96% graduation rate and 91% employment matriculation rate among program graduates from 2002 thru 2013.
- Personally developed and led fundraising efforts that raised over \$1 Million in revenue to support Southern California programs and operations targeting high potential young adults from low to moderate income households.
- Developed long-term strategic partnerships and formal MOUs with community colleges and 4-year universities to support aspiring college students seeking higher education, workforce matriculation training, and/or civic engagement and conference participation opportunities.
- Developed over 25 public-private partnerships between local city municipalities and corporations doing business in those cities to financially support and professionally prepare young adults from around the Country seeking to enter higher education and/or the workforce.
- Developed formal partnership with the White House Office of Public Engagement and U.S. Department of Education to advise the President on the creation, development, and advancement of non-partisan educational conferences (White House Young America Series) in 15 states around the Country to bridge President Obama's vision with the needs of young Americans by connecting them with the local and national resources to meet the challenges of the 21st century.

City of Los Angeles

Innovation & Performance Commission

1st Vice President – Los Angeles Mayor Eric Garcetti Appointee, Feb. 2017 – Aug. 2021

- Advised the Mayor and City Council on strategies to work with the public sector & private sector to improve the responsiveness, efficiency and quality of City of Los Angeles services.
- Helped to oversee an Annual Innovation Fund of \$1 Million, which seeds pilot projects generated by City employees, Commissions, Neighborhood Councils and City Elected Officials that will improve the way City departments deliver services, drive cost savings, or generate new revenue streams.
- Chaired the Performance Management Committee, which works to improve performance management programs and methods within City of Los Angeles departments, monitors Annual department performance & needs improvements, identifies and promotes distinguished department and staff performance throughout the City, and more.
- Chaired the Innovation & Performance Awards Ad Hoc Committee, which manages the annual production that recognizes City Employees, Commissioners, Neighborhood Councils and Elected Officials that have advanced the City of Los Angeles through exemplary innovation and performance that has either improved customer service, streamlined processes, saved money, and/or enhanced the quality of life in the City of Los Angeles.
- Served as Commission Liaison to directly help address and advance the needs of City departments including, but not limited to the Chief Administrative Officer (CAO), Personnel Department, Emergency Management Department, Cultural Affairs Department, Chief Legislative Analyst, Los Angeles Public Library Department, and Public Works Department.

City of Los Angeles

Los Angeles Convention & Exhibition Center Authority

Commissioner – Los Angeles Mayor Eric Garcetti Appointee, Aug. 2014 – Nov. 2015

- Advised the Mayor and City Council on public policy and budget matters impacting the financing, development, construction, and continued advancement of the Los Angeles Convention Center.
- Contributed towards the development of strategies to enhance the City of Los Angeles' prominence as a destination of choice for citywide conventions, exhibitions, trade shows, and high-profile events, while performing as an economic and jobs engine for the region.
- Managed \$320 million in bonds for the development and expansion of the Los Angeles Convention Center, while serving on a 15-member Joint Powers Authority, comprised of City and County appointees.
- Evaluated the Convention Center expansion and modernization project, including review of economic impacts, timelines, costs, travel / traffic impact, development timelines, cost estimation, operational impact, and more.

Los Angeles County Board of Supervisors, 2nd District

Office of Supervisor Yvonne B. Burke, Los Angeles

Supervisor's Deputy – Social Services, Education & South LA, June 1998 – Oct. 2006

- Advised the Supervisor for 8.5 years on public policy, budget, and constituent services impacting County of Los Angeles Libraries, Public Social Services, Natural History Museum, Children & Family Services, Housing, South LA, and South Bay Cities.
- Managed youth engagement and special event production for the 2nd Supervisorial District.
- Created strategies to advance the County of Los Angeles Youth Commission
- Created procedural mandates that required Department of Public Social Services (DPSS) and Los Angeles Homeless Service Authority to reduce the number of CalWORKs families that become homeless once the aided adult exhausts his/her 60-month time limit.
- Developed Board policy motions that successfully led to the identification of resources to create additional homework centers and after-school programs to benefit at-risk youth attending County of Los Angeles libraries.
- Developed Board policy motions that successfully led to budget augmentations in the amount of \$5 Million to refurbish 1 library in each Supervisorial District to meet ADA requirements and create user-friendly facilities.

- Developed Library Department policies to significantly enhance the recruitment and retention of qualified County Librarians to meet the changing staffing needs of the County Library system.
- Developed Board policy motions that successfully identified over \$1 Million in County budget resources to supplement children's books and materials for 2nd District libraries.
- Worked with County Librarian and CAO staff to identify cost savings to improve security within County Library facilities, resulting in customized alarm systems, security gates, and improved exterior lighting.
- Strengthened 2nd District constituent services for South LA by extensively engaging youth and incorporating input from, block clubs and homeowners associations on issue follow-up, progress tracking, and resolution.
- Led staff effort to successfully identify funds in budget deliberations to provide technical assistance to South LA service providers seeking to maintain their operations and to meet increased LA County client demand.

COMMUNITY SERVICE:

Obama for America, Fundraiser (2009-2012)

- Led efforts to raise over \$250,000.00 to support and advance Obama for America efforts to build and strengthen grassroots organizing and resident mobilization efforts throughout the United States.

Filipino-American Service Group, Inc. (FASGI), Governance Chair (2005-2015)

- Advised the Board on strategic direction of agency rendering social services to veterans, youth and seniors.
- Lead efforts to identify needed Board Member skills, created Board Orientation protocols, and enhanced Board Member evaluation systems and procedures.

The Clinton Foundation, Los Angeles Region Co-Chair & Host (2012)

- Hosted Former President Bill Clinton in Los Angeles for the purpose of generating revenue for the Clinton Foundation and Co-Chaired his Millennium Network fundraisers targeting young professionals in Los Angeles.

Global Cooperation Society (GCS), Los Angeles – Delegate (2001)

- Led Multicultural Korea Visitation Delegation to tour South Korea for the purpose of gaining in-depth knowledge of Korean culture, key industries, political infrastructure, and heritage in an effort to improve relations between African-American and Korean-Americans in United States.

USC Black Alumni Association, Board Member – Fundraising Chair (2000-2001)

- Led efforts to increase funding for African-American scholarship aid and student enrollment retention.

EDUCATION:

Indiana University – Bloomington, IN
B.A. Criminal Justice / Psychology, 1997

University of Southern California, Los Angeles, CA
Master of Public Administration – Intergovernmental Relations Emphasis, 1999



ERIC GARCETTI
MAYOR

August 20, 2021

Dear Mr. Seward:

I am pleased to inform you that I hereby reappoint you to the Innovation and Performance Commission for the term ending June 30, 2025. 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 Nithya Raman, your Councilmember, and Councilmember Bob Blumenfield, the Chair of the Public Works 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 Public Works 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.

Mr. Jason Seward
August 20, 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 flourish at the end.

ERIC GARCETTI
Mayor

EG:dlg

Attachment I
Mr. Jason Seward
August 20, 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 Nithya Raman**

_____ **Councilmember Bob Blumenfield, Chair of the Council Committee considering your nomination**

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