



ERIC GARCETTI
MAYOR

September 15, 2022

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

Honorable Members:

Subject to your confirmation, I have appointed Ms. Joella Hopkins to the Police Permit Review Panel for the term ending June 30, 2024. Ms. Hopkins will fill the vacancy created by William Kil, who has resigned.

I certify that in my opinion Ms. Hopkins 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:tga

Attachment

COMMISSION APPOINTMENT FORM

Name: Joella Hopkins
Commission: Police Permit Review Panel
End of Term: 6/30/2024

Appointee Information

1. **Race:** Latinx
2. **Gender:** Female
3. **Council district and neighborhood of residence:** 14 - Central
4. **Are you a registered voter?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** MBA, Marketing, University of Phoenix, Pasadena, CA
7. **Occupation/profession:** Accounting Director, Business Development & Culture, The 360 Agency
8. **Experience(s) that qualifies person for appointment:** See attached resume/bio
9. **Purpose of this appointment:** Appointment
10. **Current composition of the commission (excluding appointee):**

Commissioner	APC	CD	Ethnicity	Gender	Term End
Islam, Maruf	Central	10	Asian Pacific Islander	M	30-Jun-23
Vacant					30-Jun-24
Gonzales, Omar	South Valley	4	Latinx	M	30-Jun-25
Duckett, Ryan	South	10	African American	M	30-Jun-27
Cabanes, Nahtahna	South Valley	4	Caucasian	F	30-Jun-26
Yeretsian, Lara	Central	4	Caucasian	F	30-Jun-24
Mims, Charley	Central	4	Caucasian	M	30-Jun-27

Joella Margarita Hopkins

If there is one word that can describe Joella Hopkins, it is "experiences." Challenges excite her and drive her to reach for more diverse and strategic solutions. She is currently the Account Director of Business Development & Culture at The 360 Agency where she uses her skills in assisting the agency in developing marketing and advertising campaigns for global brands to local non-profits. Previously, she spent her time with Branding Los Angeles as their Senior Director of Strategic Accounts in servicing small to mid-size local businesses in their B2B and B2C efforts. She also served the City of Los Angeles, as CD14's DTLA Director & Strategic Media. Her team had the privilege to work on all DTLA matters from Planning, Policy, Community Affairs, Constituent Services, Transportation, Communications, and Public Engagement. Prior to her City service, she managed her own marketing and public affairs firm, Mumtaz Marketing & Events for 13 years. She and her team created unique brand experiences through strategic solutions and PR campaigns which brought brands to life in exciting and meaningful ways. She has an extensive background in non-profit and associations while working hand in hand with various Business Development, Membership, Marketing, PR, Operations, and Accounting departments. Some of her highlighted organizations and events include: Central City Association, Hospital Association of Southern California, Kaiser Permanente, Pat Brown Institute, Coro Southern California, Univision to managing popular annual events such as the Night on Broadway public festival, Treasures of Los Angeles, and the Eddy Awards.



September 15, 2022

Dear Ms. Hopkins:

I am pleased to inform you that I hereby appoint you to the Police Permit Review Panel for the term ending June 30, 2024. 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 contact my Commissions team by email at myr-commissions@lacity.org, to make arrangements for you.

To begin the appointment process, please review, sign, and return the enclosed Remuneration Form and Undated Separation Letters **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 all potential commissioners to be fingerprinted as part of the background check. The Commissions Team will assist in connecting you with the Personnel Background Unit so that you may schedule an appointment to have this done. You must schedule the appointment **within one week** of receiving this letter.

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 at 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 by email at nicole.enriquez@lacity.org.

Ms. Joella Hopkins
September 15, 2022
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As part of the City Council confirmation process, meetings will be offered to Kevin de León, your Councilmember, and Councilmember Monica Rodriguez, the Chair of the Public Safety 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 Public Safety 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.

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

ERIC GARCETTI
Mayor

EG:tga

Attachment I
Ms. Joella Hopkins
September 15, 2022

Nominee Check List

I. Within 7 days:

_____ Schedule an appointment to get fingerprinted to complete a background check. The Commissions team will assist in connecting you with the Personnel Background Unit.

_____ Email the completed forms, found on the last three pages of this letter, to: myr-commissions@lacity.org OR mail them to: Commissions Team, Office of the Mayor, City Hall – Room 303, 200 N. Spring Street, Los Angeles, CA 90012.

- Remuneration Form
- Undated Separation Letters

II. 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**

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 Kevin de León

_____ Councilmember Monica Rodriguez, Chair of the Council Committee considering your nomination