



KAREN BASS
MAYOR

March 21, 2023

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

Honorable Members:

Subject to your confirmation, I have appointed Ms. Kathleen Rawson to the Board of City Tourism Commissioners for the term ending June 30, 2025. Ms. Rawson will fill the vacancy created by Otto Padron, whom I removed effective May 5, 2023 or at the time Mr. Padron's successor is confirmed by the City Council.

I certify that in my opinion Ms. Rawson 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 that reads 'Karen Bass'. The signature is written in a cursive, flowing style.

KAREN BASS
Mayor

KB:tga

Attachment

COMMISSION APPOINTMENT FORM

Name: Kathleen Rawson
Commission: Board of City Tourism Commissioners
End of Term: 6/30/2025

Appointee Information

1. **Race:** Caucasian
2. **Gender:** Female
3. **Council district and neighborhood of residence:** 11 - West LA
4. **Are you a registered voter?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** Graphic Design & Advertising, St. Cloud State University
7. **Occupation/profession:** President & CEO, The Hollywood Partnership, Los Angeles
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):**

KATHLEEN RAWSON

COMMUNITY AFFAIRS EXECUTIVE



Los Angeles, California

KEY SKILLS

Community Relations
Government Affairs
Board Development
Team Leadership
Strategic Planning
Fiscal Oversight
Crisis Management

SERVICE

INTERNATIONAL
DOWNTOWN ASSOCIATION
Immediate Past Chair
Past Treasurer

SANTA MONICA
EDUCATION FOUNDATION
Past Chair

KEHILLAT ISRAEL
Past President

SANTA MONICA
HISTORY MUSEUM
Present Chair

VENICE PLANNING & LAND
USE COMMITTEE
Former Committee Member

EDUCATION

GRAPHIC DESIGN
& ADVERTISING
St. Cloud State University

PROFESSIONAL PROFILE

Dynamic, compassionate, visionary community builder and non-profit executive. Skilled at developing effective teams and boards to drive organizational performance. Trusted advocate intent on forging lasting partnerships with elected officials, public servants and stakeholders. Drawn to opportunities for the creation of thriving and vibrant communities with equitable opportunity for all.

EXPERIENCE

PRESIDENT & CHIEF EXECUTIVE OFFICER

The Hollywood Partnership / Los Angeles, CA / February 2022 – Present

Leads the largest property-based improvement district in California. Implements policies and programs developed under the direction of a 25-member board composed of district stakeholders. Advocates for the needs of the Hollywood neighborhood and its impact on the cultural and economic vitality of Los Angeles.

- Led the organization through a rapid restructuring, improving efficiency and effectiveness by reorganizing and hiring for key staff roles and consolidating subcontracted service delivery under a single \$5M+ vendor contract.
- Initiated and hosted forums and/or meetings with candidates for key elected positions to advocate for the needs of Hollywood and other business improvement districts in future administrations.
- Secured more than \$1.25M in pledged government grants and contracts to a community trust established for improvements to the Hollywood neighborhood.

CHIEF EXECUTIVE OFFICER

Downtown Santa Monica, Inc. / Santa Monica, CA / April 1997 – January 2022

Advocated for the vitality of the Downtown neighborhood and collective interests of its property owners, businesses, and residents. Implemented policies and programs developed under the direction of a 13-member board composed of elected property owners and City Council appointed community members.

- Positioned the world-renowned Third Street Promenade pedestrian mall as a beloved community gathering space, competitor to privately-owned regional shopping centers, and economic engine driving 15% of citywide sales tax.
- Established the city's first property-based improvement district, subsequently expanding district boundaries to include a neighboring commercial corridor and creating an overlay to enhance services along a newly built light rail line.
- Founded signature community events, including a premiere seasonal outdoor ice skating rink with 60,000+ skaters annually and family-friendly LGBT festival.
- Critiqued 50+ real estate development and land use proposals and long-range planning documents, advocating for affordable housing, economic opportunity, vibrant public spaces and alignment to neighborhood character and values.
- Led the community to adopt a housing first model for providing compassionate and supportive services to individuals experiencing homelessness.
- Developed and implemented operating budgets and corresponding strategic plans, overseeing growth from \$1.3M to \$10.5M over two decades.



KAREN BASS
MAYOR

March 21, 2023

Dear Ms. Rawson:

I am pleased to inform you that I hereby appoint you to the Board of City Tourism Commissioners for the term ending June 30, 2025, subject to confirmation by the City Council. 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 my-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. Kathleen Rawson
March 21, 2023
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As part of the City Council confirmation process, meetings will be offered to Traci Park, your Councilmember, and Councilmember Curren Price, the Chair of the Economic and Community Development 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 Economic and Community Development 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.

Per the City Charter, 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 that reads "Karen Bass". The signature is written in a cursive, flowing style.

KAREN BASS
Mayor

KB:tga

Attachment I
Ms. Kathleen Rawson
March 21, 2023

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 Traci Park

_____ Councilmember Curren Price, Chair of the Council Committee considering your nomination