



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 Mr. Cameron Onumah to the Board of City Tourism Commissioners for the term ending June 30, 2026. Mr. Onumah will fill the vacancy created by Germonique Ulmer, whom I removed effective May 5, 2023 or at the time Ms. Ulmer's successor is confirmed by the City Council.

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

KAREN BASS
Mayor

KB:tga

Attachment

COMMISSION APPOINTMENT FORM

Name: Cameron Onumah
Commission: Board of City Tourism Commissioners
End of Term: 6/30/2026

Appointee Information

1. **Race:** 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:**
6. **Highest level of education completed:** B.A., Political Science and Communication Studies, Augustana College
7. **Occupation/profession:** Head of Public Policy, Southern California Amazon Studios and Prime Video
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):**

Cameron Onumah

Seasoned Government and Community Relations Executive

Results-oriented and strategy-driven executive with successful experience in the field, including leading Amazon's public policy and external affairs efforts in for the company's Global Media and Entertainment division, and serving as a senior political and policy advisor to United States Senator Dianne Feinstein.



Los Angeles, CA



SKILLS

Adaptability

Consensus Building

Cross-Functional Collaboration

Cultivating External Relationships

Engaging with High Visibility Individuals

Event Management

Federal and State Legislative Process

Government and Community Relations

Inspire and Motivate Team Members

Negotiation

Policy Analysis

Press and Media Relations

Prioritization

Public Speaking

Strategic Planning

AREAS OF EXPERTISE

GOVERNMENT AND COMMUNITY RELATIONS

- Served as the primary point of contact for community organizations, business leaders, and government agencies in California.
- Successfully lobbied state and local governments obtaining and preserving long-term legal and regulatory flexibility for Amazon's existing and future businesses.
- Built strategic coalitions to execute corporate activities and events.
- Developed strong relationships with key industry, community and political leaders.
- Successfully liaised between Amazon and local governments and communities, including distributing materials, preparing presentations, monitoring proposed bills and regulations.
- Served as Senator Dianne Feinstein's Political Director, contributing to fundraising, executing public appearances, press relations, national and local media planning.
- Leads Amazon's political giving and philanthropic partnerships in the region, partnering with various executives throughout the company to promote their business units.
- Advised Senator Feinstein on wide-range of issues resulting in first hand knowledge of state and federal regulations as well as proficiency in navigating the legislative Process.

COMMUNICATION AND COLLABORATION

- Regularly and effectively communicates and collaborates with stakeholders at various levels, from volunteers to "C-level" executives.
- Significantly contributed to the restructuring of Amazon's operations as a result of the Covid-19 pandemic.
- Promotes Amazon's corporate reputation by providing high-quality, expert information and influences policies through systematic outreach to policymakers and regulators.
- Prepares and reviewed written testimony for hearings held by legislative committees at the local, state, and federal levels.

PROFESSIONAL EXPERIENCE

Head of Public Policy for Southern California, Amazon Studios and Prime Video

Amazon

11/2018 - Present

Los Angeles, CA

- Leads a team of Public Policy and External Affairs professionals serving as Amazon's principal representatives to local governments and communities throughout California.
- Oversees nationwide public policy and external affairs for Amazon Studios and Prime Video.
- Manages the execution of Amazon's policy objectives in Southern California. Working across business units on environmental, transportation, economic development, privacy and aerospace matters.
- Established trusting working relationships between Amazon and local public officials while anticipating public policy matters and coordinating the company's advocacy efforts.
- Manages external consultants and lobbyist.
- Developed and enacted Amazon's external affairs strategy for their Media and Entertainment businesses, distributing over \$15 million annually to community organizations and causes. Leading nationwide policy and community partnership for tentpole titles such as Thursday Night Football.

PROFESSIONAL EXPERIENCE

Political Director

Dianne Feinstein for Senate

01/2018 - 11/2018

Los Angeles, CA

- Successfully developed and implemented the overall strategy of the political operation by securing endorsements, liaising with surrogates, planning public appearances, press relations, national and local media planning.
- Advised Senator Feinstein on an array of political and policy matters.
- Built and grew strategic relationships with external individuals and organizations for fundraising and political purposes.
- Served as a campaign surrogate and on the record spokesperson.
- Managed a statewide field operation with hundreds of volunteers in six regions.

Field Representative

Office of U.S. Senator Dianne Feinstein

11/2014 - 01/2018

Los Angeles, CA

- Served as the Senator's Senior Representative before all Los Angeles County constituents, elected officials, and business leaders while developing strong working relationships with key stakeholders on the Senator's behalf.
- Advised the Senator on a wide range of issues affecting Californians and acted as the Senator's principal aide (Body Person) when she was in the region.
- Performed effective correspondence management and coordinated Op-eds in support of the Senator's local and national priorities and initiatives.
- Proposed, researched, and monitored legislation while collaborating with the legislative team on educational, healthcare, law enforcement, housing, economic development, and environmental programs and policies.
- Planned and executed the Senator's 1st Town Hall Meeting in Los Angeles with over 1,000 attendees.

BOARD MEMBERSHIPS

California Assembly Select Committee on the Status of Boys and Men of Color's Corporate Advisory Board (2019 - Present)
Board member

Valley Industry and Commerce Association (2019 - Present)
Vice Chair

Culver City Chamber of Commerce (2019 - Present)
Board member

Getty House Foundation (2019 - 2022)
Board member

Los Angeles Area Chamber of Commerce (2020 - Present)
Board member/Innovation & Technology Council Co-Chair

Augustana College Board of Trustees (2021 - Present)
Trustee

EDUCATION

Bachelor of Arts, Political Science and Communication Studies

Augustana College

2010 - 2014

Rock Island, IL

- Student Government President
- Founders Scholar

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]



KAREN BASS
MAYOR

March 21, 2023

Dear Mr. Onumah:

I am pleased to inform you that I hereby appoint you to the Board of City Tourism Commissioners for the term ending June 30, 2026, 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 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.

Mr. Cameron Onumah
March 21, 2023
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As part of the City Council confirmation process, meetings will be offered to Nithya Raman, 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
Mr. Cameron Onumah
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 Nithya Raman

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