



KAREN BASS
MAYOR

May 25, 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. Marie Lloyd to the Board of Recreation and Parks Commissioners for the term ending June 30, 2025.

I certify that in my opinion Ms. Lloyd is especially qualified by reason of training and experience for the work which shall devolve upon her, and that I make the appointment solely in the interest of the City.

Ms. Lloyd will fill the vacancy created by the departure of Tafarai Bayne, whose seat will be vacant on July 5, 2023, or at the time Mr. Bayne's successor is confirmed by the City Council, whichever is first.

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: Marie Lloyd
Commission: Board of Recreation and Parks Commissioners
End of Term: 6/30/2025

Appointee Information

1. **Race:** Caucasian
2. **Gender:** Female
3. **Council District and neighborhood of residence:** 14 - East LA
4. **Are you a registered voter in the City of Los Angeles?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** B.A., Urban Studies, Urban Planning, and Anthropology, Hampshire College
7. **Occupation/profession:** Head of External Affairs & Community Engagement, Amazon
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	Race	Gender	Term End
Hutton, Fiona	South Valley	4	Caucasian	F	6/30/2024
Simril, Renata	South Valley	4	African American	F	6/30/2028
Bayne, Tafarai	South LA	10	African American	M	6/30/2025
Tran, Benny	Central	9	API	M	6/30/2026
Sanchez, Luis	East LA	14	Latinx	M	6/30/2027

MARIE LLOYD

Amazon / Head of External Affairs & Community Engagement

2020 – Present

- Leads external affairs and community investment strategy for Southern California and Amazon's Global Media and Entertainment businesses.

Strategic Communications Consultant

2020

- Social Impact Advisor to Entertainment Industry Performer and Creator.
 - Directed all philanthropic and political support, including financial contributions.
 - Developed content and advised on communications for client and their millions of fans and social followers, including efforts to increase voter participation and address climate change.
- Communications consultant to Measure J, a first of its kind ballot measure that addressed "the disproportionate impact of racial injustice" in the largest county in the United States.
 - Advised campaign leadership on fundraising, communications, and political support.
 - Managed influencers and targeted media.
 - Developed messaging and event collateral; contributed to overall communications strategy.

Gonring Lin Spahn / Vice President

2015 – 2020

- Advisor to corporations, C-suite executives, high-profile and high net worth individuals, charitable foundations and non-profit organizations on strategic communications, politics, government relations and philanthropic development.
 - Served as firm's communications strategist.
 - On-the-record spokesperson for the firm and its clients.
 - Regularly interacted with California and national political media.
 - Developed messaging, produced events, and drafted media releases and talking points.
 - Crisis communications from billion-dollar asset sales to sexual abuse allegations.
 - Lead consultant to a foundation serving more than 100,000 union members working in the entertainment industry.
 - Government relations lead for a non-profit organization seeking to build affordable housing for low income families and transitional aged youth.
 - Project lead for a global non-profit organization's launch of a new international initiative in partnership with FedEx.
 - Communications lead for a family office managing a multi-billion-dollar investment portfolio, a major league sports franchise, and a leading philanthropic initiative.
 - Strategic planning lead for a major league sports franchise's foundation.

Los Angeles Mayor Eric Garcetti / Communications Deputy

2013 – 2015

- Communications strategist, on-the-record spokesperson and writer.
- Produced media events/press conferences; pitched media interviews; briefed and staffed the Mayor at events and interviews; wrote talking points, press releases, and media advisories; assisted the Director of Communications with strategic planning; conducted policy research.

Garcetti for Mayor / Policy Team

2013

- Provided research to develop the candidate's policy agenda and support the communications team in responding to media inquiries; wrote briefings for debates and media interviews.

Education

Certificate, UC Berkeley College of Environmental Design, 2012

Post baccalaureate seminar focused on city and regional planning.

B.A., Hampshire College, 2012

Thesis Project: "From Millionaires to Arsonists: A Portrait of American Industry."

- An extensive research project culminating in a written and visual case study of city planning, industrial economies, and social development within Holyoke, MA from 1848 to 2012.

Concentrations: Urban Studies, Urban Planning and Anthropology.



KAREN BASS
MAYOR

May 25, 2023

Dear Ms. Lloyd:

I am pleased to inform you that I hereby appoint you to the Board of Recreation and Parks Commissioners for the term ending June 30, 2025, subject to confirmation by the City Council.

To begin the appointment process, please review, sign, and return the enclosed Remuneration Form and undated Letters of Separation **within one week** of receiving this letter. These documents are necessary to ensure the most efficient, open, and accountable city government possible.

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 Personnel's 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 via the California Fair Political Practices Commission's eDisclosure website, or by mailing the forms to City Hall at 200 N. Spring Street, 24th Floor, Los Angeles, California 90012. Any inquiries regarding this form should be directed to Nicole Enriquez at the City Ethics Commission by email at nicole.enriquez@lacity.org.

As part of the appointment process, Kevin De Leon, your Councilmember, and Councilmember Eunisses Hernandez, the Chair of the Neighborhoods and Community Enrichment Committee, may wish to meet with you to answer any questions they have. Our office will assist with arranging these meetings.

Ms. Marie Lloyd
May 25, 2023
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Additionally, you will be required to attend public meetings at City Hall where your appointment will be considered. You will be hearing from our office and a City Council Clerk who will let you know when your appointment will be considered by the Neighborhoods and Community Enrichment Committee. Sometime thereafter, you will be notified of the date when your appointment will be presented to the full City Council. Before you may begin serving, you will be required to take the Oath of Office in the City Clerk's Office located in Room 395 of City Hall. If you require parking for these meetings, please contact my Commissions team by email at myr-commissions@lacity.org.

Per the City Charter, most commissioners must be registered voters of the City of Los Angeles, and must therefore reside within Los Angeles. If you move at any point during your term, or your contact information changes, please contact my Commissions team immediately at the email address listed below. While we hope that you complete a successful term, if for some reason you intend to resign, please do so in writing to my Commissions team at myr-commissions@lacity.org.

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. Marie Lloyd
May 25, 2023

Nominee Check List

I. Within 7 days:

- Email the below completed documents, found on the last three pages of this letter, to: myr-commissions@lacity.org OR mail them to:
Office of the Mayor
Attn: Commissions Team
200 N. Spring Street, Room 303
Los Angeles, CA 90012
 - Remuneration Form
 - Undated Separation Letters (2)
- Schedule an appointment to get fingerprinted to complete a background check. The Commissions team will assist in connecting you with the Personnel Background Unit.

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 Leon
- Councilmember Eunisses Hernandez, Chair of the Council Committee considering your nomination

IV. Public Meetings at City Hall:

- Neighborhoods and Community Enrichment Committee Hearing
- Full Council Hearing