



ERIC GARCETTI
MAYOR

May 12, 2017

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

Honorable Members:

Subject to your confirmation, I have reappointed Ms. Charmaine Jefferson to the Cultural Affairs Commission for the term ending June 30, 2022. Ms. Jefferson's current term expires on June 30, 2017.

I certify that in my opinion Ms. Jefferson 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:dlg

Attachment

COMMISSION APPOINTMENT FORM

Name: Charmaine Jefferson
Commission: Cultural Affairs Commission
End of Term: 6/30/2022

Appointee Information

- 1. Race/ethnicity:** African American
- 2. Gender:** Female
- 3. Council district and neighborhood of residence:** 10 - South Los Angeles
- 4. Are you a registered voter?** Yes
- 5. Prior commission experience:** Cultural Affairs Commission
- 6. Highest level of education completed:** J.D., Georgetown University Law Center
- 7. Occupation/profession:** Principal/Consultant Service Provider, Kélan Resources
- 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
Jefferson, Charmaine	South	10	African American	F	30-Jun-17
Lopez, Josefina	East LA	13	Latina	F	30-Jun-18
Cohen, Jill	South Valley	3	Caucasian	F	30-Jun-20
Ho, Thien	East LA	1	Asian Pacific Islander	F	30-Jun-21
Wirfs, John	East LA	13	Asian Pacific Islander	M	30-Jun-17
Scrafano, Elissa	Central	5	Caucasian	F	30-Jun-18
Paquette, Eric	Central	4	Caucasian	M	30-Jun-19

CHARMAINE JEFFERSON

KÉLAN RESOURCES



Charmaine Jefferson, doing business as Kélan Resources, is philosophically dedicated to integrating art, history, culture, inclusion and diversity into the DNA of education, community, business, philanthropy, and public/private collaborations. Offering customized consulting services, Jefferson brings to her work a complex depth of industry skills that include research, tactical thinking and an expectation of delivering ideas, plans and solutions connected to the client's mission, vision immediate and long term goals. With more than 36 years of direct hands-on nonprofit and for profit business and volunteer charitable service, Jefferson's specific experience includes: policy development, legal and statistical analysis; institutional operations and financial management; strategic planning; fostering media relations, community engagement and marketing strategies; presenting speeches, lectures, workshops and trainings; and, creating and producing performances, exhibits and programs.

Having trained, staged and performed as an artist, Jefferson is skilled in creative production and interpretation. As an attorney and hands-on administrator, she is trained to decipher, present and analyze multiple sides of an issue. This training and experience has consistently served her as an executive navigating everything from fostering creative opportunities and reconciling public and political demands to budget reductions, fundraising, managing teams, and maintaining the flexibility necessary to be nimble and responsive to change. Most recently, Jefferson served for 11 years as the Executive Director of the California African American Museum (CAAM), a state agency, and Vice President of its non-profit partner, Friends, the Foundation of the California African American Museum (Friends). During her tenure, Jefferson increased attendance from 35K to 100K, annual public programs from 35 to 80, and annual exhibits from 9 to 13 while curating several shows and sending others out on local and national tours. She grew the Friends resources at its peak from \$225K to \$1.2mil; expanded the art and historic documents collection; completed to schematics a \$62mil capital expansion plan for the future physical growth of the museum facility; conceived and co-produced for 9 years the highly popular live monthly *Target Sundays at CAAM* performances; and institutionalized CAAM's *Young Docents* program to provide high school students with year-round *paid* employment training opportunities.

Jefferson maintains a standing role as the Executive Consultant to the Tom & Ethel Bradley Foundation, and is a professional member of The Museum Group (a nationwide consortium of leading museum consultants). Jefferson's other past professional responsibilities have included serving as: Director of Show Development for Disney



CHARMAINE JEFFERSON

KÉLAN RESOURCES



Entertainment Productions; Vice President of Business Affairs for dePasse Entertainment; Executive Director of Dance Theatre of Harlem; as a for-profit Board Director for Just Toys, Inc; Acting & Deputy Commissioner of Cultural Affairs for the City of New York; Associate Attorney for the Law Firm of Holland and Knight; and, as Sr. Dance Program Specialist & Site Visit Coordinator for the National Endowment for the Arts.

In addition to professional positions, Jefferson currently serves as Vice Chair of the Los Angeles Cultural Affairs Commission; as a Board Trustee for the California Institute of the Arts where she Co-Chairs the Academic and Campus Affairs Committee, and serves on the Finance and Trustee Committees. Jefferson is also the Co-Chair of the PBS SoCal African American Community Council, and is a member of the Cultural Equity and Inclusion Initiative Advisory Committee for the Los Angeles County Cultural Affairs Commission. In the past, Jefferson has volunteered on a diverse range of institutional boards including the California Arts Council; Arts for LA; Jacob's Pillow Dance Festival; as Co-Chair of the Harlem Empowerment Zone; and as an Ex Officio Trustee for the Metropolitan Museum of Art.



Charmaine Jefferson received a B.A. in Dance from U.C.L.A., M.A. in Dance Education from New York University, and J.D. from Georgetown University Law Center. She maintains law licenses in the District of Columbia and State of Florida. A copy of Jefferson's full resume is available upon request.





ERIC GARCETTI
MAYOR

May 12, 2017

Ms. Charmaine Jefferson

Dear Ms. Jefferson:

I am pleased to inform you that I hereby reappoint you to the Cultural Affairs Commission for the term ending June 30, 2022. 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.

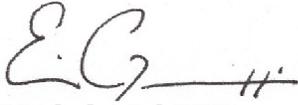
As part of the City Council confirmation process, you will need to meet with Herb J. Wesson, Jr., your Councilmember, and Councilmember Mitch O'Farrell, the Chair of the Arts, Parks and River Committee, to answer any questions they may have. You will be hearing from a City Council committee clerk who will let you know when your reappointment will be considered by the Arts, Parks and River 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.

Ms. Charmaine Jefferson
May 12, 2017
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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 mark at the end.

ERIC GARCETTI
Mayor

EG:dlg

Attachment I
Ms. Charmaine Jefferson
May 12, 2017

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 Herb J. Wesson, Jr.**

_____ **Councilmember Mitch O'Farrell, Chair of the Council Committee considering your nomination**

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