

ERIC GARCETTI  
MAYOR

December 2, 2013

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

Honorable Members:

Subject to your confirmation, I have appointed Ms. Nikki Mark to the Commission on the Status of Women for the term ending June 30, 2017. Ms. Mark will fill the vacancy created by Jann K. Whetstone, whom I removed effective January 31, 2014 or at the time Ms. Whetstone's successor is confirmed by the City Council.

I certify that in my opinion Ms. Mark is qualified for the work that will devolve upon her, and that I make the appointment solely in the interest of the City.

Sincerely,

ERIC GARCETTI  
Mayor

EG:dlg

Attachment

## COMMISSION APPOINTMENT FORM

**Name:** Nikki Mark  
**Commission:** Commission on the Status of Women  
**End of Term:** June 30, 2017

### Appointee Information

1. **Race/ethnicity:** Caucasian
2. **Gender:** Female
3. **Council district and neighborhood of residence:** 5 – West Los Angeles
4. **Are you a registered voter?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** M.B.A., Thunderbird School of Global Management
7. **Occupation/profession:** Executive Consultant, sbe Entertainment Group; Head of sbe Foundation
8. **Experience(s) that qualifies person for appointment:** See attached resume
9. **Purpose of this appointment:** Replacement
10. **Current composition of the commission (excluding appointee):**

Commissioner	APC	CD	Ethnicity	Gender	Appointment	
					Date	Term Ends
Campos, Araceli	West LA	5	Latina	F	08-Apr-09	30-Jun-14
Fogel, Susan Berke	South Valley	2	Caucasian	F	24-Jul-06	30-Jun-14
Han, Helen H. - RESIGNED	North Valley	12	Asian Pacific Islander	F	14-Mar-07	30-Jun-17
Perez, Liliana	East LA	13	Latina	F	20-Jun-07	30-Jun-17
Whetstone, Jann K.	South LA	10	African American	F	21-Jan-11	30-Jun-17
Williams, Patrica	East LA	1	Caucasian	F	25-Sep-12	30-Jun-17
Wilson, Francille R.	Central	10	African American	F	26-Nov-07	30-Jun-14

# Nikki Mark

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## Summary of Qualifications

- Extensive operational experience for fast-growing entrepreneurial companies and start-ups.
- Master of Business Administration, with a concentration in Global Management and International business.
- Significant Legal and Business Affairs background, with extensive internal and external negotiation skills.
- Proven track-record in structuring and leading all areas of operations, including Corporate Operations, Human Resources, Sales and Marketing, Information Technology and Legal Departments.
- Exceptional written and verbal communication skills.
- Extremely discreet, ethical and a strong team player.

## Professional Experience

**sbe Entertainment Group**(Los Angeles, Ca.)

**June 2004-Present**

*Executive Consultant and Head of the sbe Foundation* (September 2012-Present)

- Retained to support Executive team transitions, as well as special projects, such as advising Umami Restaurant Group (a priority partnership for sbe) on initiatives vital to rapid national expansion.
- Responsible for launch and oversight of sbe's Charitable Foundation, which includes creation of mission, oversight of annual budgets and implementation of vision and events.

*Executive Vice President, Operations* (2006-2012)

*Vice President of Operations*, (June 2004-2006)

- Served as key advisor to Founder/ CEO, Sam Nazarian and grew company from 2 nightclubs to a hospitality platform of over 40 nightlife, restaurant and hotel venues.
- Primary member of the Senior Executive team responsible for the development of the Company's infrastructure and expansion efforts.
- Responsible for corporate oversight of all Los Angeles-based and multi-national venues (including SLS Hotels, Katsuya, Gladstones, Hyde, Greystone Manor, the Abbey and CLEO).
- Developed company-wide approach to Human Capital and ensured proper training and enforcement.
- Restructured and supervised Company's Legal Department, negotiating and approving decisions pertaining to trademarks, city permits and licenses, vendor agreements and most non-real estate transactions.
- Managed daily marketing and sales budgets and projects, which included digital, CRM, Loyalty, PR, Corporate Communications and Special Event Sales initiatives.
- Partnered with Company's CFO and venue Managers to create, maintain and oversee budgets and expenditures pertaining to all aspects of the Company and its venues.
- Restructured company during 2008 economic downturn to maximize efficiencies, and drafted and proofed all legal, marketing, public relations and HR communications in an effort to help reposition the company for successful growth.
- Negotiated and handled numerous special projects including: real estate negotiations; partnership with Capitol Records and the Redbury Hotel; Moss retail lease with SLS Beverly Hills;

# Nikki Mark

Philanthropic efforts; SLS South Beach opening advertising campaign; and employee intranet strategy and design.

- Managed and mentored employees who initially lacked management skills or were not in the right roles, and developed them into highly successful Director and VP level employees.

**Extasy Records International (Los Angeles, CA)**

**March 1996-May 2004**

*VP Business Affairs for YSK Entertainment, Inc. (2002-2004)*

- Supervised liquidation of Extasy Records and start-up of YSK Entertainment; negotiated and settled all Extasy related debts.
- Restructured owner's production and studio-related entities and supervised daily activities.
- Supervised and handled all business affairs of owner, including his recording career, real estate holdings, studio/production companies and foreign activities.

*VP Business Affairs for Extasy Records International (2000-2002)*

*Director of Business Affairs (1998-2000)*

- Supervised daily operations of independent record company in support of Chairman / CEO's vision.
- Served as advisor to Chairman / CEO and functioned as his liaison to senior executives, attorneys, business managers and consultants.
- Negotiated and drafted recording, publishing and employment agreements for approval by CEO and outside counsel.
- Managed and supervised all corporate operations and special projects for CEO.

*Studio Manager / Executive Assistant to CEO (1996-1998)*

- Supervised studio recording sessions from inception to completion, handling all day to day studio operations (including marketing and purchasing needs).
- Toured Asian markets with CEO.

## Public Interest Activities

Children's Book Author (2011): "Mommy Brings Home the Bacon"

FC Los Angeles Advisory Board Member (2012-present)  
West Los Angeles Youth Soccer Club

P.S. Arts Board member, West Los Angeles (2003)

## Education

**Thunderbird; American Graduate School of International Management**

*MBA*

1996

Concentration in Global Management and Marketing

**University of California at Santa Barbara**

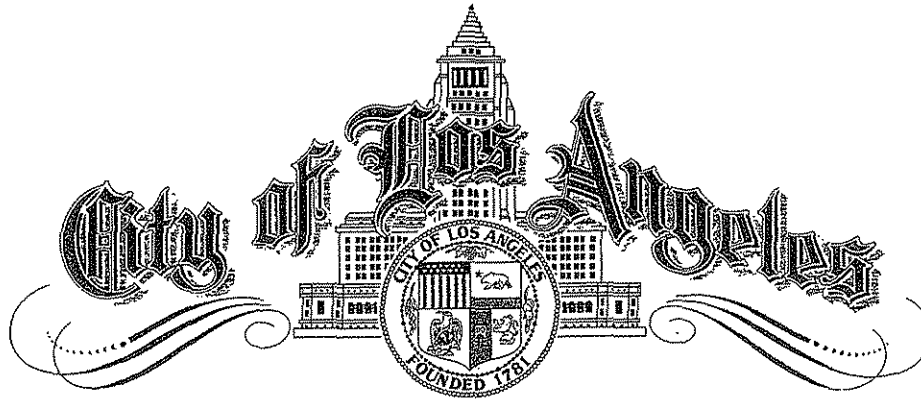
*B.A. Communications – graduated with honors*

1992

**Institute for American Universities**

*Study abroad program in Aix-en-Provence, France*

1991



ERIC GARCETTI  
MAYOR

December 2, 2013

Ms. Nikki Mark

Dear Ms. Mark:

I am pleased to inform you that I hereby appoint you to the Commission on the Status of Women for the term ending June 30, 2017. 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 Justin Gonzalez in my Office at (213) 300-9935 to make arrangements for you.

To begin the appointment 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. Further, Mayor's Office policy requires you to be fingerprinted as part of the background check that is done on all potential Commissioners. To do so, please bring this letter to the Background Unit of Employment Services Division, Personnel Department Building, 700 East Temple Street, Room 235, Los Angeles, California 90012. The division phone number is (213) 473-9343. Fingerprints must be taken **within three working days** from the **receipt** of this letter.

Under separate cover 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, 200 North Spring Street, City Hall, 24th Floor, Los Angeles, California 90012. Any inquiries regarding this form should be directed to Shannon Prior at the Ethics Commission at (213) 978-1960.



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As part of the City Council confirmation process, you will need to meet with Paul Koretz, your Councilmember, and Councilmember Gilbert Cedillo, the Chair of the Housing 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 Housing Committee. Some time 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. Julie Ciardullo with the Mayor's staff will assist you during the confirmation process if you have questions.

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, appearing to read "E. Garcetti". The signature is stylized and written in a cursive-like font.

ERIC GARCETTI  
Mayor

EG:dlg

Attachment I  
Ms. Nikki Mark  
December 2, 2013

**Nominee Check List**

**I. Within three days:**

\_\_\_\_\_ **Get fingerprinted to complete a background check.**  
No appointment is necessary. Bring the Mayor's letter to:  
Background Unit of Employment Services Division, Personnel  
Department Building, 700 East Temple Street, Room 235, Los Angeles,  
California 90012. Phone: (213) 473-9343.

**II. Within seven days:**

Mail, fax or email the following forms to: Julie Ciardullo, Office of the Mayor,  
Office of External Affairs, City Hall, 200 N. Spring Street, Los Angeles, CA 90012  
or fax: 213-978-0719 or email: julie.ciardullo@lacity.org.

\_\_\_\_\_ **Remuneration Form**  
\_\_\_\_\_ **Undated Separation Forms**  
\_\_\_\_\_ **Background Check Release**  
\_\_\_\_\_ **Information Sheet/Voluntary Statistics**

**III. Within 21 days:**

File the following forms with the City Ethics Commission. *If you are required to file, you will receive these forms in the mail 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.  
\_\_\_\_\_ **Residence Verification Form**

**IV. As soon as possible, the Mayor's Office will schedule a meeting with you and:**

\_\_\_\_\_ **Your City Councilmember Paul Koretz** (contact at 213-473-7005).  
\_\_\_\_\_ **Councilmember Gilbert Cedillo, Chair of the Council Committee**  
**considering your nomination** (contact at 213-473-7001).

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