



ERIC GARCETTI  
MAYOR

June 6, 2014

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

Honorable Members:

Subject to your confirmation, I have appointed Mr. Mark Rothman to the Human Relations Commission for the term ending June 30, 2018. Mr. Rothman will fill the vacancy created by Keith Rohman, whose term expires June 30, 2014.

I certify that in my opinion Mr. Rothman 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, appearing to read 'Eric Garcetti', with a stylized flourish at the end.

ERIC GARCETTI  
Mayor

EG:dlg

Attachment

## COMMISSION APPOINTMENT FORM

**Name:** Mark Rothman  
**Commission:** Human Relations Commission  
**End of Term:** 6/30/2018

### Appointee Information

1. **Race/ethnicity:** Caucasian
2. **Gender:** Male
3. **Council district and neighborhood of residence:** 10 - Central
4. **Are you a registered voter?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** M.F.A., University of Southern California
7. **Occupation/profession:** Executive Director, Los Angeles Museum of the Holocaust
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):**

Name	APC	CD	Ethnicity	Gender	Appt date	Terms end
Agrama, Jehan F.	Central	4	Other	F	17-Jul-06	30-Jun-14
Boorstin, Leni I.	South Valley	2	Caucasian	F	27-Jul-98	30-Jun-14
Cruz Takash, Paule	West	11	Latina	F	22-Feb-06	30-Jun-14
Dela Cruz-Viesca, Melany	South Valley	4	Asian Pacific Islander	F	29-Oct-08	30-Jun-16
Delahoussaye, Yasmin	North Valley	12	African American	F	22-Dec-06	30-Jun-16
Fernandez, Evelina	Central	14	Latina	F	11-Aug-06	30-Jun-16
Furumoto, Li'i Isoko – EXPIRED TERM	North Valley	7	Other	F	16-Dec-11	30-Jun-12
Haggins, Kristen M	Central	5	African American	F	25-Sep-12	30-Jun-16
Herr, James	East LA	13	Asian Pacific Islander	M	03-Mar-14	30-Jun-16
Khalsa, Nirinjan S.	West	5	Other	M	06-Aug-04	30-Jun-16
Rohman, Keith REMOVED	East	14	Caucasian	M	01-Jul-06	30-Jun-14

# MARK A. ROTHMAN

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## Summary of Qualifications

Highly skilled Executive Director accomplished at building, transforming, and expanding non-profit organizations to consistently meet and exceed overall goals and objectives. Thrives as the leader and advocate promoting the organization's mission through strategic media relations, inspiring public speaking and writing, and developing alliances with partners and high net-worth individuals. Highly competent in the following key areas:

- Strategic Vision & Planning
- Leadership & Management
- Fiscal Responsibility & Accountability
- Community Outreach
- Fundraising
- Project Management
- Marketing, Branding & Positioning
- Facilities Management

A proactive leader with extensive experience at creating and managing operations and programs in compliance with the policies, budgets and directives of the Board of Directors.

Innovative professional with over 20 years of leadership and management expertise in diverse industries with demonstrated initiative, creativity, and project management success. Results-oriented, high-energy executive with a proven track record in taking an organization to the next level, effecting real change in societal perceptions, public policy and education.

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## Professional Experience

**Los Angeles Museum of the Holocaust**, Los Angeles, California  
Executive Director

April 2007 – March, 2013

*Los Angeles Museum of the Holocaust (LAMOTH) has a two-fold mission: commemoration and education. LAMOTH dedicates itself as a primary source institution, and provides free Holocaust education to the public, particularly students from under-funded schools and underserved communities. lamoth.org*

Leader of the visionary, distinctive **Los Angeles Museum of the Holocaust**, reporting directly to the Board of Directors as an integral part of the senior management team. Successfully guided the museum through strategic planning and innovative vision, rapidly transforming a storefront to a new, international attraction in Pan Pacific Park. Increased visitor attendance over 140%. Managed \$20 million capital campaign and construction project – on-time and on-budget – including development of exhibits and award-winning interactive technology experiences. Increased staff from 3 to 10 FTE. Supervises all facets of day-to-day operations, including: fundraising; community education; staff and volunteer management; budget, expenditures and financial reporting; marketing and outreach; and, facilities.

**Fundraising**

- Increased museum revenue 157 % in 2012 and turned \$400k deficit into a surplus. Grew income 25% per year 2009 -2012.
- Managed \$20 million Capital Campaign for funding the new museum.
- Secured campaign lead gifts and major foundation philanthropy.
- Created and implemented Annual Dinners, including development of evening program and acting as the master of ceremony. Event contributed 32% of annual revenue in 2012.
- Initiated membership program, adding 290% more members and 165% increase in revenue through 2011.
- Strategically grew outreach data base by 217%, increasing members and donations.
- Developed innovative programs for major grants.

**Leadership & Management**

- Fiscal responsibility includes management of P&L, operating costs, and annual budget of over \$3 million.
- Manage, motivate and lead a top performing team to increase productivity and revenue and to decrease costs. Staff includes 4 departments, 10 employees, and over 85 volunteers donating 5,400 hours annually.
- Increased Board development, recruiting new Board members and initiating improved governance through implementation of improved policies and administrative structure.
- In 2012 reduced budget deficit by 55% and held expenses within budget limits.

**Strategic Planning & Vision**

- Senior team member in creating, innovating and imparting museum vision to architect and then working from concept to reality as the project manager to architect, builders, exhibit fabricators, city, lay committees, and Board of Directors.
- Developed and implemented exhibit experience within the museum utilizing technological interactivity and space to create profound visitor experiences.
- Completed distinctive, one-of-a-kind \$1.2 million exhibit, *Tree of Testimony: USC Shoah Foundation Survivor Testimonies at Los Angeles Museum of the Holocaust* in 2012.
- Initiating strategic planning process to increase growth and local, domestic and international impact for the next 3 – 5 years.

**Marketing, Public Relations & Community Outreach**

- Spearheaded and created innovative marketing, branding, & positioning strategy to increase museum visibility.
- Developed and implemented interactive web site including effective social media campaign utilizing Facebook, Twitter, Pinterest, and email campaigns. Twitter handles @Mark\_at\_LAMH and @Holocaustdiary and blog *educatingandcommemorating.blogspot.com*.
- Inspiring, motivating, professional speaker to public groups, large events and media channels.
- In 2012 increased public events 13% and press coverage over 20% increasing revenue and visibility.
- Community outreach included increasing school tours 18% in 2012 and 75% in last quarter, dramatically increasing access to the Museum's educational, historical, and commemorative experience.
- Manage relationship with political officials, Jewish community leaders, and notable visitors, including Nobel Prize Winner Avram Hershko, Mayor Antonio Villaraigosa, Los Angeles councilmen, and White House Office of Public Engagement.

**Bet Tzedek Legal Services**, Los Angeles, California  
Holocaust Services Advocate

March 2004 – March 2007

*Pro bono legal organization helping over 100,000 families -- regardless of racial, religious, or ethnic background -- to overcome abuse, neglect and exploitation.*

Transformed small office assisting Holocaust survivors with reparations applications into signature program now providing national impact, increasing fulfillment of organization's mission and revenue. Provided exceptional client service while managing fast-paced office. Implemented survivor advocacy, particularly for needy survivors. Initiated and implemented clinic model, employing dozens of attorney-volunteers, to manage over 1,200 applications (totaling \$1 million in potential payments) for Hungarian restitution under strict, tight deadlines. Pursued advocacy campaign at Federal and international levels for German ghetto laborer reparations program. Hosted national conference exploring future of reparations program.

**Ness Productions**, Los Angeles, California  
Writer, Producer, Director

1993 – 2003

Independent production company focusing on educational, commercial and documentary videos. Created a prototype for a video database of September 11 victim biographies, *Out of Many...One*. Other representative projects include: *The Magic Glasses*, a fictional short about children with disabilities; and, *The Ties That Bind*, instructional and inspirational video about the Jewish ritual of tefilin.

**Manatt, Phelps & Phillips, LLP**, Los Angeles, California  
Corporate Paralegal

1992 - 2000

Initiated and assisted with corporate formations, mergers, acquisitions and dissolutions in busy entertainment and banking practices. Managed multi-million dollar closings, and managed hospital licensure filings. Assisted with a variety of other activities, including regulatory, UCC and real estate filings, litigation discovery, and legal research.

## Education

**University of Southern California**, Los Angeles, California  
Master of Fine Arts, Film Production

**Columbia University**, New York, New York  
Bachelor of Arts, English



ERIC GARCETTI  
MAYOR

June 6, 2014

Mr. Mark Rothman

Dear Mr. Rothman:

I am pleased to inform you that I hereby appoint you to the Human Relations Commission for the term ending June 30, 2018. 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 Cary Gross in my Office at (213) 978-0621 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.

Mr. Mark Rothman  
June 6, 2014  
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As part of the City Council confirmation process, you will need to meet with Herb J. Wesson, Jr., 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. Cary Gross 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 with a large initial "E" and a long horizontal stroke.

ERIC GARCETTI  
Mayor

EG:dlg

Attachment I  
Mr. Mark Rothman  
June 6, 2014

**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: Cary Gross, Office of the Mayor, Office of External Affairs, City Hall, 200 N. Spring Street, Los Angeles, CA 90012 or email: cary.gross@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.
- \_\_\_\_\_ **CEC Form 60**

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

- \_\_\_\_\_ **Your City Councilmember Herb J. Wesson, Jr.** (contact at 213-473-7010).
- \_\_\_\_\_ **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.