



ERIC GARCETTI
MAYOR

June 20, 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. Martin Cooper to the Convention and Exhibition Center Authority for the term ending January 16, 2105. Mr. Cooper will fill the vacancy created by Kanchan Mattoo, whom will be removed effective July 31, 2014 or at the time Mr. Mattoo's successor is confirmed by the City Council.

I certify that in my opinion Mr. Cooper 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 blue ink, appearing to read 'E. Garcetti', with a stylized flourish at the end.

ERIC GARCETTI
Mayor

EG:dlg

Attachment



COMMISSION APPOINTMENT FORM

Name: Martin Cooper
Commission: Convention and Exhibition Center Authority
End of Term: 1/16/2015

Appointee Information

1. **Race/ethnicity:** Caucasian
2. **Gender:** Male
3. **Council district and neighborhood of residence:** 5 - South Valley
4. **Are you a registered voter?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** University of California, Los Angeles, Oxford University, Cambridge University
7. **Occupation/profession:** President, Cooper Communications
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	Term ends
Alfaro, Carlos	South Valley	6	Latino	M	31-Jan-07	16-Jan-15
Bautista, Gilbert	North Valley	12	Latino	M	31-Oct-07	16-Jan-13
Canas, Tom	Central	1	Latino	M	03-Aug-07	16-Jan-13
Choh, Candice	West LA	11	Asian Pacific Islander	F	24-May-11	16-Jan-13
Chung, Florence K	Central	5	Asian Pacific Islander	F	16-May-12	16-Jan-15
Mattoo, Kanchan-REMOVED	South Valley	2	Asian Pacific Islander	M	16-Aug-08	16-Jan-15
Reum, Courtney	West LA	5	Caucasian	M	16-Apr-14	16-Jan-15
Rodriguez, Susan A.	East	13	Latina	F	28-Mar-08	16-Jan-13
Shabazz Coates, Shahiedah			African American	F	12-Jan-10	16-Jan-13
Walter, Andrew	Central	5	Caucasian	M	20-Mar-12	16-Jan-15

Martin M. Cooper

President, Cooper Communications

Martin Cooper is a nationally recognized marketing professional with extensive experience in marketing, strategic planning, financial relations, crisis management and communications, public relations, and promotion.

He has been interviewed on related topics by numerous network news programs, *The Wall Street Journal*, *The New York Times*, *The Los Angeles Times*, *Time* magazine, and numerous other media outlets.

His firm, founded in 1982, has represented a broad range of corporate, governmental, healthcare, financial services, and nonprofit clients, including: the Burbank Bob Hope Airport, California Department of Fish and Game, City of Santa Barbara, Los Angeles County Museum of Art, *Los Angeles Times*, Mattel Toys, Merrill Lynch, and more than 200 more.

Previously, Cooper was Senior Vice President-Marketing and Communications for Playboy Enterprises, Inc., responsible for corporate and investor relations, marketing, advertising, merchandising, promotion, and public relations. While there, he created and produced the Playboy Jazz Festival.

Prior to that, he was Senior Vice President of a major national public relations firm, supervising programs for such major clients as the Academy of Motion Picture Arts and Sciences and its annual Academy Awards, the Pasadena Tournament of Roses, and Mattel Toys. Previously, Cooper was Director of Marketing for Universal Studios' Recreation Division and Disneyland's Advertising and Promotion Manager.

He is a frequent speaker before professional, management, and civic groups nationally and internationally, including New York, London, Sydney, Caracas, and Toronto. On behalf of the International Council of Shopping Centers, he presents seminars on crisis management throughout Asia and South America.

Cooper has authored three books: one on the Academy Awards; in 2010, *North of Mulholland*, a compilation of his *San Fernando Valley Business Journal* essays; and in 2013, *Coping with Crisis: Expecting the Unexpected*. He has been commissioned by the Los Angeles Public Library to write his fourth book, a history of the San Fernando Valley from 1946-70.

He has also written chapters in several books on marketing and management and contributed more than fifty articles to various publications.

He has supervised numerous programs that have been recognized by his professional peers, and received his profession's highest award, the Public Relations Society of America's Silver Anvil. More than 20 other professional organizations, the Mayor and City Council of Los Angeles, the California State Senate and Assembly, and the U.S. Congress, have also honored Cooper.

The Los Angeles Chapter of the Public Relations Society of America (PRSA-LA) honored Cooper with its Outstanding Professional Award in 1996, bestowed for lifetime achievement in his profession, and in 1997 he was awarded its Community Service Award for his civic and philanthropic activities.

The Executives, a support group of the Jewish Home for the Aging he founded, presented him its highest honor, the Circle of Life Award in 2003. That same year he received the Volunteer of the Year Award from the Valley Industry and Commerce Association (VICA). In 2010, he was honored with VICA's Harmon Ballin Community Service Award.

He is President of the Los Angeles Quality and Productivity Commission; Chairman of VICA's Board of Governors and of the VICA Research Foundation; a member of the Board of Governors of the Valley Economic Alliance; Founding President of The Executives; Vice Chairman of the Boys & Girls Club of the West Valley; and an Honorary Fellow of the Harry Truman Library Institute. He is also a member of State Senator Fran Pavley's Valley Advisory Council, the Academy of Motion Picture Arts and Sciences, and of the Director's Council of UCLA's William Andrews Clark Library.

Cooper was President of the Encino Chamber of Commerce; President of PRSA-LA; President of The Executives; a member of the Board of American West Bank; and Chairman of the Board of VICA (2004-05). He has been a member of the California State Senate Small Business Advisory Commission, the Board of the San Fernando Valley Unit of the American Cancer Society, the Van Nuys Airport Citizens Advisory Council, and the City of Los Angeles Business Retention & Attraction Task Force.

Cooper teaches marketing, strategic planning, and public relations at UCLA Extension and was named the UCLA Extension Distinguished Instructor in 2011.

Cooper is a graduate of UCLA, where he was editor of the *Daily Bruin*. He has also studied at Oxford and Cambridge Universities in the U.K.



ERIC GARCETTI
MAYOR

June 20, 2014

Mr. Martin Cooper

Dear Mr. Cooper:

I am pleased to inform you that I hereby appoint you to the Convention and Exhibition Center Authority for the term ending January 16, 2015. 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 City Commissioner Ethics Pledge, Undated Separation Forms, and Background Release **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.

As part of the City Council confirmation process, you will need to meet with Paul Koretz, your Councilmember, and Councilmember Curren Price, the Chair of the Economic 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 Development 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.

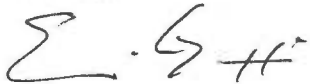
Mr. Martin Cooper
June 20, 2014
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Once you are confirmed, you will be required to take the oath of office in the City Clerk's Office in Room 395 of City Hall. Cary Gross will assist you during the confirmation process if you have questions.

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 "Eric Garcetti". The signature is stylized and cursive.

ERIC GARCETTI
Mayor

EG:dlg

Attachment I
Mr. Martin Cooper
June 20, 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 fax: (213) 978-0720 or email: cary.gross@lacity.org.

- Ethics Pledge**
- Undated Separation Forms**
- Background Check Release**
- Commissioner 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 Curren Price, Chair of the Council Committee considering your nomination** (contact at (213) 473-7009).

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