



ERIC GARCETTI
MAYOR

May 24, 2018

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

Honorable Members:

Subject to your confirmation, I have reappointed Ms. Dash Stolarz to the Rent Adjustment Commission for the term ending May 20, 2022. Ms. Stolarz's current term expired on May 20, 2018.

I certify that in my opinion Ms. Stolarz 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: Dash Stolarz
Commission: Rent Adjustment Commission
End of Term: 5/20/2022

Appointee Information

- 1. Race/ethnicity:** Caucasian
- 2. Gender:** Female
- 3. Council district and neighborhood of residence:** 3 - South Valley
- 4. Are you a registered voter?** Yes
- 5. Prior commission experience:** Rent Adjustment Commission
- 6. Highest level of education completed:** M.A., University of Southern California
- 7. Occupation/profession:** Director of Public Affairs, Mountains Recreation and Conservation Authority
- 8. Experience(s) that qualifies person for appointment:** See attached resume
- 9. Purpose of this appointment:** Reappointment
- 10. Current composition of the commission:**

Commissioners	APC	CD	Ethnicity	Gender	Term End
Gershman-Pitts, Leonora	East LA	14	Caucasian	F	20-May-18
Brogdon, Carole	Central	4	Caucasian	F	20-May-18
Leftwich, Paula	South LA	8	African American	F	20-May-18
Lucas, Sam E.	East LA	1	Caucasian	M	20-May-18
Paul, Jane	West LA	11	Caucasian	F	20-May-18
Hidalgo, Ernesto	East LA	14	Latino	M	20-May-18
Stolarz, Dash	South Valley	3	Caucasian	F	20-May-18

DASH STOLARZ

QUALIFICATIONS SUMMARY

Public Affairs Director for Southern California Public Parks Agency with strong and diverse expertise in government relations, legislative affairs, media relations, project management, public policy, public information, electronic media, and community affairs. Excellent writer, leader, and problem solver able to provide strong strategic counsel, utilize myriad resources, and achieve results.

PROFESSIONAL EXPERIENCE

MOUNTAINS RECREATION AND CONSERVATION AUTHORITY (2002–Present)

Director of Public Affairs—Direct complex public affairs program and manage staff for local public park agency and (by reciprocal management agreement) for a State Agency, the Santa Monica Mountains Conservancy. Executive team member reporting to Chief Deputy Director. Work directly with Executive Director to inform and develop public policy decisions, communicate agency programs, accomplishments, and initiatives, educate the public, and manage crises. Agency spokesperson on all issues including parkland purchase, development, and management, legislation, law enforcement, fire protection, planning and natural resources, and public information.

ACCOMPLISHMENTS AND ACTIVITIES:

- Established full scale communication and legislative program for agency including traditional press operation, outreach to elected officials, creation and updating of agency websites, projects for special initiatives, electronic communication, interpretive displays, and legislatively mandated reports. Constantly monitor, evaluate and revise and update goals, objectives, policies, and procedures to reflect changing circumstances.
- Cultivate expert knowledge of all legislative issues pertinent to agency at state, federal, and local level and respond accordingly.
- Maintain close contact with community leaders, elected officials and staff, and stakeholder organizations and partners. Attend wide variety of meetings and events.
- Develop, write, edit, and oversee production of large array of published materials including press releases, parklands maps, brochures, interpretive exhibits, meeting books, websites, videos, grants, articles, Requests for Proposals, Annual Reports and collateral materials for specific initiatives and events. Supervise staff and contractors.
- Member, Upper Los Angeles River Integrated Regional Watershed Management Plan Steering Committee since 2007

- Produce large-scale park opening and other public events. Supervise and work closely with agency staff including rangers, planners, construction, and interpretive staff to assure completion of projects to agency standard prior to launch. Engage elected officials and prepare them for speaking. Produce briefing books, talking points, press materials, and collateral materials. Oversee all operations and staff at actual event. Support Executive Director and Board Member participation.
- Direct a variety of special projects involving a high degree of community involvement and public sensitivity, and build community support for those initiatives. Managed the formation of two benefit assessment districts raising more than \$25 million to purchase parkland in the City of Los Angeles portion of the Santa Monica Mountains, and four subsequent voter-approved Community Facilities Districts to provide acquisition and maintenance funding in the Eastern Santa Monica Mountains. Tasks included extensive community outreach, advertising for and hiring of numerous consultants, strong public information campaigns, balloting, formation, public meetings, legal challenges, bond sales, and formation and staffing of Citizen Oversight Committees.
- Assess public reaction to controversial issues such as public access, fee programs, and changes in park services, and advise Director of issues involved. Conduct related media and information campaigns.
- Maintain all agency archives.
- Manage agency IT program including annual budget. Purchase and maintain all computer technology and infrastructure for the agency including more than 100 computers, servers, software, and networking applications at six separate locations. Contract and supervise all technicians, specialists, and vendors.

CITY OF LOS ANGELES

(2014-Present)

Commissioner, Los Angeles Housing and Community Investment Department

Rent Adjustment Commission—Appointed by Mayor Eric Garcetti. Responsible for adopting policies, rules and regulations to carry out the mandates of the Rent Stabilization Ordinance. Adjudicate appeals of decisions made by the General Manager.

STATE OF CALIFORNIA FILM COMMISSION

(2001—Limited term position)

Interim Director of Communications—Technical expert on external communications and public information for State agency dedicated to the economic development of filming and the entertainment industry in California. Reporting to the Executive Director, wrote and revised key public relations materials including Agency publications and web site content. Provided communications tools for timely and/or sensitive issues (e.g., labor strikes).

CLEAR CHANNEL COMMUNICATIONS (formerly Eller Media) (1994-2000)

Public Affairs Representative—Represented and promoted national outdoor advertising firm and industry before all legislative and administrative bodies of the City of Los Angeles and other Southern California jurisdictions. Company spokesperson in charge of all media relations. Organized community affairs program to build local support for a highly regulated industry. Conceived and implemented advertising campaigns for local nonprofits and engaged elected officials in programs. Advised company president on all pertinent issues related to media and public affairs.

ACHIEVEMENTS

- Formulated and implemented aggressive media relations strategy and communication program. Produced dozens of successful press conferences and events. Wrote all company media advisories, press releases, and letters to the editor, trade articles and other external communications.
- Expert on State and local legislation affecting outdoor advertising industry. Registered lobbyist.
- Developed and wrote all collateral materials related to public affairs and community affairs including brochures, press kits, and web page content.
- Conceived and implemented numerous image-building advertising campaigns for the City of L.A., including an elaborate operation to suspend murals painted by company artists around the earthquake-damaged Los Angeles City Hall tower.
- Company representative and speaker at community events, neighborhood groups, committees, panels, business advocacy associations, chambers of commerce, trade organizations.
- Served on numerous nonprofit Boards of Directors.
- Negotiated a 50% electrical rate reduction for the company with the Public Utilities Commission, LADWP, Southern California Edison, and San Diego Gas and Electric, resulting in a more than \$500,000 annual savings.
- Winner Chairman's Club in Public Affairs—Eller Media's highest employee honor awarded annually to one individual in the nation.
- Member, Mayor's Blue Ribbon Committee on Water Rate Restructuring for LADWP

EDUCATION

University of Southern California,—MA Professional Writing

University of California, Santa Cruz—BA Literature



ERIC GARCETTI
MAYOR

May 24, 2018

Ms. Dash Stolarz

Dear Ms. Stolarz:

I am pleased to inform you that I hereby reappoint you to the Rent Adjustment Commission for the term ending May 20, 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.

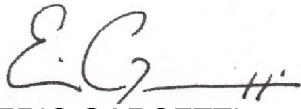
As part of the City Council confirmation process, you will need to meet with Bob Blumenfield, your Councilmember, and Councilmember Gilbert Cedillo, the Chair of the Housing Committee, to answer any questions they may have. You will be hearing from a City Council committee clerk who will let you know when your reappointment will be considered by the Housing 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. Dash Stolarz
May 24, 2018
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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. Dash Stolarz
May 24, 2018

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 Bob Blumenfield**

_____ **Councilmember Gilbert Cedillo, Chair of the Council Committee
considering your nomination**

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