



ERIC GARCETTI
MAYOR

February 10, 2017

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

Honorable Members:

Subject to your confirmation, I have appointed Mr. Marc Mitchell to the City Planning Commission for the term ending June 30, 2019. Mr. Mitchell will fill the vacancy created by Robert Ahn, who has resigned.

I certify that in my opinion Mr. Mitchell 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 'E. Garcetti', is written over a faint, light-colored circular stamp or watermark.

ERIC GARCETTI
Mayor

EG:dlg

Attachment

COMMISSION APPOINTMENT FORM

Name: Marc Mitchell
Commission: City Planning Commission
End of Term: 6/30/2019

Appointee Information

- 1. Race/ethnicity:** African American
- 2. Gender:** Male
- 3. Council district and neighborhood of residence:** 4 - Central
- 4. Are you a registered voter?** Yes
- 5. Prior commission experience:** Board of Zoo Commissioners
- 6. Highest level of education completed:** JD, New York University School of Law
- 7. Occupation/profession:** Attorney / CEO, Lootsie Inc.
- 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):**

Commissioners	APC	CD	Ethnicity	Gender	Term End
Ambroz, David H. J.	Central	4	Caucasian	M	30-Jun-21
Choe, Caroline	Central	14	Asian Pacific Islander	F	30-Jun-21
Dake Wilson, Renee	Central	4	Caucasian	F	30-Jun-18
Katz, Richard	South Valley	2	Caucasian	M	30-Jun-17
Mack, John W.	South LA	10	African American	M	30-Jun-20
Millman, Samantha	South Valley	4	Caucasian	F	30-Jun-19
Padilla, Veronica	North Valley	6	Latina	F	30-Jun-17
Perlman, Dana	Central	5	Caucasian	M	30-Jun-17

Marc Mitchell is an attorney who has managed the financial, business, and legal affairs of several influential entertainment companies.

Currently, Mitchell is the co-founder and CEO of Lootsie, Inc., a loyalty and rewards software platform for mobile games and applications. Lootsie uses machine learning to personalize loyalty programs for leading brands and mobile developers. For his work leading Lootsie, Mitchell was recently named by Built In LA as "One of 5 Los Angeles CEOs Whose Names You Should Know."

Additionally, Mitchell is a trusted advisor to and investor in several digital media companies. He sits on the Board of Advisors of Refinery29 and ForYourArt, and has been the Senior Advisor to Intermedia Vibe Holdings, the parent company to the *Vibe* and *Uptown* magazine titles.

Mitchell was the Chief Operating Officer of UrbanDaddy, a leading online lifestyle publication. With editions in over 10 cities, UD is a daily email magazine and mobile app that covers restaurants, fashion, gear, nightlife, and leisure for an affluent 25-35 year old audience. Mitchell oversaw day to day operations, business development, marketing, public relations, growth strategies, mobile development, and edition expansion for the publication, and continues to maintain an ownership stake in the company.

Before operating UrbanDaddy, Mitchell was the Chief Operating Officer of SRC Entertainment. In this role, he oversaw SRC's companies: a music company (SRC Records/Universal—a joint venture with Universal Music Group), and a marketing company (SRC Marketing—a partnership with Mosaic Media Group). Mitchell oversaw the business, financial, and legal affairs of both companies and managed SRC's employees in both the Los Angeles and New York offices. In addition, he worked with CFOs of partner companies on financial matters and outside counsel on legal matters.

During Mitchell's tenure at SRC, SRC Records released several successful albums, including *Mississippi: The Album* and *MTA 2: Baptized in Dirty Water* by David Banner, *True Story* by Fat Joe's group, the Terror Squad, and *Trouble* by Akon. *Mississippi* debuted at #1 on the Billboard R&B/Hip-Hop chart, while "Lean Back," Terror Squad's debut single, was a #1 hit on the Billboard Hot 100.

Additionally, SRC Marketing carried out marketing campaigns for HBO, T-Mobile, Spalding, and Warner Bros. Pictures, among others, and Mitchell worked with each of these clients to develop the marketing strategies for their respective campaigns.

Prior to running SRC, Mitchell was a corporate attorney in the New York office of Chadbourne & Parke, an international law firm. At Chadbourne, Mitchell focused mostly on mergers and acquisitions.

Mitchell has spoken extensively on the subjects of media and business, including at The Wharton School of Business, the Stanford Graduate School of Business, USC Marshall School of Business, and Stanford University. Additionally, he assisted his mentor, NYU President John Sexton, with the instruction of the NYU undergraduate seminar, "Baseball as a Road to God."

In 2002, Mitchell earned a JD from New York University, where he was a staff editor of the *Journal of Legislation and Public Policy*, and a fellow of the Association of the Bar of the City of New York Fellowship Program. While at NYU, Mitchell served as a law clerk in the Management Council of the National Football League, where he worked on behalf of the member clubs of the NFL on legal issues coming under the Collective Bargaining Agreement between the NFL and NFL Players Association. Additionally, Mitchell worked as a law clerk for pharmaceutical giant Johnson & Johnson, working in the Litigation and Regulatory departments.

Mitchell earned his AB in International Relations in 1999 from Stanford University, where he is still actively involved, and a member of the Stanford Associates. While at Stanford, Mitchell worked as a marketing representative for Nike and in the marketing department of investment house Charles Schwab. As Director of the Stanford Concert Network, Mitchell honed his event production skills while producing concerts for musical acts ranging from Beck to John Lee Hooker to Digital Underground. He currently resides in his hometown of Los Angeles, and focuses much of his free time working on educational issues in Los Angeles, serving on the Board of Directors of Bright Star Schools, the Harvard-Westlake African-American Alumni Network Board, the Mirman School Alumni Council, and the Advisory Council of the Lloyd Greif Center for Entrepreneurial Studies at USC's Marshall School of Business. He is also a Member of the Council on Foreign Relations. On October 23, 2013, Mitchell was unanimously confirmed by the LA City Council to serve on the Board of Zoo Commissioners for the City of Los Angeles, a position to which he was appointed by Mayor Eric Garcetti.



ERIC GARCETTI
MAYOR

February 10, 2017

Mr. Marc Mitchell

Dear Mr. Mitchell:

I am pleased to inform you that I hereby appoint you to the City Planning Commission for the term ending June 30, 2019. 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 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 Nicole Enriquez at the Ethics Commission at (213) 978-1960.

Mr. Marc Mitchell
February 10, 2017
Page 2

As part of the City Council confirmation process, you will need to meet with David Ryu, your Councilmember, and Councilmember Jose Huizar, the Chair of the Planning and Land Use Management 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 Planning and Land Use Management Committee. Sometime 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. Claudia Luna 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,



ERIC GARCETTI
Mayor

EG:dlg

Attachment I
Mr. Marc Mitchell
February 10, 2017

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: Legislative Coordinator, Office of the Mayor, Office of Intergovernmental Relations, 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**

III. Within 21 days:

File the following forms with the City Ethics Commission. *If you are required to file, you will receive these forms via email 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 David Ryu**
_____ **Councilmember Jose Huizar, Chair of the Council Committee considering your nomination**

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