



ERIC GARCETTI
MAYOR

August 3, 2019

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

Honorable Members:

Subject to your confirmation, I have reappointed Mr. Marc Mitchell to the City Planning Commission for the term ending June 30, 2024. Mr. Mitchell's current term expired on June 30, 2019.

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 blue ink, appearing to read 'E. Garcetti'.

ERIC GARCETTI
Mayor

EG:dlg

Attachment

COMMISSION APPOINTMENT FORM

Name: Marc Mitchell
Commission: City Planning Commission
End of Term: 6/30/2024

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, City Planning Commission
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:** Reappointment
10. **Current composition of the commission:**

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
Khorsand, Vahid	South Valley	5	Caucasian	M	30-Jun-22
Mack, Karen	Central	4	African American	F	30-Jun-20
Millman, Samantha	South Valley	4	Caucasian	F	30-Jun-19
Padilla, Veronica	North Valley	6	Latina	F	30-Jun-23
Mitchell, Marc	Central	4	African American	M	30-Jun-19
Leung, Helen	East	13	Asian Pacific Islander	F	30-Jun-23
Perlman, Dana	Central	5	Caucasian	M	30-Jun-22

Marc Mitchell is an attorney who was the co-founder and CEO of Retention Logic, a maker of retention and engagement software for mobile games and applications.

Prior to Retention Logic, he served as the Chief Operating Officer of UrbanDaddy, a leading digital media lifestyle brand. Before operating UrbanDaddy, Mitchell was the COO of SRC Entertainment where he oversaw SRC/Universal Records—a joint venture with Universal Music Group, and SRC Marketing—a partnership with Mosaic Media Group. Mitchell started his career as a corporate attorney in the New York office of Chadbourne & Parke, an international law firm.

He has advised Refinery29, ForYourArt, and Intermedia Vibe Holdings. He serves on the City Planning Commission for the City of Los Angeles, the Brain Trust 2.0 at Cedars-Sinai Medical Center, the Stanford University Undergraduate Cabinet, the Board of Directors for Bright Star Schools, the Harvard-Westlake Diversity, Equity and Inclusion Council, and the Advisory Council of the Lloyd Greif Center for Entrepreneurial Studies at USC's Marshall School of Business.

Prior to the City Planning Commission, he served on the Board of Zoo Commissioners for the City of Los Angeles. He is also a member of the Council on Foreign Relations.

Mitchell earned a JD from NYU, and his AB in International Relations from Stanford.



ERIC GARCETTI
MAYOR

August 3, 2019

Dear Mr. Mitchell:

I am pleased to inform you that I hereby reappoint you to the City Planning Commission for the term ending June 30, 2024. 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.

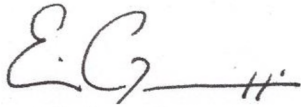
As part of the City Council confirmation process, you will need to meet with David Ryu, your Councilmember, and Councilmember Marqueece Harris-Dawson, the Chair of the Planning and Land Use Management Committee, to answer any questions they may have. You will be hearing from a City Council committee clerk who will let you know when your reappointment will be considered by the Planning and Land Use Management 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.

Mr. Marc Mitchell
August 3, 2019
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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 flourish at the end.

ERIC GARCETTI
Mayor

EG:dlg

Attachment I
Mr. Marc Mitchell
August 3, 2019

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 David Ryu**

_____ **Councilmember Marqueece Harris-Dawson, 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.