



ERIC GARCETTI
MAYOR

January 7, 2019

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

Honorable Members:

Subject to your confirmation, I have appointed Ms. Noel Hyun to the Board of Los Angeles Convention and Tourism Development for the term ending June 30, 2021. Ms. Hyun will fill the vacancy created by Ana Cubas, who has resigned.

I certify that in my opinion Ms. Hyun 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 blue ink, appearing to read 'E. Garcetti'.

ERIC GARCETTI
Mayor

EG:dlg

Attachment

COMMISSION APPOINTMENT FORM

Name: Noel Hyun
Commission: Board of Los Angeles Convention and Tourism Development
End of Term: 6/30/2021

Appointee Information

- 1. **Race/ethnicity:** Asian Pacific Islander
- 2. **Gender:** Female
- 3. **Council district and neighborhood of residence:** 14 - Central
- 4. **Are you a registered voter?** Yes
- 5. **Prior commission experience:**
- 6. **Highest level of education completed:** J.D., University of Southern California
- 7. **Occupation/profession:** CEO & President, The Brooklyn Companies
- 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):**

Commissioner	APC	CD	Ethnicity	Gender	Term End
Stone, David	Central	4	Caucasian	M	30-Jun-19
Maloyan, Stella	North Valley	12	Armenian	F	30-Jun-22
Padron, Otto	Central	4	Latino	M	30-Jun-20
Vein, Jon F.	Central	4	Caucasian	M	30-Jun-23



THE BROOKLYN COMPANIES
connecting people with places



NOEL HYUN
CEO & President

Noel Hyun is CEO & President at The Brooklyn Companies, a real estate investment, development, and advisory firm serving family offices and specializing in commercial and mixed-use multi-family properties in Southern California. Noel Hyun focuses her time on sourcing new opportunities, executing value-add and development business plans, investor relations, and overall strategic direction of the firm.

Previously, Noel was recognized as a 2018 Rising Star by Real Estate Weekly for her work as a land use attorney at Liner LLP and at DLA Piper, where she represented major developers in complex redevelopment projects. Prior to legal practice, Noel served as the Director of Legislative Affairs for the Central City Association.

In her free time, Noel serves local communities as Co-Chair of Metro Charter Elementary School; Board Secretary and Treasurer for Central City Association; Board Member of the Ford Theatres Foundation; and member of the City of Los Angeles Zoning Advisory Committee. Noel is passionate about improving quality of life in Los Angeles.

Noel Hyun

PROFESSIONAL EXPERIENCE

The Brooklyn Companies *CEO & President*

Los Angeles, CA
May 2018 – present

Lead family office platform providing real estate investment, development, and advisory services. Currently managed portfolio includes properties throughout Southern California with a total asset value in excess of \$150M. Product types include commercial office, retail, and multifamily residential. Responsible for deal sourcing, investor relations, partnerships, and business strategy.

DLA Piper / Liner LLP (the firms merged effective October 1, 2017) *Associate*

Los Angeles, CA
2015 – May 2018

Member of Real Estate & Land Use Practice Group. Represented property owners, developers, investors, and REITs in complex land use entitlement and real estate development projects with a focus on large-scale, complex, urban infill, mixed-use development. Acted as project manager and strategist. Managed analysis and compliance with California Environmental Quality Act, including Mitigated Negative Declarations and Environmental Impact Reports. Responsible for strategic communications and external relations. Regularly met with and presented to community groups. Experienced with wide range of administrative, discretionary, quasi-judicial, and legislative actions in the City and County of Los Angeles.

Central City Association *Director of Legal and Legislative Affairs*

Los Angeles, CA
2013 – 2014

Led Legislative Affairs Department for membership-based organization composed of 450+ corporations, trade associations and non-profits focused in Downtown Los Angeles. Directed legislative agenda; advocated before City, County, and State level decision-makers. Served as primary advocate on planning, land use, and development matters and housing and homelessness policy. Supervised staff and policy on other issues. Organized meetings and events for policy committees. Produced content for communications pieces including weekly email newsletter and quarterly printed newsletter.

City of Los Angeles *Various Policy Level Positions*

Los Angeles, CA
2008 – 2013

Senior Planner, Council District 11 – Mike Bonin

July 2013 – October 2013

Law Clerk to Special Assistant City Attorney Jane Usher

May 2010 – August 2010

Associate Planner, Council District 13 – Eric Garcetti

March 2008 – July 2009

Developed district-wide policies and priorities for economic development, housing, planning and land use issues. Monitored development projects and facilitated meetings between developers, stakeholders, and City departments. Worked with City departments on policy initiatives and communicated proposals with the community. Represented Councilmember at public hearings and community meetings. Drafted briefing papers, motions, and letters. Crafted messaging points and responded to constituent concerns. Initiated legislation to regulate medical marijuana and to regulate billboards and supergraphics, including revisions to Hollywood sign district.

EDUCATION

University of Southern California (USC)

J.D., 2012 and B.A., Sociology 2007

MEMBERSHIPS & AFFILIATIONS

Board Member, Ford Theatres Foundation

September 2018 – present

Board Member, Metro Charter Elementary School

May 2016 – present

Currently serving as Co-Chair

Board Member, Central City Association

2015 – present

Currently serving as Board Secretary/Treasurer

Member, Political Action Committee

Member, Zoning Advisory Committee, City of Los Angeles

December 2013 - present

Fellow, Leadership LA, Southern California Leadership Network

2016

Past Member, Board of Governors, USC Alumni Association

2016 – 2017

Past Chairwoman, USC Alumni Real Estate Network

2016 – 2017; Boardmember 2014 – 2017

Past Board Member, West Hollywood Community Housing Corporation

2015 – 2018



ERIC GARCETTI
MAYOR

January 7, 2019

Dear Ms. Hyun:

I am pleased to inform you that I hereby appoint you to the Board of Los Angeles Convention and Tourism Development for the term ending June 30, 2021. 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.

Ms. Noel Hyun
January 7, 2019
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As part of the City Council confirmation process, you will need to meet with Jose Huizar, 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. 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,

A handwritten signature in black ink, appearing to read "Eric Garcetti", with a horizontal line extending to the right.

ERIC GARCETTI
Mayor

EG:dlg

Attachment I
Ms. Noel Hyun
January 7, 2019

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 or email the following forms to: Claudia Luna, Office of the Mayor, Office of Legislative and External Affairs, 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, Jose Huizar**
- Councilmember Curren Price, Chair of the Council Committee considering your nomination.**

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