

ERIC GARCETTI
MAYOR

September 30, 2013

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

Honorable Members:

Subject to your confirmation, I have appointed Ms. Caroline Choe to the City Planning Commission for the term ending June 30, 2016. Ms. Choe will fill the vacancy created by Regina Freer, who has resigned.

I certify that in my opinion Ms. Choe is qualified for the work that will devolve upon her, and that I make the appointment solely in the interest of the City.

Sincerely,

ERIC GARCETTI
Mayor

EG:dlg

Attachment

COMMISSION APPOINTMENT FORM

Name: Caroline Choe
Commission: City Planning Commission
End of Term: June 30, 2016

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:** MBA, UCLA Anderson School of Management
7. **Occupation/profession:** CEO, NewBridge Investments
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	Appointment Date	Term Ends
Burton, Sean O. - RESIGNED	West	5	Caucasian	M	11-Dec-08	30-Jun-14
Dake Wilson, Renee	Central	4	Caucasian	F	09-Aug-13	30-Jun-18
Eng, Camilla M.	Central	14	Asian Pacific Islander	F	04-Feb-13	30-Jun-14
Freer, Regina - RESIGNED	South Los Angeles	8	African American	F	02-Nov-05	30-Jun-16
Hovaguimian, George V.	South Valley	4	Caucasian	M	28-Feb-11	30-Jun-17
Lessin, Robert L.	North Valley	12	Caucasian	M	28-Feb-11	30-Jun-15
Perlman, Dana	Central	5	Caucasian	M	07-Aug-12	30-Jun-17
Romero, Barbara - RESIGNED	South Valley	4	Latina	F	20-May-09	30-Jun-16
Segura, Marta	South Los Angeles	8	Latina	F	14-Aug-13	30-Jun-18

CAROLINE T. CHOE

EXPERIENCE

- March 2010 – current* **CEO, NewBridge Investments** *Glendale, California*
- Manage real estate portfolio focused on value added and mismanaged multifamily and retail projects
 - Invest in key alternative investments, such as Bestia and Saehan Bank, as one of largest shareholders
 - Lead team to optimize operational efficiency and engage in value added acquisition and divestiture
- July 2010 – current* **Vice Chairwoman, Saehan Bank** *Los Angeles, California*
- Oversee management of a \$560M Korean American bank with ten branches and 130 employees
 - Create strategic plan to exit consent order, preserve capital, and reversed 3 years of losses as of 1H11
 - Serve as member of CEO committee, Director's Loan committee, Audit Committee, ALCO committee
 - Successfully signed sale of bank at highest multiple in 8 years among West Coast comparables
- August 2012 – current* **Audit Committee Chairwoman, Saehan Bank** *Los Angeles, California*
- Oversee financial reporting process, internal control system, audit process, and regulatory compliance
 - Approve and manage policies, programs, and strategies for internal/external audit for risk management
 - Review and monitor control weaknesses and corrective actions in audit review findings
- July 2010 – August 2012* **Compensation Chairwoman, Saehan Bank** *Los Angeles, California*
- Formulate salary, stock options, bonus, profit sharing of CEO, CFO, CCO and senior officers
 - Review qualifications of new senior officer hires and any major organization or staffing matters
 - Conduct performance review and oversee senior officers
- 2005 - 2010* **Partner, Choe Properties** *Glendale, California*
- Oversee investment portfolio and property management of land, multifamily, and commercial properties
 - Implement financial models for sensitivity analyses, investment valuations, and discounted CF analyses
 - Analyze monthly financial reporting and institute internal benchmarking system for return thresholds
- 2002 - 2004* **Investment Associate, Putnam Investments** *Boston, Massachusetts*
- Developed financial evaluation models, probability weighted sensitivities, and investment theses
 - Utilized discounted cash flow analysis, Porter's Five Forces, and comparative benchmarking techniques
 - Evaluated the market potential for credit cards and consumer loans across developing markets

EDUCATION

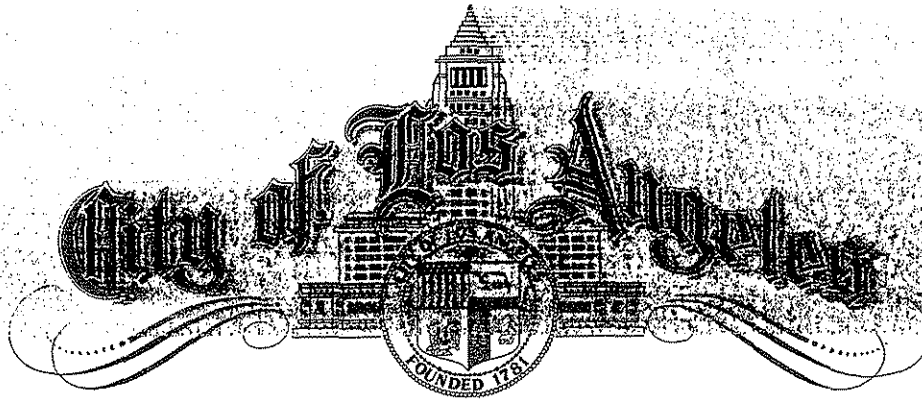
- University of California, Los Angeles, Los Angeles, CA**
Anderson School of Management
Master's in Business Administration, June 2010
- University of Southern California, Los Angeles, CA**
School of Policy, Planning, and Development
Master's in Real Estate Development, May 2005
Center for Asian-Pacific Leadership
Network of Korean American Leaders, Fellow, February 2012-October 2012
- Carnegie Mellon University, Pittsburgh, PA**
Bachelors of Science in Business Administration (concentration in Finance), and Economics, May 2002
Bachelor of Arts in Spanish, May 2002

ACTIVITIES

- 2007 – present* **President of the Board, Asian Pacific Women's Center** *Los Angeles, California*
- Lead as Board President in recession yielding record net profit maintaining 100% violence free lives
 - Monitor annual budget and program review, and evaluate performance of Executive Director
- 2002 - present* **Director, Choe Andrew World Mission** *Los Angeles, California*
- Advise and invest multimillion dollar equity portfolio for appropriate investment allocation
 - Direct funding towards key initiatives and monitor status of domestic and international funded projects
- 2007 - 2008* **Aviva Program Committee, Junior League** *Los Angeles, California*
- Develop mentor program for an incubated project for adolescent girls in residential treatment program
 - Create program focusing on key issues such personal development and self empowerment
- 2006 – 2009* **Staff Parish Relations Committee, Community Church on Holliston** *Pasadena, California*
- Elected to serve on the board overseeing a framework of support and accountability for pastors
 - Establish staff guidelines, ethical standards, and developmental resources for ministry effectiveness

LANGUAGES

Fluent in English and Korean; Proficient in Spanish; Learning Chinese



ERIC GARCETTI

MAYOR

September 30, 2013

Ms. Caroline Choe

Dear Ms. Choe:

I am pleased to inform you that I hereby appoint you to the City Planning Commission for the term ending June 30, 2016. 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 Justin Gonzalez in my Office at (213) 300-9935 to make arrangements for you.

To begin the appointment process, please review, sign and return the enclosed Ethics Pledge, 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 Shannon Prior at the Ethics Commission at (213) 978-1960.



Ms. Caroline Choe

September 30, 2013

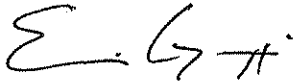
Page 2

As part of the City Council confirmation process, you will need to meet with Jose Huizar, your Councilmember and the Chair of the Planning and Land Use Management Committee, to answer any questions he 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. Some time 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. Julie Ciardullo with the Mayor's staff 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
Ms. Caroline Choe
September 30, 2013

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 Julie Ciardullo, Office of the Mayor,
Office of External Affairs, City Hall, 200 N. Spring Street, Los Angeles, CA 90012
or fax: 213-978-2760 or email: julie.ciardullo@lacity.org.

- Ethics Pledge**
- Remuneration Form**
- Undated Separation Forms**
- Background Check Release**
- 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:

- Councilmember Jose Huizar, Your Councilmember and Chair of the Council Committee considering your nomination (contact at 213-473-7014).**

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