March 26, 2020

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

Honorable Members:

Subject to your confirmation, I have appointed Mr. Tafarai Bayne to the Board of Recreation and Parks Commissioners for the term ending June 30, 2020. Mr. Bayne will fill the vacancy created by Carl Cade, who withdrew from consideration.

I certify that in my opinion Mr. Bayne is qualified for the work that will devolve upon him, and that I make the appointment solely in the interest of the City.

Sincerely,

ERIC GARCETTI
Mayor

EG:dlg

Attachment
COMMISSION APPOINTMENT FORM

Name: Tafarai Bayne  
Commission: Board of Recreation and Parks Commissioners  
End of Term: 6/30/2020

Appointee Information

1. Race/ethnicity: African American
2. Gender: Male
3. Council district and neighborhood of residence: 10 - South
4. Are you a registered voter? Yes
5. Prior commission experience: Board of Transportation Commissioners
6. Highest level of education completed:
7. Occupation/profession: Chief Strategist, CicLAvia
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):

<table>
<thead>
<tr>
<th>Commissioner</th>
<th>APC</th>
<th>CD</th>
<th>Ethnicity</th>
<th>Gender</th>
<th>Term End</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patsaouras, Sylvia</td>
<td>South Valley</td>
<td>3</td>
<td>Latina</td>
<td>F</td>
<td>30-Jun-23</td>
</tr>
<tr>
<td>Halper, Joseph</td>
<td>West LA</td>
<td>11</td>
<td>Caucasian</td>
<td>M</td>
<td>30-Jun-24</td>
</tr>
<tr>
<td>Chase, Nicole</td>
<td>North Valley</td>
<td>7</td>
<td>African-American</td>
<td>F</td>
<td>30-Jun-21</td>
</tr>
<tr>
<td>Alvarez, Lynn</td>
<td>South Valley</td>
<td>5</td>
<td>Latina</td>
<td>F</td>
<td>30-Jun-22</td>
</tr>
</tbody>
</table>
Experience

Chief Strategist, CicLAvia, Los Angeles, CA (2016-Present)
- Assisting the chief executive officer (CEO) with developing, communicating, executing, and sustaining corporate strategic initiatives.
- Manage and Develop special projects designed to further the organizational mission.
- Manage Accounts with major sponsors and donors
- Serve as organizational liaison/spokesperson with political and media contacts

Marketing Director, Sustainable Now Technologies, Signal Hill, CA (2011-2013)
- Plan and implement marketing and branding strategy for green technology/renewable energy start-up recognized by Long Beach Clean Cities Coalition & Signal Hill City Council
- Develop social media, plan and promote events, interface with media

Mobility and Recreation Program Director, TRUST South LA, Los Angeles, CA (2008-Present)
- Raised program Budget and managed relationship with all program key Funders
- Project Lead on affordable housing developments and local planning efforts
- Build and cultivate partnerships with stakeholders (residents, community-based organizations, businesses, elected officials, academia, government agencies)
- Act as organizational spokesperson at collaborative meetings (e.g., South LA Planning Committee/California Endowment’s Building Healthy Communities initiative) and public forums (e.g., City Council meetings), speak on conference panels
- Spearhead rebranding of the organization (name, logo, website), oversaw implementation and transition process, create marketing strategies/materials/promotional media
- Manage all event planning, secure permits and, sponsorships
- Led community engagement effort for Slauson and Wall Village project master plan, designed and implemented focus groups with constituents

Instructor, “Social Media: Power and Culture” course, LA Trade Technical College, Los Angeles, CA (Spring 2012)

Popular Education Trainer, Ruckus Society, Oakland, CA (2001-Present)
- Develop curriculum and facilitate training on direct action and campaign strategy for environmental, human rights, and social justice issues nationwide

Director of Community Relations/Consultant, Change the Game, Los Angeles, CA (2007-2008)
- Created and maintained strategic client relationships for national marketing/media agency
• Facilitated planning and development of social media training for youth leadership development/capacity building program, produced visual media/marketing materials

**Consultant**, LA County Department of Mental Health (DMH), Los Angeles, CA (2007)
• Facilitated focus groups for a diverse group of stakeholders (clients, County staff, community partners) as part of an internal evaluation process

**Director of Recruitment**, Public Allies, Los Angeles, CA (2005-2007)
• Identified and trained leaders (ages 18-30) to work with nonprofits, cultivated relationships with community partners to secure placements
• Implemented leadership development program, provided capacity building training and mentorship
• Led marketing and promotional efforts (community presentations, college fairs, radio interviews) to increase recruitment

**Campaign Coordinator**, Strategic Actions for a Just Economy (SAJE), Los Angeles, CA (2004-2005)
• Oversaw implementation of strategic plan for political/social justice campaigns, served as key facilitator to develop strategy for collective actions
• Forged strategic relationships (e.g., policymakers, advocates, community members) to create broad solidarity network to support campaigns
• Served as liaison between grassroots organizers and community coalitions

**Community Organizer**, Strategic Actions for a Just Economy (SAJE), Los Angeles, CA (2001-2003)
• Initiated political campaigns on community development and public policy issues, coordinated community outreach efforts and logistics for mass mobilizations
• Cultivated and maintained relationships with low-income community constituents
• Facilitated workshops to educate community stakeholders on campaign issues

**COMMUNITY ACTIVITIES**

• **Vice President, Board of Transportation Commissioners LADOT - City Of LA (2014-Present)
  • Board of Directors, Mercado La Paloma (2014-present)
  • Community Advisory Board Member, Destination Crenshaw (2018 - present)**
• **Board of Directors, CicLAvia (2011-2016)
  • Serve as Chair of Route and Production Committee, oversee implementation of event for 100,000 community members
  • Initiate/implement new route expansion to South LA, create partnerships with South LA organizations (e.g., African American Firefighter Museum) to diversify and expand outreach
  • Support regional expansion to Long Beach and Southeast LA (engage new partners, plan route)**
• **Board of Directors, Strategic Actions for a Just Economy (SAJE) (2007-2012)**
EDUCATION AND TRAINING

- Electronic Information Magnet High School, Los Angeles, CA (2000)
- California Lead Organizers Institute Alumni (2005)
- Fellow, Public Allies Leadership Development Program (2001-2002)
- **Skills:** Microsoft Office (Mac/PC), Adobe Suite, social networking/new media (e.g., Facebook, Twitter, Tumblr, Vimeo, YouTube, Flickr), Facilitation, Public Speaking
March 26, 2020

Dear Mr. Bayne:

I am pleased to inform you that I hereby appoint you to the Board of Recreation and Parks Commissioners for the term ending June 30, 2020. 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.
As part of the City Council confirmation process, you will need to meet with Herb J. Wesson, Jr., your Councilmember, and Councilmember David Ryu, the Chair of the Health, Education, Neighborhood, Parks, Arts, and River 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 Health, Education, Neighborhood, Parks, Arts, and River 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
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 Herb J. Wesson, Jr.

_____ Councilmember David Ryu, Chair of the Council Committee  
considering your nomination.

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