



ERIC GARCETTI
MAYOR

March 11, 2021

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

Honorable Members:

Subject to your confirmation, I have appointed Ms. Arianne Edmonds to the Board of Library Commissioners for the term ending June 30, 2025. Ms. Edmonds will fill the vacancy created by Mai Lassiter, who has resigned.

I certify that in my opinion Ms. Edmonds 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 black ink, appearing to read 'E. Garcetti', with a horizontal line extending to the right.

ERIC GARCETTI
Mayor

COMMISSION APPOINTMENT FORM

Name: Arianne Edmonds
Commission: Board of Library Commissioners
End of Term: 6/30/2025

Appointee Information

1. **Race/ethnicity:** African American
2. **Gender:** Female
3. **Council district and neighborhood of residence:** 10 - Central
4. **Are you a registered voter?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** B.S., The University of the Arts
7. **Occupation/profession:** Founder & CEO, ACE Consulting Agency
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 |
|------------------|------|----|------------------------|--------|-----------|
| Eidmann, Kathryn | East | 13 | Caucasian | F | 30-Jun-21 |
| Cao, Bich Ngoc | East | 13 | Asian Pacific Islander | F | 30-Jun-23 |
| Franzen, Dale | West | 11 | Caucasian | F | 30-Jun-22 |
| Salinas, Josefa | West | 11 | Latina | F | 30-Jun-24 |

ARIANNE EDMONDS

WORK EXPERIENCE

August 2020 - Current

FOUNDER & CEO | ACE Consulting Agency | Los Angeles, CA

An agency of storytellers and creative producers curating experiences that spark historical and cultural shifts. Current Clients include:

- LA Metro Art - Community engagement memory project for the opening of Leimert Park and Hyde Park train stations
- Unfinished - A media company that asks about the state of the world and envisions the future in which we all want to live. Produced local heroes & community profile videos for streaming video programming and social media
- Quiet - A global artists collective fund. Conducting research on effectiveness of programming and financial giving

Jan 2020 - October 2020

COMMUNITY SPECIALIST | U.S. Census Bureau Open Innovation Lab | Washington, DC + LA

Managed the Counts for the Creative program that enlists creatives, storytellers & artists to create strategies & content to engage hard to count communities across the nation.

- Oversaw outreach and facilitation of Create- a- thon events around the US
- Co-authored a virtual Create- a- thon toolkit deployed nationally
- Co-designed and launched a nationwide video prize competition for 2020 Census awareness
- Leveraged professional networks in and outside of government to build partnerships that enhance Census Bureau's ability to deliver on creative engagements throughout the nation.

July 2016 – Jan 2020

CONSULTANT, ADVISORY SERVICES | Taproot Foundation | Los Angeles, CA

(Promoted from Program Manager) International nonprofit consulting firm

- Designed and developed community engagement programs that connect corporate employees to nonprofits / social change organizations in need of business support.
- Hosted corporate social responsibility trainings and events around the country
- Corporate client list includes: Toyota, American Express, Capital One, US Bank, Disney, NBCUniversal, Telemundo and UPS

Sept 2009 – Current

FOUNDING DIRECTOR | [JL Edmonds Project](#) | Los Angeles, CA

Edmonds family archive, celebrating the life and legacy of Jefferson Lewis Edmonds founder of the Liberator newspaper

- Co-curated the exhibition "The Liberator: Chronicling Black Los Angeles 1900-1914" at California African American Museum - 2019 and Los Angeles City Hall "Write in America" exhibition, highlighting notable Black journalist in Los Angeles- 2018
- Created lesson plans with Facing History and Ourselves, LA Public Library and CAAM for Los Angeles Unified School District history teachers to incorporate media studies, civil rights journalism and *The Liberator* into their curriculum
- Hosted & produced panels, speaking engagements & media projects in partnership with LA Dept. of Cultural Affairs, Facing History & Ourselves, California African American Museum, LA Urban League and LA Public Library in promotion of *The Liberator* digital archive
- Presented 10 years of Edmonds family research at Digital Diaspora Family Reunion Project at Harlem Stage in NYC & Schomburg Library and Learn DoShare
- Partnered with LA Public Library and California Revealed to digitize the 14 year span of the Liberator newspaper to offer to students and researchers globally
- Edmonds family archive is featured in BLKNWS exhibition in partnership with the Hammer Museum and Hanks Mini Market sponsored by Drake

Sept 2014 – May 2016

MANAGING DIRECTOR | Team Friday | Los Angeles, CA

Boutique social good marketing & communications agency working with brands & nonprofits.

- Managed business development: Full cycle of client acquisition, pitching, proposal development and contract negotiations; Increased client projects by 60%
- Set monthly and yearly financial & operational goals
- Provided account management, project management along with digital /branding marketing strategy, partnership development, online campaign creation, experiential community pop up events. Clients included: La Philharmonic, Disney Concert Hall, Starbucks Foundation: Leaders Up, Whole Foods, and City of LA Mayor's Office; Innovation Team

Aug 2013 – Oct 2014

COMMUNITY CURATOR | Impact Hub LA | Los Angeles, CA

Global membership community for social entrepreneurs, nonprofits and impact professionals

- Served as a career coach/ professional matchmaker by connecting members to funding opportunities, mentors & job opportunities
- Developed and managed programming & events for a community of social entrepreneurs, founders and social good professional both virtually & offline
- Produced all member communications including weekly newsletters, emails, membership campaign, and on-boarding trainings
- Spearheaded corporate sponsorship with Whole Foods resulting in a dinner salon series and 50K donation
- Built & managed the company CRM system (Zoho) by tracking member engagements and new business development opportunities

Nov 2011 – Aug 2013

OUTREACH MANAGER | Taproot Foundation | Los Angeles, CA

(Promoted from Outreach Associate) International nonprofit consulting firm

- Developed and managed dashboard system to help track local and national recruitment strategies related to consultant engagement
- Facilitated corporate social responsibility events for Disney, Citi, Deloitte & US Bank
- Spearheaded community partnerships with professional schools & Alumni groups
- Special Project: LinkedIn Solutions for Good Team Lead for Solutions for Good: LinkedIn Non-profit Recruitment Talent Finder, resulted: in-kind donations and strategic partnership and analysis of the LinkedIn Talent Finder Tool used to recruit volunteers

March 2010 – July 11

CHILDREN'S ART COORDINATOR | University City Arts League | Philadelphia, PA

- Managed and trained 7 instructors in a 200 student program for grades K-5
- Worked closely with board chair to execute on community outreach events including: Open house, Yearly Auction & Gallery Openings
- Collaborated with Executive Director on the development of programming, arts curriculum and community expansion initiatives

April 2008 – June 2009

PRODUCTION ASSISTANT + LAUNCH PRODUCTION ASSISTANT | Sesame Workshop | NYC Academy Award winning show Electric Company & Sesame Street India

- Prepared comprehensive quarterly grant reports, collecting information and deliverables from 9 department heads for chief financial sponsor, Corporation of Public Broadcast (CPB) on a multi-million dollar grant.
- Coordinated special events for children ages 6-8 including: Electric Company career day & NYC 2009 Comic-Con & developing children's activities for The Electric Company national outreach event tour
- Conducted research studies in and around the New York City area, testing the educational goals of The Electric Company Television show with children ages 6 to 8

INDEPENDENT WORK

CREATIVE CONSULTING

Nov 2019 - October 2020 | Director | Nous Tous Community Gallery

- Curated Sister Gaze: Instant Archive exhibition recognized by Beyonce in the Digital Juneteenth Parade in 2020
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COMMUNITY PROGRAMMING | CURATORIAL EXHIBITIONS

- 2020 | Creator & Facilitator | Sunrise Mourning Meditation a collective mourning experience in the historic Black LA beach, Inkwel to honor the ancestors and community members who passed due to COVID-19 & Police brutality | Santa Monica, CA
- 2019 | Producer | Hanks Mini Mart: Nipsey Hussle arts & healing series | South Los Angeles / Hyde Park
- 2018 | Producer | Libertad: Bloodline family legacy fashion launch | East Los Angeles
- 2017 | Curator | Nous Tous: Art Gallery & film screening | Chinatown Los Angeles
- 2016 | Artist | Black Women Artist for Black Lives Matters | Project Row House | Dallas, TX
- 2014 | Producer | Civic Innovation Lab in partnership with Microsoft + LA Mayor's Office | Impact Hub LA | Los Angeles, CA

EDUCATION HISTORY + HONORS

May 2008 | B.S. Communications: Documentary & Marketing | The University of the Arts | Philadelphia PA

2008 | George Beach Creative Advertising Award

2019 - 2020 | Coro Lead LA | Leadership Program

2019 | 40 Under 40 | Emerging Civic Leaders in Los Angeles County

Awarded by Empowerment Congress & Supervisor Mark Ridley Thomas LA County office

2020 - Currently | USC Annenberg Innovation Lab Civic Media Fellow funded by the John D. & Catherine T. MacArthur Foundation

BOARD SERVICE

2019 - 2021 | History Council Member | California African American Museum, *Smithsonian affiliate*

2019 - Current | Friends of the Library Board Member | Special Collections & Rare Books, Los Angeles Public Library

2016 - 2020 | Board of Directors | Citizens of Culture: Art gallery & community arts nonprofit

PUBLISHED WORKS

2019 | Stories From Slavery, Shared Over Generations | 1619 Project New York Times

The Pulitzer Prize winning project, NYT 1619 Project featured photographs and stories handed down about American Slavery

2020 | Hidden Heroes, Historic Places coloring book | Published by LAPL Octavia Lab & Los Angeles Conservancy

2021 | Writing forthcoming book about the Black Press | Published by Oxford University Press



Arianne Edmonds, Founder of the J.L. Edmonds Project

Arianne Edmonds is a proud 5th generation Angeleno, social impact professional, archivist and storyteller. In 2017 she founded the J.L. Edmonds Project, an initiative dedicated to preserving the legacy of *The Liberator*, an early 20th-century Los Angeles African American newspaper founded by her great-great grandfather, Jefferson Lewis Edmonds. Ms. Edmonds is the keeper of her family's archive and has committed over a decade to uncovering forgotten stories hidden away in libraries and repositories around the nation.

In late 2017, Ms. Edmonds and her father, Paul Edmonds, secured a partnership with the Los Angeles Public Library to digitize *The Liberator* newspaper and offer it the public for the first time in over a century. Later her research and family history was showcased in the 2019 award winning *New York Times 1619 project*. In early 2021, she collaborated with the Los Angeles Public Library Octavia Lab and contributed a foreword for the Hidden Heroes, Historic Places coloring book.

Ms. Edmonds created numerous public program and curated exhibitions about African American stories, memories and legacy with numerous institutional partners around the country including: California African American Museum, Schomburg Center for Research in Black Culture in Harlem, New York along with LA City Hall and Los Angeles Public Library. She spent close to six years at the Taproot Foundation where she lead and facilitated creative design thinking sessions for companies like NBC, Disney, American Express and Capital One. Throughout her career she's developed social impact campaigns for fortune 500 companies, nonprofits and government agencies. Her most recent community campaign was in partnership with the Census Open Innovation Lab in Washington DC, tasked with creating awareness in hard-to-count communities for the 2020 Census.

Ms. Edmonds sits on the Friends of the Library board at the Los Angeles Public Library Rare Books & Special Collections as well as the History Council of California African American Museum. She is the recipient of the 2019, *40 under 40 Emerging Civic Leaders Award* presented by former LA County Supervisor, Mark Ridley Thomas and is a 2020/2021 Civic Media Fellow at USC Annenberg Media Lab, funded by the John D. and Catherine T. MacArthur Foundation. She received her B.S. degree in Communications from the University of the Arts in Philadelphia and currently lives in Los Angeles.



ERIC GARCETTI
MAYOR

March 11, 2021

Dear Ms. Edmonds:

I am pleased to inform you that I hereby appoint you to the Board of Library Commissioners for the term ending June 30, 2025. 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. Arianne Edmonds
March 11, 2021
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As part of the City Council confirmation process, you will need to meet with Mark Ridley-Thomas, your Councilmember, and Councilmember John Lee, the Chair of the Arts, Parks, Health, Education and Neighborhoods 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 Arts, Parks, Health, Education and Neighborhoods 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 'E.G.' followed by a horizontal line and a small flourish.

ERIC GARCETTI
Mayor

Attachment I
Ms. Arianne Edmonds
March 11, 2021

Nominee Check List

I. Within three days:

- _____ **Get fingerprinted to complete a background check.**
An appointment is necessary. Claudia Luna will assist with the scheduling of your appointment. 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 Mark Ridley-Thomas**
- _____ **Councilmember John Lee, Chair of the Council Committee considering your nomination.**

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