



ERIC GARCETTI
MAYOR

April 29, 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. Taelor I. Bakewell to the Housing Authority of the City of Los Angeles for the term ending June 30, 2022. Ms. Bakewell will fill the vacancy created by Ben Besley, who has resigned.

I certify that in my opinion Ms. Bakewell 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

EG:dlg

Attachment

COMMISSION APPOINTMENT FORM

Name: Taelor I. Bakewell
Commission: Housing Authority of the City of Los Angeles
End of Term: 6/30/2022

Appointee Information

- 1. Race/ethnicity:** African American
- 2. Gender:** Female
- 3. Council district and neighborhood of residence:** 14 - East
- 4. Are you a registered voter?** Yes
- 5. Prior commission experience:**
- 6. Highest level of education completed:** B.A., University of Southern California
- 7. Occupation/profession:** Traditional Media Sr. Specialist, Southern California Edison
- 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
Castro, Cielo	East	14	Latina	F	30-Jun-21
Bryan, Ana	East	14	Latina	F	30-Jun-21
Tenenbaum, Daniel	West	11	Caucasian	M	30-Jun-23
Cadena, Noramay	North Valley	7	Latina	F	30-Jun-21
Hooper, Lucelia	Harbor	15	African American	F	30-Jun-24
De La Cruz, Delfino	North Valley	7	Latino	M	30-Jun-24

TAEOR I. BAKEWELL



A diverse background in community involvement and improving the quality of life for the people that live there have always been Taelor Bakewell's passion.

As a senior crisis management specialist and official spokesperson for one of the largest utilities in the country, Southern California Edison (SCE), Taelor has dealt with some of the toughest environmental issues facing California. Prior to joining SCE, she was the Digital Director for the Los Angeles Sentinel Newspaper and the Head of PR for California's largest festival, Taste of Soul.

A native Californian, graduate of the University of Southern California and a California Realtor, Taelor has been able to create effective, quality and long-standing change within her community through a balance of streamlined messaging and grassroots initiatives. Taelor comes from a lineage grossly involved in the community and has worked on a variety of community projects as well as major real estate projects in South Los Angeles, Compton, NW Pasadena and Seaside California.

Taelor considers herself not only to be an astute businesswoman, but also a community advocate. From a young age, she has worked with local organizations like Los Angeles Brotherhood Crusade and Mothers in Action, providing resources to members of our community most in need of support and services.

She is continuing her family's legacy of service to the community and sees her role as the next generation of Bakewell's bringing opportunity to some of California's most under resourced communities. Taelor is also a Los Angeles African American Women's Public Policy Institute Alumni, a graduate of USC's Ross Real Estate Development program and a member of New Frontier Democratic Club.

TAEOR I. BAKWELL

AREAS OF EXPERTISE

- Licensed California Realtor
- University of Southern California Lusk Real Estate Development: Ross Minority Program Alumni

EXPERIENCE

SOUTHERN CALIFORNIA EDISON (SCE)

Traditional Media Sr. Specialist (Promotion) | August 2020 – Present

Emerging Issues Specialist | August 2018 – August 2020

- **Managed thousands of media inquiries for SCE's 50,000+ square mile service territory** and coordinated responses, talking points, and content with subject matter experts on corporate goals and strategic initiatives.
- **Created over 100 research and briefing reports to prepare high level executives** for interviews and conferences, including interviews from NYT, CNN, LA Times, Wall Street Journal, Politico and more
- **Regularly appeared on-camera with ABC, CBS, Telemundo and on radio stations NPR and KNX to push company initiatives and corporate goals** including philanthropy communications, Public Safety Power Shut Off, wildfire mitigation, outages and more.
- **Developed and executed communications plan for Edison's \$1.1 million scholarship program**, Edison Scholars, to inform stakeholders and customers of philanthropic efforts.
- **Built internal media training playbook that has prepared over 30 subject matter experts** in the company ranging from wildfire scientists to local public affairs managers to represent the company and identify core brand messaging.
- **Managed several department vendors including ethnic PR agencies and daily briefing sources** to ensure swift and timely payment to execute communication plans and department functions on schedule.
- **Proactively pitched to hundreds of national and local media outlets regarding the company's strategic initiatives**, programs, and wildfire mitigation and prevention efforts
- **Developed and implemented a tracking system** for internal media reps to respond to thousands of media inquiries in a timely manner, in addition to tracking performance and providing metrics and data.

TAEOR I. BAKWELL | (909) 921-1583 | taelorbwell@gmail.com | Page 2/2

LOS ANGELES SENTINEL

June 2016 – August 2018

Digital Director | Head of PR for Taste of Soul

- **Oversaw community outreach and public relations efforts for the LARGEST one-day festival in California**, which has safely hosted over a million people on Crenshaw Blvd.
- **Fostered key relationships with various influencers and celebrities** to promote awareness and grow social media and day-of reach
- **Established and maintained relationships with influencers at companies including AT&T, Hyundai, Bank of America, McDonald's, and Metro** which resulted in large annual sponsorships with Taste of Soul.
- **Coordinated logistics and appearances for policy makers** including Vice President Kamala Harris (former Senator), Supervisor Mark Ridley-Thomas, Councilwoman Karen Bass, and Mayor Garcetti, and other elected officials.
- **Created mobile app for Los Angeles Sentinel & Taste of Soul, which has increased readership by 20%** -Featured and produced in the Los Angeles Sentinel's newest web series, "The Lobby".
- **Managed and orchestrated "Star Search"**. Winners of the competition have been featured in feature films, commercials, and television.

- **Developed content (talking points, press releases, media appearances, community outreach) for senior executives** focused on promotion, retention and key messages.
- **Generated content for social media platforms** that resulted in reaching over a million people per month.
- **Supervised a team of four full-time employees and three independent contractors** and held individuals accountable to program goals and milestone.
- **Created weekly, monthly and yearly digital impression goals** for the department, monitored employee productivity and advised on strategies to meet and exceed campaign goals.

linnieDREW FASHION/SKINCARE/FRAGRANCE, a woman owned, minority owned business May 2015 – June 2016

Small Business Brand Development Consultant

- **Developed brand strategy and plan for linnieDREW**, an emerging skincare and fashion line.
- **Built out the integrated digital infrastructure** including social, marketing materials and website which resulted in a **90% increase in online sales**.

AISLE PERFECT July 2013 – June 2015

Content Coordinator

- **Maintained 74,000+ followers on Instagram and Facebook** through original social media marketing initiatives.
- **Published feature articles and managed Aisle Perfect's** online presence to bring awareness and engagement to organizations social media platforms.
- **Developed new marketing and branding initiatives** to enhance readership engagement which resulted in an increase of followers by 200% in less than 6 months.

UNIVERSAL MUSIC GROUP May 2014 – August 2014

Associate

- **Assisted with styling and branding for video and photo shoots** for major artists who were featured on top shows including 106 & Park and EXTRA.
- **Developed tracking matrix** for media coverage for artists, to track album sales and marketing penetration.

EDUCATION

University of Southern California | Bachelor of Art, Public Relations | Dean's List
University of Westminster, Study Abroad Program



ERIC GARCETTI
MAYOR

April 29, 2021

Dear Ms. Bakewell:

I am pleased to inform you that I hereby appoint you to the Housing Authority of the City of Los Angeles for the term ending June 30, 2022. 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. Taelor I. Bakewell
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As part of the City Council confirmation process, you will need to meet with Kevin de León, your Councilmember, and Councilmember Gilbert Cedillo, the Chair of the Housing 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 Housing 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. Garcetti', with a horizontal line extending to the right.

ERIC GARCETTI
Mayor

EG:dlg

Attachment I
Ms. Taelor I. Bakewell
April 29, 2021

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 Kevin de León**
_____ **Councilmember Gilbert Cedillo, Chair of the Council Committee
considering your nomination.**

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