



KAREN BASS
MAYOR

May 23, 2023

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

Honorable Members:

Subject to your confirmation, I have reappointed Mr. Anthony Holland to the Innovation & Performance Commission for the term ending June 30, 2027. Mr. Holland's current term expires on June 30, 2023.

I certify that in my opinion Mr. Holland is especially qualified by reason of training and experience for the work which shall devolve upon him, and that I make the appointment solely in the interest of the City.

Sincerely,

A handwritten signature in black ink that reads 'Karen Bass'. The signature is written in a cursive, flowing style.

KAREN BASS
Mayor

KB:tga

Attachment

COMMISSION APPOINTMENT FORM

Name: Anthony Holland
Commission: Innovation & Performance Commission
End of Term: 6/30/2027

Appointee Information

1. **Race:** Latinx
2. **Gender:** Male
3. **Council District and neighborhood of residence:** 5 - Central
4. **Are you a registered voter in the City of Los Angeles?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** B.S., Political Science, Cal Poly Pomona
7. **Occupation/profession:** Principal, Ridgeley Advisors, Ltd.
8. **Experience(s) that qualifies person for appointment:** See attached resume/bio
9. **Purpose of this appointment:** Reappointment
10. **Current composition of the commission:**

Commissioner	APC	CD	Race	Gender	Term End
Lazarovici, Laureen	South Valley	4	Caucasian	F	6/30/2025
Holland, Anthony	Central	5	Latinx	M	6/30/2023
Hoang, Tony	Central	14	API	M	9/6/2026

Anthony Holland

Anthony Holland

[REDACTED]

[REDACTED]

Skills

Public Affairs
Campaign Management
Business Management
Strategic Communications
Media Relations

An outreach and public affairs specialist with over a decade of experience in managing winning campaigns, successful teams, and complex initiatives.

I devise and implement public affairs strategies supporting client goals at the local, state, and federal levels. I am responsible for strategy and stakeholder outreach across several verticals. This includes day-to-day management and long-term strategic planning and positioning.

Experience

Ridgeley Advisors Ltd. / Principal

OCT. 2021 - PRESENT, LOS ANGELES

Boutique public affairs firm based in Los Angeles. Present and past clients include Exor Latam, Amazon, and Clean Energy Fuels. Ridgeley Advisors Ltd. focuses primarily on servicing clients in the Inland Empire and Greater Los Angeles County.

Blue Hill LLC / Owner

OCT. 2020 - PRESENT, CULVER CITY

Last mile delivery service in Culver City and Santa Monica. We deliver between 8-9k packages daily. Blue Hill is the proud employer of a team of over 60 diverse employees, and we own/operate a fleet of over 30 vehicles. Gross revenue of \$4m/annually.

Mercury Public Affairs / Senior Vice President

SEPT. 2016 - OCT. 2021, LOS ANGELES

Advised and managed sensitive and high-profile political and corporate clients, including Amazon, Amazon Studios, Madison Square Garden, CA Children's Hospital Association, CA Department of Transportation, Charter Communications/Spectrum Cable, Airbnb, JUUL, Cadiz, and UEI Colleges.

Developed and implements public affairs campaigns and community outreach strategies.

Directed budget priorities, creative content, messaging, and special projects.

Engaged and advocated local, state, and federal entities on behalf of clients.

Political Consultant / Campaign Manager

SEPT. 2015 - OCT. 2021, LOS ANGELES

Nanette Barragan for Congress

Teddy Davis for City Council

Villaraigosa for Governor Listening Tour

Communities in Support of Euniesses Hernandez for City Council

Proposition HHH

Measure H

Measure J

CA State Proposition 4

Education

Cal Poly Pomona / B.S. Political Science

Boards

Vice President, Greater Los Angeles African American Chamber of Commerce

Heidi Duckler Dance Company



KAREN BASS
MAYOR

May 23, 2023

Dear Mr. Holland:

I am pleased to inform you that I am reappointing you to the Innovation & Performance Commission for the term ending June 30, 2027, subject to confirmation by the City Council.

To begin the reappointment process, please review, sign, and return the enclosed Remuneration Form and undated Letters of Separation **within one week** of receiving this letter. These documents are necessary to ensure the most efficient, open, and accountable city government possible.

As part of the reappointment process, Katy Yaroslavsky, your Councilmember, and Councilmember Bob Blumenfield, the Chair of the Budget, Finance, and Innovation Committee, may wish to meet with you to answer any questions they have. Our office will assist with arranging these meetings.

Additionally, you will be required to attend public meetings at City Hall where your reappointment will be considered. You will be hearing from our office and a City Council Clerk who will let you know when your reappointment will be considered by the Budget, Finance, and Innovation Committee. Sometime thereafter, you will be notified of the date when your reappointment will be presented to the full City Council. Immediately following the meeting, you will again be required to take the Oath of Office in the City Clerk's Office located in Room 395 of City Hall. If you require parking for these meetings, please contact my Commissions team by email at myr-commissions@lacity.org.

Mr. Anthony Holland
May 23, 2023
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Per the City Charter, most commissioners must be registered voters of the City of Los Angeles, and must therefore reside within Los Angeles. If you move at any point during your term, or your contact information changes, please contact my Commissions team immediately at the email listed below. While we hope that you complete a successful term, if for some reason you intend to resign, please do so in writing to my Commissions team at myr-commissions@lacity.org.

Congratulations, and thank you for agreeing to serve the people of Los Angeles.

Sincerely,

A handwritten signature in black ink that reads "Karen Bass". The signature is written in a cursive, flowing style.

KAREN BASS
Mayor

KB:tga

Attachment I
Mr. Anthony Holland
May 23, 2023

Nominee Check List

I. Within 7 days:

- Email the below completed documents, found on the last three pages of this letter, to: myr-commissions@lacity.org OR mail them to: Commissions Team, Office of the Mayor, City Hall, Room 303, 200 N. Spring Street, Los Angeles, CA 90012.
 - Remuneration Form
 - Undated Separation Letters (2)

II. The Mayor's Office will notify the below Councilmembers of your nomination, so that they may reach out to schedule a meeting with you should they wish.

- Your City Councilmember Katy Yaroslavsky
- Councilmember Bob Blumenfield, Chair of the Council Committee considering your nomination

III. Public Meetings at City Hall:

- Budget, Finance, and Innovation Committee Hearing
- Full Council Hearing