



KAREN BASS  
MAYOR

March 21, 2023

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

Honorable Members:

Subject to your confirmation, I have appointed Mr. Anthony Holland to the Innovation & Performance Commission for the term ending June 30, 2023. Mr. Holland will fill the vacancy created by Larry Fondation, whom I removed effective May 5, 2023 or at the time Mr. Fondation's successor is confirmed by the City Council.

I certify that in my opinion Mr. Holland is qualified for the work that will 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

# Anthony Holland

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## Anthony Holland

[REDACTED]

[REDACTED]

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### 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.

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### 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

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**Education**

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Cal Poly Pomona / B.S. Political Science

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**Boards**

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Vice President, Greater Los Angeles African American Chamber of Commerce

Heidi Duckler Dance Company

## COMMISSION APPOINTMENT FORM

**Name:** Anthony Holland  
**Commission:** Innovation & Performance Commission  
**End of Term:** 6/30/2023

### Appointee Information

1. **Race:** Latinx
2. **Gender:** Male
3. **Council district and neighborhood of residence:** 5 - Central
4. **Are you a registered voter?** 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:** Appointment
10. **Current composition of the commission (excluding appointee):**



KAREN BASS  
MAYOR

March 21, 2023

Dear Mr. Holland:

I am pleased to inform you that I hereby appoint you to the Innovation & Performance Commission for the term ending June 30, 2023, subject to confirmation by the City Council. 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 contact my Commissions team by email at [myr-commissions@lacity.org](mailto:myr-commissions@lacity.org), to make arrangements for you.

To begin the appointment process, please review, sign, and return the enclosed Remuneration Form and Undated Separation Letters **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 all potential commissioners to be fingerprinted as part of the background check. The Commissions Team will assist in connecting you with the Personnel Background Unit so that you may schedule an appointment to have this done. You must schedule the appointment **within one week** of receiving this letter.

Should this apply to your Commission, 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 at 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 by email at [nicole.enriquez@lacity.org](mailto:nicole.enriquez@lacity.org).

Mr. Anthony Holland  
March 21, 2023  
Page 2

As part of the City Council confirmation process, meetings will be offered to Katy Yaroslavsky, your Councilmember, and Councilmember Bob Blumenfield, the Chair of the Budget, Finance, and Innovation 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 Budget, Finance, and Innovation 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.

Per the City Charter, 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 that reads "Karen Bass". The signature is written in a cursive, flowing style.

KAREN BASS  
Mayor

KB:tga

Attachment I  
Mr. Anthony Holland  
March 21, 2023

### Nominee Check List

**I. Within 7 days:**

\_\_\_\_\_ Schedule an appointment to get fingerprinted to complete a background check. The Commissions team will assist in connecting you with the Personnel Background Unit.

\_\_\_\_\_ Email the completed forms, found on the last three pages of this letter, to: [myr-commissions@lacity.org](mailto: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

**II. 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**

**III. 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