



KAREN BASS
MAYOR

July 30, 2025

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

Honorable Members:

Subject to your confirmation, I have reappointed Ms. Joy Atkinson to the Board of Neighborhood Commissioners for the term ending June 30, 2030. Ms. Atkinson's current term expired on June 30, 2025.

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

Sincerely,

A handwritten signature in black ink that reads "Karen Bass".

KAREN BASS
Mayor

KB:lap

Attachment

COMMISSION APPOINTMENT FORM

Name: Joy Atkinson
Commission: Board of Neighborhood Commissioners
End of Term: June 30, 2030

Appointee Information

1. **Race:** African American
2. **Gender:** Female
3. **Council District and neighborhood of residence:** 10 - South Los Angeles
4. **Are you a registered voter in the City of Los Angeles?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** M.P.A., University of Phoenix
7. **Occupation/profession:** Retired
8. **Experience(s) that qualifies person for appointment:** See attached resume
9. **Purpose of this appointment:** Reappointment
10. **Current composition of the commission:**

Commissioner	APC	CD	Race	Gender	Term End
Atkinson, Joy	South LA	10	African American	F	6/30/2025
Epperhart, Douglas	Harbor	15	Caucasian	M	6/30/2029
Wehbe, Debra	Central	13	Caucasian	F	6/30/2028
Waters, Keren	North Valley	12	African American	F	6/30/2027
Erving, Randell	West LA	5	African American	M	6/30/2026
Darett-Quiroz, Margarita	East LA	1	Latinx	F	6/30/2026
Shaffer, Leonard	South Valley	3	Caucasian	M	6/30/2029

Joy Atkinson

Objective

My career and now retirement years has been to continue offering administrative, public relations, and media consultation to private, public, and non-profit organizations focusing on community outreach.

Employment

Special Consultant - September 2008 to 2010

Speaker's Office of Member Services – CA State Assembly

Office of Speaker Karen Bass

Offered consulting services specializing in community outreach, media consultation, and women's issues..

Consulting Executive Director

October 2002 to Present

Los Angeles African American Women's Public Policy Institute

Served as consultant as Program Administrator and Executive Director for the Los Angeles African American Women's Public Policy Institute that is a public policy and leadership program focusing on African American women. I administer the program including implementation of the Selection Process; recruiting faculty, consulting on curriculum, implementing the schedule, consulting on fundraising, press and public relations.

President

March 1995 to 2015

Joy Atkinson Consultants

Los Angeles, California

Company specializes in developing and implementing community outreach programs in the public and private sectors, and non-profit arenas. The company has offered consultant services in public relations, public affairs, politics and media support as a project administrator.

CLIENTS

Home Care Workers Training Center, Inc. – 2M+ Voter Education Project

Assisted in coordinating a project that encouraged community involvement and voting among young adults between the ages of 18-27 years of age. Consulted in the production of radio and television ads for the project. Culminated in a youth leadership summit on the campus of USC – **June 2007 through March 2008.**

Los Angeles African American Women's Public Policy Institute (LAAAWPPI) –

Coordinates the women's leadership/public policy course on the campus of the University of Southern California. Assisted with curriculum development and faculty recruitment, and promotion of the project in local media outlets. **August 2003 to Present**

California NAACP – Consultant on media relations regarding public policy issues for the California Conference of the NAACP. **October 2006 to 2010**

The Sierra Group – Consultant on community outreach and community education projects concerning distribution of information and development of presentations on L.A. County measures regarding expansion of public parks; and improvements in the storm water treatment processes. **2015-2018**

The Hutt Group - Political consulting and church liaison services for various political campaigns for the 2018 electoral season.

GeM Communications Group – Working with Former Assemblywoman Gwen Moore, prepared community outreach proposals and coordinated public relations/community outreach, and media relations programs. Conducted focus groups, workshops, seminars, and preparing

RFPs for community based organizations participating in community outreach – **1995 to 2006**

California Public Utilities Commission – Coordinated a statewide briefing program for California legislators regarding implementation of AB 1890, the energy deregulation law. Subsequently, coordinated statewide program with 105 community based organizations statewide to educate public on electric deregulation and eventually energy efficiency and conservation. Trained community-based organizations in local media relations.

New Connections – Coordinated by Commissioner Timothy Simon of the CPUC, this program linked up minority businesses with corporations in the utility industry. As a consultant, assisted in the event planning and awards presentations to accomplished small businesses and to socially responsible corporations.

Pacific Bell – Coordinated public meetings with business, community and local elected officials regarding telephone area code changes in preparation for testimony before the California Public Utilities Commission.

City of Los Angeles, Dept. of Sanitation – Consulted on community outreach and media outreach to educate the public regarding the city's oil recycling program and Stormwater Drain clean-up.

AT&T – Project Manager for program to educate the legislature, local government, and constituents on new abuses in the telecommunications industry and how to counteract the market abuses where occurring.

PhRMA – Pharmaceutical Research Manufacturers Assn. – Consulted on community outreach regarding the Partnership for Prescription Assistance that offered low-cost prescription drugs to eligible senior and low-income families. Conducted press relations advertising the PhRMA Yellow Bus traveling in California to offer drug information and assistance to seniors and low income families.

ADF Networking Consultancy – (contractor with the State of CA) – Conducted audits for W/MBE compliance with California law regarding W/MBE outreach with companies doing construction with State Department of Education and local school districts. **1995-96**

Brotherhood Crusade – Fundraising and community outreach consultant. Solicited contributors Through L.A. County and L.A. City employee giving programs; and coordinated solicitation activities of other staff. Assisted Brotherhood Crusade member agencies on public relations and fundraising strategies. Assisted community organizations in receiving 501C(3) status. **1996-1998**

NAACP National Voter Fund – Served as media consultant for NAACP Chairman Julian Bond and Congressman John Conyers who traveled to CA for NAACP National Voter Fund to speak out in opposition to Ballot Measure 54 which would have ended legally mandated collection of racial data. – **August/Sept 2003**

Yes on Proposition 70 Campaign – Assisted in coordinating media campaign and press conferences. in which the California State Conference of the NAACP in solidarity with Indian tribes endorsed Proposition 70 which would have confirmed Indian gaming rights in California. – **September 2004**

Chief of Staff
Assemblywoman Gwen Moore, 47th AD
California Legislature

1978-1994
Los Angeles, California

JOY ATKINSON RESUME

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Served as Chief of Staff for former Assemblywoman Gwen Moore in 47th AD, who represented approximately 300,000 people in the Greater Crenshaw area, Leimert Park, Jefferson Park and

surrounding unincorporated county areas, including Ladera Heights, Marina del Rey, and Culver City – with the largest African American population in the city. Also served as a Legislative Assistant to the Assembly Committee on Utilities and Commerce. Duties included administration of the Assembly office and supervising a staff of 15 people. Administration involved media relations, speech preparation, community and constituent outreach, and issues research. For the Utilities & Commerce Committee duties involved issues research, witness preparation, legislative strategy, and media relations..

Associate Consultant

Alescia Buford & Associates

1985-1999

Los Angeles, California

Consulting emphasis was on press relations and administrative support for special promotional activities with Fortune 500 companies in their social responsibility/community outreach projects. Duties included media relations, planning and implementing special fundraising events that included budget development and implementation of timelines. Worked with clients that included diverse non-profit organizations and Fortune 500 companies.

Education

Bachelor of Science, Sociology 1968
University of Southern California (USC)

Public Relations Designation 1983
University of California at Los Angeles (UCLA)

Paralegal Certificate 1984
University of West Los Angeles
Attended on a full scholarship focusing on corporate law

Masters in Public Administration – University of Phoenix 2013

Appointment

Commissioner & Chair of the South Los Angeles Area Planning Commission - 2001-2003
Appointed by Mayor James Hahn

Commissioner - Los Angeles City Planning Commission 2003 – 2005
Appointed by Mayor James Hahn

Commissioner – LAPD Permit Review Panel 2009 - 2013
Appointed by Mayor Antonio Villaraigosa

Commissioner & Chair – Board of Neighborhood Commissioners 2013 - Present

Organizational Activity

L.A. African American Women's Public Policy Institute – Board Member and Executive Director. - A women's leadership and public policy training institute

Los Angeles African American Women Political Action Committee – Chair, Political Involvement Committee.

Empowerment Congress – Past Executive Board Member – Organization created to empower communities to participate in civic engagement under auspices of Supervisor Mark Ridley Thomas.



KAREN BASS
MAYOR

July 30, 2025

Dear Ms. Atkinson:

I am pleased to inform you that I am reappointing you to the Board of Neighborhood Commissioners for the term ending June 30, 2030, 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, Eunisses Hernandez, your Councilmember, and Councilmember Ysabel Jurado, the Chair of the Arts, Parks, Libraries, and Community Enrichment Committee, may wish to meet with you to answer any questions they have. Our office will assist with arranging these meetings.

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 via the California Fair Political Practices Commission's eDisclosure website, or by mailing the forms to City Hall at 200 N. Spring Street, 24th Floor, Los Angeles, California 90012. Any inquiries regarding this form should be directed to Samantha Rodriguez at the City Ethics Commission by email at samantha.rodriquez@lacity.org.

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 Arts, Parks, Libraries, and Community Enrichment 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

Ms. Joy Atkinson
July 30, 2025
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meetings, please contact my Commissions team by email at myr-commissions@lacity.org.

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 fluid and cursive, with the first name "Karen" and last name "Bass" clearly distinguishable.

KAREN BASS
Mayor

KB:lap

Attachment I
Ms. Joy Atkinson
July 30, 2025

Nominee Check List

I. Within 7 days:

- ☐ Email the completed document listed below, found on the last page of this letter, to: myr-commissions@lacity.org OR mail them to:

Office of the Mayor
Attn: Luz Portillo
200 N. Spring Street, Room 303
Los Angeles, CA 90012

- Remuneration Form
- Undated Separation Letters (2)

II. Before your appointment is heard in committee or full council (you will be contacted by the Clerk's Office with this date):

- ☐ 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. Be sure to take no more than 21 days to file, per City law.

- 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 Eunisses Hernandez
- ☐ Councilmember Ysabel Jurado, Chair of the Council Committee considering your nomination

IV. Public Meetings at City Hall:

- ☐ Arts, Parks, Libraries, and Community Enrichment Committee Hearing
- ☐ Full Council Hearing