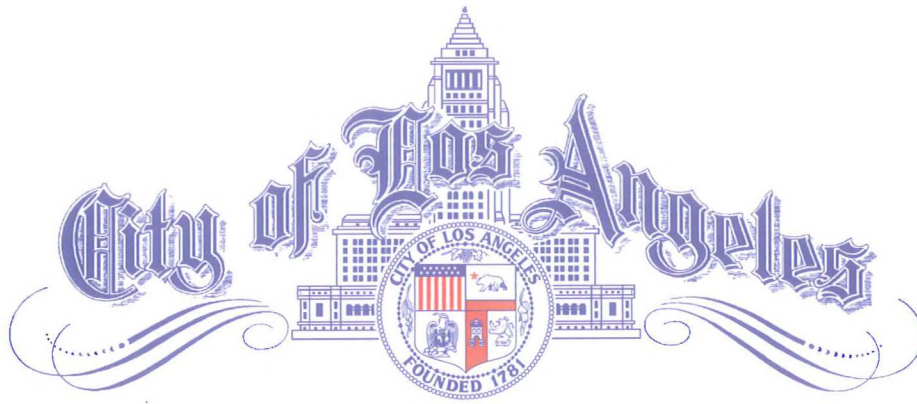




ERIC GARCETTI
MAYOR

January 6, 2014

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

Honorable Members:

Subject to your confirmation, I have appointed Ms. Jennifer Brent to the Board of Animal Services for the term ending June 30, 2017. Ms. Brent will fill the vacancy created by James Jensvold, whom I removed effective February 28, 2014 or at the time Mr. Jensvold's successor is confirmed by the City Council.

I certify that in my opinion Ms. Brent 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 blue ink, appearing to read "E. Garcetti".

ERIC GARCETTI
Mayor

EG:dlg

Attachment

COMMISSION APPOINTMENT FORM

Name: Jennifer Brent
Commission: Board of Animal Services
End of Term: June 30, 2017

Appointee Information

1. **Race/ethnicity:** Asian Pacific Islander
2. **Gender:** Female
3. **Council district and neighborhood of residence:** 6 - South Valley
4. **Are you a registered voter?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** B.A., University of North Carolina at Chapel Hill
7. **Occupation/profession:** Executive Director, Jason Debus Heigl Foundation
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	Appointment Date	Term Ends
Jensvold, James	South Valley	3	Caucasian	M	20-Apr-12	30-Jun-17
McCurdy, Lisa	South Valley	5	Caucasian	F	20-Apr-12	30-Jun-15
Neilson, Maggie R.	West LA	11	Caucasian	F	05-Mar-13	30-Jun-16
Yanez, Alana	East LA	1	Latina	F	20-Apr-12	30-Jun-14
Zaft, David	Central	4	Caucasian	M	13-Aug-13	30-Jun-18

Jennifer Brent

PROFESSIONAL EXPERIENCE

JASON DEBUS HEIGL FOUNDATION Los Angeles

2012-present

Executive Director

- Controlled and managed annual budget of over \$1M with grant distributions and direct programming
- Selected locations and oversaw sterilization programs of over 3000 dogs annually with a decrease of intake in targeted zip codes of 10-19%
- Managed staff responsible for over 1100 relocation transports annually from high kill to low/no kill shelters
- Wrote and reviewed grants for and from the Foundation
- Built and maintained relationships with municipal government and animal welfare groups

FOUND ANIMALS FOUNDATION Los Angeles

2008-2012

External Relations Manager

- Planned and executed multiple adoptions events across 14 locations simultaneously resulting in over 8,000 companion animals finding homes with the cooperation of three major governmental agencies; Garnered donations in excess of \$10K for each event and grew event from single location once annually to biannual events at 14 locations
- Conceived of, built, and managed the Cat Adoption Center in Downey, whose annual adoption rate is over 400 cats a year
- Event planning for: Found Animals Forum, Found Animals Leaders in Animal Welfare gala, Trap-Neuter-Return classes all of which featured high profile speakers from across the animal welfare spectrum and across the country and collectively reached thousands of Los Angeles municipal employees and animal welfare advocates
- Public speaking on behalf of the Foundation at the Best Friends and Humane Society of the United States conferences, over 30 Neighborhood Councils, Chambers of Commerce and civic groups
- Individually recognized by the Los Angeles City Council and the Los Angeles Board of Supervisors for contributions made to animal welfare

SEPHORA Santa Monica

2004-2008

Specialist

- Increased sales from \$6.8 to \$10.1 million, up 32% over four years and brought shop profit to 32%. Increase of 1.5% ADS up 8.5% and UPT. Transactions up 11%.
- Personally responsible for 42% of business, or \$4M and 10-15 employees and managers
- Assisted in training new staff and new store openings
- Managed hiring, discipline, termination and schedules for staff of 40+

LUCY ACTIVEWEAR Manhattan Beach

2003-2004

Store Manager

- Increased net sales 15% within first three months and led store to its most successful, \$1M+ year
- Raised store contribution 6% by increasing conversion, ADT and UPT.
- Recruited, hired and trained entire new staff and was able to promote 10% of associates with team-building and management skills.

BODIES IN MOTION Sherman Oaks

1999-2002

Director of Club Services

9/00-10/02

- Supervised seven senior managers responsible for 250+ employees and over \$200K/month in payroll
- Negotiated contracts with outside vendors including maintenance, janitorial and valet companies and equipment suppliers decreasing expenditures 35% over three years.
- Increased sales revenues 10% per year with gross margins up 20% by changing retail product mix through purchasing, merchandising and promotions.

- Directed multi-media marketing and expenditures of \$600,000 per year. Campaigns included billboards, direct mail, TV and in-house promotions. Increased club traffic 14% per year.
- Set company policy by writing and incorporating the first Employee Manual.
- Coordinated schedules and staffing for 600 group exercise classes per month at five locations. Reduced canceled classes 7% monthly.
- Primary negotiator for employee contracts and salary reviews.

Regional Operations Manager

10/99-9/00

- Produced \$600,000 in yearly retail sales, an increase of 40%.
- Created and operationalized a computer-based sales management system which monitored sales staff production. Sales per employee up 7%.

COMMUNITY EXPERIENCE

Food Forward volunteer	2010-present
Los Angeles Animal Services volunteer	2008-2011
Papillon Breed Rescue	1999-present
• Transportation of papillons, foster care, marketing and adoption counseling	
English as a Second Language with the Newport Beach Public Library –instructor	1997
Irvine Animal Care Center—Senior Volunteer	1996-1999
• Volunteer Coordination (volunteer and staff recognition adviser,), animal temperament assessment, dog exercise, foster home, marketing for homeless pets, adoption counseling	

EDUCATION

University of North Carolina at Chapel Hill, Bachelor of Arts 1995 (Communications and French)
Sorbonne, Paris



ERIC GARCETTI

MAYOR

January 6, 2014

Ms. Jennifer Brent

Dear Ms. Brent:

I am pleased to inform you that I hereby appoint you to the Board of Animal Services for the term ending June 30, 2017. 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 Justin Gonzalez in my Office at (213) 300-9935 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 Shannon Prior at the Ethics Commission at (213) 978-1960.

Ms. Jennifer Brent
January 6, 2014
Page 2

As part of the City Council confirmation process, you will need to meet with Nury Martinez, your Councilmember, and Councilmember Paul Koretz, the Chair of the Personnel and Animal Welfare 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 Personnel and Animal Welfare Committee.

Some time 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. Julie Ciardullo with the Mayor's staff 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 "Eric Garcetti", with a stylized flourish at the end.

ERIC GARCETTI
Mayor

EG:dlg

Attachment I
Ms. Jennifer Brent
January 6, 2014

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, fax or email the following forms to: Julie Ciardullo, Office of the Mayor,
Office of External Affairs, City Hall, 200 N. Spring Street, Los Angeles, CA 90012
or fax: 213-978-9719 or email: julie.ciardullo@lacity.org.

_____ **Remuneration Form**

_____ **Undated Separation Forms**

_____ **Background Check Release**

_____ **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 in the mail 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.

_____ **Residence Verification Form**

IV. As soon as possible, the Mayor's Office will schedule a meeting with you and:

_____ **Your City Councilmember Nury Martinez** (contact at 213-473-7006).

_____ **Councilmember Paul Koretz, Chair of the Council Committee**
considering your nomination (contact at 213-473-7005).

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