



Los Angeles City Ethics Commission

July 11, 2014

The Honorable City Council  
c/o Holly Wolcott, Interim City Clerk  
200 North Spring Street  
City Hall – 3rd Floor  
Los Angeles CA 90012

**Re: Council File Number 14-0761  
Appointment of Catherine Geanuracos to the  
Quality and Productivity Commission**

***FOR COUNCIL CONSIDERATION***

Dear Councilmembers:

Catherine Geanuracos was appointed by the Mayor to the Quality and Productivity Commission on June 6, 2014. The Ethics Commission received Ms. Geanuracos' pre-confirmation financial disclosure statement on July 7, 2014. In compliance with Los Angeles Municipal Code § 49.5.10, a copy of Ms. Geanuracos' financial disclosure statement is enclosed.

If you have questions, please feel free to contact me at (213) 978-1960.

Sincerely,

Shannon Prior  
Ethics Program Manager

*Enclosures:*

*CA Form 700*

*CEC Form 60*

cc: Mayor Eric Garcetti

COVER PAGE

Please type or print in ink.

RECEIVED

NAME OF FILER	(LAST)	(FIRST)	(MIDDLE)
Geanuracos	Catherine	Georgia	

1. Office, Agency, or Court

Agency Name (Do not use acronyms)

City of Los Angeles

Division, Board, Department, District, if applicable

Quality and Productivity Commission

Your Position

Commissioner

► If filing for multiple positions, list below or on an attachment. (Do not use acronyms)

Agency: \_\_\_\_\_

Position: \_\_\_\_\_

2. Jurisdiction of Office (Check at least one box)

☐ State

☐ Judge or Court Commissioner (Statewide Jurisdiction)

☐ Multi-County \_\_\_\_\_

☐ County of \_\_\_\_\_

☒ City of Los Angeles

☐ Other \_\_\_\_\_

3. Type of Statement (Check at least one box)

☐ Annual: The period covered is January 1, 2013, through December 31, 2013.

☐ Leaving Office: Date Left \_\_\_\_/\_\_\_\_/\_\_\_\_  
(Check one)

-OR-

The period covered is \_\_\_\_/\_\_\_\_/\_\_\_\_, through December 31, 2013.

☐ The period covered is January 1, 2013, through the date of leaving office.

☒ Assuming Office: Date assumed 06/06/2014

☐ The period covered is \_\_\_\_/\_\_\_\_/\_\_\_\_, through the date of leaving office.

☐ Candidate: Election year \_\_\_\_\_ and office sought, if different than Part 1: \_\_\_\_\_

4. Schedule Summary

Check applicable schedules or "None."

► Total number of pages including this cover page: \_\_\_\_\_

☐ Schedule A-1 - Investments - schedule attached

☒ Schedule C - Income, Loans, & Business Positions - schedule attached

☒ Schedule A-2 - Investments - schedule attached

☐ Schedule D - Income - Gifts - schedule attached

☒ Schedule B - Real Property - schedule attached

☐ Schedule E - Income - Gifts - Travel Payments - schedule attached

-OR-

☐ None - No reportable interests on any schedule

5. Verification

I have used all reasonable diligence in preparing this statement. I have reviewed this statement and to the best of my knowledge the information contained herein and in any attached schedules is true and complete. I acknowledge this is a public document.

I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Date Signed 06/21/2014

(month, day, year)

Signature \_\_\_\_\_

007  
MISSION

**<BLUE> is a required field**

Catherine Geanuracos

### 1. Business Entity or Trust

**NAME AND ADDRESS OF BUSINESS  
ENTITY OR TRUST**  
*(Business Address Acceptable)*  
**(If Trust, go to 2)**

GENERAL  
DESCRIPTION OF  
BUSINESS  
ACTIVITY

LIST DATE ACQUIRED	OR DISPOSED	(mm/dd/2013)

**NATURE OF INVESTMENT (if "other," describe)\***

**YOUR  
BUSINESS  
POSITIVE**

**INCLUDE  
YOUR PRO  
RATA SHARE  
OF GROSS  
INCOME TO  
ENTITY/TRUST\***

**LIST SINGLE  
SOURCES OF  
INCOME OF  
\$10,000 OR MORE**

INVESTMENT-  
BUSINESS  
ENTITY/NAME, AND  
BUSINESS ACTIVITY

**REAL PROPERTY.  
LIST PRECISE  
LOCATION OF**

**FAIR MARKET  
VALUE\***

LIST DATE ACQUIRED	OR DISPOSED	(mm/dd/yyyy)
01/01/2012		
01/01/2013		
01/01/2014		
01/01/2015		
01/01/2016		
01/01/2017		
01/01/2018		
01/01/2019		
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**NATURE OF  
INTEREST  
(if "other,"  
describe)"**

New Economy Campaigns  
[REDACTED]  
Los Angeles, CA 90026

Digital strategy	\$100,001 -
consulting firm	\$1,000,000

A Sole Prop
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**CEO/ Founder/  
Principal**

Over \$100,000

EKA PR 710	Coalition 12500	EKA PR CMttee to	Protect Hermosa	Business 6500	EKA PR Ocean	Ave LLC 53000	EKA PR One	Hundred Towers	24000	EKA PR E&B NR	74000	Millennium	Partners 68000	Saban Brands	61000	Madagascar Doc	Ltd.	10000
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FPPC Form 700 (2013/2014) Sch. A-2x  
FPPC Toll-Free Helpline: 866/ASK-FPPC [www.fppc.ca.gov](http://www.fppc.ca.gov)

**Interests in Real Property  
(Including Rental Income)**

Name

Catherine Geanuracos

<BLUE> is a required field

\* Select from drop down list

**\*You are not required to report loans from commercial lending institutions made in the lender's regular course of business on terms available to members of the public without regard to your official status. Personal loans and loans received not in a lender's regular course of business must be disclosed as follows:**

[illegible]



# Pre-confirmation Statement

LOS ANGELES CITY  
ETHICS COMMISSION



City Ethics Commission  
200 N Spring Street  
City Hall — 24th Floor  
Los Angeles, CA 90012  
Mail Stop 129  
(213) 978-1960

## Restricted Source Financial Disclosure Statement CEC Form 60

*Elected City officials, general managers and chief administrative officers of City agencies, members of City boards and commissions, and individuals nominated to positions subject to City Council approval must file this form in conjunction with the state Form 700. Please refer to the attached instructions for additional information.*

☒ **Original Filing** ☐ **Amended Filing** (original filed on \_\_\_/\_\_\_/20\_\_\_)

Total Pages: \_\_\_\_\_

**Name:** Geanuracos, Catherine  
(Last, First, Middle)

**Agency:** Quality and Productivity Commission

**Position:** Commissioner

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Type of Statement:**

☒ **Pre-confirmation**

Date of nomination: 06 / 06 / 2014

☐ **Assuming Office**

First day in position: \_\_\_ / \_\_\_ / 2014

☐ **Annual**

\_\_\_ / \_\_\_ / 2013 through December 31, 2013

☐ **Leaving Office**

Last day in office: \_\_\_ / \_\_\_ / 2014

**I had the following interests associated with restricted sources during this reporting period:**

### ☐ **1. REAL PROPERTY**

The following interest in real property was leased from or to, co-owned by, purchased from, or sold to a restricted source.

Name of restricted source: \_\_\_\_\_

Address of restricted source: \_\_\_\_\_

Address or assessor's parcel number of real property: \_\_\_\_\_

Interest co-owned/purchased/sold by/leased by or to: ☐ Me ☐ My spouse/registered domestic partner  
☐ My dependent child

Interest was: ☐ Leased ☐ Co-owned ☐ Purchased (date: \_\_\_ / \_\_\_ / 20\_\_\_) ☐ Sold (date: \_\_\_ / \_\_\_ / 20\_\_\_)

Nature of interest: ☐ Ownership/Deed or Trust ☐ Easement ☐ Leasehold (years remaining: \_\_\_)  
☐ Other: \_\_\_\_\_

Value of interest: ☐ \$2,000—\$10,000 ☐ \$10,001—\$100,000 ☐ \$100,001—\$1,000,000 ☐ Over \$1,000,000

Do you have additional real property interests to report? ☐ No ☐ Yes, and \_\_\_ additional pages are attached.

### ☐ **2. INVESTMENTS**

The following investments (other than real property) were co-owned by, purchased from, or sold to a restricted source.

Name of restricted source: \_\_\_\_\_

Address of restricted source: \_\_\_\_\_

Name of investment: \_\_\_\_\_

Nature of investment: ☐ Stock ☐ Partnership ☐ Other \_\_\_\_\_

Investment co-owned/purchased/sold by: ☐ Me ☐ My spouse/registered domestic partner ☐ My dependent child

Investment was: ☐ Co-owned ☐ Purchased (date: \_\_\_ / \_\_\_ / 20\_\_\_) ☐ Sold (date: \_\_\_ / \_\_\_ / 20\_\_\_)

Value of investment: ☐ \$2,000—\$10,000 ☐ \$10,001—\$100,000 ☐ \$100,001—\$1,000,000 ☐ Over \$1,000,000

Do you have additional investments to report? ☐ No ☐ Yes, and \_\_\_ additional pages are attached.



City Ethics Commission  
200 N Spring Street  
City Hall — 24th Floor  
Los Angeles, CA 90012  
Mail Stop 129  
(213) 978-1960

## Restricted Source Financial Disclosure Statement CEC Form 60

### ☒ 3. INCOME

The following income was received from a restricted source.

Name of restricted source: EKA Public Relations

Address of restricted source: 801 S Figueroa St. Suite 1050 LA CA 90017

Business activity of source: Public affairs, campaigns, lobbying

Your business position: Consultant, Digital Media Strategy, New Economy Campaigns

Income received by: ☒ Me ☐ My spouse/registered domestic partner ☐ My dependent child

Value of income: ☐ \$500—\$1,000 ☐ \$1,001—\$10,000 ☐ \$10,001—\$100,000 ☒ Over \$100,000

Income was: ☐ Salary/Commission ☐ Loan repayment ☐ Rental income ☐ Sale of \_\_\_\_\_  
☒ Other: Subcontracts for digital media services (e.g., car, boat, etc.)

Do you have additional income to report? ☐ No ☐ Yes, and \_\_\_\_\_ additional pages are attached.

### ☐ 4. GIFTS

The following gifts cumulatively valued at \$50 or more were received from a restricted source.

Name of restricted source: \_\_\_\_\_

Address of restricted source: \_\_\_\_\_

Business activity of source: \_\_\_\_\_

Gifts received by: ☐ Me ☐ My spouse/registered domestic partner ☐ My dependent child

Dates received: \_\_\_\_/\_\_\_\_/20\_\_\_\_; \_\_\_\_/\_\_\_\_/20\_\_\_\_ Value of gifts: \_\_\_\_\_

Description of gifts: \_\_\_\_\_

Do you have additional gifts to report? ☐ No ☐ Yes, and \_\_\_\_\_ additional pages are attached.

### ☒ 5. BOARD POSITIONS

The following position was held on the board of a restricted source.

Name of restricted source: CicLAvia

Address of restricted source: 3780 Wilshire Blvd, Los Angeles, CA 90010

Position title: Board Member

Position held by: ☒ Me ☐ My spouse/registered domestic partner ☐ My dependent child

Do you have additional positions to report? ☐ No ☐ Yes, and \_\_\_\_\_ additional pages are attached.

### ☐ 6. NO INTERESTS

I had no reportable interests in real property, investments, income, gifts, or board positions associated with restricted sources during this reporting period.

### Certification

I declare under penalty of perjury under the laws  
have read the instructions for this form, and the

06/21/14

Date