

ERIC GARCETTI  
MAYOR

August 21, 2015

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

Honorable Members:

Subject to your confirmation, I have reappointed Ms. Catherine Geanuracos to the Innovation and Performance Commission for the term ending September 6, 2019. Ms. Geanuracos's current term expires on September 6, 2015.

I certify that in my opinion Ms. Geanuracos 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:** Catherine Geanuracos  
**Commission:** Innovation and Performance Commission  
**End of Term:** 9/6/2019

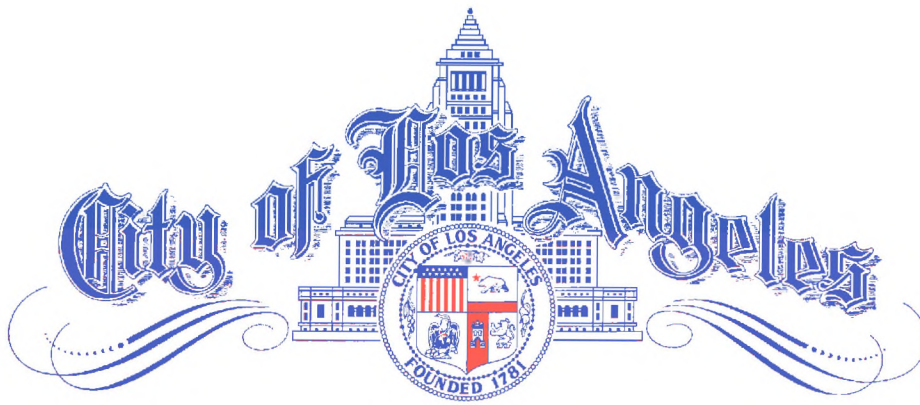
### Appointee Information

1. **Race/ethnicity:** Caucasian
2. **Gender:** Female
3. **Council district and neighborhood of residence:** 13 - East Los Angeles
4. **Are you a registered voter?** Yes
5. **Prior commission experience:** Innovation and Performance Commission
6. **Highest level of education completed:** M.S.W., University of California, Berkeley
7. **Occupation/profession:** Founder and Principal, New Economy Campaigns
8. **Experience(s) that qualifies person for appointment:** See attached resume
9. **Purpose of this appointment:** Reappointment
10. **Current composition of the commission, Mayoral seats:**

Commissioner	APC	CD	Ethnicity	Gender	Appt date	Term end
DiMento, Joseph L.	Central	4	Caucasian	M	10/21/2013	9/6/2017
Jones, Vincent D.	West LA	5	African American	M	10/21/2013	9/6/2017
Sargent, Todd	East LA	1	Caucasian	M	10/21/2013	9/6/2017
Rosenberg, Heather Joy	East LA	1	Caucasian	F	4/22/2014	4/4/2018
Saldivar, Liz	East LA	14	Latina	F	5/20/2014	9/6/2018

## **Catherine Geanuracos**

Catherine Geanuracos leverages technology and media to spark civic innovation and create participatory movements that respond to the most urgent social, environmental and political issues of our time. Her work is built around data-driven analysis and impact evaluation. Her firm, New Economy Campaigns, is a digital strategy and social media consultancy founded in 2010. New Economy manages corporate social responsibility programs for Saban Brands, developing and implementing Power Rangers emPOWER children's health campaigns and Paul Frank arts and creativity programs. She has provided consulting services to Rock the Vote, helping to architect a new national voter registration initiative, to IKEA on sustainability communications, and to Splunk>, helping to create their Splunk4Good program to apply big data analytics to social value use cases. Prior to New Economy, she oversaw multiple components of Live Earth during three years as its General Manager, including program development, interactive strategy, public relations, sponsorship, and nonprofit and promotional partnerships. From 2004-2006, she helped to shape innovative programs for MoveOn.org, using technology to expand opportunities for political engagement. Before moving to Los Angeles, she worked in public health and social services in the Bay Area, managing a National Institutes of Health study at the University of California, San Francisco and serving as the Director of Research and Evaluation for Larkin Street Services, a youth-serving nonprofit. She was appointed to the San Francisco HIV Health Services Planning Council and served as Co-Chair. She was the founding CTO of MomsRising.org and is the co-founder of Hack for LA. She serves on the board of CicLAvia, and speaks regularly on cause marketing, social media, civic innovation, and community engagement. She completed her B.A. at Columbia College in New York City, and her Master's Degree in social welfare from the University of California, Berkeley. She lives in Silver Lake in Los Angeles.



ERIC GARCETTI  
MAYOR

August 21, 2015

Ms. Catherine Geanuracos



Dear Ms. Geanuracos:

I am pleased to inform you that I hereby reappoint you to the Innovation and Performance Commission for the term ending September 6, 2019. 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 Claudia Luna in my Office at (213) 978-0621 to make arrangements for you.

To begin the reappointment 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.

As part of the City Council confirmation process, you will need to meet with Mitch O'Farrell, your Councilmember, and Councilmember Paul Koretz, the Chair of the Budget and Finance 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 reappointment will be considered by the Budget and Finance Committee. Some time thereafter, you will be notified by the committee clerk when your reappointment 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. Claudia Luna will assist you during the confirmation process if you have questions.

Ms. Catherine Geanuracos  
August 21, 2015  
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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 blue ink, appearing to read "Eric Garcetti", with a stylized flourish at the end.

ERIC GARCETTI  
Mayor

EG:dlg



Attachment I  
Ms. Catherine Geanuracos  
August 21, 2015

**Nominee Check List**

**I. Within seven days:**

Mail, fax or email the following forms to: Claudia Luna, Office of the Mayor, Office of Intergovernmental Relations, City Hall, 200 N. Spring Street, Los Angeles, CA 90012 or email: Claudia.Luna@lacity.org.

- \_\_\_\_\_ **Remuneration Form**
- \_\_\_\_\_ **Undated Separation Forms**
- \_\_\_\_\_ **Background Check Release**
- \_\_\_\_\_ **Commissioner Information Sheet/Voluntary Statistics**

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

- \_\_\_\_\_ **Your City Councilmember Mitch O'Farrell** (contact at (213) 473-7013.)
- \_\_\_\_\_ **Councilmember Paul Koretz, Chair of the Council Committee considering your nomination** (contact at (213) 473-7005.)

Staff in the Mayor's Office of Intergovernmental Relations will assist you with these arrangements.