



ERIC GARCETTI
MAYOR

July 19, 2017

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

Honorable Members:

Subject to your confirmation, I have reappointed Ms. Stella Maloyan to the Board of Los Angeles Convention and Tourism Development for the term ending June 30, 2022. Ms. Maloyan's current term expired on June 30, 2017.

I certify that in my opinion Ms. Maloyan 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', with a horizontal line extending to the right.

ERIC GARCETTI
Mayor

EG:dlg

Attachment

COMMISSION APPOINTMENT FORM

Name: Stella Maloyan
Commission: Board of Los Angeles Convention and Tourism Development
End of Term: 6/30/2022

Appointee Information

- 1. Race/ethnicity:** Other
- 2. Gender:** Female
- 3. Council district and neighborhood of residence:** 12 - North Valley
- 4. Are you a registered voter?** Yes
- 5. Prior commission experience:** Board of Los Angeles Convention and Tourism Development
- 6. Highest level of education completed:** M.P.A., California State University, Northridge
- 7. Occupation/profession:** Development Director, Los Angeles Alliance for a New Economy
- 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	Ethnicity	Gender	Term End
Bernard, Jeremy	Central	10	Caucasian	M	30-Jun-19
Maloyan, Stella	North Valley	12	Other	F	30-Jun-17
Padron, Otto	Central	4	Latino	M	30-Jun-20
Bidenost, Ray	East	13	Asian Pacific Islander	M	30-Jun-21
Vein, Jon F.	Central	4	Caucasian	M	30-Jun-18

Stella T. Maloyan is the Development Director at LAANE, a strategic advocacy organization in Los Angeles. She has overseen the organization's private fundraising program since 2002. Her contributions to LAANE include the creation of a highly effective Advisory Board, whose 27 members actively and generously help raise LAANE's Fundraising capacity and profile locally and nationally.

Ms. Maloyan has also created two annual marquee events for LAANE, the City of Justice Awards Dinner, which is the signature political-labor dinner in Los Angeles, bringing together 1000 attendees, from environmental, labor, political and entertainment sectors honoring national leaders for their commitment to economic justice. The second event, Women For A New Los Angeles, is the premier women's leadership gathering with over 700 attendees addressing women's empowerment issues, and honoring amazing female game changers from various sectors.

She has also created a comprehensive entertainment strategy for LAANE, outreaching to the progressive entertainment sector, creating collaborative projects. Such as Small Talk Big Change, which is a young Hollywood event, bringing activists and young executives to the LAANE family.

Ms. Maloyan has a Master's degree in Public Administration, a Bachelor's degree in Political Science, and holds certification in Advanced Fundraising and Strategic Planning. Ms. Maloyan was appointed to the Los Angeles Convention Center and Tourism Board in 2015 by LA Mayor, Eric Garcetti.

She has been a past board member at many organizations, including AGBU a global humanitarian organization, Program For Tortured Victims, and the Getty House Foundation. She is fluent in Armenian & Farsi.



ERIC GARCETTI
MAYOR

July 19, 2017

Ms. Stella Maloyan

Dear Ms. Maloyan:

I am pleased to inform you that I hereby reappoint you to the Board of Los Angeles Convention and Tourism Development for the term ending June 30, 2022. 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.

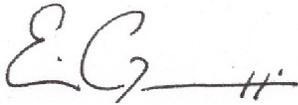
As part of the City Council confirmation process, you will need to meet with Mitch Englander, your Councilmember, Councilmember Curren Price, the Chair of the Economic Development Committee, and Councilmember Buscaino, the Chair of the Trade, Travel and Tourism Committee, to answer any questions they 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 Economic Development Committee. Sometime 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. Stella Maloyan
July 19, 2017
Page 2

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 "E. Garcetti", with a horizontal line extending to the right.

ERIC GARCETTI
Mayor

EG:dlg

Attachment I
Ms. Stella Maloyan
July 19, 2017

Nominee Check List

I. Within seven days:

Mail or email the following forms to: Claudia Luna, Office of the Mayor, 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 Englander**

_____ **Councilmember Curren Price, Chair of the Council Committee
considering your nomination**

_____ **Councilmember Joe Buscaino, Chair of the Trade, Travel and
Tourism Committee**

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