

ERIC GARCETTI  
MAYOR

August 12, 2015

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

Honorable Members:

Subject to your confirmation, I have appointed Ms. Dallas Fowler to the Police Permit Review Panel for the term ending June 30, 2016. Ms. Fowler will fill the vacancy created by Carl Cade, who withdrew from consideration.

I certify that in my opinion Ms. Fowler is qualified for the work that will devolve upon her, and that I make the appointment solely in the interest of the City.

Sincerely,

ERIC GARCETTI  
Mayor

EG:dlg

Attachment

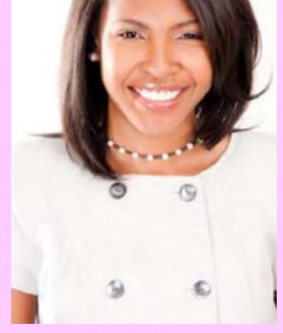
## COMMISSION APPOINTMENT FORM

**Name:** Dallas Fowler  
**Commission:** Police Permit Review Panel  
**End of Term:** 6/30/2016

### Appointee Information

1. **Race/ethnicity:** African American
2. **Gender:** Female
3. **Council district and neighborhood of residence:** 10 - South Los Angeles
4. **Are you a registered voter?** Yes
5. **Prior commission experience:** Commission on the Status of Women
6. **Highest level of education completed:** B.A., Business Administration, Florida Agricultural & Mechanical University
7. **Occupation/profession:** Principal, Daltek Global Solutions, LLC
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):**

Name	APC	CD	Ethnicity	Gender	Appt Date	Term End
Islam, Maruf	Central	10	Asian Pacific Islander	M	23-May-14	30-Jun-18
Kil, William O.	East	14	Asian Pacific Islander	M	17-Mar-06	30-Jun-19
Leung, Helen	East LA	13	Asian Pacific Islander	F	30-Jun-14	30-Jun-20
Roxborough, Nicholas	South Valley	5	Caucasian	M	27-May-14	30-Jun-20
Sandoval, Jose	North Valley	6	Latino	M	27-May-14	30-Jun-17
Yeretsian, Lara	Central	4	Other	F	09-Dec-13	30-Jun-19



Dallas Fowler is the Principal of Daltek Global Solutions, LLC a boutique business development consulting firm specializing in digital and print media communications. She founded the company in 2007 when she was still the Corporate Procurement Analyst and National Supplier Diversity Coordinator for US Bank. A member of their National Sales Team, Dallas was able to assist in bringing in an additional 2.4 million dollars in government and private client business. She also holds over 10 years of experience in the Supplier Diversity & Community Affairs arena and 13+ years of project management and event planning experience. Fowler left U.S. Bank to become the Principal of Daltek in 2009 and has since worked with companies like Fiji Water, Visa Black Card, VitaMuffins, Hayhouse, U.S. Department of Health and Human Services and a host of small to midsize companies and individuals seeking public office.

Fowler also brings a wealth of experiences from working at Turner Construction Company, her first job out of college, where she served as a Labor Compliance Analyst and eventually their Community Affairs & Marketing Coordinator and Program Manager of their Youth Force 20/20 Initiative for the Southwest Region of the United States. While at Turner and U.S. Bank Dallas created strategic alliances with community partners, coordinated participation at various trade fairs and events, conducted research and data analyses of procurement info, managed the budgets and internal/external communications of her departments and also facilitated supplier meetings with procurement staff. In addition Ms. Fowler and sat on the U.S. Bank Employee Development Network board in Los Angeles Chairing their Diversity Expo for two consecutive years.

Founding her company Daltek Global in 2007, Ms. Fowler has managed and produced a wide range of events and viral marketing campaigns. Her skill sets and services have crossed a variety of industries from arts and entertainment to politics, hospitality, food & beverage and more.

The eldest of 4 siblings she is a master connector, mentor, and conduit for positive change. A natural public servant, Dallas is serving on the boards of the City of Los Angeles Commission On the Status of Women advising Mayor Eric Garcetti on issues impacting women and girls; Living Advantage, Inc. a non-profit serving foster youth in the Los Angeles area, the Museum of African American Art and the National Association of Commissions for Women.

A proud community advocate Dallas has worked actively on political campaigns since the age of 12. A graduate and past Alumnae President of the Los Angeles African American Women's Public Policy Institute housed at USC, she recently established HEIRSPAC, Helping Empowered Individuals Reach Success and hopes to provide a resource for individuals looking to run for office and raise awareness of issues impacting the environment, women, and minorities.

Fowler is a proud Los Angeles native and graduate of Florida A & M University receiving a Bachelor of Science in Business Management. Her passion for community involvement has garnered acknowledgment from Governor Arnold Schwarzenegger, Speaker Emeritus Karen Bass, Senator Isadore Hall and Mayor Antonio Villaraigosa. She was recently honored by the National Action Network as Most Influential Leader Under 40. Dallas has traveled to Australia, Europe, Central America, Asia and the Caribbean.

# Dallas Fowler

*Results oriented business professional with communication, strategic planning, problem solving, resource maximization and project management skills, 10 years of customer service and marketing successes working in diverse cultures, possessing strong interpersonal and team building skills*

## **Education**

| Tallahassee, Fl

Florida Agricultural & Mechanical University Bachelor of Science: Business Administration

**Certifications:** OSHA, CPR, LA County Deputy Registrar

## **Experience**

### **Daltek Global Solutions, LLC**

Principal – 6/2009 – Present

Partner– 6/2007 - 6/2009

Provides digital & print media design, viral campaign management and social media outreach implementation services to a variety of entities from authors to political candidates, Creates websites, social networks and blogs for campaigns, philanthropic & political organizations, Provides Call Solutions in areas of mass SMS, Voice Broadcasts, Polling & Market Surveys, Consults on construction projects in the areas of community outreach, labor compliance and supplier diversity, Creates sound and solid business referrals for clients, Serves as Grant Reviewer for **U.S. Department of Health & Human Services** for Basic Center Programs and Mentoring Children of Prisoners

### **US Bank**

Corporate Procurement Analyst – Supplier Diversity 2007 – 2009

Responsible for implementing national supplier diversity initiative assisting S/M/WBE firms gain access to opportunities and navigate procurement process, Managed over half of a million dollar operations budget and the internal/external communications, Provided annual communications plan for department, Served on National Sales Team and brought in an additional 2.4 million dollars in business revenue through supplier diversity efforts, Produced companywide newsletters, Coordinated staff participation and partnered with municipalities and community organizations to execute diversity trade fairs, expos & mixers, Connected new vendors with purchasing staff, Conducted research and data analysis, Chaired Diversity Career Expo (2yrs) Hosted several events nationwide, Managed over 60 sponsor relationships nationally, Participated on various panels and workshops

### **LAAAWPPI—Los Angeles African American Women’s Public Policy Institute**

Alumnae Association President 2007-2008

Consultant & Faculty Member 2012-Present

Represented the alumnae of LAAAWPPI housed at University of Southern California, Created first Operations Manual for Alumnae Association including Elections & Voting Process, Implemented quarterly newsletter, Produced fall informational and Quarterly Mixers, Created Passing of the Torch Luncheon an annual event to install new officers, Set the standard for Alumnae Association procedures

### **Turner Construction Company**

Community Affairs Coordinator & Labor Compliance Analyst- 2/2004 – 2/2007

Provided support in the broad areas of Community Outreach and Involvement, Minority and Women Business Enterprise Program, Good Faith Efforts Outreach, Labor Compliance and served as Program Manager for Youth Force 20/20 Program for the Southwestern Region of the U.S., Built team of Turner employees to Volunteer their time exposing careers in Architecture, Construction and Engineering, Designed & Published quarterly newsletter for two business units, Managed Vendor Database, Hosted Quarterly “Talk to Turner” events for the Southwestern Region for MBE/SBE/DVBE to meet with key procurement staff and gain access to contract opportunities, Served as Labor Compliance Analyst for 8 state and federally funded projects ranging from LAUSD

Schools and Park & Rec Centers to Museums ***Additional*** Metro-Goldwyn-Meyer (Intern), GAP, Inc (Visual Artist & Retail Associate), McDonald's

***Experiences*** (Cashier, Cook), MAC Industries (Accounting Intern), Dallas Fowler Image Consulting (Make-Up & Hair Stylist), Flournoy Properties (Tax Credit Compliance & Leasing Agent)

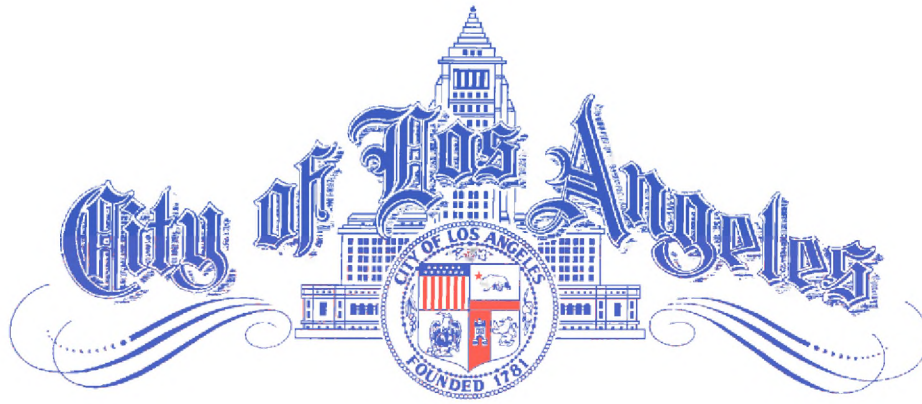
# Dallas Fowler

## ***Technical Skills***

MS Outlook, Lotus Notes, MS Excel, MS Access, MS Powerpoint, Reference, Publisher, Adobe Creative Suite, Zendesk Proficient, E-Flash Tools, Digital & Print Media Design, Website Design, Mobile/Web Applications, Research Expert, Video Production, Viral Campaign Mgmt, Social Media Master, Search Engine Optimization Expert

## ***Activities***

Commissioner and Delegate City of Los Angeles Commission On the Status of Women, 2013 LA's Most Influential Under 40 to Watch List via Los Angeles WAVE Newspaper, 2014 Vanguard Award Recipient from the National Action Network, Faculty Member of the Los Angeles African American Women's Public Policy Institute, Founder of HEIR-SPAC - Helping Empowered Individuals Reach Success, Former First Vice-President and Political Action Chair of New Frontier Democratic Club, Board Member Living Advantage, Inc., Board Member - Museum of African American Art Baldwin Hills Macy's, Active Support - California Democratic Party Women's Caucus, Former Board member ASTRA Women's Business Alliance, Former Board member Los Angeles Opportunities Industrialization Center, Former Mentor & Program Facilitator MOSTE Mentoring Non-profit - Implement, Former Mentor A.C.E. Mentors, Chaired the AT&T Alliance of Black Telecommunications Employees National Youth Conference in New York, Dallas, Orlando, and Indianapolis 1995 to 1999



ERIC GARCETTI  
MAYOR

August 12, 2015

Ms. Dallas Fowler



Dear Ms. Fowler:

I am pleased to inform you that I hereby appoint you to the Police Permit Review Panel for the term ending June 30, 2016. 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 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. Dallas Fowler  
August 12, 2015  
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As part of the City Council confirmation process, you will need to meet with Council President Herb J. Wesson, Jr., your Councilmember, and Councilmember Mitch Englander, the Chair of the Public Safety 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 Public Safety Committee. Sometime 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. Claudia Luna 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,



ERIC GARCETTI  
Mayor

EG:dlg

Attachment I  
Ms. Dallas Fowler  
August 12, 2015

### 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: Legislative Coordinator, Office of the Mayor, Office of External Affairs, 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**

**III. Within 21 days:**

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.*

\_\_\_\_\_ **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**

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

\_\_\_\_\_ **Your City Councilmember Herb J. Wesson, Jr.** (contact at (213) 473-7010).

\_\_\_\_\_ **Councilmember Mitch Englander, Chair of the Council Committee considering your nomination** (contact at (213) 473-7012).

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