



COUNCILMEMBER
MITCH O'FARRELL
LOS ANGELES CITY COUNCIL ★ 13TH DISTRICT

September 23, 2021

Holly Wolcott
City Clerk
City Hall, 3rd Floor
Los Angeles, CA 90012

Dear Ms. Wolcott:

Effectively immediately, Ms. Natalie Freidberg will begin her service as the Council District 13 appointee to the Los Angeles City Council Redistricting Commission.

Attached please find her bio.

Should you have any questions please contact my Chief of Staff, Jeanne Min.

Thank you for your assistance.

Sincerely,

MITCH O'FARRELL
Councilmember, 13th District
City of Los Angeles

Cc: Frank Cardenas, Executive Director, LACCRC
Sharon Tso, Chief Legislative Analyst

Natalie Freidberg has been the President of the Silver Lake Chamber of Commerce since 2015 and a Board member since 2008.

Natalie has a degree in Environmental Policy from Occidental College and has lived in Northeast LA since 1990. She's passionate about sustainability; she began working in Silver Lake in 2007 as the manager of All Shades of Green, a sustainable living center at the corner of Hyperion and Rowena. She became involved in many local projects as a member of the Steering Committee of Sustainable Silver Lake and later as a Board member of the Green Beacon Foundation in Echo Park. Having earned various certifications in green building, including becoming a Certified Sustainable Building Advisor, she then became vice president of a construction company which specialized in net-zero homes. More recently, she has acted as a consultant for local homeowners seeking to lower their energy and water use.

Natalie loves travel — her favorite trips are those she takes to Peru, Ecuador and Spain, where she works with a group of American volunteers and local non-profits to spay and neuter street dogs and to help low-income families in need of veterinary treatment for their pets. A former emergency veterinary technician, she appreciates the opportunity to keep using those skills while making a difference.

As an Eagle Rock stakeholder, she has served as the Sustainability Directory on the Neighborhood Council and is currently the Co-chair of the Land Use and Planning Committee. She also serves on the Business Engagement Committee of ReusableLA, a local coalition dedicated to eliminating single use plastics (SUPs).