



KAREN BASS
MAYOR

May 18, 2023

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

Honorable Members:

Subject to your confirmation, I have reappointed Mr. Jon F. Vein to the Board of City Tourism Commissioners for the term ending June 30, 2028. Mr. Vein's current term expires on June 30, 2023.

I certify that in my opinion Mr. Vein is especially qualified by reason of training and experience for the work which shall devolve upon him, and that I make the appointment solely in the interest of the City.

Sincerely,

A handwritten signature in black ink that reads 'Karen Bass'.

KAREN BASS
Mayor

KB:tga

Attachment

COMMISSION APPOINTMENT FORM

Name: Jon F. Vein
Commission: Board of City Tourism Commissioners
End of Term: 6/30/2028

Appointee Information

1. **Race:** Caucasian
2. **Gender:** Male
3. **Council District and neighborhood of residence:** 5 - Central
4. **Are you a registered voter in the City of Los Angeles?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** J.D., Harvard Law School
7. **Occupation/profession:** Entrepreneur, Civic Leader, Philanthropist
8. **Experience(s) that qualifies person for appointment:** See attached resume/bio
9. **Purpose of this appointment:** Reappointment
10. **Current composition of the commission:**

Commissioner	APC	CD	Race	Gender	Term End
Onumah, Cameron	Central	4	African American	M	6/30/2026
Lee, Sandra	Central	5	API	F	6/30/2027
Vein, Jon F.	Central	4	Caucasian	M	6/30/2023
Rawson, Kathleen	West LA	11	Caucasian	F	6/30/2025
Camacho, Juan	East LA	13	Latinx	M	6/30/2024

Jon F Vein

Jon Vein is an entrepreneur, civic leader and philanthropist. Jon co-founded and served as the CEO of MarketShare, a leading cloud-based, big data marketing analytics and software company. With eight offices around the world, MarketShare had a significant impact on allocating over \$200 billion in marketing investments for more than half of the Fortune 50 companies, as well as many other multi-national businesses. In one of the largest transactions involving a Los Angeles-based technology company, MarketShare was acquired in December of 2015 by Neustar for \$450m. In December of 2016, after the successful integration of MarketShare into Neustar, Mr. Vein moved on from the company to pursue other endeavors in the public and private sectors. Jon has been recognized as one of the 500 Most Influential People in Los Angeles by The Los Angeles Business Journal, and he was a winner of the 2016 Ernst & Young Entrepreneur of the Year Award in Los Angeles. He also helped lead a team that won the 2018 XPRIZE Visioneers competition with a proposal to stem, and perhaps reverse, climate change by capturing carbon from the atmosphere.

Prior to MarketShare, Jon served as Chief Operating Officer of Michael Ovitz's AMG (Artists Management Group) and APG (Artists Production Group), overseeing all divisions, including talent, literary, animation, sports, music, publishing, and feature film production. Jon engineered AMG's sale to The Firm.

Before joining AMG/APG, Jon was Chief Operating Officer of Film Roman, where they produced shows such as The Simpsons, King of the Hill, Family Guy, and other award-winning shows. An Emmy Award winner, Jon produced many film and television productions, including King of the Hill, The Simpsons, and Swimming with Sharks. Jon started his media career as a founding partner of law firm Dern & Vein, representing a wide range of client on deals ranging from talent and corporate level agreements to intellectual property and employment agreements.

Before attending law school, Jon utilized his engineering and computer science background as a practicing engineer at Teledyne Relays and on the SDI space program at Hughes Electronics.

Jon is an active member of the Young Presidents' Organization (YPO), having served as Chapter Chair of the YPO Gold Los Angeles Chapter, as well as Chairman of the Golden West Chapter of YPO, and he is also a member of YPO Pacific Coast Gold. Jon served as the Ambassador for the City of Los Angeles to secure hotel and motel rooms for the most vulnerable members of the homeless community, as well as survivors of domestic violence, during the COVID-19 pandemic. He also co-founded Dignity Moves, a charity focused on addressing the homeless crisis, primarily through providing transitional housing. Jon serves as president of the board of the Los Angeles Convention Center and Tourism Development Department and served as president of the board for the US Fund for UNICEF's Southern California Region. He also serves on the Board of Trustees for the California Science Center, and as a board member of the Los Angeles Philharmonic, the Los Angeles Business Council, the California Cultural and Historic Endowment, the Center for American Progress, the University of Haifa, Big Sunday, Step Up On Second, and the Hancock Park Homeowners' Association. He served on the University of California's Regents Selection Advisory Committee to the Governor of the State of California, and sits on the Advisory Board for the Los Angeles Sports & Entertainment Commission. Jon also led the Los Angeles Mayor's Fund's efforts to brand the City of Los Angeles, is a member of the Pacific Council on International Policy, the CEO Council for the Los Angeles Chamber of Commerce, and was a member of Business Executives for National Security (BENS). Jon served on the National Finance Committee for the Biden-Harris 2020 campaign. Jon also served on the National Finance Committee for the candidacy of Hillary Clinton for President in 2016, and he served as an early member of then-Senator Barack Obama's finance committee for the 2008 election and the President's National Finance Committee for his re-election. Jon served as a member of Eric Garcetti's finance committee in support of his candidacy for Mayor of the City of Los Angeles. Jon holds a US Patent in the field of tissue engineering, as well as several other patents in marketing analytics.

Jon graduated from the University of California at Berkeley with a B.S. Double-majoring in Material Sciences & Engineering and Electrical Engineering-Computer Science with high honors, and he received his J.D. cum laude from Harvard Law School. Jon is married to entertainment executive Ellen Goldsmith-Vein and has two children, Caroline and Jack.



KAREN BASS
MAYOR

May 18, 2023

Dear Mr. Vein:

I am pleased to inform you that I am reappointing you to the Board of City Tourism Commissioners for the term ending June 30, 2028, subject to confirmation by the City Council.

To begin the reappointment process, please review, sign, and return the enclosed Remuneration Form and undated Letters of Separation **within one week** of receiving this letter. These documents are necessary to ensure the most efficient, open, and accountable city government possible.

As part of the reappointment process, Katy Yaroslavsky, your Councilmember, and Councilmember Curren Price, the Chair of the Economic and Community Development Committee, may wish to meet with you to answer any questions they have. Our office will assist with arranging these meetings.

Additionally, you will be required to attend public meetings at City Hall where your reappointment will be considered. You will be hearing from our office and a City Council Clerk who will let you know when your reappointment will be considered by the Economic and Community Development Committee. Sometime thereafter, you will be notified of the date when your reappointment will be presented to the full City Council. Immediately following the meeting, you will again be required to take the Oath of Office in the City Clerk's Office located in Room 395 of City Hall. If you require parking for these meetings, please contact my Commissions team by email at myr-commissions@lacity.org.

Mr. Jon F. Vein
May 18, 2023
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Per the City Charter, most commissioners must be registered voters of the City of Los Angeles, and must therefore reside within Los Angeles. If you move at any point during your term, or your contact information changes, please contact my Commissions team immediately at the email listed below. While we hope that you complete a successful term, if for some reason you intend to resign, please do so in writing to my Commissions team at myr-commissions@lacity.org.

Congratulations, and thank you for agreeing to serve the people of Los Angeles.

Sincerely,

A handwritten signature in black ink that reads "Karen Bass". The signature is written in a cursive, flowing style.

KAREN BASS
Mayor

KB:tga

Attachment I
Mr. Jon F. Vein
May 18, 2023

Nominee Check List

I. Within 7 days:

- Email the below completed documents, found on the last three pages of this letter, to: myr-commissions@lacity.org OR mail them to:
Office of the Mayor
Attn: Commissions Team
200 N. Spring Street, Room 303
Los Angeles, CA 90012
 - Remuneration Form
 - Undated Separation Letters (2)

II. The Mayor's Office will notify the below Councilmembers of your nomination, so that they may reach out to schedule a meeting with you should they wish.

- Your City Councilmember Katy Yaroslavsky
- Councilmember Curren Price, Chair of the Council Committee considering your nomination

III. Public Meetings at City Hall:

- Economic and Community Development Committee Hearing
- Full Council Hearing