



KAREN BASS  
MAYOR

May 21, 2026

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

Honorable Members:

Subject to your confirmation, I have reappointed Mr. Steven Welliver to the Area Planning Commission - Central for the term ending June 30, 2031. Mr. Welliver's current term expires on June 30, 2026.

I certify that in my opinion Mr. Welliver 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:lap

Attachment

## COMMISSION APPOINTMENT FORM

**Name:** Steven Welliver  
**Commission:** Area Planning Commission - Central  
**End of Term:** 6/30/2031

### 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:** Master of Urban Planning, Economic Development Emphasis, University of Southern California
7. **Occupation/profession:** Executive Director, Hollywood Partnership Community Trust
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	Race	Gender	Term End
Stromberg, Julie	Central	5	C	F	6/30/2030
Welliver, Steven	Central	5	C	M	6/30/2026
Powell, Derek	Central	14	AA	M	6/30/2029
Lawrence, Maleena	Central	14	AA	F	6/30/2028
Sachdeva, Navdeep "Duncan"	Central	4	API	M	6/30/2027

# STEVEN WELLIVER

URBAN COMMUNITY BUILDER & NONPROFIT EXECUTIVE

## EDUCATION

### MASTER OF URBAN PLANNING

Economic Development Emphasis  
University of Southern California  
2012 - 2015

### MASTER OF PUBLIC ADMINISTRATION

City Management Emphasis  
University of Southern California  
2012 - 2015

### BACHELOR OF JOURNALISM

Multimedia Journalism Emphasis  
Business Administration Minor  
Sociology Minor  
Multicultural Studies Certificate  
University of Missouri-Columbia  
2005 - 2009

## PROFESSIONAL DEVELOPMENT

### CERTIFIED LEADER IN PLACE MANAGEMENT

International Downtown Association  
2021

### PRESIDENT

California Downtown Association  
2018

### EMERGING LEADERS FELLOWSHIP

International Downtown Association  
2017

### CITY & COUNTY MANAGEMENT FELLOWSHIP

University of Southern California  
2012 - 2015

## PROFESSIONAL PROFILE

Creative, innovative, analytical and action-oriented urban place management professional. Skilled in economic development, destination management, strategic planning, research, advocacy and efficient administration. Passionate about cities and crafting vibrant, resilient and equitable urban neighborhoods through collaborative, forward-thinking community development and active management.

## EXPERIENCE

### CHIEF OPERATING OFFICER & EXECUTIVE DIRECTOR

The Hollywood Partnership, Los Angeles, CA | Apr. 2022 - Present  
Prior Roles: Vice President of Strategic Initiatives

Develop a team of six highly-effective staff members and oversee operations related to economic development; public space management & operations; placemaking & beautification; strategic planning; and general & fiscal administration. Serve as founding Executive Director of Hollywood Partnership Community Trust, a newly-established affiliate entity, and seek funding to accelerate implementation of a shared strategic plan for the iconic Hollywood neighborhood. Develop strategic plans, action plans and project briefs, allocate resources to teams and programs, and monitor cross-team implementation. Serve as a key member of the executive team.

- Led oversight of more than \$8M in grants, contracts for service, sponsorships, contributions, and enterprise programs, resulting in an accelerated strategic impact of 23% annually..
- Negotiated and executed contracts totaling \$50M+ to restructure key programs, launch new initiatives and expand service offerings.
- Revised procedures and presentations for budget allocations to better align to organizational strategic plans and desired outcomes.
- Developed strategies to improve the Hollywood visitor experience and enhance Hollywood's role as a tourism engine of Los Angeles.
- Established SafeCity Connect Hollywood, a coordinated network of security cameras installed on private properties to aid post-incident investigation and improve public safety.
- Developed strategies to improve the appearance of public spaces, including tree planting and establishment care, landscaping, lighting, public art, and painting of public infrastructure

### DEPUTY CHIEF EXECUTIVE

Downtown Santa Monica, Inc., Santa Monica, CA | Sep. 2013 - Nov. 2021  
Prior Roles: Director of Policy & Planning | Policy & Planning Analyst | Intern

Develop a team of ten highly-effective staff members and oversee operations related to economic development; planning, design & infrastructure; policy & advocacy; public space management & operations; and general & fiscal administration. Foster relationships with business and property owners, city staff and community organizations. Serve as a key member of the executive team.

- Led a community engagement and visioning process to assess operation and management of a world-renowned pedestrian mall in light of evolving retail trends and increasing regional competition; planned for a \$60M public-private reinvestment in streetscape capital improvements.

# STEVEN WELLIVER

URBAN COMMUNITY BUILDER & NONPROFIT EXECUTIVE

## INVOLVEMENT

### COMMISSIONER

City of Los Angeles  
Central Area Planning Commission  
2024 - Present

### COMMISSIONER

City of Los Angeles  
Board of Taxicab Commissioners  
2023 - 2024

### BOARD MEMBER

Christopher Street West/LA Pride  
2023 - 2024

### BOARD MEMBER

California Downtown Association  
2015 - 2021

### COMMITTEE MEMBER

Santa Monica Business Improvement  
District Leaders Committee  
2014 - 2021

### MEMBER

International Downtown Association  
2014 - Present

## KEY SKILLS

Community & Economic  
Development

Destination Management

Written Communication  
& Public Speaking

Strategic Planning

Project Management

Research & Data Analysis

Budgeting & Fiscal Oversight

Team Development

Board Administration

## EXPERIENCE - CONTINUED

- Analyzed and developed content for the 20-year strategic visioning and zoning plan for the downtown district, formulating recommendations and securing key revisions for stakeholders after facilitating 40+ workshops.
- Reviewed and provided feedback on 50+ real estate development and land use proposals, advocating for affordable housing, economic opportunity, vibrant public spaces and alignment to neighborhood character and values.
- Negotiated and executed contracts for consulting and routine program services, including oversight of 100+ contracted staff providing dispatch, hospitality, maintenance and homeless outreach services.
- Established protocols for producing data-driven staff reports, project proposals and presentations to facilitate effective board decision making and thoughtful evaluation of programs and organizational performance.
- Led organizational growth by expanding district boundaries to include a neighboring commercial corridor, establishing an overlay zone to enhance services along a newly constructed light rail line and developing a program to provide contracted services in three public parks adjacent to downtown.
- Developed and implemented operating budgets and corresponding strategic plans, overseeing 60% growth from \$6.5M to \$10.4M over five years.

### ADMINISTRATIVE INTERN - ECONOMIC DEVELOPMENT

City of Santa Monica, Santa Monica, CA | Jun. 2013 – Aug. 2013

Supported projects of the economic development division while participating with a cohort of interns in exploring interdepartmental functions of municipal government.

- Conducted technical review of 60+ leases for City-owned properties to align key terms and prepare guidelines for negotiation of future leases.
- Aggregated data sources and created methodologies to establish the first State of Downtown report for local business improvement district partner, Downtown Santa Monica, Inc.
- Evaluated operational efficiency of twice weekly farmers market events to standardize schedules and optimize allocation of staff labor resources.

### HUMAN RESOURCES ADMINISTRATIVE CLERK

City of Manhattan Beach, Manhattan Beach, CA | Sep. 2012 – Apr. 2013

Supported a team of managers and analysts in executing administrative functions of the human resources department of a municipality.

- Created recruitment and interview materials for available positions across ten departments and screened 50+ applicants daily.
- Produced comprehensive analysis to benchmark total compensation and benefits for 115+ staff positions against peers from eight nearby cities.



KAREN BASS  
MAYOR

May 21, 2026

Dear Mr. Welliver:

Congratulations! I am pleased to inform you of your appointment to the Area Planning Commission - Central for the term ending June 30, 2031, subject to confirmation by the Los Angeles City Council.

On behalf of the people of Los Angeles, thank you for your willingness to serve. Our boards and commissions are a vital part of the City's governance, and your leadership and expertise will play an important role in shaping the future of Los Angeles.

To move forward, there are a few steps you must complete prior to the Council's consideration of your appointment. My Commission Affairs team has prepared an attached checklist with deadlines and submission instructions, and they are available to support you throughout the confirmation process.

Once again, congratulations, and thank you for your commitment 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:lap

Attachment I  
Mr. Steven Welliver  
May 21, 2026

## Nominee Check List

### I. Within 7 days of appointment:

- Submit the completed forms, found on the last three pages of this letter, to: [myr-commissions@lacity.org](mailto:myr-commissions@lacity.org) **OR** mail them to:
  - Office of the Mayor
  - Attn: Luz Portillo
  - 200 N. Spring Street, Room 303
  - Los Angeles, CA 90012
  - Remuneration Form
  - Undated Separation Letters (2)
- Schedule a fingerprinting appointment to complete your background check.
  - The Commissions team will connect you with the Personnel Background Unit.
- Complete and file a Statement of Economic Interests (Form 700).
- Submit the CEC Form 60 (Ethics Clearance Form) to the City Ethics Commission.
  - The City Council cannot act on your nomination until the Ethics Department receives and submits your filings.
  - Note: you will be required to submit the same forms again after you are sworn in

### II. Council Member Meetings:

You may be asked to meet with Councilmembers prior to your hearings.

- Your City Councilmember Katy Yaroslavsky
- Councilmember Bob Blumenfiels, Chair of the Council Committee, considering your nomination

### III. Public Meetings at City Hall:

- Planning and Land Use Management Committee Hearing
  - The Clerk's office will contact you once your item has been scheduled.
- Full Council Hearing and Oath of Office
  - The Clerk's office will contact you once your item has been scheduled.

### V. Standing Requirements

- Notify the Commissions team of any changes in address or contact information.
- If you wish to resign, you must submit a resignation letter to [myr-commissions@lacity.org](mailto:myr-commissions@lacity.org).