



KAREN BASS  
MAYOR

August 14, 2025

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

Honorable Members:

Subject to your confirmation, I have appointed Mr. Joe Goldman to the Area Planning Commission - West LA for the term ending June 30, 2030.

I certify that in my opinion Mr. Goldman 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.

Mr. Goldman will fill the vacancy created by the departure of Esther Marguiles.

Sincerely,

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

KAREN BASS  
Mayor

KB:lap

Attachment

## COMMISSION APPOINTMENT FORM

**Name:** Joe Goldman  
**Commission:** Area Planning Commission - West LA  
**End of Term:** June 30, 2030

### Appointee Information

1. **Race:** Caucasian
2. **Gender:** male
3. **Council District and neighborhood of residence:** 11 - West Los Angeles
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 Political Management, The George Washington University
7. **Occupation/profession:** Community Engagement Director, Western Region, HIAS
8. **Experience(s) that qualifies person for appointment:** See attached resume
9. **Purpose of this appointment:** Appointment
10. **Current composition of the commission (excluding appointee):**

Commissioner	APC	CD	Race	Gender	Term End
Margulies, Esther	West LA	11	Caucasian	F	6/30/2025
Shelton, Marvin "Marty"	West LA	11	African American	M	6/30/2029
Ryan, David	West LA	11	Caucasian	M	6/30/2028
Sandifer, April	West LA	11	African American	F	6/30/2027
Waltz Morocco, Lisa	West LA	5	Caucasian	F	6/30/2026

# Joe Goldman

## AREAS OF EXPERTISE

- Public Affairs
- Nonprofit Management
- Strategic Partnerships
- Crisis Communications
- Coalition Building
- Legislative Advocacy

## PROFESSIONAL EXPERIENCE

### Community Engagement Director, Western Region

June 2019 – February 2025

HIAS, Los Angeles, CA

- Scaled HIAS' **brand recognition** across multiple sectors as inaugural West Coast outward-facing leader
- Oversaw **high-profile external stakeholder engagement**, including elected officials at every level of government, philanthropists, corporate leaders, and media figures (e.g., **Gal Gadot, Debra Messing, Jacob Soboroff, and Prince Harry & Meghan Markle**)
- **Promoted** to the national HIAS Community Engagement Leadership set national goals and strategies
- Secured **\$79 million in state funding** for asylum seekers, mobilizing local governments to avert a humanitarian crisis
- Spearheaded coalition efforts leading to **bipartisan passage** of expanded case management services for refugees, highlighting the economic benefits of workforce integration
- Designed and led regional crisis response efforts for major global events (e.g., **Afghanistan, Ukraine, Israel-Hamas war**), mobilizing **34+** communities to sponsor **100+** refugees and raise nearly **\$1 million** in humanitarian aid
- Recruited JFCS-Long Beach as HIAS' newest California resettlement partner, **securing State Department approval and \$330,000 in annual federal funding**
- Developed and executed media strategies, maintaining relationships with major outlets (**The New York Times, Politico, LA Times, CalMatters**)
- **Managed executive travel with C-suite principals** on everything from political strategy to operational efficiency to ensure they maximized their time and influence in California, delegation tours of the U.S./Mexico border, and other country offices around the world

### Senior Policy Associate

February 2018 – May 2019

MAZON, Los Angeles, CA

- Managed **relationships with California state and local elected officials**, including coordination on key anti-hunger initiatives for veterans, seniors, and students
- Represented MAZON in **statewide and national coalitions**, including as a founding member of the **National LGBT Anti-Poverty Network**
- Provided interim coverage for Director of Public Policy during their parental leave, **overseeing federal policy strategy and relationships on Capitol Hill**

### Public Affairs & Civic Engagement Manager

July 2013 – January 2018

Jewish Community Relations Council Bay Area, San Francisco, CA

- Maintained relationships with **elected officials at all levels of government**, nonprofit executives, and civic leaders in the Bay Area
- **Led event strategy** for civic forums and public affairs programs, engaging **300-500 attendees** per event and recruiting new donors/stakeholders
- Oversaw international trade and cultural **delegation for San Francisco Mayor Edwin M. Lee**, coordinating meetings with **business leaders and government officials**

## Joe Goldman

- Managed a **multimillion-dollar political consulting & polling campaign**, leading RFPs and vendor engagement
- Played key staff role in **two strategic planning** processes
- Promoted from **Program Associate to Manager** within **two years** due to strong leadership and impact

### Outreach Associate

March 2013 - July 2013

*BergDavis Public Affairs, San Francisco, CA*

- Developed and executed **community outreach strategies** to build public support for corporate and philanthropic client initiatives
- Wrote **op-eds, press releases, and media advisories**, securing coverage for high-profile projects
- Conducted **stakeholder engagement and coalition-building efforts**, liaising with policymakers, business leaders, and community organizations

### Field Director

August 2012 - November 2012

*David Lee for Supervisor, San Francisco, CA*

- **Managed and trained** a team of **30+ paid organizers, five interns, and dozens of volunteers** to implement field strategy
- Staffed candidate at **endorsement interviews** with newspapers, unions, and political organizations
- **Planned and executed** fundraising events, grassroots engagement efforts, and direct voter outreach, including a merchant walk with **then-Lt. Governor Gavin Newsom**

## EDUCATION

**Master of Political Management**, August 2017

The George Washington University

**Bachelor of Arts, cum laude, Political Communication**, May 2011

The George Washington University

## COMMUNITY INVOLVEMENT

- **Jewish Democratic Council of America New Leadership Council**, March 2021-Present
- **J Street LA Executive Committee**, January 2021-Present
- **Israel Policy Forum Atid LA Steering Committee**, June 2021-Present
- **Coro Southern California Lead LA Fellowship**, August 2021-May 2022
- **Rautenberg New Leaders Project of the Jewish Federation of Greater LA**, January 2019-December 2019
- **San Francisco Airport Facilities Naming Committee**, Mayoral Appointee, April 2017-January 2018
- **Alice B. Toklas LGBT Democratic Club**, Board Member, January 2014-January 2018

## AWARDS

- **Presidential Scholar**, The George Washington University 2007-2011
- **Point Foundation Scholar**, 2007-2011



KAREN BASS  
MAYOR

August 14, 2025

Dear Mr. Goldman:

I am pleased to inform you that I hereby appoint you to the Area Planning Commission - West LA for the term ending June 30 2030, subject to confirmation by the City Council.

To begin the appointment 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.

Mayor's Office policy requires all potential commissioners to be fingerprinted as part of the background check. The Commissions team will assist in connecting you with Personnel's Background Unit so that you may schedule an appointment to have this done. You must schedule the appointment **within one week** of receiving this letter.

Should this apply to your commission, 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 via the California Fair Political Practices Commission's e-Disclosure website, or by mailing the forms to City Hall at 200 N. Spring Street, 24th Floor, Los Angeles, California 90012. Any inquiries regarding this form should be directed to Samantha Rodriguez at the City Ethics Commission by email at [samantha.rodriguez@lacity.org](mailto:samantha.rodriguez@lacity.org).

As part of the appointment process, Traci Park, your Councilmember, and Councilmember Bob Blumenfield, the Chair of the Planning and Land Use Management Committee, may wish to meet with you to answer any questions they have. Our office will assist with arranging these meetings.

Mr. Joe Goldman  
August 14, 2025  
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Additionally, you will be required to attend public meetings at City Hall where your appointment will be considered. You will be hearing from our office and a City Council Clerk who will let you know when your appointment will be considered by the Planning and Land Use Management Committee. Sometime thereafter, you will be notified of the date when your appointment will be presented to the full City Council. Before you may begin serving, you will 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](mailto:myr-commissions@lacity.org).

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 address 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](mailto: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 fluid and cursive, with the first name "Karen" and last name "Bass" clearly distinguishable.

KAREN BASS  
Mayor

KB:lap

Attachment I  
Mr. Joe Goldman  
August 14, 2025

## **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](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 an appointment to get fingerprinted to complete a background check. The Commissions team will assist in connecting you with the Personnel Background Unit.

### **II. Before your appointment is heard in committee or full council (you will be contacted by the Clerk's Office with this date):**

- 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. Be sure to take no more than 21 days to file, per City law.
  - 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

### **III. 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 Traci Park
- ☐ Councilmember Bob Blumenfield, Chair of the Council Committee considering your nomination

### **IV. Public Meetings at City Hall:**

- ☐ Planning and Land Use Management Committee Hearing
- ☐ Full Council Hearing