

THE CITY OF NEW YORK
MAYOR'S OFFICE OF MEDIA & ENTERTAINMENT

March 13, 2023

New York City Conflicts of Interest Board
2 Lafayette Street, Suite 1010
New York, NY 10007

Dear Conflicts of Interest Board Members:

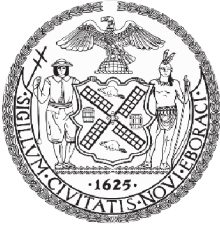
I write pursuant to Conflicts of Interest Board Rule section 1-13(e), to designate Shira Gans, Senior Executive Director of Policy and Programs for the Mayor's Office of Media and Entertainment ("MOME"), to serve as an advisory board member of the Hollywood Climate Summit (the "Summit") and to use reasonable and incidental City time and City resources in her work as an advisory board member. As set forth below, there is a demonstrated nexus between Ms. Gans City job, her participation with the Summit, and the mission of the Mayor's Office of Media and Entertainment.

MOME's mission is to support and strengthen New York City's creative economy and make it accessible to all. The agency advances industry and workforce development across NYC's creative sectors of film, tv, theatre, music, video games, advertising, publishing, digital media and nightlife, operates a television and radio network, and issues access credentials to news media. In furtherance of its mission, MOME leads a variety of educational, industry, and workforce development initiatives to support the development of the creative industries and the creation of jobs for New Yorkers.

In her role as Senior Executive Director of Policy and Programs at MOME, Ms. Gans directs NYC Film Green¹, a program certifying sustainable film and television productions. In Film Green, Ms. Gans creates resources to help productions decarbonize and reduce waste.

Young Entertainment Activists ("YEA") is an activist hub and creative production studio in the entertainment industry, organizing young media professionals to voice their opinions on social change. YEA has created a community of over 2,000 young Hollywood professionals and works to create high profile events and initiatives throughout the year, such as the Hollywood Climate Summit. YEA receives fiscal sponsorship from the 501(c)3 nonprofit, Creative Visions, allowing YEA to apply for and receive grants and tax-deductible contributions. The Hollywood Climate Summit is an annual international conference for media professionals, social media creators, artists, marketers, designers, climate activists, NGOs, students, scientists, and policymakers to engage in interactive

¹ NYC Film Green, <https://www.nyc.gov/site/mome/industries/nyc-film-green-home.page>



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workshops and community building events to drive a cultural shift in the creative industry towards collective climate action². The 2022 team of advisors consisted of 19 members, with a range of professionals, including entrepreneurs, climate activists, artists, and film industry professionals.

MOME performed a search of CheckbookNYC and the City appears to have no contracts with YEA or the Hollywood Climate Summit. Neither of the organizations are listed in the NYC e-lobbyist database.

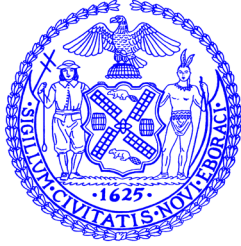
Shira Gans' role as an uncompensated member of the Hollywood Climate Summit will be complementary to her role at MOME and will further the purposes and interests of the City. Her participation with the Summit will enhance her work as MOME's Senior Executive Director of Policy and Programs and the NYC Film Green Program by learning about the latest measures that film industry professionals are using in sustainable film production and applying what she learns to her administration of the NYC Film Green Program. Her participation will also allow NYC to have a seat at the table where important recommendations are being discussed that could impact filming in New York City. Her participation as an advisory board member will require her to attend quarterly meetings during City work hours and the occasional phone call or sending of an email during work hours using a work computer. The time required to spend in her advisory role is at most three hours per month during work hours. If the Hollywood Climate Summit has future business dealings with the City or MOME, Ms. Gans will take no part in them.

Sincerely,

Anne del Castillo, Commissioner
Mayor's Office of Media and
Entertainment

cc: Shira Gans
Lori Barrett-Peterson
Jake Dore

² Hollywood Climate Summit, <https://www.hollywoodclimatesummit.com/>



CITY OF NEW YORK CONFLICTS OF INTEREST BOARD

2 Lafayette Street, Suite 1010
New York, New York 10007
(212) 442-1400; (212) 437-0705 (Fax)
www.nyc.gov/ethics

November 6, 2023

Maria Torres-Springer
Deputy Mayor for Housing, Economic Development, Workforce
Office of the New York City Mayor
City Hall
New York, New York 10007

Re: Conflicts of Interest Board Case No. 2023-691 (Pat Swinney Kaufman)

Dear Deputy Mayor Torres-Springer:

This is in response to your office's letters to the Conflicts of Interest Board (the "Board"), received September 25, 2023, and subsequent communications between the New York City Mayor's Office of Media and Entertainment ("MOME") and Board staff, designating, pursuant to Board Rules Section 1-13(e)(1), MOME Commissioner Pat Swinney Kaufman to use City time and City resources to perform work for the Paley Center for Media and for New York City Tourism + Conventions. You also request a determination by the Board, pursuant to Board Rules Section 1-13(e)(2), that Commissioner Kaufman may take part in the Paley Center's and NYC Tourism's business dealings with the City.

Relevant Facts

You advise the Board that Commissioner Kaufman oversees MOME's efforts to ensure the long-term sustainability of the media and entertainment industries in the City, including through educational and workforce initiatives, coordinating television and movie productions, and producing and funding entertainment conferences, festivals, and other tourism events. MOME also oversees a City-run television network of three broadcast channels and six cable channels.

You advise that, as the MOME Commissioner, Commissioner Kaufman serves as an *ex-officio* non-voting member of the board of trustees of the Paley Center, a not-for-profit organization in New York City that promotes the cultural, creative, and social significance of television, radio, and emerging media platforms. According to its bylaws, the Museum has at least 50 trustees who are selected by the board of trustees. Members serve three-year terms and are often reappointed. MOME provides funding, planning, and promotional support for PaleyFest, an annual festival with panel discussions of talent from television productions made in the City and networking meetups for industry professionals and high school students.

In 2019, the Board approved Anne del Castillo, Commissioner Kaufman's predecessor as the MOME Commissioner, to serve on the governing board of the Paley Center (COIB Case No. 2019-641).

You further advise that Commissioner Kaufman has been appointed by the Mayor to serve on the board of directors of NYC Tourism, the official marketing organization and convention and visitors bureau for the City. According to its bylaws, the Mayor appoints up to five City officials to NYC Tourism's board of directors, which presently has 106 members representing a variety of sectors in the City, including travel and tourism, the arts, marketing, media, and education. Members serve two-year terms and are often reappointed. MOME provides funding to NYC Tourism for programs to promote media and entertainment through a Memorandum of Understanding with New York City Department of Small Business Services, which administers a sole-source contract with NYC Tourism to fund tourism, marketing, and licensing services to the City. NYC Tourism also acts as the City's agent to execute aspects of two other contracts: (1) the New York City Office of Technology and Innovation's contract with CityBridge for the LinkNYC system; and (2) DOT's franchise contract with JCDeaux regarding street furniture.

By endorsement to your office's letters to the Board, you approve of Commissioner Kaufman's work on behalf of the Paley Center and NYC Tourism and her participation in the Paley Center's and NYC Tourism's business dealings with the City.

Relevant Law

Charter Section 2604(b)(2), as interpreted in Board Rules Section 1-13, prohibits a public servant's use of City time or resources for non-City purposes.

Board Rules Section 1-13(e) provides that an agency head may designate a public servant to perform work on behalf of a not-for-profit corporation, association, or other such entity that operates on a not-for-profit basis, including serving as a board member or other position with fiduciary responsibilities, provided that: (i) there is a demonstrated nexus between the proposed activity, the public servant's City job, and the mission of the public servant's agency, and such work furthers the agency's mission and is not undertaken primarily for the benefit or interests of the not-for-profit; (ii) the designated public servant takes no part in the entity's business dealings with the City at the entity or at his or her agency; and (iii) within 30 days the written designation is disclosed to the Board and will be posted on the Board's website. See Board Rules Section 1-13(e)(1)(i).

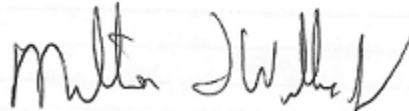
A public servant designated pursuant to Board Rules Section 1-13(e)(1) may take part in the entity's business dealings with the City at the entity and/or at his or her agency if, after written approval of the agency head, the Board determines that there is a demonstrated nexus between the proposed participation, the public servant's City job, and the mission of the public servant's agency; and that such participation furthers the agency's mission and is not undertaken primarily for the benefit or interests of the not-for-profit entity. See Board Rules Section 1-13(e)(2).

Advice

Based on your representations and your written designation pursuant to Board Rules Section 1-13(e)(1), the Board has determined that there is a demonstrated nexus between Commissioner Kaufman's City job, her proposed work for the Paley Center and NYC Tourism, and the mission of MOME. The Board has also determined that Commissioner Kaufman's participation in the business dealings between the City and the Paley Center and NYC Tourism, as described above, furthers MOME's mission to promote the City's creative industries and is not undertaken primarily for the benefit or interests of the Paley Center or NYC Tourism. Therefore, the Board has determined that Commissioner Kaufman may participate in the business dealings between the City and the Paley Center and NYC Tourism.

The advice conveyed in this letter is conditioned on the correctness and completeness of the facts supplied to us. If such facts are in any respect incorrect or incomplete, the advice we have given to you may not apply. If at any time you would like further advice based on a change of circumstances or additional information, please contact us.

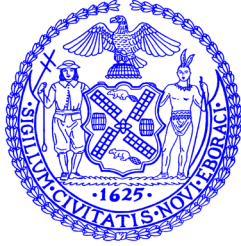
Very truly yours,

A handwritten signature in black ink, appearing to read "Milton L. Williams Jr.", written over a light blue horizontal line.

Milton L. Williams Jr.
Chair

cc: Fernando A. Bohorquez Jr.
Wayne G. Hawley
Ifeoma Ike
Georgia M. Pestana

Lori Barrett-Peterson
Pat Swinney Kaufman



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www.nyc.gov/ethics

November **, 2023

Commissioner Pat Swinney Kaufman
New York City Mayor's Office of Media and Entertainment
Office of the New York City Mayor
City Hall
New York, New York 10007

Re: Conflicts of Interest Board Case No. 2023-695 (Lori Barrett-Peterson)

Dear Commissioner Kaufman:

This is in response to your letter to the Conflicts of Interest Board (the "Board"), received September 25, 2023, and subsequent communications between your office and Board staff, designating, pursuant to Board Rules Section 1-13(e)(1), Lori Barrett-Peterson, a New York City Mayor's Office of Media and Entertainment ("MOME") employee, to use City time and City resources to perform work for New York City Tourism + Conventions. You also request a determination by the Board, pursuant to Board Rules Section 1-13(e)(2), that Ms. Barrett-Peterson may take part in NYC Tourism's business dealings with the City.

Relevant Facts

You advise that at MOME Ms. Barrett-Peterson is General Counsel. She oversees MOME's legal matters and managed the negotiation and drafting of a Memorandum of Understanding ("MOU") with the New York City Department of Small Business Services ("SBS") for MOME to fund NYC Tourism's programs that promote media and entertainment in the City. She continues to be involved in decisions at MOME regarding the execution of the MOU.

You further advise that, as the MOME Commissioner, you serve as a member of the board of directors of NYC Tourism, and you have designated Ms. Barrett-Peterson to serve as your alternate on the NYC Tourism board of directors. NYC Tourism is the official marketing organization and convention and visitors bureau for the City. According to its bylaws, the Mayor appoints up to five City officials to NYC Tourism's board of directors, which presently has 106 members representing a variety of sectors in the City, including travel and tourism, the arts, marketing, media, and education. Members serve two-year terms and are often reappointed. NYC Tourism is the holder of a sole-source contract with SBS to provide tourism, marketing, and licensing services to the City. NYC Tourism also acts as the City's agent to execute aspects of two other contracts: (1) the New York

City Office of Technology and Innovation's contract with CityBridge for the LinkNYC system; and (2) DOT's franchise contract with JCDeaux regarding street furniture.

By your letter to the Board, you approve of Ms. Barrett-Peterson's work on behalf of NYC Tourism and her participation in NYC Tourism's business dealings with the City, stating that such participation would further MOME's mission.

Relevant Law

Charter Section 2604(b)(2), as interpreted in Board Rules Section 1-13, prohibits a public servant's use of City time or resources for non-City purposes.

Board Rules Section 1-13(e) provides that an agency head may designate a public servant to perform work on behalf of a not-for-profit corporation, association, or other such entity that operates on a not-for-profit basis, including serving as a board member or other position with fiduciary responsibilities, provided that: (i) there is a demonstrated nexus between the proposed activity, the public servant's City job, and the mission of the public servant's agency, and such work furthers the agency's mission and is not undertaken primarily for the benefit or interests of the not-for-profit; (ii) the designated public servant takes no part in the entity's business dealings with the City at the entity or at his or her agency; and (iii) within 30 days the written designation is disclosed to the Board and will be posted on the Board's website. See Board Rules Section 1-13(e)(1)(i).

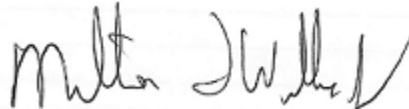
A public servant designated pursuant to Board Rules Section 1-13(e)(1) may take part in the entity's business dealings with the City at the entity and/or at his or her agency if, after written approval of the agency head, the Board determines that there is a demonstrated nexus between the proposed participation, the public servant's City job, and the mission of the public servant's agency; and that such participation furthers the agency's mission and is not undertaken primarily for the benefit or interests of the not-for-profit entity. See Board Rules Section 1-13(e)(2).

Advice

Based on your representations and your written designation pursuant to Board Rules Section 1-13(e)(1), the Board has determined that there is a demonstrated nexus between Ms. Barrett-Peterson's City job, her proposed work for NYC Tourism, and the mission of MOME. The Board has also determined that Ms. Barrett-Peterson's participation in the business dealings between the City and NYC Tourism, as described above, furthers MOME's mission to promote the City's creative industries and is not undertaken primarily for the benefit or interests of NYC Tourism. Therefore, the Board has determined that Ms. Barrett-Peterson may participate in the business dealings between the City and NYC Tourism.

The advice conveyed in this letter is conditioned on the correctness and completeness of the facts supplied to us. If such facts are in any respect incorrect or incomplete, the advice we have given to you may not apply. If at any time you would like further advice based on a change of circumstances or additional information, please contact us.

Very truly yours,

A handwritten signature in black ink, appearing to read "Milton L. Williams Jr.", written over a light blue horizontal line.

Milton L. Williams Jr.
Chair

cc: Fernando A. Bohorquez Jr.
Wayne G. Hawley
Ifeoma Ike
Georgia M. Pestana

Jake Dore
Lori Barrett-Peterson



THE CITY OF NEW YORK
MAYOR'S OFFICE OF MEDIA & ENTERTAINMENT

December 11, 2023

New York City Conflicts of Interest Board
2 Lafayette Street, Suite 1010
New York, NY 10007

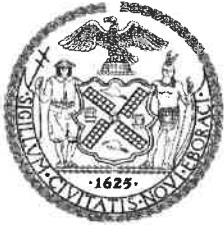
Dear Conflicts of Interest Board Members:

I write pursuant to Conflicts of Interest Board Rule section 1-13(e), to designate Kwame Amoaku, Deputy Film Commissioner for the Mayor's Office of Media and Entertainment ("MOME"), to serve as a judge for the Alliance for Downtown New York, Inc.'s ("Downtown Alliance") [Explorer in Chief Contest](#) (the "Contest") and to use reasonable and incidental City time and City resources in his work as a judge. As set forth below, there is a demonstrated nexus between Mr. Amoaku's City job, his participation with the Contest, and the mission of the Mayor's Office of Media and Entertainment.

MOME's mission is to support and strengthen New York City's creative economy and make it accessible to all. The agency advances industry and workforce development across NYC's creative sectors of film, tv, theatre, music, video games, advertising, publishing, and digital media, operates a television and radio network, and issues access credentials to news media. In furtherance of its mission, MOME leads a variety of educational, industry, and workforce development initiatives to support the development of the creative industries and the creation of jobs for New Yorkers.

In his role as Deputy Film Commissioner at MOME, Mr. Amoaku is the principal advisor on the City's film production policy. His duties include, but are not limited to, promoting New York City as a premier location for production, developing and maintaining relationships with key industry stakeholders, and overseeing the film permitting process.

Downtown Alliance is a 501(c)(3) nonprofit that manages the Downtown-Lower Manhattan Business Improvement District, providing supplemental sanitation and security, economic development, streetscape and transportation improvements, marketing and enhanced tourist services. Its mission is to "provide service, advocacy, research and information to advance Lower Manhattan as a global model of a 21st century Central Business District for businesses, residents and visitors." The Mayor and other



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elected officials serve as members of the board of directors for Downtown Alliance. The Explorer in Chief Contest awards someone the opportunity to live free of charge for a summer and act as Lower Manhattan's documentarian. Launching in 2020, the inaugural Contest received seven hundred application videos from forty states and thirty countries across the globe. Fifteen semi-finalists were selected from the applicants, and a panel of judges selected three finalists for a round of video interviews. Impeded by Covid, the Contest's winner, Josh Katz, documented his downtown residency over the summer of 2021, which resulted in seventy-six Instagram posts, viral videos reaching more than 172,000 views, and featured pieces on more than fifty local people and businesses. Downtown Alliance wishes to give some lucky applicant the "ultimate summer dream job" again in 2024.

MOME performed a search of CheckbookNYC and the City appears to have not contracted with Downtown Alliance since 2018. Downtown Alliance is listed as a client of the lobbyist CMW Strategies LLC in the NYC e-lobbyist database.

Kwame Amoaku's role as a Judge of the Explorer in Chief Contest will be complementary to his role at MOME and will further the purposes and interests of the City. As MOME's Deputy Film Commissioner, his expertise in film production has him uniquely qualified to evaluate applicants based on their ability to make documentary films and present the City as a premier location for production. His involvement will also allow him to develop and strengthen his relationship with Downtown Alliance should any issues ever arise during filming throughout Lower Manhattan. His participation as a judge will require him to review fifteen video submissions and attend a panel in the Spring to assess the applicants during City work hours and the occasional phone call or sending of an email during work hours using a work computer. If Downtown Alliance has future business dealings with the City or MOME, Mr. Amoaku will take no part in them.

Sincerely,

Pat Swinney Kaufman, Commissioner
Mayor's Office of Media and
Entertainment

cc: Kwame Amoaku
Lori Barrett-Peterson
Jake Dore