



MEDIA CONTACT:
Peter Griffith
Phone: (213) 225-8491
Fax: (213) 892-0093
E-mail: pgriffith@lahsa.org

For Immediate Release

Mayor Antonio Villaraigosa Appoints Hollywood Property Owners Alliance Chief Kerry Morrison to Los Angeles Homeless Services Authority Commission

Los Angeles, CA, September 30, 2011 – The Los Angeles Homeless Services Authority (LAHSA) today announced that the City Council confirmed Mayor Antonio Villaraigosa’s appointment of Ms. Kerry Morrison to LAHSA’s Board of Commissioners.

Ms. Morrison is the Executive Director of the Hollywood Property Owners Alliance (HPOA) which manages both the Hollywood Entertainment District, a property-based business improvement district made up of more than 300 owners, and the Sunset and Vine Business Improvement District. She has led the organization since 1996.

Before joining HPOA, Ms. Morrison held key leadership positions with the California Association of Realtors. These positions include Vice President of the Business Services Group, Vice President of Public Affairs and Director of Local Governmental and Political Affairs. She is a member of LAHSA’s Continuum of Care Coordinating Council and the Home For Good Business Task Force to End Homelessness. Ms. Morrison is a founder of Hollywood 4WRD, a community coalition to end homelessness.

“Kerry Morrison is well known for her efforts to end homelessness in Hollywood and I know she will do a remarkable job as a member of LAHSA’s Commission,” said Michael Arnold, Executive Director of LAHSA. “Our fight to end homelessness in these challenging times calls for innovative leadership and that’s what Ms. Morrison brings to LAHSA’s Board.”

"As an established business and civic leader, Kerry Morrison has a proven track record of fighting for the interests of our city’s most vulnerable population—our homeless," said Los Angeles City Mayor Antonio Villaraigosa. "Kerry’s ability to leverage resources and partnerships in the business and philanthropic community will help the City's efforts to house and care for our homeless population."

About the Los Angeles Homeless Services Authority: The Los Angeles Homeless Services Authority (LAHSA) is a joint powers authority of the City and County of Los Angeles, created in 1993 to address the problems of homelessness in Los Angeles County. LAHSA is the lead agency in the HUD-funded Los Angeles Continuum of Care, and coordinates and manages over \$70 million annually in federal, state, county and city funds for programs providing shelter, housing and services to homeless persons. It is governed by a politically appointed, 10-member Commission. Five members are selected by the County Board of Supervisors and five are chosen by the Mayor and City Council. The Commission has the authority to make budgetary, funding, planning and program policies. For more information, please visit: www.lahsa.org.

#