



Date: November 13, 2014
To: Mayor and Members of the City Council
From: Patrick H. West, City Manager *T. West*
Subject: Communications Staffing in the City Manager's Office

In keeping with the Mayor and City Council's interest in enhancing the City's public communication efforts, I have temporarily reassigned Kerry Gerot, Airport Public Affairs Officer, to the City Manager's Office as Acting Public Affairs Officer. Kerry has a wealth of experience in communications and public affairs. Prior to coming to work for Long Beach Airport in 2011, Kerry accumulated 20 years of experience working in media marketing, publishing, entertainment, and private jet terminal management. She possesses Bachelors and Masters Degrees from the University of Southern California.

Kerry will help strengthen all the great work our Communications Team already does by providing leadership in strategic communications development, overseeing communications functions, coordinating department PIOs, guiding marketing efforts and the preparation of marketing materials, and providing leadership for press conferences and press events. Kerry's appointment is expected to last approximately six months.

Kerry will be transitioning from Airport over the next two weeks. Please join me in welcoming her to City Hall.

PHW:TM:GH

cc: Jyl Marden, Interim Assistant City Manager
Tom Modica, Deputy City Manager
City Department Heads