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THE COMMUNITY OF BUSINESS

Wednesday, January 24, 2018

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LA 500: Kerry Morrison

Civic Leaders

Thursday, August 10, 2017

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Kerry Morrison

Executive Director, Hollywood Property Owners Alliance

Kerry Morrison is executive director of the nonprofit that manages the Hollywood Entertainment and Sunset & Vine business improvement districts. Morrison was appointed by Mayor Antonio Villaraigosa to serve on the Los Angeles Homeless Services Authority in September 2011, and she served as chairwoman in 2014-15. She also serves on the Home for Good Business Task Force to End Homelessness and on the board at the Center in Hollywood, which serves Hollywood's homeless. She is a founder of Hollywood 4WRD, and served on the Hollywood Police Activities League board for more than 10 years.

Enjoy most: Working alongside people who believe in Hollywood to help this community flourish.

Toughest challenge: Seeing the increase in our homeless population despite years of working to build coalitions and seek resources.

Proudest moment: Receiving the Crystal Eagle from Coro Southern California last year was a thrilling moment.

Best advice: Listen attentively. Be grateful. Speak truth. Serve first. Plant seeds of change.

Beverage: Silver Oak Cabernet.

Alma maters: BS, Santa Clara University; MPA, USC.

Bucket list: Take oboe lessons.

Hobby/passion: Calligraphy.

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