



ANTONIO R. VILLARAIGOSA
MAYOR

March 2, 2007


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

Honorable Members:

Subject to your confirmation, I have today appointed Ms. Elva Yañez to the Santa Monica Mountains Conservancy. Ms. Yañez will fill the vacancy created by Edward Begley, Jr., whom I removed on March 2, 2007.

I certify that in my opinion Ms. Yañez is especially qualified by reason of training and experience for the work that will devolve upon her, and that I make the appointment solely in the interest of the City.

Very truly yours,


ANTONIO R. VILLARAIGOSA
Mayor

ARV:ls

Attachment

Attachment I
Ms. Elva Yañez

Residence: 4627 Harriman Ave.
Los Angeles, CA 90032
Council District 14
East L.A. APC
Home: 323-255-5843
Office: 323-221-2255

COMMISSION APPOINTMENT FORM

Name: Elva Yañez
Commission: Santa Monica Mountains Conservancy

End of Term:

Appointee Information

1. **Race/ethnicity:** Latina
2. **Gender:** Female
3. **Council district and neighborhood of residence:** 14 - East L.A.
4. **Are you a registered voter? Yes** **Address:** 4627 Harriman Ave.
Los Angeles, CA 90032
5. **Prior commission experience:** None
6. **Attendance record of past commission appointment(s):**
7. **Highest level of education completed:**
8. **Occupation/profession:** Administrator
9. **Experience(s) that qualifies person for appointment:** See attached resume
10. **Purpose of this appointment:** Replacing removed commissioner
11. **Current composition of the commission (excluding appointee):**

Member	Appointed by
James Berkus	Governor
Bryan Cash	California Resource Agency
Elizabeth A. Cheadle	Senate Rules Committee
Jerome C. Daniel	Los Angeles County Supervisor
Antonio Gonzalez	Assembly Speaker
Linda Parks	Ventura County Supervisor
Ronald P. Schafer	California Department of Parks
Woody Smeck	Santa Monica Mountains Recreation Area Superintendent
Edward Begley, Jr.	Mayor of Los Angeles

CURRICULUM VITAE

Elva Yañez
4627 Harriman Ave.
Los Angeles, CA 90032
(323) 221-2255 x 11 work
(323) 397-1554 cell
eyanez@audubon.org

EDUCATION

- Masters of Science, University of Southern California, School of Library and Information Management
- Bachelor of Arts in Spanish Literature, Mills College

RELEVANT EXPERIENCE

DIRECTOR, AUDUBON CENTER AT DEBS PARK. 4700 N. Griffin Ave., Los Angeles, CA 90031. September 2006 – present.

The Audubon Center is an urban environmental education center that promotes a culture of conservation in East Los Angeles and beyond by connecting children and their families to nature and the urban wilderness that lies within Ernest P. Debs Park's 282 acres. Responsible for all operational aspects of the Center including: development and implementation of age-appropriate and community relevant outreach, educational and advocacy programs; fundraising from public and private sources; operation and maintenance of a LEED certified "green" building; management and environmental restoration of 17 acres of leased parkland; marketing and promotion of the Center including outreach to and collaboration with residents, organizations, government officials and other stakeholders; and, administration of the Center including strategic planning, needs assessment and evaluation, supervision of four staff, and fiscal management.

Trust for Public Land

DIRECTOR, CENTER FOR PARKS AND HEALTH. 3250 Wilshire Blvd., #2003, Los Angeles, CA 90010. October 2005 – September 2006.

Conceptualized and secured \$450,000 in private foundation funding to implement the Healthy Parks, Healthy Communities program. This innovative program links health disparities to park inequities, and promotes increased public funding of parks and open space as a viable strategy to prevent obesity by increasing opportunities for physical activity in low-income communities of color. Duties: administer three grant-funded projects focusing on constituency-building and policy advocacy; provide technical assistance services; develop and conduct training workshops; analysis of emerging policy issues; development of position papers, reports and other documentation; develop partnerships with community-based organizations, government agencies, and elected officials; coordinate applied research projects with in-house geographic information systems unit and external researchers; make public presentations; supervise professional and administrative staff.

DIRECTOR, LOCAL GOVERNMENT RELATIONS. 3250 Wilshire Blvd., #2003, Los Angeles, CA 90010. February 2004 – September 2005.

Responsible for fostering new sources of land conservation funding at the local government level in the state of California through ballot measures and other funding sources, and building a constituency for parks and open space among underserved communities. Duties included: provision of technical assistance regarding public financing mechanisms, programs and ballot measures for parks and open space to local jurisdictions and community-based organizations; support the development and implementation of specific ballot measures; program design and fundraising.

Robert Wood Johnson Foundation Tobacco Policy Initiatives

DEPUTY DIRECTOR/POLICY DIRECTOR. The Praxis Project, 1750 Columbia Road, Washington, DC 20009. July 2002 - February 2004. (Based in Los Angeles.)

Duties included: development and implementation of grant making protocols and procedures for a new Robert Wood Johnson Foundation funded initiative, the Policy Advocacy for Tobacco and Health (PATH) Program; develop and implement systems and procedures to monitor and coordinate grantees, and provide them technical assistance on tobacco policy and other relevant issues; grant administration and monitoring; coordination of site visits; analysis of emerging policy issues; development of position papers, reports and other documentation; coordination and implementation of trainings; serve as the Executive Director's acting deputy to coordinate staff and work in the Executive Director's absence; assist in the coordination of the senior management team; and, liaison with the PATH National Advisory Committee, the Praxis Project's Board of Directors, partner organizations and agencies, and the public at large.

REGIONAL GRANT LIAISON OFFICER. SmokeLess States National Policy Initiative, American Medical Association, 515 North State Street, Chicago, IL 60610. January 2001 - July 2002. (Based in Los Angeles.)

As part of a \$56 million, Robert Wood Johnson Foundation funded national tobacco policy initiative, duties included: participated in grant review processes; assisted in the administration of grants to seven statewide coalitions; conducted site visits to monitor grantee activities; provision of technical assistance in the areas of tobacco policy, coalition-building, media advocacy and grassroots organizing; assisted in staff functions for the National Advisory Committee; coordinated technical assistance with fellow Grant Officers and other national tobacco control organizations; development of position papers, reports and other documentation; development and delivery of public presentations and trainings; other duties as assigned.

SENIOR ASSOCIATE DIRECTOR. Americans for Nonsmokers' Rights, 2530 San Pablo Ave., Suite J, Berkeley, CA 94702. January 1996 - January 2001.

Duties included: established and implemented the legislative priorities and objectives for a national advocacy organization; provided technical assistance to advocates, elected officials and the media throughout the U.S. regarding tobacco policy, advocacy, and industry interference with

tobacco control efforts; managed specific legislative campaigns; developed policy papers, grant proposals and other written materials; negotiated and administer grants and contracts; administration of the ANR Foundation Local Tobacco Control Ordinance Database[®]; monitored, analyzed and documented tobacco industry interference with tobacco control efforts; participated in the design of the ANR Foundation Tobacco Industry Tracking Database[®] and development of the ANR Foundation Thesaurus[®]; developed curriculum and conducted trainings on tobacco control policy issues; made public and media presentations; supervision of professional staff.

PROJECT DIRECTOR. California Latino Alcohol and Other Drug Coalition, 360 Grand Ave., #234, Oakland, CA 94610. 1993 - 1994.

Conceptualized, secured funding for, and organized the first statewide conference on alcohol policy and advocacy initiatives in California's Latino communities (July 19-22, 1994); organized a statewide network of Latinos working in the alcohol, tobacco and other drug field; participated in local, state and national advocacy coalitions; developed the administrative structure, programmatic agenda and core funding for this emerging organization specializing in public policy and media advocacy initiatives; delivered presentations to the public and media; monitored legislation relevant to organizational interests; developed materials. (This organization subsequently changed its name to Latinos and Latinas for Health Justice.)

PUBLIC AWARENESS DIRECTOR/MEDIA CONSULTANT. East Oakland Fighting Back, 10 Eastmont Mall, Suite 8, Oakland, CA 94605. August 1992 - November 1993.

Implemented a public awareness campaign for a community-based, collaborative program to reduce the demand for alcohol and other drugs in East Oakland; organized the Coalition on Alcohol Outlet Issues to involve community groups and residents in a successful public policy initiative involving land use regulation to reduce the number of alcohol outlets in Oakland and regulate outlet operations; conducted a media advocacy campaign in support of the Coalition's goals; publicized East Oakland Fighting Back programs through major Bay Area media outlets; promoted specific alcohol and other drug policy positions via media advocacy techniques; conceptualized and organized events (e.g., trainings and symposia) to educate stakeholders and relevant community sectors; developed written materials to support public awareness initiatives including fact sheets, issue summaries, articles, newsletters, etc.; delivered presentations to the public and media for education and outreach. (*Please see the Berkeley Media Studies Group case study for details about the campaign and my role: <http://www.bmsg.org/content/Issue3.pdf>.)*

ASSOCIATE DIRECTOR/RESOURCE CENTER. Marin Institute for the Prevention of Alcohol and Other Drug Problems, 24 Belvedere St., San Rafael, CA 94901. 1989 - 1992.

Designed and implemented a state-of-the-art information system in the area of alcohol and other drug problem prevention; managed the Resource Center; supervised professional and support staff; participated in Institute trainings; provided of technical assistance and information services to Institute constituencies; developed materials; performed advocacy outreach for special populations, specifically the Latino community; participated in relevant professional organizations and coalitions; delivered presentations to the public and media.

ADDITIONAL EXPERIENCE

LIBRARIES

***LIBRARY DIRECTOR.* Prevention Research Center, 2532 Durant Ave., Berkeley, CA 94704. 1987 - 1989.**

Administered and managed library services; provided general reference services, including online bibliographic database searching; developed the library collection; acquired library materials; supervised professional and work-study staff; developed policies and procedures, reports and other administrative tools; developed a proposal to construct a comprehensive, conventional thesaurus for the alcohol and other drug field.

***LIBRARIAN.* Manalytics, Inc., 625 Third St., San Francisco, CA 94107. 1985 - 1987.**

Administered and managed a research library and archives for this transportation economics consulting firm; provided general reference services, including on-line searching; collection development; acquisition of library materials; cataloging and classification of library materials, corporate reports and work papers; and supervision of library technician.

***CLINICAL LIBRARIAN.* University of Southern California, Norris Medical Library, 2003 Zonal Ave., Los Angeles, CA 90033. 1982 - 1984.**

General reference; bibliographic instruction; on-line database searching; management of two hospital libraries affiliated with Norris through contractual agreement; supervision of clerical staff; participation in Library and University committees.

***ASSOCIATE LIBRARIAN.* Los Angeles Times, Editorial Library, Times Mirror Square, Los Angeles, CA 90053. 1980 - 1982.**

Indexed articles from all sections of a major metropolitan newspaper; provision of reference services to journalists utilizing in-house clip file and the library's reference collection; project manager for the development of a controlled vocabulary (thesaurus) for use in the full-text newspaper database.

RESEARCH

***RESEARCH ASSISTANT.* University of Southern California, Andrus Gerontology Center, Social Policy Laboratory, University Park, Los Angeles, CA 90007. 1977 - 1978.**

Management of information activities involved in the literature review phase of federal research project; acquisition, organization and indexing of project documentation.

***RESEARCH ASSISTANT.* Los Padrinos of Southern California, Inc., 900 S. Inland Center Drive, San Bernardino, CA 92408. April - August 1977.**

Design of data gathering forms for a county-wide needs assessment project; interviewed organizational representatives; profiled agencies; collection of statistical data from local government and private sources; development of a volume of profiles of local service agencies and organizations providing services to the Chicano community.

RESEARCH ASSISTANT. Technical Systems Institute, 801 S. Garfield Ave., Alhambra, CA 91801. June - September 1976.

Assistance in the preparation of the literature review of a California state funded study of alcohol problems in the Mexican American community; abstracted English and Spanish language documents; bibliographic research; edited proposals.

SELECTED PUBLICATIONS

Healthy Parks, Healthy Communities: Addressing Health Disparities and Park Inequities through Public Financing of Parks, Playgrounds and Other Physical Activity Settings. Los Angeles: Trust for Public Land, 2005. (Co-author: Wendy Muzzy)

Editor, *Preemption: Taking the Local Out of Tobacco Control.* Chicago: American Medical Association, 2002.

“Growing Up With Gunfire and Death,” *San Francisco Examiner*, (op-ed), October 10, 1997.

“Politica y Cultura: Latino Communities Address Alcohol Problems Through Policy and Advocacy,” *Prevention Pipeline*, 8(1), January/February, 1995, 7-10.

“Ad and Alcohol Industries Target Latinos,” *EXTRA!, Special Issue: Focus on Racism in the Media*, 5(5), July/August, 1992: 24-25.

Pura Vida? Puras Mentiras!: The Alcoholic Beverage Industry Targeting of Latinos [scripted slide show]. San Rafael, CA: The Marin Institute for the Prevention of Alcohol and Other Drug Problems, 1992.

“The Development and Construction of a Comprehensive Alcohol/Drug Thesaurus: A Position Paper,” solicited by the U.S. Office for Substance Abuse Prevention. Berkeley, CA, May 1988.

“The Spanish Speaking Mental Health Research Center Bibliographic Data Base,” *Reference Quarterly*, 19(4), Summer, 1980: 354-359. (Co-author: Edward J. Kazlauskas)

“The Uses of Automated Data Bases in the Development of an Hispanic Data Base,” Ann Arbor, MI: National Chicano Research Network, 1979. Available from ERIC Microfiche, ED 184766. (Co-author: Richard Chabran)

SELECTED TRAININGS AND PRESENTATIONS

“Preemption in Public Health: The Dynamics of Clean Indoor Air Laws,” panel presentation, *The Public’s Health and the Law in the 21st Century*, Atlanta, GA, June 16-18, 2003.

“Communities of Color and Clean Indoor Air Policies: Challenges and Opportunities,” keynote presentation, *Centers for Disease Control and Prevention, Office on Smoking and Health, National Program Manager’s Meeting*, Atlanta, GA, May 13-16 2003.

“Data Needs Related to Secondhand Smoke Exposure, Clean Indoor Air Policies and Disparate Populations,” plenary presentation, *National Conference on Tobacco and Health Disparities*, Tampa, FL, December 11-13, 2002.

“Effective Strategies for Mobilizing Communities of Color in Clean Indoor Air Campaigns,” panel presentation, *National Conference on Tobacco or Health*, San Francisco, CA, November 19-21, 2002.

“Tobacco Control in Montana,” keynote presentation, *Montana Tobacco Policy Conference*, Helena, MT, October 15, 2002.

“Preemption: The Tobacco Industry’s Top Legislative Priority,” workshop, *8th Annual Tobacco Use Prevention Training Institute*, sponsored by the Center for Health Promotion and Disease Prevention at the University of North Carolina at Chapel Hill and the U.S. Centers for Disease Control and Prevention, Kansas, MO, July 7 - 12, 2002.

“Culturally Competent Clean Indoor Air Organizing,” *8th Biennial Symposium on Minorities, the Medically Underserved, & Cancer*, sponsored by the Intercultural Cancer Council and the Baylor College of Medicine, Washington, DC, February 6-10, 2002.

“Recruiting and Mobilizing the Grassroots,” and “Research and Environmental Tobacco Smoke,” panel presentations, *11th World Conference on Tobacco or Health*, Chicago, IL, August 6-11, 2000.

“The Secret Tobacco Industry Documents: What Did They Know and When Did They Know It?” panel presentation, *American Public Health Association 127th Annual Meeting*, Chicago, IL, November 7-11, 1999.

“The Use of Media Advocacy in Community-Based Policy Initiatives,” plenary presentation for a special session, “Public Health in the Spotlight: The Media, Community and Promoting Change,” *American Public Health Association 123rd Annual Meeting*, San Diego, CA, October 29 - November 2, 1995.

“Reducing Alcohol and Drug Related Violence,” workshop presentation, *Preventing Violence...A Vision of Hope: A Conference for the California Attorney General’s Office*, Sacramento, September 27-29, 1995.

“New Markets, New Victims: Tobacco, Alcohol and the Hispanic Community,” workshop presentation, *9th Biennial National Conference on Hispanic Health and Human Services (COSSMHO)*, Chicago, IL, March 26-29, 1992.

REFERENCES

Available upon request



ANTONIO R. VILLARAIGOSA
MAYOR

March 2, 2007

Ms. Elva Yañez
4627 Harriman Ave.
Los Angeles, CA 90032

Dear Ms. *Yañez* Yañez:

I am pleased to inform you that I hereby appoint you to the Santa Monica Mountains Conservancy. In order to complete the process as quickly as possible, there are several steps that must be taken, many of which require a trip downtown. If you require parking during these procedures, please call my Office at (213) 978-0600 and my staff will arrange it for you.

To begin the appointment process, please review, sign and return the enclosed City Commissioner Ethics Pledge, Commission Remuneration Form and Undated Separation Form **within one week** of receiving this letter. These documents are necessary to help us ensure the most efficient, open and accountable City government possible. Further, Mayor's Office policy requires you to be fingerprinted as part of the background check that is done on all potential Commissioners. To do so, please bring this letter to the Background Unit of Employment Services Division, Personnel Department Building, 700 East Temple Street, Room 235, Los Angeles, (213) 473-9343 or (213) 473-9342. Fingerprints must be taken **within three working days** from the receipt of this letter.

Under separate cover 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. City law requires that you complete and return this form **within 21 days** of your nomination to the City Ethics Commission, 200 North Spring Street, City Hall, 24th Floor, Los Angeles, California 90012. Any inquiries regarding this form should be directed to the Ethics Commission at (213) 978-1960.

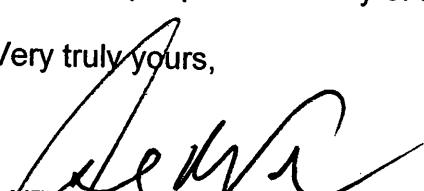
Ms. Elva Yañez
March 2, 2007
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To assist you with the confirmation process, members of the Mayor's staff will arrange for you to meet with Jose Huizar, your Councilmember, and Councilmember Tom La Bonge, the Chair of the Arts, Parks, Health and Aging Committee, to answer any questions they may have. You will be hearing from a City Council committee clerk who will let you know when your appointment will be considered by the Arts, Parks, Health and Aging Committee. Some time thereafter, you will also be notified by the committee clerk when your appointment will be presented to the full City Council for confirmation. Once you are confirmed, you may be required to take the oath of office in the City Clerk's Office, Room 395, City Hall.

If you move at any point during your term, have any changes in your telephone numbers, or in the future plan to resign (resignation must be put in writing), please contact my office immediately.

Warmest congratulations and thank you for agreeing to continue helping in my efforts to serve the people of the City of Los Angeles.

Very truly yours,



ANTONIO R. VILLARAIGOSA
Mayor

ARV:ls



ANTONIO R. VILLARAIGOSA
MAYOR

March 2, 2007

Edward Begley Jr.
3850 Mound View Avenue
Studio City, CA 91604

Dear Mr. ^{EB}Begley:

Thank you for your service on the Santa Monica Mountains Conservancy. Los Angeles thrives because of the willingness of so many of its diverse and talented residents to dedicate their time and energy to making the City a better place.

In the spirit of giving more Angelenos an opportunity to serve their City, I have decided to make my own appointment to your position on the Santa Monica Mountains Conservancy. Although your term of service has expired, I appreciate your continued service until your replacement is confirmed to ensure a smooth transition.

Thank you for your love of Los Angeles and for the many hours you have dedicated to the Santa Monica Mountains Conservancy.

Very truly yours,


ANTONIO R. VILLARAIGOSA
Mayor

AV:ls

*You've been
such an
incredible
advocate and ally.*

