



ANTONIO R. VILLARAIGOSA
MAYOR

January 17, 2012


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

Honorable Members:

Subject to your confirmation, I have today appointed Ms. Zeeda M. Daniele to the Rent Adjustment Commission for the term ending May 20, 2014. Ms. Daniele will fill the vacancy created by Belinda Vega, who has resigned.

I certify that in my opinion Ms. Daniele 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:sd

Attachment

COMMISSION APPOINTMENT FORM

Name: Zeeda M. Daniele
Commission: Rent Adjustment Commission
End of Term: May 20, 2014

Appointee Information

1. Race/ethnicity: African American
2. Gender: Female
3. Council district and neighborhood of residence: 4 - South Valley
4. Are you a registered voter? Yes
5. Prior commission experience:
6. Attendance record of past commission appointment(s):
7. Highest level of education completed: BA, Political Science
8. Occupation/profession: Senior Deputy Director, Fannie Mae
9. Experience(s) that qualifies person for appointment: See attached resume
10. Purpose of this appointment: Replacing resigned commissioner
11. Current composition of the commission (excluding appointee):

Commissioner	APC	CD	Ethnicity	Gender	Date Appointed	Tern Ends
Cha, Alex	Central	1	Asian Pacific Islander	M	22-Sep-09	20-May-14
Daar, Jeffrey J.	North Valley	12	Caucasian	M	18-Feb-03	20-May-14
Lacey, JC	East LA	14	Latino	M	23-Aug-10	20-May-14
Leftwich, Paula G.	South	8	African American	F	02-Nov-94	20-May-14
Muniz, Ramon	East	1	Latino	M	29-Oct-03	20-May-14
Townsend, Maria	North Valley	12	Latina	F	26-Sep-07	20-May-14
Vega, Belinda	Central	4	Latina	F	06-May-09	20-May-14

ZEEDA M. DANTELE

EXPERIENCED CORPORATE EXECUTIVE

Qualified for market outreach and development, mortgage origination sales staffing and management, real estate sales; housing construction, government, community and industry relations roles. 22+ years of experience with extensive contacts throughout Arizona, California, Nevada and Washington DC.

AREAS OF EXPERTISE

REO Sales and Marketing	Strategic Planning	Mortgage Originations
Foreclosure Prevention	Staff Recruitment and Mgmt	Budget Management
Government and Industry Relations	SF Home Construction	

PROFESSIONAL EXPERIENCE

Fannie Mae Senior Deputy Director	Los Angeles, California 02/02 - Present
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- Support corporate mission to increase the supply of affordable housing and the minority homeownership rate by identifying, creating, maintaining and leveraging relationships with non-profit organizations, government agencies (Federal, State and Local), financial institutions and other housing related industry partners.
- Managed corporate activities related to Neighborhood Stabilization in Arizona, California and Nevada. Helped external partners access Fannie Mae REO's in order to leverage programs such as NSP I, II, and III, HOME, CDBG and Redevelopment Authority funds.
- Support corporate and partner based activities related to foreclosure prevention. Lead efforts to increase borrower and key stakeholder awareness and understanding of foreclosure programs such as HAMP, HARP, HAFA and portfolio products.
- Assist internal partners (single family, multi-family and community development) to sustain or increase market share in targeted areas. By gathering market information on local market conditions and trends, new product needs, grant and loan investments opportunities that allow the company to maintain a competitive edge.
- Identify opportunities to preserve and enhance Company's image as a leader in the housing industry.
- Identify market intelligence on local affordable housing polices designed to make a difference. Through consultation with internal and external partners to identify best practices and help implement those practices locally.

Citimortgage Inc. Vice President/Business Development Officer – Emerging Markets	Los Angeles, California 11/99 - 01/02
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- Supported Citimortgage Retail, Wholesale, Correspondent, Corporate and Telesales efforts to identify, create and manage relationships and opportunities focused on lending to low, moderate and minority families and targeted census tracts throughout Southern California and Nevada.
- Train and encourage mortgage lending staff pursue CRA/LMI lending customers.
- Increase Citibank retail mortgage and community development loan originations and fundings throughout targeted Western Region MSA by twenty-five percent.

Citibank FSB

Vice President/Community Banking Manager – Western Region

Van Nuys, California

06/97 - 11/99

- Created a team of real estate professionals to market mortgage loan products to targeted areas, income and ethnic groups. Target market generally included inner-city areas, individuals with modest incomes and under-served suburban areas. Assisted with the development and enhancement of product delivery systems. Marketing goals were accomplished by motivating team members to directly network with real estate sales professionals as well as certain non-profit organizations.
- Personally developed "**Partnership Relationships**" with numerous non-profit organizations such as Los Angeles Partners in Homeownership, Community Financial Resource Center, Cabrillo Community Development Center, Home Loan Counseling Center, Richmond/Los Angeles/Orange County NHS and SCANPH

Ford Consumer Finance

Account Executive

Brea, California

11/96 - 06/97

- Responsible for servicing existing and developing new mortgage broker/banker relationships within assigned territory.

First Interstate Mortgage/PHH Mortgage

Community Lending Manager

Los Angeles, California

06/93 - 11/96

- Joined organization with responsibility to establish and manage a de novo lending operation targeting low to moderate income borrowers. Goal was to enhance Bank's lending within inner-city communities and to minority borrowers. Personally responsible for hiring/training support staff, developing market strategies and product delivery.
- Worked closely with management to tailor products to fit the particular needs of the inner-city borrower while meeting credit quality guidelines. Conducted "Home Buyer" seminars to educate borrowers on the loan process and special programs designed for the low to moderate income borrower. Worked closely with city housing departments throughout Los Angeles County to link their specialty homebuyer programs.

Glendale Federal Bank

Branch Manager/Community Lending Officer (Inglewood, CA)

Glendale, California

10/89 - 06/93

- Established a de novo lending office designed to meet federally mandated requirements to enhance bank's lending to low to moderate income borrowers within inner-city communities.
- Conducted seminars designed to comply with Fannie Mae and Freddie Mac guidelines to educate the low to moderate income borrower on the loan process. Hired, trained and supervised a staff of four including three loan officers.

Education

Mesa College, San Diego, CA – Political Science (05/84)

General Contractors License #B-565658 (currently inactive)

Current Community Involvement

Board of Directors/President - Cabrillo Economic Development Corporation 1998 to present.

Board of Directors - Local Initiative Support Corporation 2003 to present.

Board of Directors - LA Family Housing 2008 to present.

Board of Directors - Los Angeles Neighborhood Housing Service 2004 to present.

Board of Directors - Enterprise Community Partners 2005 to present.



ANTONIO R. VILLARAIGOSA
MAYOR

January 17, 2012

Ms. Zeeda M. Daniele

Dear Ms. Daniele:

I am pleased to inform you that I hereby appoint you to the Rent Adjustment Commission for the term ending May 20, 2014. 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 Sui Duong in my Office at (213) 978-0724 and he will arrange it for you.

To begin the appointment process, please review, sign and return the enclosed City Commissioner Ethics Pledge, Commission Remuneration Form, Undated Separation Form and Background Release **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. 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 Shannon Prior at the Ethics Commission at (213) 978-1960.



Ms. Zeeda M. Daniele
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As part of City Council confirmation process, you will need to arrange a meeting with Tom LaBonge, your Councilmember, and Councilmember Tony Cardenas, the Chair of the Housing, Community and Economic Development 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 Housing, Community and Economic Development 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 will be required to take the oath of office in the City Clerk's Office, Room 395, City Hall. Deputy Mayor Mercedes Marquez's staff will be responsible to assist you during the confirmation process if you have questions.

Commissioners must be residents of the City of Los Angeles. 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:sd

Attachment I
Ms. Zeeda M. Daniele
January 17, 2012

Nominee Check List

I. Within three days:

- Get fingerprinted to complete background check.**
No appointment is necessary. Bring the Mayor's letter to:
Background Unit of Employment Services Division, Personnel
Department Building, 700 East Temple Street, Room 235, Los Angeles,
(213) 473-9343.

II. Within one week:

Mail or fax the following forms to: Office of the Mayor, Attn: Sui Duong, Office of
Legal Counsel, 200 N. Spring St., # 303, Los Angeles, CA 90012. Fax: (213)
978-0720.

- Ethics Pledge**
- Remuneration Form**
- Undated Separation Forms**
- Background Check Release**
- Commissioner Information Sheet/Voluntary Statistics**

III. Within 21 days:

File the following forms with the City Ethics Commission. *If you are required to
file, you will receive these forms in the mail from that office.*

- Statement of Economic Interest ("Form 700")**
*IMPORTANT: The City Council will not consider your nomination until
your completed form is reviewed by the Ethics Commission.*
- Residence Verification Form**

IV. As soon as possible, schedule a meeting with:

- Your City Councilmember Tom LaBonge** (contact at 213-473-7004).
- Councilmember Tony Cardenas, Chair of the Council Committee
considering your nomination** (contact at 213-473-7006).

A member of Deputy Mayor Mercedes Marquez's staff can assist you with these
arrangements. (Mayor's Office: 213-978-0600)