

ERIC GARCETTI
MAYOR

May 2, 2014

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

Honorable Members:

Subject to your confirmation, I have appointed Ms. Bricia Lopez to the Central Area Planning Commission for the term ending June 30, 2014 and for the subsequent term ending June 30, 2019. Ms. Lopez will fill the vacancy created by Franklin Acevedo, whom I removed effective June 30, 2014 or at the time Mr. Acevedo's successor is confirmed by the City Council.

I certify that in my opinion Ms. Lopez is qualified for the work that will devolve upon her, and that I make the appointment solely in the interest of the City.

Sincerely,

ERIC GARCETTI
Mayor

EG:dlg

Attachment

COMMISSION APPOINTMENT FORM

Name: Bricia Lopez
Commission: Central Area Planning Commission
End of Term: 6/30/2014; 6/30/2019

Appointee Information

1. **Race/ethnicity:** Latina
2. **Gender:** Female
3. **Council district and neighborhood of residence:** 10 - Central
4. **Are you a registered voter?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** B.S., Mouth Saint Mary's College
7. **Occupation/profession:** Managing Partner/Co-Proprietor, Guelagueta
8. **Experience(s) that qualifies person for appointment:** See attached resume
9. **Purpose of this appointment:** Replacement
10. **Current composition of the commission (excluding appointee):**

Name	APC	CD	Ethnicity	Gender	Appt date	Term ends
Acevedo, Franklin	Central	1	Latino	M	09-Nov-05	30-Jun-14
Brogdon, Daphne	Central	10	Caucasian	F	10-Mar-14	30-Jun-16
Brown, Marsha L	Central	10	African American	F	17-Sep-12	30-Jun-17
Martorell, Chanchanit	Central	10	Asian Pacific Islander	F	28-Sep-05	30-Jun-15
Millman, Samantha	Central	4	Caucasian	F	09-Aug-13	30-Jun-18



SUMMARY

Highly accomplished community leader and small business owner with experience driving sales, marketing, branding, customer service, quality and profitability improvements. Dedicated to serving the community and providing customers with best-in-class service to promote retention and repeat business. Skilled supervisor with background in managing and training teams of up to 150 employees.

CORE COMPETENCIES

Branding
Strategic Planning
Online Commerce
Recruiting & Hiring

Marketing
Team Leadership
Relationship Building
Staff Training & Development

Cultural Innovation
Operations Management
Profit & Sales Growth
Inventory & Cost Control

EXPERIENCE

GUELAGUETZA, Los Angeles, CA
Managing Partner / Co-Proprietor

2000 to Present

Key Accomplishments

- Successfully managed restaurant, maintaining a 30% annual growth through quality food and exceptional service
- Re-branding of the Guelaguetza Brand
- Launch of online commerce site store.ilovemole.com
- Launch of Guelaguetza's mole and michelada retail food products
- Achieved Top 10 Mexican Restaurant in U.S. from Travel and Leisure.
- Jonathan Gold's 99 Essential Restaurant List from 1999 to present
- Nominated for several best/top restaurant awards by eater.com, LA Times and Conde Nast Traveler.
- Maintained expenses below budget through accurate planning, waste reduction, purchasing, and cost-effective operating procedures.
- Planned and managed significant remodeling projects that enhanced the brand.
- Founder of BriciaLopez.com a lifestyle and Oaxacan cultural hub

Management/Administration

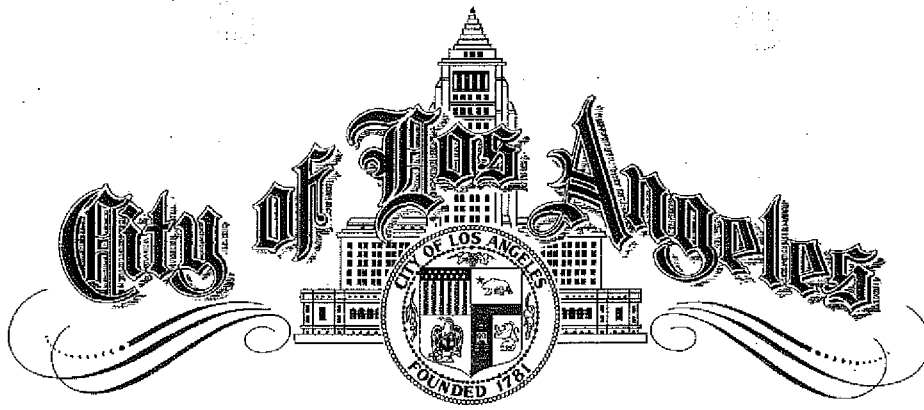
- Accountable for budgeting, cost control, profit and loss.
- Developed marketing campaigns to increase visibility of the restaurant, analyzed market demographics, defined the target market, and determined advertising strategies and partnerships.
- Planned to menus, estimated food and beverage costs and purchased inventory.
- Managed food/beverage quality and service issues, ensuring customer satisfaction and repeat business.
- Created a new business through community involvement and active public relations programs.

COMMUNITY LEADERSHIP & AWARDS

- National American Alliance's Emerging Leader, Los Angeles Chapter (Co-Founder)
- The Taste of Mexico Association, (Co-Founder & President)
- Los Angeles City Council President Special Recognition 2013
- Los Angeles City official "Mezcalera" Recognition 2012
- President Obama, White House, Business Leader Immigration and Economic Roundtable, 2013 (Speaker)
- Got Milk, Health and Wellness California Campaign (Spokesperson)
- Hispanas Organizes for Political Equality, Small Business Forum, 2012 (Panelist)
- KPCC Immigration Forum, 2013 (Panelist)
- Los Angeles Business Journal, Latino Business Award Recipient, 2013
- 16 Power Players in Los Angeles, Zagat Magazine
- 24 Restaurant-World Power Players in the US, Zagat

EDUCATION

- Mount Saint Mary's College, BS, Business Administration, 2006



ERIC GARCETTI
MAYOR

May 2, 2014

Ms. Bricia Lopez

Dear Ms. Lopez:

I am pleased to inform you that I hereby appoint you to the Central Area Planning Commission for the term ending June 30, 2014 and for the subsequent term ending June 30, 2019. In order to complete the process as quickly as possible, there are several steps that must be taken, many of which require visiting City Hall. If you require parking during these procedures, please call Justin Gonzalez in my Office at (213) 922-9788 to make arrangements for you.

To begin the appointment process, please review, sign and return the enclosed Remuneration Form, Undated Separation Forms, Background Check Release and Information Sheet **within one week** of receiving this letter. These documents are necessary to ensuring 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, California 90012. The division phone number is (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. You are required to 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. Bricia Lopez
May 2, 2014
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As part of the City Council confirmation process, you will need to meet with Herb J. Wesson, Jr., your Councilmember, and Councilmember Jose Huizar, the Chair of the Planning and Land Use Management 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 Planning and Land Use Management Committee. Some time thereafter, you will 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 in Room 395 of City Hall. Cary Gross with the Mayor's staff will 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.

Congratulations and thank you for agreeing to serve the people of Los Angeles.

Sincerely,

A handwritten signature in black ink, appearing to read "Eric Garcetti". The signature is stylized and written in a cursive-like font.

ERIC GARCETTI
Mayor

EG:dlg

Attachment I
Ms. Bricia Lopez
May 2, 2014

Nominee Check List

I. **Within three days:**

- Get fingerprinted to complete a 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,
California 90012. Phone: (213) 473-9343.

II. **Within seven days:**

Mail, fax or email the following forms to: Cary Gross, Office of the Mayor, Office of External Affairs, City Hall, 200 N. Spring Street, Los Angeles, CA 90012 or fax: 213-978-9719 or email: cary.gross@lacity.org.

- Remuneration Form**
- Undated Separation Forms**
- Background Check Release**
- 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.
- CEC Form 60**

IV. **As soon as possible, the Mayor's Office will schedule a meeting with you and:**

- Your City Councilmember Herb J. Wesson, Jr.** (contact at 213-473-7010).
- Councilmember Jose Huizar, Chair of the Council Committee considering your nomination** (contact at 213-473-7014).

Staff in the Mayor's Office of External Affairs will assist you with these arrangements.