

ERIC GARCETTI
MAYOR

May 27, 2014

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

Honorable Members:

Subject to your confirmation, I have appointed Mr. Hugo Merida to the Police Permit Review Panel for the term ending June 30, 2015. Mr. Merida will fill the vacancy created by Anita Castellanos, whom I removed effective July 31, 2014 or at the time Ms. Castellanos' successor is confirmed by the City Council.

I certify that in my opinion Mr. Merida is qualified for the work that will devolve upon him, and that I make the appointment solely in the interest of the City.

Sincerely,

ERIC GARCETTI
Mayor

EG:dlg

Attachment

COMMISSION APPOINTMENT FORM

Name: Hugo Merida
Commission: Police Permit Review Panel
End of Term: 6/30/2015

Appointee Information

1. **Race/ethnicity:** Latino
2. **Gender:** Male
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:** Graduated from Guatemala Commercial Science School as Public Accountant
7. **Occupation/profession:** Operation Supervisor, LAECUADOR, COO and Latin American Director for International Development Partnership Alliance
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 end
Bustamante, Juan - REMOVED	South Valley	12	Latino	M	28-Feb-13	30-Jun-17
Castellanos, Anita - REMOVED	South Valley	3	Latina	F	21-Sep-05	30-Jun-15
Gelb, Rickey - REMOVED	South Valley	5	Caucasian	M	04-Apr-06	30-Jun-16
Haskins, Angela S. -REMOVED	Central	9	Caucasian	F	26-Apr-10	30-Jun-15
Kil, William O.	East	14	Asian Pacific Islander	M	17-Mar-06	30-Jun-14
Robinson, Steve - RESIGNED	West	5	Caucasian	M	14-Aug-13	30-Jun-18
Yeretsian, Lara	Central	4	Other	F	09-Dec-13	30-Jun-14

Hugo W. Merida

Profile

Presentation

Mr. Merida, a Guatemalan born in 1948 and US Citizen since 1990, has an extensive record of leadership and achievement combined with demonstrated commitment to business and community services with emphasis in supporting the Latino advancement in the United States.

His numerous professional accomplishments in the private sector have afforded him the opportunity to serve several executive positions in Hispanic Chambers of Commerce, foundations and nonprofit groups where he has been able to oversee the daily administrations, operations and programs to serve their members and their local communities. In these capacities, he has played a critical outreach role in building networks and alliances that have fostered bilateral and multilateral commerce and trade for international development, focus in Latin America

Education

Mr. Merida graduated in 1968 from the Guatemala Commercial Science School as a Public Accountant and attended California State University, Los Angeles, majoring in Business Administration in 1983.

Business Background

Mr. Merida served as a top officer with numerous chamber of commerce and business organizations. His dedication to the business community transcends thirty-five years of experience in Business Administration and Management, allowing him to conduct and lead workshops, conferences, forums, roundtables, and expositions in education, business management, human resources, and taxation in the United States and several Latin American countries. Mr. Merida played a key role in promoting foreign trade in addition to sponsoring investment projects between California and Latin America. These accomplishments, coupled with his fluency in English, Spanish and Portuguese paved the way for the signing of several Mutual Cooperation Agreements between overseas institutions and the Chambers of Commerce he has represented.

As a Public Accountant he served as Senior Executive Partner in an accounting practice of near eighty corporate and more than 500 Income tax clients. His experience in US taxation, Business regulations and labor laws, plus his expertise in Budgeting, Marketing and Planning in the private sector make him a great asset for any public or private enterprise.

Hugo had dedicated in his spare time to work on computer hardware, software, system integration, networking and online services. He founded computer centers in Guatemala

and USA to provide services to local communities in basic computer skills, computer assembling and basic office skills. More recently, he developed advance skills in web development, blogging and Social Media marketing.

Hispanic Business and Social Advocacy

In addition to his position in LAMETRO, Mr. Merida at present is:

- **Operation Supervisor for LAECUADOR**, a branch in the Republic of Ecuador of the LAMETRO – serving since 2008
- **The Chief Operating Officer and Latin American Director** for International Development Partnership Alliance(IDPA), A Nonprofit corporation dedicated to procure US federal and world funding to help developing countries with building their infrastructure through the US private sector participation - serving since 2008.
- **Director and Co-Chairman of International Trade** for the Los Angeles County Business Federation. An organization with more than 100 business groups with more than 250,000 members - Serving since late 2010.
- Serving since Jan 2012 as **Co-Chairman of the International Trade Committee** for the California Hispanic Chambers of Commerce based in Sacramento, California. An entity formed by 60 Hispanic chambers of commerce serving to more than 600,000 Hispanic businesses in California.
- **Economic and Political Strategist** for the FREPAP - UCAYALI, a political Party in the Amazons of Peru – Serving since middle 2010.
- **President of Central American Relief Foundation**, a nonprofit foundation that provide housing for handicapped families in Los Angeles – Serving since 1991.
- **Director of Guatemala Trade and Information Office** – a nonprofit group dedicated to advance the social infrastructure of the marginal communities in Guatemala.
- **Chairman of the Board of Guatemala Development Resource Center**– a nonprofit group dedicated to seek funding and resources for marginal and disadvantages groups marginal communities in Guatemala.

He also has served in the following capacities:

- President and Founder – 1998-2002 of the Guatemala California Chamber of Commerce.
- President – 2002-2009 of The Los Angeles Metropolitan Hispanic Chambers of Commerce,
- Chairman / CEO for USA-Central American Trade Expo and Conference, 1999-2003

- Vice Consul Ad Honorem in Los Angeles -2004—2008. Appointed by the President of the Republic of Guatemala to help the Guatemalan to develop business, trade and investment for Guatemala.
- Director of the California Hispanic Chambers of Commerce, Southern Region, 2006—2008.
- Chairman elected for the Southern Region of the California Hispanic Chambers of Commerce, 2004—2005.
- Executive Director for the Central American Chambers of Commerce in California, 1999—2002. An association of community chambers of commerce formed by six local business organizations.

International Advocacy

As President of LAMETRO, Mr. Merida participated in the activities of the Federation of Chambers of Commerce of Central America and Colombia (FECAMCO). An organization formed by all national chambers of commerce of each country of the region and Bogota, Colombia. LAMETRO was member of said organization.

Mr. Merida was Chairman of The International Trade Committee of the California Hispanic Chambers of Commerce, appointed by the Executive Board until 2008. In early March 2006, he was appointed Advisor for City of Long Beach International Trade Committee Board.

Mr. Merida has led commercial missions to Guatemala, El Salvador, Honduras, Nicaragua, Panama, Peru, Brazil, Ecuador and Mexico. He organized an official institutional Mission of the State of California to Central America to seek natural resources and environmentalist projects for business owners and investors ready to work and sell their related products in water management, electricity, agriculture and construction.

With the support of the City of Los Angeles and as President of Central American Chambers of Commerce, Mr. Merida was able to bring the Presidents of the Federation of Central American Chambers of Commerce to Los Angeles for the USA-CA Trade Expo and Conferences to promote trade, commerce and investment between Los Angeles and Central America from 1999 until 2003.

With the support of the International Trade Committee of the City of Los Angeles and the Department of Commercial Services, Mr. Merida presented an International Trade Conference to promote DR-CAFTA agreement approval, featuring as special guest, Mr. Antonio Saca, former President of El Salvador. He also was the key organizer of DR-CAFTA Hispanic chambers movement in California to get the passage of said treaty and presently is very active in the effort to get approval on a Free Trade Agreements (FTA) between the US and other countries.

Since 2004, Mr. Merida has coordinated the activities between the Chamber and the Ecuadorian community in Los Angeles, supporting festivals and conferences to promote business and trade with the participation of Mr. Antonio Villarraigosa and other city councilpersons. He also organized the Peru Trade Summit Conference in

July, 2005, with key Peruvian and US officials during a Peruvian trade mission to Los Angeles, San Francisco, and San Jose, California.

Because of his many high ranking positions Mr. Merida has served as speaker and key note speaker in many conferences, seminars and expos in the US, Mexico, Guatemala, El Salvador, Ecuador, Peru and Brazil. As has served as moderator, facilitator, consultant and instructor in many community meetings, workshops, radio and TV business shows.

Awards Received

Business

- Guatemala-California Chamber of Commerce - Work performed As President
- Chamber of Industries of Guayas, Ecuador - Social and investment work
- Municipal Government of Vinces, Ecuador – Outstanding investment work in benefit of the their people

Community

- Ecuadorian Festivities Committee, Los Angeles, Ca – for support to their activities
- Fraternidad Marquense of Guatemala, Los Angeles, CA – Merit of Honor
- Mayor of the City of Los Angeles, CA - Certificate of Appreciation
- City Council of Los Angeles, CA – Recognition for Outstanding services to the People of Los Angeles
- Ecuadorian Independence Day Year Parade, Los Angeles, CA - Six times Padrino

International Trade

- Chamber of Fishery of Guayas, Ecuador – For his support in investment procurement.
- California Hispanic Chambers of Commerce – Recognition for his International Trade Work
- International Business Conference, Tabasco, Mexico – Acknowledgement as Speaker

Sports

- Guatemala National Soccer Team – Special Thanks for support
- Tepames Soccer Club, Los Angeles, CA – Acknowledgment for his tireless work
- Libertad Soccer league – First Place as member of the Jutiapa Soccer Team
- Leon Soccer League – Second Place as member of the Jutiapa Soccer Team
- El Salvador Soccer League – Acknowledgment for the support to the league
- Guatemala Independence Special Tournament – Special thanks for the support and collaboration
- Soccer Confraternity of Los Angeles, CA – Special Thanks for his Collaboration to Soccer Sport.
- Hacienda Height Soccer League, CA – For his great work in favor of the league.

Special Awards

- Special thanks - Guatemala All Star Professional Soccer Team
- Key of the City - City of Santa Lucia Cotz, Guatemala.
- Key of the City - City of Tournavista, Huanuco, Peru.
- Marshall of the Parade - Ecuadorian Independence Day Parade, L. A. CA.

Education

Los Angeles School District - Outstanding Leadership as Vice President of Parent
Advisory Council

Los Angeles School District - Outstanding work in the District Advisory Council

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ERIC GARCETTI
MAYOR

May 27, 2014

Mr. Hugo Merida

Dear Mr. Merida:

I am pleased to inform you that I hereby appoint you to the Police Permit Review Panel for the term ending June 30, 2015. 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.

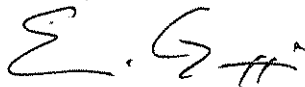
Mr. Hugo Merida
May 27, 2014
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As part of the City Council confirmation process, you will need to meet with Herb J. Wesson, Jr., your Councilmember, and Councilmember Mitch Englander, the Chair of the Public Safety Committee, to answer any questions 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 Public Safety 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 cursive.

ERIC GARCETTI
Mayor

EG:dlg

Attachment I
Mr. Hugo Merida
May 27, 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 Mitch Englander, Chair of the Council Committee considering your nomination** (contact at 213-473-7012).

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