



ERIC GARCETTI  
MAYOR

August 13, 2014

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

Honorable Members:

Subject to your confirmation, I have reappointed Ms. Lydia Mather to the South Valley Area Planning Commission for the term ending June 30, 2019. Ms. Mather's current term expired on June 30, 2014.

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

Sincerely,

A handwritten signature in blue ink, appearing to read 'E. Garcetti'.

ERIC GARCETTI  
Mayor

EG:dlg

Attachment

## COMMISSION APPOINTMENT FORM

**Name:** Lydia Mather  
**Commission:** South Valley Area Planning Commission  
**End of Term:** 6/30/2019

### Appointee Information

1. **Race/ethnicity:** Caucasian
2. **Gender:** Female
3. **Council district and neighborhood of residence:** 6 - South Valley
4. **Are you a registered voter?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** Los Angeles Art Center College of Design
7. **Occupation/profession:** Art Director
8. **Experience(s) that qualifies person for appointment:** See attached resume
9. **Purpose of this appointment:** Reappointment
10. **Current composition of the commission (excluding appointee):**

Name	APC	CD	Ethnicity	Gender	Appt date	Term end
Beatty, Rebecca	South Valley	4	Caucasian	F	16-May-14	30-Jun-16
Cochran, Steve	South Valley	4	Latino	M	15-Jun-06	30-Jun-18
Dierking, Mark	South Valley	4	Caucasian	M	16-May-14	30-Jun-17
Kim, Janny H.	South Valley	5	Asian Pacific Islander	F	02-Dec-13	30-Jun-15
Mather, Lydia	South Valley	6	Caucasian	F	14-Aug-09	30-Jun-14

# Lydia Mather

## **Public Involvement: 16 years**

**Targeted Neighborhood Initiative (TNI) 1998** — Van Nuys revitalization.

Founder — Van Nuys Historic Preservation Overlay Zone (HPOZ) Established 2006

Currently serving as HPOZ board Vice -Chair.

**Van Nuys Neighborhood Council 2002-2011**, Original founding member

Past VNNC President and PLUM Chair. Reviewed, made recommendations and worked with developers to achieve an appropriate project that would have a positive effect on the community.

Testified at many planning hearings as well as zoning.

**Valley Alliance of Neighborhood Councils 2003-present**, Executive Committee Member

Helped plan and implement the first Planning Seminar and several more for the Valley NCs with members of planning dept., land use professionals and members of various council offices.

**South Valley Area Planning Commission 2009 - present** (5 year term)

**Cultural Affairs - 2013** - Temporary commission to select art for new Los Angeles Fire Station 39

## **Professional background: 35 years**

Currently working as an art director, graphic artist and illustrator.

Training — Los Angeles Art Center College of Design.

Primary focus — Corporate, energy and political communications and advertising involving the design of print ads, brochures, logos, illustrations, campaign materials and demonstratives. My area of expertise is in making complex issues and information easily understood by the general public or targeted audiences.

WBE - Supplier Clearing House Certification 2011- renewal pending.



ERIC GARCETTI  
MAYOR

August 13, 2014

Ms. Lydia Mather

Dear Ms. Mather:

I am pleased to inform you that I hereby reappoint you to the South Valley Area Planning Commission for the 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 Cary Gross in my Office at (213) 978-0621 to make arrangements for you.

To begin the reappointment 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.

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.

As part of the City Council confirmation process, you will need to meet with Nury Martinez, 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

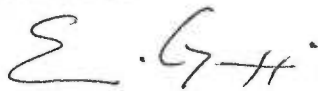
Ms. Lydia Mather  
August 13, 2014  
Page 2

when your reappointment will be considered by the Planning and Land Use Management Committee. Some time thereafter, you will be notified by the committee clerk when your reappointment 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 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 "E. Garcetti". The signature is stylized and written in a cursive-like font.

ERIC GARCETTI  
Mayor

EG:dlg

Attachment I  
Ms. Lydia Mather  
August 13, 2014

### Nominee Check List

#### I. 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 email: cary.gross@lacity.org.

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

#### II. Within 21 days:

File the following forms with the City Ethics Commission. *If you are required to file, you will receive these forms in via email 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

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

- Your City Councilmember Nury Martinez (contact at (213) 473-7006).
- 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.