



ERIC GARCETTI
MAYOR

October 24, 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. Yolanda Anguiano to the North Valley Area Planning Commission for the term ending June 30, 2018. Ms. Anguiano will fill the vacancy created by Filiberto Gonzalez, who has resigned.

I certify that in my opinion Ms. Anguiano 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', is written over the printed name.

ERIC GARCETTI
Mayor

EG:dlg

Attachment

COMMISSION APPOINTMENT FORM

Name: Yolanda Anguiano
Commission: North Valley Area Planning Commission
End of Term: 6/30/2018

Appointee Information

1. **Race/ethnicity:** Latina
2. **Gender:** Female
3. **Council district and neighborhood of residence:** 7 - North Valley
4. **Are you a registered voter?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** M.P.A., University of Southern California
7. **Occupation/profession:** Job Training Coordinator, M.E.N.D. Poverty
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
Cadena, Nora	North Valley	12	Latina	F	27-May-14	30-Jun-16
Gonzalez - RESIGNED, Filiberto	North Valley	12	Latino	M	09-Aug-13	30-Jun-18
Harootonian, Oshin	North Valley	12	Caucasian	M	03-Feb-14	30-Jun-15
Padilla, Veronica	North Valley	6	Latina	F	07-Apr-08	30-Jun-17
Sampson, Victor	North Valley	12	Caucasian	M	26-Jun-14	30-Jun-19

Yolanda Anguiano MPA

EDUCATION:

University of Southern California, Los Angeles, California- **Graduated June 2012**

Masters of Public Administration,

California State University Northridge, Northridge, California - **Graduated December 2005**

Bachelors Degree Psychology and Sociology

WORK EXPERIENCE:

M.E.N.D. Poverty, Pacoima California, **November 2014**

Job Training Coordinator

California Food Policy Advocates, Los Angeles, California, **April 2012- October 2014**

Nutritional Policy Advocate

- Organized and managed informative conferences with an attendance of 50- 350 people. Event budget ranged from no resources to a couple thousand dollars. Secured sponsorships, presenters, vendors; organized the agenda and the speaker's talking points, moderated, designed marketing materials, and instructed staff on a variety of roles required.
- Managing an external evaluation group measuring grant's objectives for successful outcomes.
- Identified and developed legislative proposals to increase access to the CalFresh program.
- Advocated and orchestrated legislative visits with key legislators to further bills through the legislative process.
- Formed and engaged a coalition of child and health care advocates to deliver and implement recommendations to strengthen the CalFresh program.
- Assessed barriers effecting CalFresh enrollment and identified solutions to prevent barriers of access.
- Strengthened partnerships with Los Angeles Department of Public Social Services to work towards achievable solutions.
- Communicate with decision makers to secure successful utilization of the CalFresh program.
- Engaged and increased Calfresh program awareness among key targets.

Port of Los Angeles, Los Angeles, California, **June 2011 – December 2011**

Grants Administration Student Worker

- Analyze 250 potential grant opportunities on a weekly basis and increased the current \$320 million dollar portfolio.
- Tracked and reported potential grant opportunities to all 10 divisions at the Port of LA.
- Maintained continuous communication with grant managers to support and understand their project's status and needs for successful completion.
- Matched potential grant opportunities to various projects/ potential projects achieving a 33% success rate.
- Assist the Grant Administration Director prepare for monthly Grants Oversight Committee meetings with all project managers and division leaders.

California State Assembly, Felipe Fuentes, 39th AD, Arleta, California, **October 2007- September 2010**

Senior Field Representative

- Community relations liaison for the 39th Assembly District constituency.
- Facilitated advisory committees to produce monthly community resource events such as job fairs, voter registration drives, fundraisers and health and resource fairs including over 25 organizations and vendors.
- Oversaw policy areas such as employment, economy, health, energy, environment, women issues, senior issues, and veteran affairs.
- Facilitated meetings in lieu of Assembly member Fuentes in the 39th Assembly District.
- Staff the Assembly member during weekly events taking place in Los Angeles County.
- Participated and reported on various informational legislative related briefings led by corporations, public agencies and nonprofits; 5-10 meetings per week.
- Resolved constituent cases with the assistance of CA State Department liaisons, 4-5 new cases per week.
- Supervised and advised district staff members; team of 5, including our internship program of 5-15 interns per day.

- Maintained efficient and continuous communication of everyday activities with the capital and district offices; weekly reports and weekly staff meetings.
- Expanded the Assembly member's network in the district by 60% to make him a recognizable leader.

Legacy Entertainment, North Hollywood, California, January 2006 – January 2007

Production Coordinator

- Product placement marketing agent for the television and music video division.
- Updated the company's website and marketing brochures.
- Maintained and managed all warehouse inventory activity, over \$250,000 in assets.
- Prepared all orders for production pickups and deliveries; foresaw daily operations.
- Consulted clients, 15 contracts, 5-7 potential and fit their brand and marketing vision into media programs product placement slots.
- Researched prospective clients to target.
- Supervised 5-10 interns in capturing client's products seen in television/ music video/ film programming.
- Updated seasonal television programming schedules, maintained and started productive relationships with all production departments.
- Expanded our client list resulting in contract agreements bringing in new products offered to productions by 30%.

**Associated Students, Inc. Student Productions and Campus Entertainment, California State University Northridge
August 2004- December 2005**

Executive Director

- Lead producer for music and art festivals, multicultural events, lecture series, and other cultural events, budget of \$125,000.
- Chaired all production meetings, managed budget, supervised volunteer recruitment and training and liaison for Associated Students' Senate who approved all activities.
- Event planning advisor to all campus organizations.
- All programmed events had to result in increased student participation and enhanced opportunities for student talent to be showcased.
- Secured permit approval for all promotion and logistical needs.
- Worked closely with outside vendors required for each event production.
- Managed back stage or front of house production responsibilities for all events.
- Designed and distributed promotional material to secure attendance.
- Photographed special events and updated the website and other social media tools.
- Sought out talent and developed contracts to secure performances within the annual budget.

ADDITIONAL INFORMATION:

Leadership: Comision Femenil SFV (Co-president 2012-2014, Co-Membership Chair present,) San Fernando Community Health Center (Board member, 2013- present), M.E.N.D Poverty (Program Board member, 2012-present), Community Redevelopment Agency: Relocation Appeals Board (Committee Chair 2007- June 2012), City of Los Angeles; Pacifica Radio KPFK 90.7 FM (Local Station Board member 2006-2009), Los Angeles; Mission Hills Neighborhood Council, Beautification and Cultural Affairs (Committee Chair 2007-2010), City of Los Angeles; City of Los Angeles Beautification Grant Awardee, East San Fernando Valley Nature Parkway (Project Manager 2009- Present) USC Latino Association for Policy Planning and Development (Finance Chair 2011-2012.)

Achievements: University of California Berkeley Haas School of Business' Business for Arts, Sciences, and Engineering (BASE) 2005; Robert Hilburn Award for event production 2005; California State Assembly Recognition Certificate for health and resource fair ,2009; Los Angeles Community Beautification Grant 2010; PsiChi member since 2006; Internal Customer Satisfaction and Cultural Transformation Assessment, City of Coachella, CA, July 2011; Dr. Rodolfo Montes Memorial Scholarship 2011; Women in Federal Law Enforcement Scholarship 2011; Strategic Plan for Friends of the Los Angeles River, Los Angeles, CA, April 2011; Strategic Plan for Comision Femenil, East San Fernando Valley, CA, 2012.

Community Involvement: East San Fernando Valley Nature Parkway, Lead (2009-present)

Computer Skills: Dreamweaver, Excel, Microsoft Office, Photoshop, Pinnacle Studio, Research, Outlook

Languages: Spanish



ERIC GARCETTI
MAYOR

October 24, 2014

Ms. Yolanda Anguiano

Dear Ms. Anguiano:

I am pleased to inform you that I hereby appoint you to the North Valley Area Planning Commission for the term ending June 30, 2018. 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 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. Yolanda Anguiano
October 24, 2014
Page 2

As part of the City Council confirmation process, you will need to meet with Felipe Fuentes, 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. Sometime 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 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".

ERIC GARCETTI
Mayor

EG:dlg

Attachment I
Ms. Yolanda Anguiano
October 24, 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 email: cary.gross@lacity.org.

- 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 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**

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

- Your City Councilmember Felipe Fuentes** (contact at (213) 473-7007).
- 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.