



ERIC GARCETTI
MAYOR

August 14, 2017

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

Honorable Members:

Subject to your confirmation, I have reappointed Ms. Gerlie Collado to the El Pueblo de Los Angeles Historic Monument Authority for the term ending June 30, 2021. Ms. Collado's current term expired on June 30, 2017.

I certify that in my opinion Ms. Collado 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 black ink, appearing to read 'E. Garcetti', with a horizontal line extending to the right.

ERIC GARCETTI
Mayor

EG:dlg

Attachment

COMMISSION APPOINTMENT FORM

Name: Gerlie Collado
Commission: El Pueblo de Los Angeles Historic Monument Authority
End of Term: 6/30/2021

Appointee Information

- 1. Race/ethnicity:** Asian Pacific Islander
- 2. Gender:** Female
- 3. Council district and neighborhood of residence:** 12 - North Valley
- 4. Are you a registered voter?** Yes
- 5. Prior commission experience:** Commission on Community and Family Services, El Pueblo de Los Angeles Historic Monument Authority
- 6. Highest level of education completed:** M.A., Claremont Graduate University
- 7. Occupation/profession:** Program Director, Community Engagement, The Pasadena Playhouse
- 8. Experience(s) that qualifies person for appointment:** See attached resume
- 9. Purpose of this appointment:** Reappointment
- 10. Current composition of the commission:**

Commissioner	APC	CD	Ethnicity	Gender	Term End
Campos, Denise	East LA	14	Latina	F	30-Jun-20
DiCostanzo, Salvatore	Harbor	15	Caucasian	M	30-Jun-18
Estrella, Jessica	Central	4	Latina	F	30-Jun-21
Louie, David W.	East LA	13	Asian Pacific Islander	M	30-Jun-18
Crawford, Scott	East LA	13	Caucasian	M	30-Jun-18
Marez, Jesse	East LA	14	Latino	M	30-Jun-20
Collado, Gerlie	North Valley	12	Asian Pacific Islander	F	30-Jun-17
Le Kennedy, Jacqueline	South Valley	5	Asian Pacific Islander	F	30-Jun-21
Vinson, Robert	North Valley	12	Latino	M	30-Jun-17

GERLIE COLLADO

PROFESSIONAL EXPERIENCE:

Program Director, Community Engagement <i>The Pasadena Playhouse</i>	Jun. 2017 to present <i>Pasadena, CA</i>
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Create, curate, and design participation-driven and community-centered programming that advances The Music Center's goal of providing exceptional arts experiences that are welcoming and inviting to all.

- Work inter-departmentally to envision and formulate short and long-term plans for innovative and diverse community-centered programming.
- Cultivate new and strengthen existing relationships with artists, partner organizations and vendors.

Project Manager & Community Organizer <i>The Pasadena Playhouse</i>	Jul. 2015 to Jun. 2017 <i>Pasadena, CA</i>
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Advance The Pasadena Playhouse's mission to enrich the lives of its communities by leading its efforts to increase its share of the Asian American and Pacific Islander (AAPI) market segments.

- Co-designed and co-presented engagement activities with community partners. Activities include public readings, heritage month celebrations, post-show panel conversations, and neighborhood block parties, and visual installations.
- Cultivated and managed relationships with AAPI partners including: Asian Pacific American Friends of the Theatre; Asian American Professionals Association; the East San Gabriel Valley Japanese Community Center; East West Players; Pomona College's Theater and Dance Department; and the South Pasadena Chinese American Club.
- Worked cross-departmentally to optimize programming, marketing, and contributed and earned incoming opportunities. Efforts included partnering with Development department to cultivate and steward donors, and collaborating with Marketing and Sales department to improve group reservations, and customer data collection, analysis and reporting.

Programs Associate, Arts <i>The James Irvine Foundation</i>	Oct. 2010 to present <i>Los Angeles</i>
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Collaborated with team of five to design, implement and improve arts grantmaking programs for a nationally recognized, private foundation that promotes engagement in the arts for all Californians.

- Reviewed and selected grant proposals that best fit the foundation's impact strategies.
- Assisted potential and current grantees in navigating the Foundation's grant application and reporting processes.
- Created, executed and refined foundation-wide, cross-departmental projects including: website updates; grant application creation for funding initiatives; project management implementation; orientation process for newly-hired program staff; literature review on marketing to Latino audiences in the nonprofit arts sector.

Communications Associate <i>California Community Foundation (CCF)</i>	Oct. 2006 to Oct. 2010 <i>Los Angeles</i>
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Positioned CCF as an effective financial solutions-provider and a philanthropic leader in LA and the US.

- Coordinated special events including the foundation's inaugural, biennale *Unsung Heroes* awards ceremony to honor philanthropists, and nonprofits. In addition, high-level corporate and individual donors were cultivated through the event. In 2009, more than \$25,000 was donated during the inaugural year. Event coordination also included managing a special board committee with co-chairs, Jane Eisner, Eisner Foundation trustee, and Catherine Unger, Unger Family Foundation trustee.
- Managed projects with various and simultaneous timelines including: outreach campaigns; online artist gallery featuring CCF's visual art fellows; and human-interest videos and publications.

Development and Communications Manager <i>Search to Involve Pilipino Americans</i>	Feb. 2005 to Jul. 2006 <i>Los Angeles</i>
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Managed fundraising and communications activities for a health and human service agency serving families and youth in L.A.'s Historic Filipinotown.

- Cultivated and managed relationships with institutional funders, and corporate and individual donors.
- Advocated to local government offices and colleague organizations to gain support of agency's initiatives.

Marketing Production Manager <i>Kaplan Test Prep</i>	Sep. 2001 to Feb. 2005 <i>Los Angeles</i>
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Supported 25 West Coast regional test centers for a 77 year-old leading company in educational services.

- Planned class offerings based on estimated annual growth of each test center.
- Designed regional marketing collateral.

VOLUNTEER ACTIVITIES AND AFFILIATIONS:

City of Los Angeles Commissioner <i>El Pueblo Historical Monument Authority, Nov. 2016 - present</i> <i>Commission on Community and Family Service, Jun. 2014 – Nov. 2016</i>	Jun. 2014 – present
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Steering Committee Member, Los Angeles Chapter <i>Asian Americans and Pacific Islanders in Philanthropy (AAPIP)</i> <i>Co-chair, 2017 - 2019</i>	Jan. 2015 – present
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Member <i>Los Angeles Asian Pacific Islander Giving Circle</i> <i>Grant Evaluation Committee Member, 2015</i>	2013 – present
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Advisory Council Member <i>FilAm ARTS, The Association for the Advancement of Filipino American Arts and Culture (Los Angeles)</i>	2010 – present
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TECHNICAL SKILLS:

- Windows and Mac operating systems
- MS Office Suite
- Social media platforms: Facebook, Twitter, Instagram, and Hootsuite
- Project management application: Smartsheet
- Adobe Creative Suite
- CRM databases: Raisers' Edge, Salesforce, and Tessitura
- Cloud Computing: Box, Dropbox, and Google Drive

EDUCATION:

M.A. Arts Management <i>Claremont Graduate University, Claremont, CA</i>	Dec. 2014
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- Ralph M. Parsons Fellowship, 2012 – 2014
- Focus areas: Latino marketing in the arts nonprofit sector, organizational leadership, arts and cultural policy

B.S. International Business <i>University of San Francisco, San Francisco, CA</i>	May 2001
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ERIC GARCETTI
MAYOR

August 14, 2017

Ms. Gerlie Collado

Dear Ms. Collado:

I am pleased to inform you that I hereby reappoint you to the El Pueblo de Los Angeles Historic Monument Authority for the term ending June 30, 2021. 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 Claudia Luna 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.

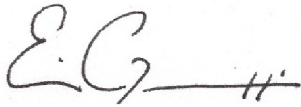
As part of the City Council confirmation process, you will need to meet with Mitch Englander, your Councilmember, and Councilmember Mitch O'Farrell, the Chair of the Arts, Entertainment, Parks and River Committee, to answer any questions they may have. You will be hearing from a City Council committee clerk who will let you know when your reappointment will be considered by the Arts, Entertainment, Parks and River 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. Claudia Luna will assist you during the confirmation process if you have questions.

Ms. Gerlie Collado
August 14, 2017
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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", with a horizontal line extending to the right.

ERIC GARCETTI
Mayor

EG:dlg

Attachment I
Ms. Gerlie Collado
August 14, 2017

Nominee Check List

I. Within seven days:

Mail or email the following forms to: Claudia Luna, Office of the Mayor, City Hall, 200 N. Spring Street, Los Angeles, CA 90012 or email: Claudia.Luna@lacity.org.

_____ **Remuneration Form**

_____ **Undated Separation Forms**

_____ **Background Check Release**

_____ **Commissioner Information Sheet/Voluntary Statistics**

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

_____ **Your City Councilmember Mitch Englander**

_____ **Councilmember Mitch O'Farrell, Chair of the Council Committee
considering your nomination**

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