



ERIC GARCETTI
MAYOR

November 1, 2016

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

Honorable Members:

Subject to your confirmation, I have appointed Ms. Gerlie Collado to the El Pueblo de Los Angeles Historic Monument Authority for the term ending June 30, 2017. Ms. Collado will fill the vacancy created by Pilar Buelna, who has resigned.

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,

ERIC GARCETTI
Mayor

EG:dlg

Attachment

COMMISSION APPOINTMENT FORM

Name: Gerlie Collado
Commission: El Pueblo de Los Angeles Historic Monument Authority
End of Term: 6/30/2017

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
- 6. Highest level of education completed:** M.A., Claremont Graduate University
- 7. Occupation/profession:** Project Manager & Community Organizer, Pasadena Playhouse
- 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):**

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-June-21
Louie, David W.	East	13	Asian Pacific Islander	M	30-Jun-18
Marez, Jesse	East Los Angeles	14	Latino	M	30-Jun-20
Ramos, Juan	Central	14	Latino	M	30-Jun-17
Vinson, Robert	North Valley	12	Latino	M	30-Jun-17

Gerlie Collado

PROFESSIONAL EXPERIENCE:

Project Manager & Community Organizer <i>The Pasadena Playhouse</i>	Jul. 2015 to present <i>Pasadena, CA</i>
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Advance The Pasadena Playhouse's pursuit of artistic excellence by leading its efforts to increase its share of the Asian American and Pacific Islander (AAPI) market segments.

- Implement Consensus Organizing for Theatre. This community organizing methodology leads to building strong communities by uncovering and organizing around mutual self interests with community partners.
- Secured \$473,000 in earned and contributed income.
- Cultivate and manage 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.
- Co-design and co-present engagement activities with community partners. Sample activities include public readings, heritage month celebrations, post-show panel conversations, and visual exhibitions in support of main stage productions.
- Work cross-departmentally to optimize programming, marketing, and contributed and earned incoming opportunities. Efforts include cultivating and stewarding donors with Development department, and improving group reservations process, and customer data collection, analysis and reporting with Marketing department.
- Devise and execute project strategies in partnership with senior staff.
- Represent the Playhouse externally at public events.
- Lead branding initiative for AAPI audience-building project.

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.
- Managed project budgets and processed invoices.
- Represented the foundation at various events and on social media by communicating its impact in the arts, civic engagement and education.

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:

Commissioner Strategic Planning Committee Member <i>City of Los Angeles Commission on Community and Family Services</i>	Jun. 2014 – present <i>Los Angeles</i>
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Steering Committee Member, Los Angeles Chapter <i>Asian Americans and Pacific Islanders in Philanthropy (AAPIP)</i>	Jan. 2015 – present <i>Los Angeles</i>
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Member Grant Evaluation Committee Member, 2015 <i>Los Angeles Asian Pacific Islander Giving Circle</i>	2013 – present <i>Los Angeles</i>
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Advisory Council Member <i>FilAm ARTS, The Association for the Advancement of Filipino American Arts and Culture</i>	2010 – present <i>Los Angeles</i>
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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

November 1, 2016

Ms. Gerlie Collado

Dear Ms. Collado:

I am pleased to inform you that I hereby appoint you to the El Pueblo de Los Angeles Historic Monument Authority for the term ending June 30, 2017. 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 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 Nicole Enriquez at the Ethics Commission at (213) 978-1960.

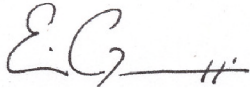
Ms. Gerlie Collado
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As part of the City Council confirmation process, you will need to meet with Mitch Englander, your Councilmember, and Councilmember Mitch O'Farrell, the Chair of the Arts, Parks and River Committee, to answer any questions they may have. You will be hearing from a City Council committee clerk who will let you know when your appointment will be considered by the Arts, Parks and River 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. Claudia Luna 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", with a horizontal line extending to the right.

ERIC GARCETTI
Mayor

EG:dlg

Attachment I
Ms. Gerlie Collado
November 1, 2016

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: Legislative Coordinator, Office of the Mayor, Office of Intergovernmental Relations, 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**

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

Staff in the Mayor's Office of Intergovernmental Relations will assist you with these arrangements.