



**ERIC GARCETTI**  
**MAYOR**

December 20, 2016

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

Honorable Members:

Subject to your confirmation, I have appointed Mr. Max Reyes to the North Valley Area Planning Commission for the term ending June 30, 2021. Mr. Reyes will fill the vacancy created by Noramay Cadena, who has resigned.

I certify that in my opinion Mr. Reyes 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:** Max Reyes  
**Commission:** North Valley Area Planning Commission  
**End of Term:** 6/30/2021

### Appointee Information

1. **Race/ethnicity:** Asian Pacific Islander
2. **Gender:** Male
3. **Council district and neighborhood of residence:** 12 - North Valley
4. **Are you a registered voter?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** B.A., University of California, Berkeley
7. **Occupation/profession:** Assistant Director of Government and Community Relations, California State University, Northridge
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
Nam, Eric	North Valley	12	Asian Pacific Islander	M	30-Jun-18
Garcia, Aura M.	North Valley	12	Latina	F	30-Jun-17
Harootonian, Oshin	North Valley	12	Caucasian	M	30-Jun-20
Sampson, Victor	North Valley	12	Caucasian	M	30-Jun-19

## Max Reyes



Max Reyes is a proud resident of the San Fernando Valley. He was most recently the Assistant Director of Government & Community Relations at California State University, Northridge (CSUN). He served as a liaison to elected officials and community stakeholders. As part of his role, Max advocated for University priorities to enhance the campus environment, such as successfully increasing the University's access to public transportation and advancing the improvement of a critical local street to ensure ADA compliance.

Prior to CSUN, Max worked for LA Mayor Eric Garcetti as his West Valley Area Representative, where he developed and managed the office's outreach in the region and served as the primary liaison for the area. He also worked for various State Legislators in both their Capitol and district offices, giving him a broad understanding on the functions of government from both policy and community perspectives. During this time, he last served as the Deputy Campaign Manager for Senator Fran Pavley's successful 2012 re-election campaign and as her Senior Field Representative.

Max graduated with Distinction from the University of California, Berkeley, obtaining a B.A. in Political Science and is currently pursuing his Executive Master of Leadership at the University of Southern California. Max serves as a Council Member on the Metro San Fernando Valley Service Council and volunteers for local community organizations, including the Boys & Girls Club of the West Valley, where he is a Board Member.



December 20, 2016

Mr. Max Reyes

Dear Mr. Reyes:

I am pleased to inform you that I hereby appoint you to the North Valley Area Planning Commission 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 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.

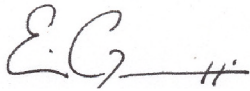
Mr. Max Reyes  
December 20, 2016  
Page 2

As part of the City Council confirmation process, you will need to meet with Mitch Englander, 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. 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 dark ink, appearing to read "E. Garcetti", with a horizontal line extending to the right.

ERIC GARCETTI  
Mayor

EG:dlg

Attachment I  
Mr. Max Reyes  
December 20, 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 Jose Huizar, Chair of the Council Committee considering your nomination**

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