



**ERIC GARCETTI**  
**MAYOR**

January 5, 2017

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

Honorable Members:

Subject to your confirmation, I have appointed Ms. Amelia Herrera-Robles to the Commission for Community and Family Services for the term ending June 30, 2018. Ms. Herrera-Robles will fill the vacancy created by Gerlie Collado, who has resigned.

I certify that in my opinion Ms. Herrera-Robles 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', with a horizontal line extending to the right.

ERIC GARCETTI  
Mayor

EG:dlg

Attachment

## COMMISSION APPOINTMENT FORM

**Name:** Amelia Herrera-Robles  
**Commission:** Commission for Community and Family Services  
**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.A., California State University, Northridge
7. **Occupation/profession:** Outreach Manager, IFP and Exchange Outreach, Blue Shield of California
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
Zanduela, Alexandra	Central	14	Asian Pacific Islander	F	30-Jun-20
Estrada, Ingrid	South LA	10	Latina	F	30-Jun-20
Farar, Ilana	West LA	11	Caucasian	F	30-Jun-18
Hawthorne, Jacquelynn	South LA	8	African American	F	30-Jun-20
Hill, Peggy	Central	4	African American	F	30-Jun-20
Legesse, Nikki	West	11	African American	F	30-Jun-20
Leviste, Mariedel	South Valley	3	African American	F	30-Jun-18
Marcus, Deborah	West LA	11	Caucasian	F	30-Jun-18
Maxey, Tara	East LA	1	Caucasian	F	30-Jun-18
Jesse Wilson	East LA	13	Caucasian	M	30-Jun-18
Torres, Benjamin	East	13	Latino	M	30-Jun-20
Yaroslavsky, Barbara	Central	5	Caucasian	F	30-Jun-18
Khatchadorian, Herpsima	North Valley	7	Other	F	30-Jun-18

# AMELIA D. HERRERA-ROBLES

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## PROFESSIONAL EXPERIENCE

### **Blue Shield of California (BSCA), July 2013-Present**

*Outreach Manager, IFP and Exchange Outreach*

- Implement, develop, execute, and manage effective community outreach and retention strategies that create goodwill, enhance brand awareness, connect potential consumers to access to health care, and position BSCA as the premier QHP.
- Establish and maintain over 100 relationships with Certified Enrollment Counselors/Entities, Community Based Organizations, School Districts, Navigators, and with potential key business, elected officials and opinion leaders.
- Leverage local/regional partnerships and activities to strengthen BSCA's presence in the Latino community.
- Develop, update, manage and present training materials to ensure appropriate targeting, repurposing, and consistency.
- Collaborate and coordinate with marketing, public relations, and cross functional teams within the company to move the BSCA agenda forward.
- Conduct marketing activities, events, education, and presentations in an effort to gain members and maintain and/or establish relationships with providers, community, and CBO's.
- Partner with the Diversity and Inclusion Senior Director to drive the development and implementation of the internal Latino employee resource group (ERG).
- Assists with public affairs activities and events that support the company's business goals and showcase/raise awareness of BSCA's products and provide valuable support to important local causes and organizations. Develop strong synergy opportunities with wide range of agencies and organizations throughout California.
- Represent BSCA at various community and social functions, and regional and local meetings pertaining to health coverage issues and policies.
- Develop understanding of political/community project area(s); assist project team in building and implementing community or regional outreach strategies, including briefings, public meetings, presentations, etc., gather community intelligence to validate or supplement intelligence from social media monitoring and research.

### **City of Los Angeles Department of Neighborhood Empowerment, November 2001- July 2013**

- *Project Coordinator, November 2001- July 2013*
- *Program Manager, Valley Regional Congress and NC Election Outreach, January 2009- January 2010*
- *acting Senior Project Coordinator, October 2007- March 2008*

- Guided Neighborhood Councils to increase capacity on grievance procedures; capacity and leadership development; financial resource planning and management of public funds; asset mapping; community profiling and culturally and linguistically appropriate outreach strategies and education.
- Relationship building with representatives from the Office of the Mayor, City Council, Commissions, Departments, Community Based Organizations, Schools, key stakeholders and strategic partners.
- Prepare, analyze and present written and oral reports on bylaws, elections, boundary adjustments, funding program, department and NC infrastructure, and other reports as requested.
- Convene and facilitate deliberative dialogues with staff, NC's and/or lead experts to develop legislation, outreach resources, education campaigns or to review current or proposed programs for NC's.
- Develop, assist and implement culturally and linguistically policy/advocacy training material on selected issues such as board development, strategic planning, leadership, retreat design, outreach techniques and facilitation using a variety of tools such as power points, visual aids, lecturers, books, and cd's among others.
- Supervise a centralized group or a regional team, and coordinate programs focused on capacity development, education, and the provision of technical assistance to neighborhood council board members.

## **City of Los Angeles, Council member Alex Padilla, August 1999- November 2001**

### *Field Deputy*

- Respond to a variety of public inquiries and concerns, which include serving as a liaison for constituents with city-state and federal agencies.
- Attend meetings of community groups and local government, speak and communicate clearly and concisely various positions while representing the council member, liaison with community groups and report back with recommendations for action on issues of importance to the district.
- Responsible for tracking district priorities, recommending strategies for achieving those priorities, and executing various community outreach plans while building community relationships with various stakeholder groups.
- Identify, plan, and coordinate neighborhood events, including advancing the site, and writing memorandums, drafting talking points, and preparing background information.
- Reviews, edits and presents reports and statements prepared for the attention of the City Council and/or various committees. Provides direction and guidance to legislative staff and Department heads.

## **Pueblo Y Salud, Inc., May 1997- August 1999**

### *Community Outreach Specialist*

- Organize forums, workshops and design and deliver presentations related to the use of alcohol and tobacco advertisement and abuse in linguistically and culturally appropriate education materials.
- Organize neighborhoods and coalitions around legislation to prohibit marketing of alcohol and tobacco products in close proximity to schools and faith based organizations.
- Assist in the research, implementation, and enforcement of public policies.
- Maintaining good relationships with all coalitions, community partners and various local and regional partners.

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## **EDUCATION**

### **California State University, Northridge**

- Master of Arts, Public Administration, May 2011

### **California State University, Northridge**

- Bachelor of Arts, Political Science and Mexican American Studies, June 1998

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## **COMMUNITY ACTIVITIES AND AFFILIATIONS**

- Los Angeles County, Community Action Board, Commission Member, District 3
- Sylmar Woman's Club Member, September 2014 to present
- Sylmar Charter High School, Marching Band Board President
- Hispanas Organized for Political Equality (H.O.P.E) Leadership Institute- October 2013
- Pioneer Woman Award Recognition, City of Los Angeles Council District Seven, May 2006

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## **SPECIAL SKILLS**

- Proficient in MS Office applications
- Fluent in written and spoken Spanish
- Excellent interpersonal, team-building, analytical, presentation, written and oral communications skills.
- Experience in developing outreach/marketing plans to reach targets from various cultural, linguistic and socio-economic backgrounds
- Accident & Health License, Life-Only License (Lic. # 0I65318), Plan Based Enroller – Covered CA



**ERIC GARCETTI**  
MAYOR

January 5, 2017

Ms. Amelia Herrera-Robles

Dear Ms. Herrera-Robles:

I am pleased to inform you that I hereby appoint you to the Commission for Community and Family Services 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 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.

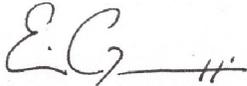
Ms. Amelia Herrera-Robles  
January 5, 2017  
Page 2

As part of the City Council confirmation process, you will need to meet with the current caretaker of Council District 7, Herb J. Wesson, Jr., and Councilmember Gilbert Cedillo, the Chair of the Housing 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 Housing 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. Amelia Herrera-Robles  
January 5, 2107

### 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:**

- Council District 7 Caretaker, Herb J. Wesson, Jr.**
- Councilmember Gilbert Cedillo, Chair of the Council Committee considering your nomination**

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