



ERIC GARCETTI
MAYOR

March 28, 2019

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

Honorable Members:

Subject to your confirmation, I have appointed Ms. Bricia Lopez to the Board of Convention and Tourism Development for the term ending June 30, 2022. Ms. Lopez will fill the vacancy created by Stella Maloyan, who has resigned.

I certify that in my opinion Ms. Lopez 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: Bricia Lopez
Commission: Board of Convention and Tourism Development
End of Term: 6/30/2022

Appointee Information

- 1. Race/ethnicity:** Latina
- 2. Gender:** Female
- 3. Council district and neighborhood of residence:** 14 - East
- 4. Are you a registered voter?** Yes
- 5. Prior commission experience:** Central Area Planning Commission
- 6. Highest level of education completed:** B.S., Mount Saint Mary's College
- 7. Occupation/profession:** Managing Partner / Co-Proprietor, Guelaguetza
- 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
Stone, David	Central	4	Caucasian	M	30-Jun-19
Hyun, Noel	Central	14	Asian Pacific Islander	F	30-Jun-21
Padron, Otto	Central	4	Latino	M	30-Jun-20
Vein, Jon F.	Central	4	Caucasian	M	30-Jun-23

SUMMARY

Highly accomplished community leader. Business leader co-founder, operator and influential content creator. Highly experienced driving sales, experimental marketing, branding, digital media, event production, customer experience amplification, quality and profitability improvements. Dedicated to serving the community and providing customers with best-in-class service to promote retention, and repeat business. Skilled leader with background in managing and training teams of up to 180 employees.

Bricia is also a cultural leader and women advocate with a passion for Los Angeles and Oaxaca culture.

CORE COMPETENCIES

Branding	Marketing	Cultural Innovation
Strategic Planning	Team Leadership	Operations Management
Online Commerce	Relationship Building	Profit & Sales Growth
Event Production	Staff Training & Development	influential Marketing
Business Development	Partnership Strategy	Digital Media Production

EXPERIENCE

GUELAGUETZA, Los Angeles, CA
Managing Partner / Co-Proprietor

2000 to Present

Key Accomplishments

- Successfully managed restaurant, maintaining a 30% annual growth through quality food and exceptional service
- Re-branding of the Guelaguetza Brand
- Launch of online commerce site store.ilovemole.com
- Launch of Guelaguetza's mole and michelada retail food products
- Achieved Top 10 Mexican Restaurant in U.S. from Travel and Leisure.
- Jonathan Gold's 99 Essential Restaurant List from 1999 to present
- Nominated for several best/top restaurant awards by eater.com, LA Times and Conde Nast Traveler.
- Maintained expenses below budget through accurate planning, waste reduction, purchasing, and cost-effective operating procedures.
- Planned and managed significant remodeling projects that enhanced the brand.
- Founder of MoleandMore.com a lifestyle and cultural hub

Management/Administration

- Accountable for budgeting, cost control, profit and loss.
- Developed marketing campaigns to increase visibility of the restaurant, analyzed market demographics, defined the target market, and determined advertising strategies and partnerships.
- Planned to menus, estimated food and beverage costs and purchased inventory.
- Managed food/beverage quality and service issues, ensuring customer satisfaction and repeat business.
- Created a new business through community involvement and active public relations programs.

I LOVE MICHELADAS, Los Angeles, CA
Co-founder / CCO

2014 to Present

Key Accomplishments

- Successfully launched e-commerce website
- Launch of on-going branding and marketing campaigns
- Brand and marketing strategy planning
- Strategic partnerships with like-minded brands
- Launched I Love Michelada ambassador program
- Launched I Love Michelada affiliate program
- Created and oversaw content creation for brand's social channel and on-line presence

SUPERMAMAS.COM, Los Angeles, CA
Co-founder / CCO / host

2015 to Present

Key Accomplishments

- Successfully launched Podcast show and distribution through iTunes, Spotify, google Play and Stitcher
- Managed corporate relationships with brands such as Target, Delta, ATT, Macy's and many more
- Coordinated and participated in national marketing campaigns with California's Milk Professor Board
- On-going creation of brand partnerships
- Successfully launched e-commerce site with 6 different SKUs
- Created Super Mamas Social, an event with over 1,500 attendees and corporate sponsorships
- Created and oversaw content creation for brand's social channels and on-line presence

COMMUNITY LEADERSHIP & AWARDS

- National American Alliance's Emerging Leader, Los Angeles Chapter (Co-Founder)
- The Taste of Mexico Association, (Co-Founder & President)
- Los Angeles City Council President Special Recognition 2013
- Los Angeles City official "Mezcalera" Recognition 2012
- President Obama, White House, Business Leader Immigration and Economic Roundtable, 2013 (Speaker)
- Got Milk, Health and Wellness California Campaign (Spokesperson)
- Hispanas Organizes for Political Equality, Small Business Forum, 2012 (Panelist)
- KPCC Immigration Forum, 2013 (Panelist)
- Los Angeles Business Journal, Latino Business Award Recipient, 2013
- 16 Power Players in Los Angeles, Zagat Magazine
- 24 Restaurant-World Power Players in the US, Zagat
- James Beard Foundation, American Classics, 2015
- LA Times Cultural, Ambassador award, 2016
- Article, The New Yorker, 2016
- Profile Piece, Movers and Shakers book, 2018
- Profile Piece, Vanity Fair Mexico, 2018

EDUCATION

- Mount Saint Mary's College, BS, Business Administration, 2006



ERIC GARCETTI
MAYOR

March 28, 2019

Dear Ms. Lopez:

I am pleased to inform you that I hereby appoint you to the Board of Convention and Tourism Development for the term ending June 30, 2022. 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. Bricia Lopez
March 28, 2019
Page 2

As part of the City Council confirmation process, you will need to meet with Jose Huizar, your Councilmember, and Councilmember Curren Price, the Chair of the Economic Development 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 Economic Development 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 "Eric Garcetti", with a horizontal line extending to the right.

ERIC GARCETTI
Mayor

EG:dlg

Attachment I
Ms. Bricia Lopez
March 28, 2019

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 or email the following forms to: Claudia Luna, Office of the Mayor, Office of Legislative and External Affairs, 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 Jose Huizar**
- _____ **Councilmember Curren Price, Chair of the Council Committee considering your nomination.**

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