



ERIC GARCETTI  
MAYOR

June 23, 2014

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

Honorable Members:

Subject to your confirmation, I have reappointed Ms. Monica Rodriguez to the Board of Public Works for the term ending June 30, 2019. Ms. Rodriguez's current term expires on June 30, 2014.

I certify that in my opinion Ms. Rodriguez 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 that reads 'E. Garcetti' with a stylized flourish at the end.

ERIC GARCETTI  
Mayor

EG:dlg

Attachment

## COMMISSION APPOINTMENT FORM

**Name:** Monica Rodriguez  
**Commission:** Board of Public Works  
**End of Term:** 6/30/2019

### 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:** B.A., Occidental College
7. **Occupation/profession:** Vice President, Board of Public Works
8. **Experience(s) that qualifies person for appointment:** See attached resume
9. **Purpose of this appointment:** Reappointment
10. **Current composition of the commission (excluding appointee):**

Name	APC	CD	Ethnicity	Gender	Appt date	Term ends
Davis, Michael	South	9	African American	M	18-Jul-13	30-Jun-18
James, Kevin	Central	4	Caucasian	M	12-Jul-13	30-Jun-17
Rodriguez, Monica	North Valley	7	Latina	F	18-Jul-13	30-Jun-14
Romero, Barbara	South Valley	4	Latina	F	18-Jul-13	30-Jun-16
Szabo, Matt	Central	13	Caucasian	M	18-Jul-13	30-Jun-15

# MONICA RODRIGUEZ

## CAREER SUMMARY

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Accomplished, fiscally prudent and entrepreneurial leader with nearly 20 years of combined experience in the areas of non-profit management, development, strategic communications, public policy and community affairs in public sector, private sector and non-profit environments

- Exceptional motivational public speaker with experience delivering speeches to a variety of groups
- Outstanding relationship manager with an expansive network and history working with diverse communities throughout California
- Program innovator delivering results that achieve corporate goals and address community needs
- Collaborative leadership style that lends itself to achieving deliverables among staff and consultants
- Highly skilled at managing multiple high profile program initiatives delivering superior results

## PROFESSIONAL EXPERIENCE

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**Commissioner, Board of Public Works**  
CITY OF LOS ANGELES

**2013 - Present**

**Director, Fundraising & Housing Opportunity**  
CALIFORNIA ASSOCIATION OF REALTORS®

**2004 - 2013**

Oversee CAR's political fundraising and philanthropic housing initiatives. Administer CAR's Housing Affordability Fund, a statewide nonprofit affordable housing trust fund, leading strategic planning, fundraising and executing statewide and local housing initiatives offered by Realtors to consumers. Developed strategic partnerships to leverage trust fund invested dollars with over \$75 million in workforce housing developments and programs. Crafted strategic communications and outreach efforts, resulting in increased Realtor visibility on affordable housing advocacy across the state. Advisor to the National Association of Realtors® on development of national grant programs and served as the Association Staff Liaison of the grant review panel. Represent C.A.R. at several business and nonprofit membership organizations across the state. Member of the executive management team providing strategic guidance on association activities.

- Designed communications and outreach strategies to increase political and philanthropic giving and participation
- Created multiple innovative statewide consumer oriented program initiatives, designed in direct response to consumer needs and market conditions, managing all components from contract execution to communications strategy and consumer relations
- Developed program infrastructure, funding guidelines and raised nearly \$10 million of private dollars to support affordable housing activities, creating the model program replicated by other Realtor trade associations across the country.
- Manage all board development and leverage resources among eighteen member board of director and 18 non-voting liaisons
- Responsible for development and management of multiple program budgets/initiatives annually
- Developed and implemented grant funding protocol and oversee all grant management and compliance
- Design and provide oversight of all donor solicitation, annual fundraising campaigns and special events
- Developed annual member professional development seminar series across California grossing unprecedented profits for the organization
- Write proposals, prepare written reports, deliver presentations, supervise personnel, and administer all financial aspects of projects

**Consultant**  
TWO ROADS CONSULTING, INC.  
Kathi Littmann, President

**2003 - 2004**

Represented company president at several executive business associations and engagements throughout Los Angeles. Developed and secured a \$900,000 strategic planning grant from the Bill & Melinda Gates Foundation

targeting the reorganization of LAUSD secondary schools. Developed and maintained relations with public and private sector stakeholders. Provided president with technical expertise on governmental agencies and political landscape.

**Chief Deputy/Senior Policy Advisor, Community & Intergovernmental Relations** 2000 – 2003  
SCHOOL BOARD PRESIDENT CAPRICE YOUNG, LOS ANGELES UNIFIED SCHOOL DISTRICT

Directed staff and served as Senior Policy Advisor to the Board Member on policy strategy related to board matters and issues including, redistricting, Proposition 10/Universal Pre-K, early childhood education, after-school programs, new school development and technology. Worked to streamline LAUSD operational systems in order to facilitate effective and efficient use of school district resources. Interfaced with the media, private sector and civic leaders to integrate stakeholder priorities into effective policy and budget recommendations. Leveraged school district resources to encourage multi-million dollar private and corporate giving to enhance school based programs and facilities. Facilitated the collaboration between the school district and municipal agencies to enhance the delivery of service to local school sites and engaged residents in school based matters by organizing multiple site based grassroots community/school advocacy groups.

**Community Affairs Manager** 1998 – 2000  
MAYOR RICHARD J. RIORDAN, CITY OF LOS ANGELES

Managed day to day operations of San Fernando Valley Office. Represented the Mayor in the San Fernando Valley and East Los Angeles areas. As Program Manager, led the successful implementation of two \$3 million federally funded Targeted Neighborhood Initiatives. Built collaborative relationships with City Council members and staff to achieve programmatic objectives. Leveraged Federal funding to secure private dollars to support business and community revitalization efforts in several Los Angeles communities. Designed and implemented community outreach programs to increase civic participation and communication.

**Deputy** 1998  
LOS ANGELES CITY COUNCILMEMBER RICHARD ALARCON

**Constituent Services Representative** 1997 – 1998  
MAYOR RICHARD J. RIORDAN, CITY OF LOS ANGELES

**Deputy** 1994 – 1997  
LOS ANGELES CITY COUNCILMEMBER MIKE HERNANDEZ

## COMMUNITY AFFILIATIONS

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<b>President, HOPE-PAC</b>	<b>2007 - Present</b>
<b>Board Member, HOLLYWOOD ENTERTAINMENT MUSEUM</b>	<b>2005 - 2007</b>
<b>Los Angeles County Commissioner, SUNSHINE CANYON LANDFILL</b>	<b>2004 - 2007</b>
<b>Board Member, COMMUNITIES IN SCHOOLS</b>	<b>2004 - 2006</b>
<b>Board Member &amp; Vice-Chair of Executive Board of Directors</b> NORTH VALLEY YMCA	<b>2003 - 2009</b>
<b>Co-Founder &amp; Advisor, Los Angeles F.I.R.E. Academy</b> LOS ANGELES COMMUNITY COLLEGE DISTRICT & LOS ANGELES CITY FIRE DEPARTMENT	<b>2001-2008</b>
<b>Board Member, MANNY MOTA INTERNATIONAL FOUNDATION</b>	<b>2001 – 2003</b>
<b>Board Member &amp; Co-Chair, Latina Community Advisory Council</b> BIG SISTERS OF LOS ANGELES / BIG BROTHERS BIG SISTERS OF GREATER LOS ANGELES	<b>1996 - 2001</b>

## EDUCATION

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**Bachelor of Arts** 1997  
OCCIDENTAL COLLEGE LOS ANGELES, CALIFORNIA  
*Major: Politics, with an emphasis in American Politics*  
*Model United Nations Delegate*

## AWARDS

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<b>Volunteer of the Year, NORTH VALLEY FAMILY YMCA</b>	<b>2005</b>
<b>Los Angeles City Council Resolution, CITY OF LOS ANGELES</b>	<b>1997</b>



ERIC GARCETTI  
MAYOR

June 23, 2014

Ms. Monica Rodriguez

Dear Ms. Rodriguez:

I am pleased to inform you that I hereby reappoint you to the Board of Public Works for the term ending June 30, 2019. 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 Cary Gross in my Office at (213) 978-0621 to make arrangements for you.

To begin the reappointment process, please review, sign and return the enclosed 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.

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 Shannon Prior at the Ethics Commission at (213) 978-1960.

As part of the City Council confirmation process, you will need to meet with Felipe Fuentes, your Councilmember, and Councilmember Joe Buscaino, the Chair of the Public Works and Gang Reduction Committee, to answer any questions they may have.

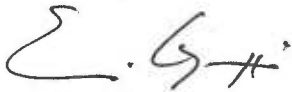
Ms. Monica Rodriguez  
June 23, 2014  
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You will be hearing from a City Council committee clerk who will let you know when your reappointment will be considered by the Public Works and Gang Reduction Committee. Some time thereafter, you will be notified 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. Cary Gross 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 stylized flourish at the end.

ERIC GARCETTI  
Mayor

EG:dlg

Attachment I  
Ms. Monica Rodriguez  
June 23, 2014

### Nominee Check List

#### I. Within seven days:

Mail, fax or email the following forms to: Cary Gross, Office of the Mayor, Office of External Affairs, City Hall, 200 N. Spring Street, Los Angeles, CA 90012 or email: cary.gross@lacity.org.

\_\_\_\_\_ **Undated Separation Forms**

\_\_\_\_\_ **Background Check Release**

\_\_\_\_\_ **Commissioner Information Sheet/Voluntary Statistics**

#### II. Within 21 days:

File the following forms with the City Ethics Commission. *If you are required to file, you will receive these forms in the mail 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.

\_\_\_\_\_ **Residence Verification Form**

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

\_\_\_\_\_ **Your City Councilmember Felipe Fuentes** (contact at (213) 473-7007).

\_\_\_\_\_ **Councilmember Joe Buscaino, Chair of the Council Committee considering your nomination** (contact at (213) 473-7015).

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