

ERIC GARCETTI
MAYOR

August 9, 2013

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

Honorable Members:

Subject to your confirmation, I have appointed Mr. Hector Serrano, Jr. to the Harbor Area Planning Commission for the term ending June 30, 2018. Mr. Serrano will fill the vacancy created by Joeann Valle, whose term expired on June 30, 2013.

I certify that in my opinion Mr. Serrano is qualified for the work that will devolve upon him, and that I make the appointment solely in the interest of the City.

Sincerely,

A handwritten signature in black ink, appearing to read 'Eric Garcetti', written over a white background.

ERIC GARCETTI
Mayor

EG:dlg

Attachment

COMMISSION APPOINTMENT FORM

Name: Hector Serrano, Jr.
Commission: Harbor Area Planning Commission
End of Term: June 30, 2018

Appointee Information

1. **Race/ethnicity:** Latino
2. **Gender:** Male
3. **Council district and neighborhood of residence:** 15 - Harbor
4. **Are you a registered voter?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** M.P.A., University of Arkansas
7. **Occupation/profession:** See attached resume
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	Appointment Date	Term Ends
Castillo, Emma	Harbor	15	Latina	F	05-Nov-10	30-Jun-15
Eisenberg, Eric	Harbor	15	Caucasian	M	16-May-11	30-Jun-14
Lewis, Kandee	Harbor	15	African American	F	13-Oct-10	30-Jun-16
Trigas, Phillip	Harbor	15	Caucasian	M	16-Jul-09	30-Jun-17
Valle, Joeann	Harbor	15	Caucasian	F	11-Aug-03	30-Jun-13

HECTOR SERRANO, Jr.

EDUCATION

University of Arkansas
Public Administration

M.P.A. May 2012

University of California, Santa Barbara
Sociology

B.A. June 2010

SUMMARY OF EXPERIENCE

- Experience interacting with elected officials from all levels of government.
- Led outreach campaigns targeting low income urban areas.
- Exhibit excellent personal and public communications skills that can be utilized to meet target goals.
- Effective communicator and team leader willing to build long-term relationships with internal and external stakeholders.

EXPERIENCE

PATIENT FINANCIAL RESOURCE WORKER Los Angeles 6/13 - present
Los Angeles County-USC Hospital

- Assist patients with resources to help pay their medical bills and assist doctors nurses in maintaining medical track in order
- Assist peace officers with policies to help treat patients who are criminals going to jail.
- Worked in all emergency rooms (Resuscitation Room, North Room, West Room, East Room, Psychiatric Room) to administrate patient track and ensure L.A. county policies and codes are taken into action.

EXECUTIVE BOARD OF ADVISORY

Henry Tillman's Championship Boxing Youth Club Carson, CA 3/13 present

- Organized city contracts, files, and funds received from different public and private organizations.
- Influenced celebrities, presidents, politicians, and executive directors of different organizations to help grow our non-profit organization.
- Build strong relationships with private organizations, public officials, and labor unions to expand network to receive funds.

LOS ANGELES UNIFIED SCHOOL DISTRICT TUTOR

Academic Advantage Los Angeles, CA 12/12- 4-13

- Assist students from grades 2nd to 9th grade Math and English.
- Teach the fundamentals of English Language, writing essays, similes, figuratively language, and poetry.
- Increase students' performance and test scores by 20 percent.

COMMUNITY POLITICAL ORGANIZER

Eric Garcetti for Los Angeles City Mayor San Pedro, CA 12/12 present

- Organize over 340 volunteers, labor unions, and city officials for L.A. city council Eric Garcetti in the community of Wilmington.
- Supervisory skills to motivate/manage and train volunteers.
- Assist in developing L.A. city districts campaign goals as well providing advice and issues in the community of Wilmington and Watts.

- Establish positive relationships with labor union presidents, Port of Los Angeles Commissioners, and public/private hospitals to help assist Eric Garcetti's campaign.

EXECUTIVE COMMITTEE

Compton, CA 11/12-present

Compton Chamber of Commerce

- Provide innovative ideas to Mayors, City Councils, and public officials from different cities to create economic development to low income urban areas.
- Write grant proposals for small business owners to increase economy and market share.
- Perform presentations to executive directors, CEO's, and Union Labors on economic development, community development, and educational development.
- Organize and develop community programs in Universities to educate students in developing public organizations to develop and educate communities.

VOLUNTEER COORDINATOR LABOR UNION ORGANIZER

Wilmington, CA 11/12-present

Labor Union Organizer

- Assisted the Presidents of the labor unions to promote and advertise politicians that will help protect employees.
- Communicated with corporate and public executives to build fundraisers for campaigns to elect qualified politician.
- Help establish political organizations and clubs to help and train youth to become politically active as well as becoming educated about politics and transform them into leaders.
- Assisted Los Angeles city council Joe Buscaino 15th district and Eric Garcetti L.A. city council of the 13th district in providing innovative ideas to assist communities and influence residents to vote.

CAMPAIGN ASSISTANT

Janice Hahn for Congress

San Pedro, CA

11/12-11/12

- Experience canvassing, knocking on residents doors, and producing report of voters.
- Assisted in the delivery of the Congresswoman's re-election campaign platform.
- Recruited and trained volunteers for the Get Out The Vote (GOTV) campaign.
- Provided precinct and voter turnout reports to campaign staff.

CAMPAIGN VOLUNTEER

Hispanic Caucus Democratic Party of Arkansas

Fayetteville, AR

09/11-05/12

- Developed and facilitated outreach efforts for gubernatorial campaign.
- Tracked and supported statewide initiatives regarding education and civil rights.
- Developed innovative methods to persuade community members to vote, resulting in a 17% increase in voter turnout.

COMMUNITY DEVELOPMENT VOLUNTEER

The League of United Latin American Citizens (LULAC)

Fayetteville, AR

09/10- 05/11

- Planned and executed various presentations to city managers and Executive Directors of various organizations on community based issues.
- Maximized networking opportunities by incorporating local organizations into discussions relating to community development projects.
- Worked closely with media personnel to deliver campaign messages to target demographic group.

STUDENT INTERN

Port of Los Angeles Port Police

San Pedro, CA

07/05- 09/05

- Carefully verified subpoenas and log them into the court house database.
- Meticulously organize files, documents, and city contracts.
- Inspected incoming shipment contracts for accuracy and signatures.
- Involved in patrolling cargo ships while working with 75 police personnel.

VOLUNTEER FIREFIGHTER

L.A. City Fire Department

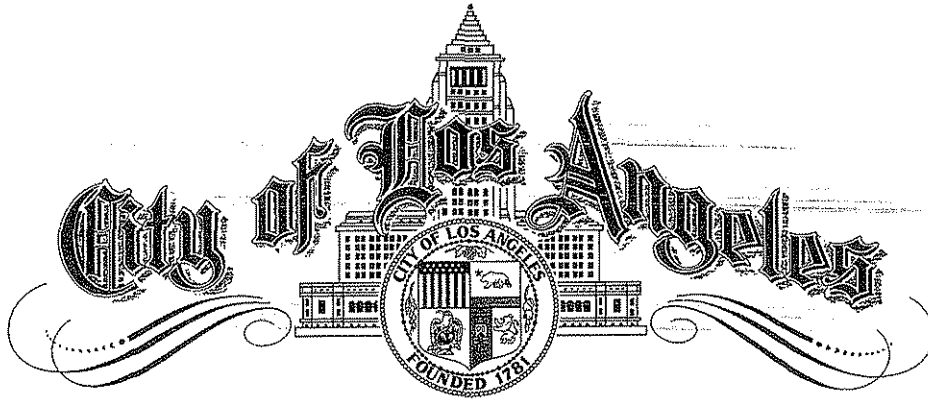
Los Angeles, CA

09/04- 06/05

- Assisted patients with medical needs and fought structure fires.
- Strong commitment to team dynamics with the ability to follow leadership directives from leadership.
- Effectively applied L.A. City Fire Department's policies and responsibilities to secure public safety.
- Maintained and organized the firefighting equipment inventory.

PROFESSIONAL SKILLS

- Bilingual (Spanish/English)
- Ability to follow instructions
- Interpersonal Communications and Public Speaking
- Critical Thinker
- Statistical Analysis
- Ability to Collaborate
- Adaptability
- Analytical
- Microsoft Word, Power Point, Excel 2007
- Strong Organizational Skills
- Apply Theories, Concepts, and Government Policies



ERIC GARCETTI
MAYOR

August 9, 2013

Mr. Hector Serrano, Jr.

Dear Mr. Serrano:

I am pleased to inform you that I hereby appoint you to the Harbor Area Planning Commission 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 Justin Gonzalez in my Office at (213) 364-0506 to make arrangements for you.

To begin the appointment process, please review, sign and return the enclosed Ethics Pledge, 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 Shannon Prior at the Ethics Commission at (213) 978-1960.



Mr. Hector Serrano, Jr.
August 9, 2013
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As part of the City Council confirmation process, you will need to meet with Joe Buscaino, 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. Some time 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. Julie Ciardullo with the Mayor's staff 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", written in a cursive style.

ERIC GARCETTI
Mayor

EG:dlg

Attachment I
Mr. Hector Serrano, Jr.
August 9, 2013

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: Julie Ciardullo, Office of the Mayor,
Office of External Affairs, City Hall, 200 N. Spring Street, Los Angeles, CA 90012
or fax: 213-978-0720 or email: julie.ciardullo@lacity.org.

- Ethics Pledge**
- Remuneration Form**
- Undated Separation Forms**
- Background Check Release**
- 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 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**

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

- Your City Councilmember Joe Buscaino** (contact at 213-473-7015).
- Councilmember Jose Huizar, Chair of the Council Committee**
considering your nomination (contact at 213-473-7014).

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