



ERIC GARCETTI
MAYOR

June 6, 2014

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

Honorable Members:

Subject to your confirmation, I have appointed Ms. Gerlie Collado to the Commission for Community and Family Services for the term ending June 30, 2018. Ms. Collado will fill the vacancy created by Debra Duardo, whose term expires June 30, 2014.

I certify that in my opinion Ms. Collado 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 stylized flourish at the end.

ERIC GARCETTI
Mayor

EG:dlg

Attachment

COMMISSION APPOINTMENT FORM

Name: Gerlie Collado
Commission: Commission for Community and Family Services
End of Term: 6/30/2018

Appointee Information

1. **Race/ethnicity:** Asian Pacific Islander
2. **Gender:** Female
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:** M.A., Claremont Graduate University (expected 12/2014)
7. **Occupation/profession:** Programs Associate, James Irvine Foundation
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):**

Name	APC	CD	Ethnicity	Gender	Appt date	Term ends
Al-Mansour, Chancela	East LA	14	African American	F	25-Sep-12	30-Jun-16
Beserra-Nunez, Irma	South Valley	5	Latina	F	27-Jan-14	30-Jun-18
Castillo, Carolina	East	14	Latina	F	30-Jul-10	30-Jun-16
Chan, Yvonne	North Valley	12	Asian Pacific Islander	F	30-Jul-10	30-Jun-14
Duardo, Debra - EXPIRED	East LA	14	Latina	F	22-Jun-11	30-Jun-14
Farar, Ilana	West LA	11	Caucasian	F	03-Feb-14	30-Jun-18
Hill, Peggy	Central	4	African American	F	30-Jul-10	30-Jun-16
Iglehart, Alfreda	Central	10	African American	F	30-Jul-10	30-Jun-16
Legesse, Nikki	West	11	African American	F	10-Mar-14	30-Jun-16
Maxey, Tara	East LA	1	Caucasian	F	03-Feb-14	30-Jun-18
Pinto, Angela	South Valley	2	Other	F	13-Aug-10	30-Jun-16
Rodriguez, William "Blinky"	North Valley	7	Latino	M	03-Feb-14	30-Jun-18
Thomas, Fred	South LA	8	African American	M	21-Feb-13	30-Jun-14
Torres, Benjamin	East	13	Latino	M	30-Jul-10	30-Jun-16
Yaroslavsky, Barbara	Central	5	Caucasian	F	30-Jul-10	30-Jun-14

Gerlie Collado

WORK HISTORY:

Programs Associate, Arts	Oct. 2010 to present
<i>The James Irvine Foundation, Los Angeles, CA</i>	

Promote engagement in the arts for all Californians through the work of the largest, private, arts funding institution in the state.

- Collaborate with team of five to design, implement and improve grantmaking programs including: the New California Arts Fund and the Exploring Engagement Fund
- Provide excellent customer service to potential and current grantees in navigating the Foundation's grantmaking criteria and requirements
- Create, execute and refine foundation-wide, cross-departmental projects. A recently implemented project includes a customer relationship management database customized around the foundation's internal needs, as well as the needs of current and potential grantees.

Communications Associate	Oct. 2006 to Oct. 2010
<i>California Community Foundation (CCF), Los Angeles, CA</i>	

Promoted CCF as an effective financial solutions-provider and a philanthropic leader in Los Angeles County and the nation.

- Wrote human-interest stories and advertising copy to communicate the foundation's impact and expertise in philanthropy
- Coordinated special events including the foundation's annual *Unsung Heroes* awards ceremony which inspired corporate and individual donors to contribute more than \$25,000 to support award recipients
- Managed projects including: direct mail and e-mail campaigns; CCF's online artist gallery featuring recipients of the foundation's annual Fellowships for Visual Artists; and human-interest videos and foundation publications
- Implemented CCF's online and social media strategies which include monitoring online traffic and engagement activities
- Received Employee Recognition Awards for work with foundation-wide committees that implemented: 2008 Southern California Wildfire Disaster Relief; online donors' portal; and the 2009 *Unsung Heroes* awards ceremony

Development and Communications Manager	Feb. 2005 to Jul. 2006
<i>Search to Involve Pilipino Americans (SIPA), Los Angeles, CA</i>	

Managed fund raising and communications activities for the leading provider of health and counseling services, affordable housing and afterschool programs for families and youth in L.A.'s Historic Filipinotown.

- Cultivated corporate and individual donors for strategic partnerships and contributions
- Planned and executed benefit events
- Managed agency's brand
- Wrote donor correspondence letters, letters of intent, grant proposals, and news releases and media advisories
- Managed benefit event volunteers
- Advocated to local government offices and colleague organizations to gain support of agency's initiatives

Marketing Production Manager	Sep. 2001 to Feb. 2005
<i>Kaplan Test Prep, Los Angeles, CA</i>	

Supported 25 West Coast regional test centers of a 70 year-old leader in educational test preparation and consulting services.

- Projected class offerings based on estimated growth of each center
- Designed regional marketing collateral

VOLUNTEER ACTIVITIES:

Planning Committee Member	Sep. 2012 – February 2014
----------------------------------	----------------------------------

TED^x Claremont Colleges, Claremont, CA

Conceptualize and present Claremont College's *TED^x* events. Past topics include: approaches to sustainability; transforming expectations; and the power of storytelling.

Host Committee Member, Annual Membership Meeting	Aug. – Oct. 2010
---	-------------------------

Asian Americans and Pacific Islanders in Philanthropy (AAPIP), Los Angeles, CA

Highlighted community treasures and needs in Los Angeles' various Asian ethnic enclaves through hosted dinner events for AAPIP members.

Various Roles	2001 to present
----------------------	------------------------

FilAm ARTS, Los Angeles, CA

- Advisory Council Member, 2010 to present
- Former Board Vice Chair, 2004 to 2010
 - Co-managed governing board to implement and evaluate capacity-building strategies and progress metrics to monitor organization's effectiveness
- Festival volunteer, 2002 to 2009
 - Cultivated and managed vendors for annual festival which has an audience of more than 20,000 people
 - Launched first culinary arts pavilion in 2001 which featured cooking demonstrations and educational materials about the Philippines' distinctive regional cuisine

Mentor	Oct. 2009 to May 2010
---------------	------------------------------

University of Southern California Asian Pacific American Student Services Mentorship Program, Los Angeles, CA

Grants researcher/editor and development consultant	Mar. 2005 to Dec. 2006
--	-------------------------------

Little Manila Foundation, Stockton, CA

EDUCATION & AWARDS:

M.A. Arts Management	Dec. 2014 (Expected Graduation)
-----------------------------	--

Claremont Graduate University, Claremont, CA

- Ralph M. Parsons Fellowship, 2013 - 2014

B.S. International Business	May 2001
------------------------------------	-----------------

University of San Francisco, San Francisco, CA

AFFILIATIONS:

- Asian Americans and Pacific Islanders in Philanthropy, Jan. 2007 to present
- Emerging Practitioners in Philanthropy, Oct. 2006 to present
- Los Angeles Asian Pacific Islander Giving Circle, Jan. 2010 to present



ERIC GARCETTI
MAYOR

June 6, 2014

Ms. Gerlie Collado

Dear Ms. Collado:

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

Ms. Gerlie Collado
June 6, 2014
Page 2

As part of the City Council confirmation process, you will need to meet with Mitch Englander, your Councilmember, 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. 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. 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". The signature is stylized with a large initial "E" and a long horizontal stroke.

ERIC GARCETTI
Mayor

EG:dlg

Attachment I
Ms. Gerlie Collado
June 6, 2014

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: 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.

_____ **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.

_____ **CEC Form 60**

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

_____ **Your City Councilmember Mitch Englander** (contact at 213-473-7012).

_____ **Councilmember Gilbert Cedillo, Chair of the Council Committee considering your nomination** (contact at 213-473-7001).

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