

ERIC GARCETTI
MAYOR

June 13, 2014

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

Honorable Members:

Subject to your confirmation, I have appointed Mr. Moctesuma Esparza to the Industrial Development Authority for the term ending June 30, 2015. Mr. Esparza will fill the vacancy created by Francisco de Vivo, whom will be removed effective July 31, 2014 or at the time Mr. de Vivo's successor is confirmed by the City Council.

I certify that in my opinion Mr. Esparza 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 that reads 'E. Garcetti'.

ERIC GARCETTI
Mayor

EG:dlg

Attachment

COMMISSION APPOINTMENT FORM

Name: Moctesuma Esparza
Commission: Industrial Development Authority
End of Term: 6/30/2015

Appointee Information

1. **Race/ethnicity:** Latino
2. **Gender:** Male
3. **Council district and neighborhood of residence:** 14 - East
4. **Are you a registered voter?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** UCLA School of Theater, Film and Television
7. **Occupation/profession:** Award-winning Producer, Entertainment Executive, Entrepreneur and Community Activist
8. **Experience(s) that qualifies person for appointment:** See attached resume
9. **Purpose of this appointment:** Replacement
10. **Current composition of the commission (Mayoral appointments, excluding appointee):**

Name	APC	CD	Ethnicity	Gender	Appt date	Term ends
De Vivo, Francisco-REMOVED	South Valley	2	Latino	M	10-Aug-10	30-Jun-15
Montes, Joseph F.	West	5	Latino	M	23-Oct-07	30-Jun-16
Torry, Monica R	Central	10	African American	F	19-Dec-13	30-Jun-14
Zaferis, James	Central	4	Caucasian	M	31-May-07	30-Jun-13

MOCTESUMA ESPARZA

CEO, Maya Entertainment

An award-winning producer, entertainment executive, entrepreneur and community activist, **Moctesuma Esparza** is well known for his contributions to the movie industry and commitment to creating opportunities for Latinos everywhere. A partner in the highly successful Esparza-Katz Productions with Robert Katz, he worked with stars such as Robert Redford, Jennifer Lopez, Andy Garcia, Jimmy Smits, Martin Sheen, Robert Duvall and Halle Berry. Mr. Esparza founded Maya Entertainment, a vertically integrated media content company providing full service motion picture distribution and production. Maya acquires, produces and distributes multicultural and Latino themed product for all distribution platforms throughout the world and is dedicated to the growing U.S. Latino market.

Mr. Esparza's latest film, "Taco Shop," starring Tyler Posey and Eric Roberts, is set for release in 2014. His HBO film "Walkout" (2006) told the true story of the Chicano student uprising in East Los Angeles in 1968, where dramatic walkouts were staged at high schools to protest academic prejudice and dire school conditions. Other films produced by Mr. Esparza include: "Price of Glory" (2000), "Introducing Dorothy Dandridge" (1999), "Selma, Lord, Selma" (1998), "Selena" (1997), "The Disappearance of Garcia Lorca" (1997), "The Ballad of Gregorio Cortez" (1994) and "The Milagro Beanfield War" (1988), among others.

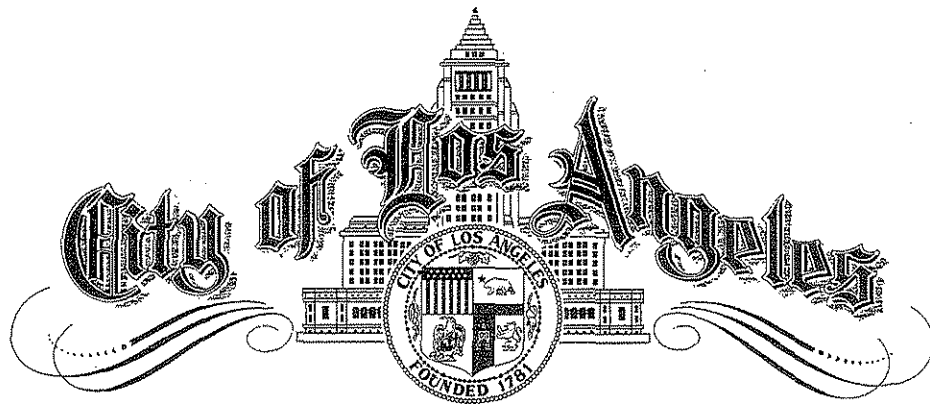
In addition to his productions, Mr. Esparza established Maya Cinemas, a growing chain of modern movie theater megaplexes committed to providing the highest quality movie-going experience in new and redeveloping market areas with a strong Latino presence.

Born and raised in Los Angeles, Mr. Esparza received both his Bachelors and Masters degrees from the UCLA School of Theater, Film and Television. From the onset of his career, he dedicated himself to empowering and transforming the images of Latinos in Hollywood.

He founded the Los Angeles Academy of Arts and Enterprise Charter School, is co-founder of the National Association of Latino Independent Producers, co-founder of the Smithsonian Latino Center, and founding member of the Cesar Chavez Foundation. He has served on the corporate board of directors of the Motion Picture Television Fund, the board of directors of the Museum of Latin American Art, and as a trustee of the California State University System. Additionally, Mr. Esparza served as a commissioner to the Los Angeles City Retirement System.

Currently, Mr. Esparza serves on various boards including the National Hispanic Cultural Center advisory board, the Latino Coalition Against AIDS advisory board, the National Hispanic Media Coalition advisory board, the Robert Toigo Foundation advisory board, the Minority Media Telecommunications Council board of advisors, the American Film Institute board of trustees, and the UCLA School of Theater, Film and Television dean's executive board. He is a board member and former Chair of the New America Alliance, co-chair of The Marathon Club, and CEO of the Latino Theater Company in Los Angeles. He was appointed by former Mayor Antonio Villaraigosa to the Los Angeles Homeless Services Authority, and was also appointed by U.S. Senate Majority Leader Harry Reid to the planning commission of the National Museum of the American Latino.

He has received numerous awards and honors including an Academy Award nomination, a Golden Globe nomination, an Emmy award, a Clio award, an Alma award, a Cine Golden Eagle award and was named one of the 50 "Most Powerful and Influential Latinos" of 2008 by The Imagen Foundation.



ERIC GARCETTI
MAYOR

June 13, 2014

Mr. Moctesuma Esparza

Dear Mr. Esparza:

I am pleased to inform you that I hereby appoint you to the Industrial Development Authority for the term ending June 30, 2015. 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.

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. Some time thereafter, you will be notified by the committee clerk when your appointment will be presented to the full City Council for confirmation.

Mr. Moctesuma Esparza
June 13, 2014
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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 fluid and cursive, with a prominent "E" and "G".

ERIC GARCETTI
Mayor

EG:dlg

Attachment I
Mr. Moctesuma Esparza
June 13, 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. As soon as possible, the Mayor's Office will schedule a meeting with you and:

- _____ **Your City Councilmember Jose Huizar** (contact at 213-473-7014).
- _____ **Councilmember Curren Price, Chair of the Council Committee considering your nomination** (contact at 213-473-7009).

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