



KAREN BASS  
MAYOR

May 23, 2023

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

Honorable Members:

Subject to your confirmation, I have reappointed Ms. Alma Martinez to the Board of Taxicab Commissioners for the term ending June 30, 2028. Ms. Martinez's current term expires on June 30, 2023.

I certify that in my opinion Ms. Martinez is especially qualified by reason of training and experience for the work which shall devolve upon her, and that I make the appointment solely in the interest of the City.

Sincerely,

A handwritten signature in black ink that reads 'Karen Bass'.

KAREN BASS  
Mayor

KB:tga

Attachment

## COMMISSION APPOINTMENT FORM

**Name:** Alma Martinez  
**Commission:** Board of Taxicab Commissioners  
**End of Term:** 6/30/2028

### Appointee Information

1. **Race:** Latinx
2. **Gender:** Female
3. **Council District and neighborhood of residence:** 7 - North Valley
4. **Are you a registered voter in the City of Los Angeles?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** M.A., Urban Planning, University of California, Los Angeles
7. **Occupation/profession:** City Manager, City of El Monte
8. **Experience(s) that qualifies person for appointment:** See attached resume/bio
9. **Purpose of this appointment:** Reappointment
10. **Current composition of the commission:**

Commissioner	APC	CD	Race	Gender	Term End
Colaiace, Andre	Central	5	Caucasian	M	6/30/2027
Le Kennedy, Jacqueline	South Valley	5	API	F	6/30/2024
Martinez, Andrea	Central	13	Latinx	F	6/30/2025
Spiegelman, Eric	East LA	14	Caucasian	M	6/30/2026
Martinez, Alma	North Valley	7	Latinx	F	6/30/2023

# ALMA K. MARTÍNEZ

"To do any less than your best is to sacrifice the gift."

–Steve Prefontaine, long-distance running legend

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## City Manager

*Public and Private Finance ~ Grants Management ~ Public & Media Relations ~ Process Improvement*  
Results oriented City Manager with 19+ years of progressive responsible experience in public and private administration, managing responsibilities in local, state and national government programs. Demonstrated proficiency in coordinating programs and interfacing with professionals of all levels. Assess services and support, including human service programs and general information dissemination. Leads and administrates multi-million dollar projects, managing the project lifecycle from conceptual design to execution and negotiation. Accurately completes research, reporting, information management, service, and department-development efforts within budget requirements, applying in-depth knowledge of government policies and strategies. Skilled in city planning, economic development, and personnel management as well as possess strong concepts of all State and Federal laws and regulations. Bilingual in English and Spanish.

## Areas of Expertise

*Public and Private Finance ~ New Market Tax Credit Financing Transactions ~ Union Negotiations Legislative Issues ~ Municipal Budget Preparation ~ Human Resource Management Initiatives*  
*Business & Economic Development ~ Dispute Resolution & Mediation Real Estate Development Entitlements ~ Social Media Strategy ~ Budget & Cost Controls ~ Strategic Planning*  
*Research & Reporting ~ Vendor Management ~ Labor Relations*

## Education & Training

**Doctorate – Policy, Planning and Development**, University of Southern California – In progress

**Master of Arts in Urban Planning**, University of California, Los Angeles – 2013

**Bachelor of Arts in Sociology; Minor in Political Science**, University of California, Los Angeles - 2001

## Professional Experience

### CAREER ACCOMPLISHMENTS:

- Exemplary crisis management in response to the COVID-19 pandemic
- Successful bond issuance for PERS; saving the City of El Monte \$120M (15 years)
- Successful bond issuance for PARS; saving the City of El Monte \$20M
- Adopted a balanced \$237.5M budget for FY21/22 (\$76.6M General Fund)
- Negotiated with all four labor groups to save \$1.4M in General Funds for FY 20/21
- Completed two park projects: Fletcher "Fetch" Dog Park and Gibson Mariposa Skate Park
- Added \$1.33 million to the Lynwood General Fund Reserve which is 4.1% of total General Fund revenues with the goal of reach 20%. The first time in over a decade that funds were added to the reserve account.
- Issued \$7,685,000 in lease revenue bonds (Lynwood) to provide funding for critical city projects. Debt service was structured so as to not increase overall debt payments.
- Successfully completed and implemented a Water & Sewer Rate Increase (Lynwood). Under my direction, Finance was able to restructure the rates so as to reduce the cost by over \$6,000,000 annually to ratepayers.
- Through rate increases and bond financing, the City of Lynwood will td a 100-year replacement to reduce reliance on purchased water, institute new SCADA system, meter replacement and a sewer line replacement.
- Business recruitment and retention: UPS – negotiated the economic development subsidy agreement between the City of Compton and UPS which resulted 165 full time jobs with 50 local hires.
- Repurposed \$7M+ in Federal grant funding for streets and infrastructure repairs for the City of Compton.
- Repurposed \$500,000+ in METRO grant funds toward a major City of Compton project.

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**CITY OF EL MONTE, EL MONTE, CA**

2019 – PRESENT

**CITY MANAGER**

Provided exemplary crisis mitigation response to the COVID-19 pandemic; deployed millions of dollars to implement rental and business assistance programs, outdoor dining options for restaurants, virtual City Hall for online communication and support, food and PPE distribution events, and clinical testing. Completed the most significant development projects in the history of the City; Mercy Housing Baldwin-Rose, Cesar Chavez Foundation Affordable Housing Development, Goodman Logistics. Secured \$15M in State Project Homekey funding to purchase two hotels in the City to rehabilitate and utilize to house homeless individuals and families. Gateway includes a projected 3,000 jobs creation, over 600 units of affordable and market rate housing, 1.5 acres of park space, 2,900 square feet community center, close to 400,000 square feet of retail space including: three hotels, a movie theater, a fitness center, restaurants and office space on 60 acres of City-owned land. Goodman Logistics is a 55 acres development which includes over 1.2 million square feet of industrial building space. Supervise more than 500 employees. Adopted a balanced budget of \$237.5M (all funds) with \$76.6M in General Funds for FY 21/22. Served as the lead negotiator with all labor groups, including the El Monte Police Officers' Association to save \$1.44M in General Fund monies. Completed two park projects: Fletcher "Fetch" Park – the City's first dog park and the Skate Park at Gibson Mariposa Park. These projects included multi-agency funding mechanisms and volunteer support from local trade unions. Implemented the cannabis program authorized by the City Council. Served as the City's Public Information Officer while facilitating internal and external communication throughout all levels of the organization.

**CITY OF EL MONTE, EL MONTE, CA**

2018 – 2019

**ASSISTANT CITY MANAGER**

Oversee the most significant development projects in the history of the City; the Gateway development project and Goodman Logistics. Gateway includes a projected 3,000 jobs creation, over 600 units of affordable and market rate housing, 1.5 acres of park space, 2,900 square feet community center, close to 400,000 square feet of retail space including: three hotels, a movie theater, a fitness center, restaurants and office space on 60 acres of City-owned land. Goodman Logistics is a 55 acres development which includes over 1.2 million square feet of industrial building space. Supervise more than 500 workers. The lead negotiator with the El Monte Police Officers' Association. Implementing the cannabis program authorized by the City Council. Monitor expenditures and implement midyear adjustments as appropriate. Direct all City department heads, including operational support staff management, council item review. Serve as the City's Public Information Officer while facilitating internal and external communication throughout all levels of the organization.

**CITY OF LYNWOOD, LYNWOOD, CA**

2016 – 2018

**CITY MANAGER**

My tenure as City Manager resulted in tremendous accomplishments such as the modernization of the water & sewer system, implementation of a \$14,000,000 street repaving and repair program, the upgrading of existing City facilities, expansion of recreational programming, undertaking new and innovative economic development programs, the development of affordable multi-family housing, development of Veterans housing, new single family housing while continuing to stabilize the City's finances and implementing a new user fee schedule and implementing the cannabis program authorized by the City Council. Monitored expenditures and implement midyear adjustments as appropriate. Directed all City department heads, including operational support staff management, council item review, and labor relations. Planned, organized and evaluated all City departments to ensure that operations and services comply with the policies and direction set by City Council. Facilitate internal and external communication throughout all levels of the organization, conducting meetings with department heads and key management staff.

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**CITY OF COMPTON, COMPTON, CA**

2015 – 2016

**ASSISTANT CITY MANAGER**

**ACTING CITY MANAGER IN THE ABSENCE OF THE CITY MANAGER**

Oversee the City's Entertainment Development Project, which includes a Performing Arts Center, Movie Theater, Casino and Retail. Provide online business license services in conjunction with Building and Safety. Direct completion of the City's Master Fee Schedule. Develop and implement grants management strategic plan. Participate in the development and administration of the city budget, forecasting required funding needed for staffing, equipment, materials, and supplies. Monitor expenditures and implement midyear adjustments. Direct 10+ City department heads, including operational support staff management, council item review, and labor relations. Assist in planning organization and evaluation of all City departments to ensure that operations and services comply with the policies and direction set by City Council. Facilitate internal and external communication throughout all levels of the organization, conducting meetings with department heads and key management staff.

**MAYA CINEMAS NORTH AMERICA, LOS ANGELES, CA**

2014 – 2015

**VICE PRESIDENT OF DEVELOPMENT**

Administered multi-million dollar projects from origination, conceptual design through project execution, including governmental entitlements, zoning, design, permitting, environmental impact report process, pre-construction and construction activities and property management activities. Led communication efforts with external parties including consultants, civic and governmental authorities and public stakeholders to identify new development opportunities throughout the United States. Cultivated existing and new relationships, implementing relationship management strategy. Guided and managed overall development efforts to meet revenue targets. Implemented efficient grant management strategies. Provided detailed, regular reports on financial progress. Worked with executive leaders to create and execute marketing and branding plans according to program design and needs.

**LOS ANGELES CITY ATTORNEY'S OFFICE, LOS ANGELES, CA**

2003 – 2014

**SUPERVISING STAFF MEDIATOR, DISPUTE RESOLUTION PROGRAM 2010-2014**

**COMMUNITY OUTREACH COORDINATOR, CODE ENFORCEMENT 2006 – 2010**

**MEDIA RELATIONS OFFICER, EXTERNAL RELATIONS DEPARTMENT 2003 – 2006**

Managed day-to-day operations, including recruiting of all volunteers, and provided supervision for both paid and non-paid staff. Served as Lead Trainer and Curriculum Developer for Dispute Resolution, Communication, Agreements, Impasse, Land Use, Landlord/Tenant and Employment Dispute Resolution. Managed the contract mandated monthly statistical and programmatic reporting to both the County and the City of Los Angeles. Collaborated with management to prevent and resolve problems and to build constructive relationships within the work environment. Conducted analysis of and recommended solutions to specific individual problems or cases while analyzing the underlying forces and practices that cause problems and recommended corrective measures to eliminate the root cause. Create and execute policies and procedures for conducting mediation in line with internal alternative dispute resolution process.



KAREN BASS  
MAYOR

May 23, 2023

Dear Ms. Martinez:

I am pleased to inform you that I am reappointing you to the Board of Taxicab Commissioners for the term ending June 30, 2028, subject to confirmation by the City Council.

To begin the reappointment process, please review, sign, and return the enclosed Remuneration Form and undated Letters of Separation **within one week** of receiving this letter. These documents are necessary to ensure the most efficient, open, and accountable city government possible.

As part of the reappointment process, Monica Rodriguez, your Councilmember, and Councilmember Heather Hutt, the Chair of the Transportation Committee, may wish to meet with you to answer any questions they have. Our office will assist with arranging these meetings.

Additionally, you will be required to attend public meetings at City Hall where your reappointment will be considered. You will be hearing from our office and a City Council Clerk who will let you know when your reappointment will be considered by the Transportation Committee. Sometime thereafter, you will be notified of the date when your reappointment will be presented to the full City Council. Immediately following the meeting, you will again be required to take the Oath of Office in the City Clerk's Office located in Room 395 of City Hall. If you require parking for these meetings, please contact my Commissions team by email at [myr-commissions@lacity.org](mailto:myr-commissions@lacity.org).

Ms. Alma Martinez  
May 23, 2023  
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Per the City Charter, most commissioners must be registered voters of the City of Los Angeles, and must therefore reside within Los Angeles. If you move at any point during your term, or your contact information changes, please contact my Commissions team immediately at the email listed below. While we hope that you complete a successful term, if for some reason you intend to resign, please do so in writing to my Commissions team at [myr-commissions@lacity.org](mailto:myr-commissions@lacity.org).

Congratulations, and thank you for agreeing to serve the people of Los Angeles.

Sincerely,

A handwritten signature in black ink that reads "Karen Bass". The signature is written in a cursive, flowing style.

KAREN BASS  
Mayor

KB:tga

Attachment I  
Ms. Alma Martinez  
May 23, 2023

## Nominee Check List

### I. Within 7 days:

- Email the below completed documents, found on the last three pages of this letter, to: [myr-commissions@lacity.org](mailto:myr-commissions@lacity.org) OR mail them to: Commissions Team, Office of the Mayor, City Hall, Room 303, 200 N. Spring Street, Los Angeles, CA 90012.
  - Remuneration Form
  - Undated Separation Letters (2)

### II. The Mayor's Office will notify the below Councilmembers of your nomination, so that they may reach out to schedule a meeting with you should they wish.

- Your City Councilmember Monica Rodriguez
- Councilmember Heather Hutt, Chair of the Council Committee considering your nomination

### III. Public Meetings at City Hall:

- Transportation Committee Hearing
- Full Council Hearing