



ERIC GARCETTI
MAYOR

January 30, 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. Nilza Serrano to the Los Angeles City Employees' Retirement System Board for the term ending June 30, 2015. Ms. Serrano will fill the vacancy created by Robert Chick, whom I removed effective March 31, 2014 or at the time Mr. Chick's successor is confirmed by the City Council.

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

Sincerely,

ERIC GARCETTI
Mayor

EG:dlg

Attachment

COMMISSION APPOINTMENT FORM

Name: Nilza Serrano
Commission: Los Angeles City Employees' Retirement System Board
End of Term: June 30, 2015

Appointee Information

1. **Race/ethnicity:** Latina
2. **Gender:** Female
3. **Council district and neighborhood of residence:** 14 - East Los Angeles
4. **Are you a registered voter?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:**
7. **Occupation/profession:** Entrepreneur
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	Appt By	APC	CD	Ethnicity	Gender	Appt date	Term ends
Chick, Robert	Villaraigosa	Central	4	Caucasian	M	19-Jul-10	30-Jun-15
Greenwood, Elizabeth	Elected-Active				F	01-Jul-09	30-Jun-14
Keeley, Michael	Villaraigosa	Central	4	Caucasian	M	01-May-13	30-Jun-17
Khorasanee, Barker	Villaraigosa	North Valley	12	Asian Pacific Islander	M	11-Mar-13	30-Jun-16
Rogers, Richard	Elected-Active				M	01-Jul-13	30-Jun-18
Simril, Kenneth	Villaraigosa	South Valley	2	African American	M	08-Nov-12	30-Jun-14
Wilkinson, Michael	Elected-Retired				M	10-Sep-13	30-Jun-15

Nilza R. Serrano

Communities are built from the ground up, Nilza Serrano is a builder. A successful entrepreneur, Serrano has bridged the gap between private enterprise and public service. Over twenty years ago, Serrano founded TMS Production and Post Production firm. Today she has an extensive client network that includes General Motors, Paramount Studios, Ford Motor Company, Mobil Oil Company, Tenet Healthcare Corporation, Disney, Warner Brothers Universal Pictures, Dream Works, and various television-recording studios. Serrano's client base has crossed country borders; with successful outcomes in China, Mexico, Guatemala, Canada and Peru.

National Latina Business Women Association selected Serrano as the *2004 Business Woman of the Year*, recognizing her for her achievements in entertainment.

The Latin Business Association selected Serrano as the winner *2003 Latina Entrepreneur of the year*, a very prestigious award in area of media.

Beyond her professional life, Nilza Serrano is an active supporter of opportunity, education and outreach for Latinos and Latino Culture.

Serrano serves at the treasurer for HOPE-PAC a Political Action Committee whose mission is to assist Latina Women rise to elected office in California. With the rising Latino population Serrano states, "Latinas play a vital role in the infrastructure of the family and business it is time that Latinas play a role in politics".

Serrano currently is President of the Board of *Amanecer Mental Health Services* one of the largest mental health center in the County of Los Angeles, serving over 25,000 cases per year. Serrano also serves as the Boards Secretary and fundraising chair.

Her love for children gave the President of the Los Angeles School Board the opening to appoint Serrano as her commissioner to the *LATCH*. *LATCH* is a program that oversees school based medical clinics. Serrano currently serves as the Secretary of the Board

Serrano also proudly serves on the Board of Directors of *Plaza De La Raza*. Her excellent fundraising skills have made her the leading force on the Board. Serrano has brought in much needed funds from major corporations. She also developed an innovative program that provides the children at Plaza with a complete book bag filled with all the essentials to start the school year with a winning attitude. A total of 600 children benefited from this program.

California had not experienced the tenacity of Latin Jazz, prior to Serrano acting as Vice President of the *Los Angeles International Latin Jazz Festival*. She was instrumental introducing Latin Jazz to the Greek Theater along with the members such as Andy Garcia, Hector Elizondo, Angelica Huston, Herb Alpert, Lalo Shiffirin and many more. Serrano has passed her torch to the Executive Director in 1998.

Serrano has also served as the Director of the Advisory Board of *Humanitarian Outreach Programs Esperanza* (HOPE). Developed in 1991, the program objective is to raise funds to build orphanages in underdeveloped countries around the world. Based in Southern California, the program solicits equipment and funding from hospitals and healthcare organizations. Funding is put to use to set up medical teams on goodwill missions worldwide.

Serrano's public service extends beyond greater Los Angeles. She has spent countless hours volunteering her time on the Board of Directors for the Orange Chapter of the *American Lung Association*.

Serrano's love for Latino culture propelled her to co-found the *Los Angeles International Latino Film Festival*. The Successful event brought Latino films from around the world to the City of Los Angeles during the celebration at Latino Heritage Month.

Serrano served in the capacity of Co-Chairperson of the Latino Heritage Month Organizing Committee. Under her leadership, the *City of Los Angeles' Latino Heritage Month* flourished and became the most successful event. Serrano brought together the glamour of Hollywood, the beauty of the City and was instrumental in securing sponsorships from major corporations. Ms. Serrano was also responsible for coining its theme "Building Bridges." As Co-chair, Serrano was responsible for the overall logistical and creative management of events coinciding with the month-long celebration of Latino contributions throughout the communities of the City of Los Angeles.

Ms. Serrano served as board of President for *Navidad en El Barrio* a non-for profit organization that was created over 25 years ago to bring food manufactures and corporate leaders in unison, to feed over 20,000 needy families during the Holiday Season.

She is also a member of *Los Bomberos* Advisory board, a group of City of Los Angeles Latino Firefighters who on their off time devote themselves collecting toys, food, and clothing for victims of fire, and assisting with the mentor program.

Serrano is also a long-standing volunteer and organizer of the Annual *Golden Eagle Awards* founded by Ricardo Montalban for the television and motion picture academy and Emmy awards.

Serrano is a graduate of the HOPE Leadership Institute and an active board member of the *HOPE Hispanas Organized for Political Equality* an organization that focuses on State and National policy affecting the lives of Latinas in the country,

Raised in the community of Lincoln Heights in East Los Angeles, Serrano has embraced the Latino experience from a local perspective. A graduate of Lincoln High School, she began her collegiate education at East Los Angeles College and California State.

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ERIC GARCETTI
MAYOR

January 30, 2014

Ms. Nilza Serrano

Dear Ms. Serrano:

I am pleased to inform you that I hereby appoint you to the Los Angeles City Employees' Retirement System Board 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 Justin Gonzalez in my Office at (213) 922-9788 to make arrangements.

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. Nilza Serrano
January 28, 2014
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As part of the City Council confirmation process, you will need to meet with Jose Huizar, your Councilmember, and Councilmember Paul Krekorian, the Chair of the Budget and Finance 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 Budget and Finance 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 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
Ms. Nilza Serrano
January 30, 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 fax: 213-978-9719 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.
- Residence Verification Form**

IV. 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 Paul Krekorian, Chair of the Council Committee considering your nomination** (contact at 213-473-7002).

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