

## RESOLUTION



Joan Maltese

**WHEREAS**, Joan Maltese, PhD, is the co-founder and executive director of the Child Development Institute, a non-profit organization whose mission is to help all children reach their full potential by supporting the relationships and environments that shape early development. Dr. Maltese is a clinical psychologist with more than 40 years of experience working with high-risk infants, toddlers, and their families. As a co-founder of Child Development Institute (CDI), Joan has over twenty-six years of experience running and managing the organization, as well as CDI's Training Institute for professionals and organizations; and

**WHEREAS**, Joan is on the faculty of the Early Childhood Education Graduate Program at California State University, Northridge. Dr. Maltese provided consultation to First 5 LA in designing its new Best Start Program and participates with First 5 LA's Workforce Development Workgroup. She is one of the people responsible for the vision and oversight of CDI's Early Learning Center in Canoga Park, a volunteer-run, nature-based drop-in center for children and families to play, grow, and learn about child development; and


**WHEREAS**, not only has Joan excelled as a community member, but also as a business professional. Throughout her career, she oversaw the development and implementation of CDI's two Certified Nature Explorer Early Learning Centers and developed a sustainability plan through partnerships with Head Start, CSUN, and Providence Health and Services and many other community organizations; and

**WHEREAS**, in recognition of her leadership and community spirit, her involvement includes past roles with Infant Development Association, Valley Care Community Consortium, Fernando Awards Foundation, Community Advisor to CSUN's Institute for Community Health and Wellbeing --just to name a few. Dr. Maltese was named a 2015 Inspirational Women of the San Fernando Valley, honored with the Armand Arabian Leader in Public Service Award and most recently named as one of the 2020 Impact Makers to Watch in Los Angeles; and

**WHEREAS**, Joan's relentless drive and pursuit of supporting her community is a testament to public service working to make the San Fernando Valley a better place to live, work and play:

**NOW, THEREFORE, BE IT RESOLVED** that by the adoption of this resolution, the Los Angeles City Council does hereby congratulate and commend Joan Maltese for her exceptional achievements and dedication to improve the quality of life for children and their families of the City of Los Angeles, and wish her the best as she embarks on a new phase of her life.

Presented by:

  
BOB BLUMENFELD  
Councilmember, 3<sup>rd</sup> District

Seconded by:

  
ALL MEMBERS

FEB 22 2022

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CITY OF LOS ANGELES



RESOLUTION

Fundación Rimas

**WHEREAS**, the relationship between a community and its residents is a vital and interdependent one, deriving its strength from the quantity and quality of civic involvement and public spirit generated by individuals, community organizations, and philanthropic groups; and In recognition of the immeasurable contributions and positive impact he has made to the local community and beyond, Mr. Noah Assad, is deserving of the special highest honors and highest commendation of the public; and

**WHEREAS**, Mr. Noah Assad, was born on May 5, 1990 in Puerto Rico. Mr. is co-founder and CEO of the record company Rimas Entertainment, and representative of philanthropic and international known artists such as Mr. Benito Martinez Ocasio; and

**WHEREAS**, Mr. Assad and Mr. Martinez Ocasio, a maverick manager-artist duo, have accomplished the unprecedented: conquering America's pop mainstream — netting more than a billion streams in 2019 so far — without ever assimilating to it. And unlike Mr. Martinez Ocasio's peers, who are all signed to major labels, Mr. Assad has achieved everything without that corporate backing, thanks in part to his manager's dedicated and passionate stewardship; and

**WHEREAS**, Mr. Assad acquired his gift for navigating the music business early. At age 14, he was having events in his native Carolina, Puerto Rico, bringing in hundreds of people; by age 19 Mr. Assad, he was booking local reggaeton acts to perform in Colombia. Mr. Assad started releasing free reggaeton compilations to stir up demand for the acts he worked with. After that, his success continue and Mr. Assad launch his own label, Rimas Entertainment, in 2014; and

**WHEREAS**, Mr. Assad's work in the live scene, he met Mr. Mauricio Ojeda, who was then Strategic Partnerships Manager for YouTube in charge of leading the service's expansion in places like Puerto Rico and Colombia. Mr. Ojeda gave Rimas Entertainment, YouTube's first direct monetization deal in Puerto Rico — still the only such deal on the island to this day; and

**WHEREAS**, Mr. Assad came across Mr. Benito Martinez Ocasio music through a friend in 2016, Mr. Martinez Ocasio was making drilling trap music at odds with the reggaeton sound that had long dominated radio and popular playlists across Puerto Rico. Most record executives ignored or dismissed trap, but Mr. Assad had the foresight to embrace it, helping to spark an outlaw movement in Latin music. From the beginning, the plan was to release music at a fierce clip, just as Mr. Assad had done to help build appetite for his shows. Whereas the rapid adoption of streaming services in Spanish-speaking countries, Mr. Martinez Ocasio had no need for the approval of the Latin mainstream; and

**WHEREAS**, Mr. Noah Assad has established himself as active leader within the world, a hands on strategist and a philanthropic citizen utilizing his talents to create unique opportunities for all ages to thrive and effectively impact the world. Thus improving the lives of others and laying the groundwork to improve the quality of life of those he encounters and the community-at-large; and

**NOW THEREFORE, BE IT RESOLVED** that by the adoption of this resolution, the Los Angeles City Council does hereby commend **FUNDACIÓN RIMAS** for the outstanding contributions they have made to the local community and world at large, and beyond, through their philanthropic endeavors, and extended sincere best wishes they be commended with the highest distinction by the City of Los Angeles.

Presented by:

A handwritten signature in black ink, appearing to read "Mitch O'Farrell".

MITCH O'FARRELL  
Councilmember, 13<sup>th</sup> District

A handwritten signature in black ink, appearing to read "Lauren Brink".

Seconded by:

All Members

A large, stylized handwritten signature in black ink, possibly reading "Noah Assad".

FEB 22 2022



# CITY OF LOS ANGELES



## RESOLUTION

### Fundación Good Bunny

**WHEREAS**, the relationship between a community and its residents is a vital and interdependent one, deriving its strength from the quantity and quality of civic involvement and public spirit generated by individuals, community organizations, and philanthropic groups; and In recognition of the immeasurable contributions and positive impact he has made to the local community and beyond, Mr. Benito Antonio Martínez Ocasio, is deserving of the special highest honors and highest commendation of the public; and

**WHEREAS**, Mr. Benito Antonio Martínez Ocasio, was born on March 10, 1994 in Almirante Sur, Vega Baja, Puerto Rico. Mr. Martinez Ocasio wanted to be a singer since he was five years old pursued the studied audiovisual communication at the University of Puerto Rico at Recinto de Arecibo before leaving the program to pursue his music career; and

**WHEREAS**, his family inspire his aspiration in music. His Mother Lysaurie Ocasio Declet and Father Tito Martínez, but it was his Mother Lysaurie who inspired Mr. Martinez Ocasio into music at a young age in his church choir. Whereas he has two younger brothers, Bernie and Bysael who has travel with him and have been the backbone to his success. Mr. Martinez Ocasio loves his family very much. They installed in him the life is not measured by the amount of money or trophies a person has but rather the challenge overcome and the appreciation for life. He shown over and over again that people believe in themselves then impossible is always possible; and

**WHEREAS**, Mr. Benito Antonio Martinez Ocasio has a big heart in helping the less fortunate. In 2018, Mr. Martinez Ocasio was vacationing in Puerto Rico when he decided to make a generous donation of \$100,000 to the nonprofit organization SER of Puerto Rico. The funds had gone to support children with autism and muscular disabilities who require rehabilitation. At the end of the telethon that Bad Bunny participated in, \$1.7 million was the total sum of donations to SER. Mr. Martinez Ocasio has been a role model for disability communities and has ensure that one the cure for autism is found. Whereas 1 in 35 children born today will have Autism, but people like Mr. Martinez Ocasio have given hope to millions in the fight to find the cure one day; and

**WHEREAS**, Mr. Martinez Ocasio, saw a story about Cayman Islands, of a young 13-year-old Andy Reyes who was residing in a hospital and in need of thousands of dollars to cover his medical expenses. With four surgeries already under his belt, Reyes was depending on a heart transplant surgery. On January 18, 2018, his story caught the attention of Mr. Martinez Ocasio, who then made a call to campaign for Reye's surgery. Mr. Martinez Ocasio brought public awareness to the boy's critical need for an expensive surgery and called on other artists as well as ordinary people to donate any amount they can afford to help raise money for the surgery. Due to the campaigning of Mr. Martinez Ocasio, Young Reyes had managed to acquire the goal and Mr. Martinez Ocasio was the miracle person behind it; and

**WHEREAS**, in December of 2019, Mr. Martinez Ocasio worked to deliver thousands of toys to children in San Juan, Puerto Rico. The donation of toys forms part of the Fundacion Good Bunny's second edition of present giving has made the effort to show that he has not forgotten to give back to those in need. His generous donations help thousands of children in Puerto Rico. He also aids children outside his home country including creating Autism Awareness and makes sure to offer his help where he can. Bad Bunny's generosity has made him much more than just a musical artist, it has made him a global humanitarian; and

**WHEREAS**, in September of 2017 a Natural disaster stuck Puerto Rico. Hurricane Maria is regarded as being the worst natural disaster on record. Mr. Martinez Ocasio stood up and helped millions of Puerto Ricans. Whereas his heart felt obligated to rebuild 25 brand new homes for those affected by Hurricane Maria and made an employment fair for those who lost their jobs after Hurricane Maria; and

**WHEREAS**, Mr. Benito Antonio Martínez Ocasio has established himself as active leader within the world, a hands on strategist and a philanthropic citizen utilizing his talents to create unique opportunities for all ages to thrive and effectively impact the world. Thus improving the lives of others and laying the groundwork to improve the quality of life of those he encounters and the community-at-large; and

**NOW THEREFORE, BE IT RESOLVED** that by the adoption of this resolution, the Los Angeles City Council does hereby commend **FUNDACIÓN GOOD BUNNY** for the outstanding contributions they have made to the local community and world at large, and beyond, through their philanthropic endeavors, and extended sincere best wishes they be commended with the highest distinction by the City of Los Angeles.

Presented by:

  
MITCH O'FARRELL  
Councilmember, 13<sup>th</sup> District

Seconded by:

  
All Members

FEB 22 2022

