



KAREN BASS
MAYOR

May 15, 2025

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

Honorable Members:

Subject to your confirmation, I have appointed Ms. Christina Sanchez to the Charter Reform Commission for the term ending 60 days after the Commission transmits its final recommendations for the November 2026 election, unless the term of the Commission is extended by ordinance.

I certify that in my opinion Ms. Sanchez 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:lap

Attachment

COMMISSION APPOINTMENT FORM

Name: Christina Sanchez
Commission: Charter Reform Commission

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:**
7. **Occupation/profession:** Vice President of Public Affairs, AltaMed Health Services
8. **Experience(s) that qualifies person for appointment:** See attached resume
9. **Purpose of this appointment:** Appointment

Christina Sanchez

Public Affairs, Communications and Media Strategy Expert

Professional Experience

AltaMed Health Services, Vice President of Public Affairs, 2021 – Present

- Advises the CEO on strategic direction for priority campaigns and public initiative that shape AltaMed's external presence and community impact
- Leads the organization's strategic communications, media relations, and external affairs across Southern California.
- Built and now oversees the Public Affairs department, ensuring a consistent, mission-driven voice across platforms and communities.
- Shapes outreach strategies rooted in public policy, multilingual communications, and community engagement.
- Directs corporate social responsibility initiatives that align AltaMed's values with the needs of the communities it serves.

Milagro Strategy Group, Senior Partner, 2010- 2022

- Provided strategic counsel to nonprofit and public sector clients on public affairs, communications, and Latino marketing.
- Led the development of culturally responsive outreach strategies to strengthen community engagement and influence public perception.
- Advised on media relations, advocacy messaging, and coalition-building efforts to advance policy and program goals.
- Helped clients navigate complex communications challenges while centering community voices and impact.

Univision KMEX-TV, Channel 34, Director of Public Affairs. 1997 –2009

- Led public affairs strategy for the nation's leading Spanish-language television station, overseeing civic engagement campaigns and custom social marketing initiatives across multiple platforms.
- Developed and managed issue-driven media projects focused on health, education, and immigration, reaching millions of viewers across Southern California.
- Designed award-winning promotional campaigns that combined messaging impact with strong community partnerships.
- Brought over two decades of experience in broadcast communications, with deep expertise in public affairs, social marketing, and project management.

Civic & Community Leadership

City of Los Angeles Department of Recreation and Parks – Commissioner – 2001-2004

La Plaza de Cultura y Arte, Board Member – Board Member – 2/2025- present

New Economics for Women, Board Member – Board Member – 3/2024 – Present

Awards & Honors

- Two-Time Emmy Award Winner – Broadcast Journalism & Civic Engagement

Areas of Expertise

Strategic Communications • Public Policy • Community Outreach • Media Relations
Multilingual Engagement • Government Affairs • CSR Strategy • Latino Media



KAREN BASS
MAYOR

May 15, 2025

Dear Ms. Sanchez:

I am pleased to inform you that I hereby appoint you to the Charter Reform Commission subject to confirmation by the City Council.

To begin the appointment 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.

Mayor's Office policy requires all potential commissioners to be fingerprinted as part of the background check. The Commissions team will assist in connecting you with Personnel's Background Unit so that you may schedule an appointment to have this done. You must schedule the appointment **within one week** of receiving this letter.

Should this apply to your commission, 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 via the California Fair Political Practices Commission's e-Disclosure website, or by mailing the forms to City Hall at 200 N. Spring Street, 24th Floor, Los Angeles, California 90012. Any inquiries regarding this form should be directed to Samantha Rodriguez at the City Ethics Commission by email at samantha.rodriguez@lacity.org.

As part of the appointment process, Monica Rodriguez, your Councilmember, and Councilmember Marqueece Harris-Dawson, the Chair of the Rules, Elections and Intergovernmental Relations Committee, may wish to meet with you to answer any questions they have. Our office will assist with arranging these meetings.

Ms. Christina Sanchez
May 15, 2025
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Additionally, you will be required to attend public meetings at City Hall where your appointment will be considered. You will be hearing from our office and a City Council Clerk who will let you know when your appointment will be considered by the Rules, Elections and Intergovernmental Relations Committee. Sometime thereafter, you will be notified of the date when your appointment will be presented to the full City Council. Before you may begin serving, you will 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.

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 address 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.

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:lap

Attachment I
Ms. Christina Sanchez
May 15, 2025

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 OR mail them to:

Office of the Mayor
Attn: Luz Portillo
200 N. Spring Street, Room 303
Los Angeles, CA 90012

- Remuneration Form
- Undated Separation Letters (2)

- Schedule an appointment to get fingerprinted to complete a background check. The Commissions team will assist in connecting you with the Personnel Background Unit.

II. Before your appointment is heard in committee or full council (you will be contacted by the Clerk's Office with this date):

- File the following forms with the City Ethics Commission. If you are required to file, you will receive these forms via email from that office. Be sure to take no more than 21 days to file, per City law.

- 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

III. 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 Marqueece Harris-Dawson, Chair of the Council Committee considering your nomination

IV. Public Meetings at City Hall:

- Rules, Elections and Intergovernmental Relations Committee Hearing
- Full Council Hearing