



KAREN BASS
MAYOR

June 16, 2025

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

Honorable Members:

Subject to your confirmation, I have appointed Mr. Roberto Barragan to the House LA Citizens Oversight Committee for the term ending June 30, 2029.

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

Mr. Barragan will fill the vacancy created by the departure of Debbie Chen.

Sincerely,

KAREN BASS
Mayor

KB:lap

Attachment

COMMISSION APPOINTMENT FORM

Name: Roberto Barragan
Commission: House LA Citizens Oversight Committee
End of Term: 6/30/2029

Appointee Information

1. **Race:** Latinx
2. **Gender:** M
3. **Council District and neighborhood of residence:** 12 - 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:** Bachelor of Arts, Politics and International Law, Princeton University
7. **Occupation/profession:** Executive Director, Initiating Change in Our Neighborhoods (ICON) CDC
8. **Experience(s) that qualifies person for appointment:** See attached resume
9. **Purpose of this appointment:** Appointment

10. Current composition of the commission:

Commissioner	APC	CD	Race	Gender	Term End
Kristal Romero	East LA	1	Latinx	F	6/30/2025
Alma Morales	Central	13	Latinx	F	6/30/2025
Charlie Cea	Central	13	Latinx	M	6/30/2025
Zella Knight	North Valley	2	African American	F	6/30/2026
Daniela Solano	East LA	14	Latinx	F	6/30/2029
Taylor Holland	Central	5	African American	F	6/30/2026
VACANT					6/30/2029
Jacob Lipa	South Valley	4	Caucasian	M	6/30/2029
Jeanne Nishimoto	South LA	9	API	F	6/30/2029
Laura Raymond	East LA	13	Caucasian	F	6/30/2029
Zerita Jones	South LA	10	African American	F	6/30/2026
Leilani Reed	West LA	11	African American	F	6/30/2026
Nancy Lewis	West LA	5	Caucasian	F	6/30/2026

Roberto E. Barragan

Chief Executive

38 years of experience providing complex and innovative strategic and operations leadership in not-for-profit organizations and in support of financial service initiatives

Results-oriented leader with a strong track record of performance in high-paced organizations in economic, workforce and community development, entrepreneurship and financial services. Very effective in engaging financial institutions, foundations, and government in designing, funding and implementing impactful and successful solutions to economic, educational, societal and workforce challenges facing underserved communities. Tireless advocate for diverse and underserved communities utilizing all communication forms, including all forms of social media. Utilize powerful analysis, insights and team approach to drive organizational improvements and implementation of best practices in nonprofit organizations. Capable of encouraging board of directors, executives, management and staff to optimal peak performance to reach individual and organization goals, including the creation of non-profit organizations, wholly owned for profit subsidiaries and the development of real estate portfolios.

Professional Experience

Initiating Change in Our Neighborhoods (ICON) CDC, Pacoima, CA January 2022 – present
Managing Director, Executive Director

Provide Strategic Oversight, Fund Development and Personnel Management for Small Business Development and Financial Assistance organization with 28 employees and a \$4 million annual budget; fund development and capital raising of \$ 6 million to date. Implemented \$4 million microloan fund, purchased real estate in the amount of \$2.5 million in support for community revitalization; implemented City and County entrepreneurship programs, graduating over 500 entrepreneurs.

California Community Economic Development Association (CCEDA), Los Angeles August 2019-January 2025

Executive Director

Executive Director of a California statewide economic development association serving 200+ members: 58 Community Action Agencies (anti-poverty organizations serving every county in California), 50 Community Development Corporations (serving urban and rural underserved communities), and 100 Community Development Financial Institutions (nonprofit and for profit federally certified lending institutions focusing on low-and moderate-income areas). Successfully transitioned organization from 20+ year predecessor, while maintaining funder support, including State of California, updating systems, generating new revenue sources and securing first time federal grant for new lending focus.

Aquaria Funding Solutions, Northridge
Principal Consultant

January 2017 -

Professional consultant providing finance and fund development assessments for Community Development Organizations and Institutions. Business planning, fund raising and capital development services to non-profits, small cities and community development associations across the United States. Recent projects include a \$1.5 million capital raise for a child development organization, \$15 million in loan capital and \$500,000 in grants for local expansion of a national small business lender, and a study on access to capital needs for nonprofit

organizations nationally. Assisting various California based non-profits with fundraising, capital campaigns, organizational restructuring and board development.

Significant engagements:

Coalition for Responsible Community Development (CRCDD): April 2024-present; Mission Economic Development Agency, San Francisco: December 2016- April 2020: Business Planning; Raza Development Fund, Phoenix: July-September 2018: Latino Small Business Loan Fund; CDC Small Business Finance, San Diego: January –June 2017: People of Color Small Business Loan Fund; Manhattan West Asset Management, El Segundo, CA: January-May 2017: Equity Fund and Small Business Lending

Valley Economic Development Center (VEDC), Sherman Oaks
Chief Executive Officer

Jan. 1995- October 2016
Sept. 1999- October 2016

President and CEO of a national nonprofit lender and community development corporation with an annual budget of \$11 million, \$85 million in assets and over 80 full time staff members. Served over 5,000 businesses and non-profit organizations annually with financing, training, economic development and direct business assistance.

- Led and secured financing for \$3.1 million purchase of 25,000 headquarters building in Los Angeles, California. Conceived and implemented follow on \$500,000 capital campaign for improvements
- Raised federal funds for and led construction of 10,000 sq. ft. \$6 million small business accelerator in Pacoima, CA, The Entrepreneur Center, to support locally owned startups and neighborhood educational programs.
- Created 3 separate non profit organizations and 4 limited liability corporations to facilitate VEDC financial and geographical growth while mitigating risk;
- Generate over \$50 million in revenue, raised \$15 million in equity and \$80 million in borrowed capital between 2010 and 2016.
- Responsible for national expansion of small business lending into Chicago, Las Vegas, New York, Connecticut, New Jersey and Miami, while limiting net charge offs to less than 2% in 2016.

San Fernando Valley Small Business Development Corporation, Van Nuys
President

2001-2015

- Secured state guarantee franchise with allocated loan loss reserves of \$3 million and \$50 million in loan guarantees produced over ten years;
- Prepared application and secured approval of new SBA 504 program in the San Fernando Valley. Led affiliate organization until 2015 originating over \$35 million in CRE loans.

Valley Economic Development Center (VEDC), Van Nuys
Vice President of Lending

Jan. 1995-Aug. 1999

- Assisted 10,000 businesses after the 1994 Northridge Earthquake to secure \$120 million in SBA disaster assistance.
- Implemented a \$6 million Economic Development Administration revolving loan fund that has resulted in \$35 million being loaned to 95 businesses, leveraging \$50 million in private financing and creating and saving over 6,000 jobs in the City Los Angeles.
- Established VEDC's Micro Lending programs which have lent over \$20 million to 2,000 businesses in metro LA

Los Angeles Community Reinvestment Committee, Los Angeles
Executive Director

Mar. 1993-Oct. 1994

- Worked with 32 banks, including Wells Fargo and Bank of America, and the Community Development Dept. of the City of Los Angeles to establish formal bank response to the 1992 Civil Unrest

- Responsible for the approval of approximately \$2 million in small business expansion and entrepreneur lending during CFRC's inaugural 2 years

Mission Economic Development Association (MEDA), San Francisco

Executive Director

June 1989-Mar. 1993

- Implemented the completion of the 24th Street Revitalization Project, including creation of art/culture space improvement projects
- Responsible for the Mission Theater Revitalization Project
- Acquisition and operation of a 350 car parking garage

Education

Princeton University

May 1984

Bachelor of Arts, Politics and International Law

University of California, Berkeley

1985-1987

Hass Graduate School of Business and Administration

Marketing and Real Estate Concentration (no degree)

For Profit Organizations:

Community Advisory Board: BBVA Bank, USA, April 2021 to October 2021

California United Bank Board of Directors (\$3B), Encino/Los Angeles, CA. 2005- 2017

- **Compensation and Governance Committee -2012- 2017**
- **Executive Committee -2012- 2017**
- **Audit Committee - 2007-2012**
- **Loan Committee - 2005-2008**

Encino-Tarzana Regional Medical Center, Encino, CA 2002-2006

Community Advisory Board, Wells Fargo Bank 2002 to 2016

Community Service:

Federal Reserve Board of Governors Community Advisory Council, Washington DC, Chair 2018, Vice Chair 2017, Member 2015-2018

California Workforce Investment Board, Sacramento, 2014 to 2017

Encino Tarzana Medical Center Board of Directors, 2002-2008

Economic Advisory Council, Federal Reserve Bank of San Francisco, San Francisco, CA 2003-2006

Planning Commission, City of Berkeley, Nov. 1985 - June 1987

Non-Profit Board of Directors

Board Vice Chair, Community Opportunity Alliance, Washington DC- March 2021- present

Board member, National Community Reinvestment Coalition, Washington D.C., March, 2023 – present

Board member, Affordable Living for the Aging, Los Angeles, December 2022 - present

Vice Chair, Board member, Child Development Institute, Canoga Park, CA 2010 to present

Advisory Board, New Markets Community Capital LLC, LA, CA. 2002 to 2017, 2021 - 2025

Past Chairperson, Past Board Member, California Reinvestment Coalition, San Francisco, CA. April, 1999 to December 2021

Board member, Association of Economic Opportunity, Washington DC, 2014- 2020

Board Member, California Community Economic Development Association, Oakland, CA

June, 1994 to August ,2019

Founding Board member, National Association of Latino Community Asset Builders, San Antonio, TX, 2003 to 2017

Founder, Board member Pacoima Development Federal Credit Union, 2005 to 2019

Board member, CDFI Coalition, Washington DC, 2014- 2017

Founding Chairperson, Board of Directors, East LA Community Corporation, 1995 to 2007

Awards

Pacoima Development Federal Credit Union Visionary Award, 2015

Proyecto Mariposa, Celebrando Nuestras Madres, 2014

Small Business Administration, Financial Services Champion, Los Angeles, 2003, 2007, 2013

Haven Hills Community Hope Award, 2012

Western Los Angeles County Council Scoutreach Visionary Award, Van Nuys, 2011

Hispanic Business 100, 2010

James Rouse Award, National Community Reinvestment Coalition, 2010

Valley Community Clinic Hats Off Award, 2009

Pukuu Cultural Community Services Excellence in Business Leadership, San Fernando 2007

California Association for Local Economic Development, Arthur Goodman Community Enhancement Award, 2006

Los Angeles Minority Enterprise Development Week Technical Assistance Advocate 2002



KAREN BASS
MAYOR

June 16, 2025

Dear Mr. Barragan:

I am pleased to inform you that I hereby appoint you to the House LA Citizens Oversight Committee for the term ending June 30, 2029, 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, John Lee, your Councilmember, and Councilmember Nithya Raman, the Chair of the Housing and Homelessness Committee, may wish to meet with you to answer any questions they have. Our office will assist with arranging these meetings.

Mr. Roberto Barragan
June 16, 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 Housing and Homelessness 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 fluid and cursive, with the first name "Karen" and last name "Bass" clearly distinguishable.

KAREN BASS
Mayor

KB:lap

Attachment I
Mr. Roberto Barragan
June 16, 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 John Lee
- ☐ Councilmember Nithya Raman, Chair of the Council Committee considering your nomination

IV. Public Meetings at City Hall:

- ☐ Housing and Homelessness Committee Hearing
- ☐ Full Council Hearing