



KAREN BASS  
MAYOR

July 29, 2024

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

Honorable Members:

Subject to your confirmation, I have reappointed Mr. Luis Vasquez to the Commission on Community and Family Services for the term ending June 30, 2028. Mr. Vasquez's current term expired on June 30, 2024.

I certify that in my opinion Mr. Vasquez 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.

Sincerely,

KAREN BASS  
Mayor

KB:tga

Attachment

## COMMISSION APPOINTMENT FORM

**Name:** Luis Vasquez  
**Commission:** Commission on Community and Family Services  
**End of Term:** 6/30/2028

### Appointee Information

1. **Race:** Latinx
2. **Gender:** Male
3. **Council District and neighborhood of residence:** 8 - South LA
4. **Are you a registered voter in the City of Los Angeles?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** B.A., Mass Communication (Advertising and Public Relations), California State Los Angeles
7. **Occupation/profession:** Co-Founder and Managing Director, Rainbow Labs
8. **Experience(s) that qualifies person for appointment:** See attached resume
9. **Purpose of this appointment:** Reappointment
10. **Current composition of the commission:**

Commissioner	APC	CD	Race	Gender	Term End
Cohen, Mara	Central	5	Caucasian	F	6/30/2027
Vasquez, Luis	South LA	8	Latinx	M	6/30/2024
Roldan, Elmer	South LA	9	Latinx	M	6/30/2025
Udeh, Chinedu	South LA	8	African American	F	6/30/2026
Dillon, Kelli	South LA	8	African American	F	6/30/2028
Vasquez, Lisa	South LA	10	African American	F	6/30/2024
Herndon, Loretta	Central	10	Latinx	F	6/30/2024
Aranguren, Teresita	East LA	14	Latinx, African American	F	6/30/2026
Rucker-Trapp, Rashad	South LA	8	African American	M	6/30/2024
Torres, Benjamin	East LA	13	Latinx	M	6/30/2026
Hernandez, Brenda	South LA	10	Latinx	F	6/30/2024
Strickland, Danielle	South LA	8	African American	F	6/30/2026
Sanchez, Carola	Central	5	Latinx	F	6/30/2026
Wilson, Jesse	East LA	13	Caucasian	F	6/30/2026
Yellowhair, Alexandria	East LA	14	Native American	F	6/30/2024

## Luis Vásquez

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**Professional Summary:** Luis Vasquez is an executive with more than 15 years of leadership experience in all aspects of operations, including team building and talent management, leading complex and diverse organizations. In his former role at Brotherhood Crusade, his focus was on scaling up interventions in inner city youth development and closing the gap in education. Luis is passionate about the work he does and enjoys being a leader and a mentor to those he manages. He has program development, proposal development and grant implementation experience, which includes managing federal and state grants and coordinating large and complex proposals. In these positions, he has managed external partnerships with clients and subcontractors, and has provided internal cross-discipline support in coordination with relevant departments, such as programs, human resources, and finance.

### Skills:

- 
- |                        |                                  |                             |
|------------------------|----------------------------------|-----------------------------|
| • Operation Management | • Cultural Improvement           | • Risk Mitigation           |
| • Project Management   | • Knowledge of emotional, mental | • Strategic Planning        |
| • Security Clearance   | disorders and trauma sensitive   | • Executive Team Management |
| • Fluent in Spanish    | techniques.                      |                             |

### EXPERIENCE

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#### Rainbow Labs - Los Angeles, CA

2020-Present

##### **Co-Founder and Managing Director**

###### *Management*

- Created and implemented HR practices for organization including creating the an employee handbook cross referenced with California and national labor laws
- Developed staff key performance indicators and review process to support organizational and employee growth goals
- Grew and managed an annual national budget of \$20,000 to over \$700,000 in just 3 years, including: cashflow, profit and loss statements, bank statements, and the annual 990 and audit
- Managed a staff of (7), a series of contractors, and volunteers to support programming, fundraising, admin, and HR
- Created and managed contracts with funders, contractors, and partners

###### *Program Development*

- Developed the Theory Of Change (TOC)/Logic Model used for program evaluation and outcomes
- Oversee the planning, implementation and evaluation of the organization's programs and services across Los Angeles Region
- Monitored the day-to-day delivery of the programs and services of the organization to maintain or improve quality
- Ensured all applicable programs are compliant with federal and state guidelines
- Developed scalable implementation plan for other program site locations resulting in 15 to 400 participant growth in 3 years
- Established good working relationships and collaborative arrangements with community groups, funders, politicians, and other organizations to help achieve the goals of the organization

###### *Marketing/Communications*

- Increase marketing and communications engagement of email, social media, television, radio, and podcasts -
- Design content and strategy for Search Engine Optimization (SEO) increasing our annual website/social media visits up 50% year to year

#### Brotherhood Crusade - Los Angeles, CA

2021-2022

##### **Senior Vice-President- Executive Leadership**

- Establish the strategic vision, as well as deliver strategic direction and oversight to the Trauma Informed Youth Development and Career Development Programs.
- Drive the organization's mission by assessing and addressing program needs through new programming, proposed improvements, outreach activities, strategic partnerships, and funding strategies.
- Engage in strategic planning with a focus on growth, long-term sustainability, and successful outcomes.

- Oversaw a 3 million dollar budget from various funding sources.
- Completed all annual and quarterly reporting requirements, grant writing, and grant reports.
- Cultivated value-added relationships and collaboration by liaising with funders and community partners.
- Ensured productive and effective staff performance by providing supervisory leadership, guidance, feedback, and opportunities for professional development.
- Lead instruction of approved curriculum to ensure formerly incarcerated individuals successfully transition into the community and navigated university life

## **arc - Los Angeles, CA**

2019-2021

### ***Deputy Director – Executive Leadership***

- Provide oversight for 10 million dollars budget to serve 10,000 youth daily across 16 school districts in Los Angeles and San Diego counties including creating a new and extensive inventory system to track all equipment/material/budgets
- Manage a team of 6 full time staff and 30-40 part-time staff creating new systems and process to align weekly/monthly/quarterly/ yearly goals and successfully rolling out new programming to 84 different schools/partners/stakeholders
- Increased revenue by 120% within the first quarter of taking over as department head
- Served as Chair of Distance Learning Committee

## **Up2Us Sports - Los Angeles, CA**

2015-2019

### ***Program Director (10/2017-11/2019)***

- Managed innovative program recruiting and training military veterans to serve as coaches in afterschool youth sports organizations ultimately increasing enrollment and retention from 30% and 20% to 70% and 90% over three years
- Manage wide range of stakeholders including 90 AmeriCorps Members, 20 managers, and 25 partnerships with leading organizations such as Woodcraft Rangers, America Scores LA and the Los Angeles Dodgers Foundation
- Create and implement process around recruitment, including individualized timelines, assess/identify potential bottlenecks in each project/program process to achieve goals within specific timeframes
- Built new partnerships with 9 professional sports teams in Los Angeles and managed operations and program budget of composed of government, corporate, foundation and individual dollars of \$2.5 million annually

### ***Program Manager (06/2015-10/2017)***

- Manage all aspects of veteran recruitment including building partnerships with local organizations such as Bob Hope Patriotic Hall, The Mission Continues and Merging Vets and Players to source high quality candidates
- Support coaches throughout their service term providing individualized mentorship support to member coaches and tools to partner programs to effectively manage transitional veterans including those experiencing PTSD
- Improved operational efficiency by decreasing time to hire from 3 weeks to 4 days (73% decrease) by creating a streamlined one-day event where cohorts of coaches were interviewed, completed paperwork, and subsequently received background checks
- Collaborate with Up2Us Sports Marketing team on implementing national and local campaigns for brand awareness and fundraising.

## **Holding Hands Inc - Burbank, CA**

2012-2016

### ***Behavioral Therapist***

- Apply behavioral principles consistently in all interactions with clients with a focus on implementing Individualized Treatment Plans (ITPs) under the direction of the behavior analysts/consultants helping clients to acquire language, academic, self-help, and social skills
- Familiar in implementing ABA (applied Behavior Analysis) treatment for clients in clinic, home, and school settings
- Submit compliance reports, lead data collection strategies serve records, and report the condition and behavior of the client; Observe records, and report the condition and behavior of the clients, including maintaining daily records
- Developed and implemented appropriate treatment programs based on diagnosis
- Worked with families to determine the progress of patients and possible program adjustments

***Aviation Ordnancemen- 2<sup>nd</sup> Class Petty Officer***

- Expertly provided professional guidance, coordination assistance, and advice to the commander of the Weapons Department on all projects involving future development of department and control technologies across all divisions.
- Meticulously coordinated and scheduled all events for an aircraft carrier through multiple at sea evolutions, combat deployment and major maintenance period. Led 90 military personnel in the operation of shipboard weapons systems, radar, and sensors providing exceptional ship defense and air traffic control
- Augment the Navy's Combat Logistics Force ships with fully trained and certified personnel in support of naval task forces and multinational task force operations
- Served as training officer for 3,200 service members aboard the command.
- Sexual Assault Preventive and Response Victim Advocate for 1800 members NOSC Los Angeles; Funeral Honors for Southern California Veterans

## EDUCATION

**California State Los Angeles - Los Angeles, CA**

2012

Bachelor of Arts Degree- Mass Communication (Advertising and Public Relations)

## BOARD MEMBERSHIPS

America Scores Development Board	Culver City, CA	Southern California Leadership Network	Los Angeles, CA
Rainbow Labs Board Member	Los Angeles, CA	Wilson High School Alumni Board	Los Angeles, CA
Street Soccer USA Board Member	Los Angeles, CA	Young Non-profit Professionals	Los Angeles, CA
A World Fit for Kids Board Chairman	Los Angeles, CA	Promise Zone- Safety working group	Los Angeles, CA
District 14 Neighborhood Council	El Sereno, CA	Commissioner City of Los Angeles	Los Angeles, CA



KAREN BASS  
MAYOR

July 29, 2024

Dear Mr. Vasquez:

I am pleased to inform you that I am reappointing you to the Commission on Community and Family Services 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, Marqueece Harris-Dawson, your Councilmember, and Councilmember Hugo Soto-Martinez, the Chair of the Civil Rights, Equity, Immigration, Aging, and Disability Committee, may wish to meet with you to answer any questions they have. Our office will assist with arranging these meetings.

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 eDisclosure 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 Nicole Enriquez at the City Ethics Commission by email at [nicole.enriquez@lacity.org](mailto:nicole.enriquez@lacity.org).

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 Civil Rights, Equity, Immigration, Aging, and Disability 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).

Mr. Luis Vasquez  
July 29, 2024  
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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 fluid and cursive, with the first name "Karen" and the last name "Bass" clearly distinguishable.

KAREN BASS  
Mayor

KB:tga



Attachment I  
Mr. Luis Vasquez  
July 29, 2024

## **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:

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

- Remuneration Form
- Undated Separation Letters (2)

### **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 Marqueece Harris-Dawson
- ☐ Councilmember Hugo Soto-Martinez, Chair of the Council Committee considering your nomination

### **IV. Public Meetings at City Hall:**

- ☐ Civil Rights, Equity, Immigration, Aging, and Disability Committee Hearing
- ☐ Full Council Hearing