



October 16, 2023

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

Honorable Members:

Subject to your confirmation, I have appointed Ms. Alejandra Velasquez to the Board of El Pueblo de Los Angeles Historical Monument Authority Commissioners for the term ending June 30, 2025.

I certify that in my opinion Ms. Velasquez 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.

Ms. Velasquez will fill the vacancy created by the departure of Fabian Garcia.

Sincerely,

A handwritten signature in black ink that reads "Karen Bass". The signature is written in a cursive, flowing style.

KAREN BASS
Mayor

KB:tga

Attachment

COMMISSION APPOINTMENT FORM

Name: Alejandra Velasquez
Commission: Board of El Pueblo de Los Angeles Historical Monument
Authority Commissioners
End of Term: 6/30/2025

Appointee Information

1. **Race:** Latinx
2. **Gender:** Female
3. **Council District and neighborhood of residence:** 10 - Central
4. **Are you a registered voter in the City of Los Angeles?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** J.D., UCLA School of Law
7. **Occupation/profession:** Senior Manager, Government Relations, DoorDash, Inc.
8. **Experience(s) that qualifies person for appointment:** See attached resume
9. **Purpose of this appointment:** Appointment
10. **Current composition of the commission (excluding appointee):**

Commissioner	APC	CD	Race	Gender	Term End
Chu, Brian	West LA	5	API	M	6/30/2025
Cardenas, Zelenne	South LA	8	Latinx	F	6/30/2026
Quon, Lori	West LA	11	API	F	6/30/2026
VACANT					6/30/2025
Thomas, Aaron	East LA	1	African American	M	6/30/2025
Wirfs, John	East LA	1	API	M	6/30/2026
Perez, Liliana	East LA	13	Latinx	F	6/30/2025
Manriquez, Suzanne	East LA	14	Latinx	F	6/30/2024
Chang, Carmen	South Valley	2	API	F	6/30/2024

ALEJANDRA VELÁZQUEZ

SUMMARY

Government relations and community engagement specialist with more than 15 years of experience implementing strategies and building coalitions with government, non-profit, and corporate entities around policy and grassroots issues that advance the needs of communities of color in California. Strong political acumen for leveraging strategic relationships and adept at consensus building and cross-functional partnerships. First-generation American/college graduate; Spanish language specialist.

EDUCATION

UCLA SCHOOL OF LAW – *Juris Doctorate, David J. Epstein Program in Public Interest Law and Policy*

- **Dean's Bar Scholarship for Outstanding Leadership and Community Service**

YALE UNIVERSITY – *Bachelor of Arts, History*

- **Assistant Editor**, Yale Hispanic American Historical Review
- **Alumni Involvement**: 20th Reunion Co-Chair; Alumni Award for Distinguished Service; Founding Board Member, Yale Latino Alumni Association

STRENGTHS

- Integrating political, legal, and grassroots strategies to advance policy and political goals
- Persuasive negotiation, collaboration, and coalition building tactics
- Community and stakeholder outreach and engagement strategies
- Established relationships with critical non-profit/grassroots leaders/organizations in the LA region
- Influence positive positioning and reputation management via strategic relationships
- Contract and manage external vendors including lobbyists, consultants, and law firms
- Designing effective political contribution tracking/reporting/compliance systems
- Multi-million dollar political and community relations budget allocation and distribution
- Public speaking and bilingual media training

PROFESSIONAL EXPERIENCE

DOORDASH, Inc. (NASDAQ: DASH)

Senior Manager, Government Relations – West; Los Angeles, CA 2023 – present

- Oversee and manage stakeholder relationships at the state and local level in the western states including California, Nevada, Arizona, New Mexico, and Hawaii.
- Monitor and conduct legal and impact analysis of priority state and local policy impacting company interests.
- Lead cross-functional teams to expand company's visibility in key regions.

CALI TRANSLATIONS, LLC

Founder and Chief Executive Officer; Los Angeles, CA 2021 – present

- Woman/minority owned, CA certified small business focusing on culturally accurate and relevant Spanish language communications needs including the translation and transcreation of documents; interpreting for meetings; Spanish language presentations and facilitation.
- Extensive experience working on social justice issues, grassroots outreach, corporate marketing, and government/political educational materials.
- Member of CA Gov. Newsom's Minority Small Business Taskforce.

OPORTUN (NASDAQ: OPRT)

Senior Director, Public Affairs; Los Angeles, CA 2016 – 2023

- Established the government relations role for all company policy and regulatory issues arising from federal, state, local policymakers around fin-tech and consumer protections; and manage relationships with consumer advocates and other supporters/detractors.
- Impacted public policy and regulatory actions across multiple states in favor of company and industry objectives resulting in critical policy wins in large politically complex states such as CA, TX, and FL.
- Led cross-functional teams to expand company's retail presence in various municipalities across various states by successfully passing amendments to unfriendly land use statutes, variances, and/or changing political opinions of policymakers.
- Influenced communications team on opportunities for earned media on air and in print, messaging for elected officials and community leaders, and talking points for high profile events/presentations.
- Successfully shepherded government and community relations functions through highly regulated IPO process, the Covid pandemic, and various reputation crises.
- Respected thought leader internally with C-suite and externally through industry associations, conference presentations, think tanks, and high-level meetings.
- Managed a charitable budget to support community impact programs and foster relationships with grassroots organizations in key markets.
- Designed political contribution allocation and internal compliance process which resulted in zero violations/penalties during my tenure.

TEACH FOR AMERICA

Managing Director of Government Affairs; Sacramento, CA 2014 – 2016

- Recruited to assess imminent state and local policy issues in California affecting the organization and implemented engagement plans to influence key stakeholders and develop coalitions to advocate for policy priorities.
- Managed and trained team of five regional professionals in government relations, advocacy, and public speaking strategies.
- Streamlined internal communications, data, messaging, and outreach materials across the seven subregions in the state. Trained the executive director of each region to build political relationships and advocate.
- Supported the creation of state level advocacy models in other states across the Southwest.
- Serve as the spokesperson and leading expert on public policy strategies, communications, and public positions.

CHILDREN'S MEDICAL CENTER

Government Affairs Manager; Dallas, TX 2011-2013

- Recruited to Dallas to restructure the government affairs department and bolster federal and state strategies around Medicaid, CHIP, reimbursements, and acute health issues in children.
- Managed the reputation, brand, and image of the hospital among elected officials and policy staff through daily communications, high level policy briefings, and advocacy visits.
- Monitored and conducted legal and impact analysis of priority state and federal legislation.
- Synchronized priority policies with public relations, legal, compliance, and other departments to advance priority policies through effective inter-department collaboration.

LOS ANGELES AREA CHAMBER OF COMMERCE

Public Policy Manager; Los Angeles, CA 2007-2011

- Selected to launch the organization's groundbreaking policy work in California on education and workforce development.
- Executed relationship building strategies with local and state elected official, top business leaders and community stakeholders to garner support and buy-in for business-friendly policy agenda.
- Increased the Chamber's statewide political power by expanding political/business sector contacts including leaders of various regional chambers across the state for the creation of the Regional Economic Association Leaders of California (R.E.A.L.) Coalition.
- Managed monthly policy council meetings for to engage and update corporate leaders on important policy issues.

CALIFORNIA STATE ASSEMBLY, SPEAKER FABIAN NUÑEZ

Field Deputy; Los Angeles, CA 2004-2007

- Served as a community liaison and spokesperson for highest-ranking member of the California State Assembly.
- Managed district-wide community outreach efforts to engage constituents, community leaders, corporate partners, and other elected officials.
- Coordinated large scale events including town hall meetings and leadership conferences.
- Facilitated collaboration between government agencies, policy advocates, and community stakeholders to address concerns throughout the district.
- Represented the Speaker at community events, policy meetings, and media events.
- Drafted talking points and press releases and assisted with media outreach and interviews.

LEADERSHIP

ALTAMED FOUNDATION – Board of Trustees, 2022 – present

One of the nation's largest community health networks, the foundation serves as the volunteer leadership body for fundraising efforts to increase access to comprehensive health and reduce health care disparities in the communities of Southern California.

INNER CITY LAW CENTER – Board Secretary, 2016 – 2022

Legal aid organization addressing issues of housing discrimination, unlawful evictions, and homelessness in Los Angeles.

GERMAN MARSHALL FUND – Marshall Memorial Fellow, Spring 2018

Selected as one of 30 leaders from the United States to participate in a rigorous four-week trip to Europe as an ambassador of democratic values and emerging global policy issues to high level government and corporate leaders.

HISPANAS ORGANIZED FOR POLITICAL EQUALITY (HOPE) – Class of 2007

Prominent leadership program for rising Latina professionals in California.

NOTABLE PUBLIC APPEARANCES

- Hispanic Executive, "Alejandra Velázquez Perseveres for the Public," March 15, 2021
- Unidos US National Conference "Non-profit and FinTech Partnerships," August 4, 2019
- Yale University "Mission Driven Careers," April 14, 2019
- CA Latino Legislative Caucus "Access to Capital: The Challenges for Latinos in California," March 1, 2019
- Congressional Hispanic Caucus Institute "Financial Inclusion and Fintech," September 11, 2018
- Florida Prosperity Partnership "Exploring Alternative Financial Services In Our Communities," June 1, 2018
- LULAC National Conference "Bridging the Education Divide," July 8, 2015
- Dallas Regional Chamber "Get Out the Vote" video, October 2012
- LA Community, a Public Affairs, Spanish-language TV program, October 13, 2011
- NBC Nightly News with Brian Williams, "Latinos Hail Sotomayor's Rise," August 8, 2009



KAREN BASS
MAYOR

October 16, 2023

Dear Ms. Velasquez:

I am pleased to inform you that I hereby appoint you to the Board of El Pueblo de Los Angeles Historical Monument Authority Commissioners for the term ending June 30, 2025, 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 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.

As part of the appointment process, Heather Hutt, your Councilmember, and Councilmember Eunisses Hernandez, the Chair of the Neighborhoods and Community Enrichment Committee, may wish to meet with you to answer any questions they have. Our office will assist with arranging these meetings.

Ms. Alejandra Velasquez
October 16, 2023
Page 2

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 Neighborhoods and Community Enrichment 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 the last name "Bass" clearly distinguishable.

KAREN BASS
Mayor

KB:tga

Attachment I
Ms. Alejandra Velasquez
October 16, 2023

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: Thomas Arechiga
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 Heather Hutt
- ☐ Councilmember Eunisses Hernandez, Chair of the Council Committee considering your nomination

IV. Public Meetings at City Hall:

- ☐ Neighborhoods and Community Enrichment Committee Hearing
- ☐ Full Council Hearing