



KAREN BASS
MAYOR

December 30, 2022

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

Honorable Members:

Subject to your confirmation, I have appointed Mr. Julio Esperias to the Board of Library Commissioners for the term ending June 30, 2024. Mr Esperias will fill the vacancy created by Josefa Salinas, who has passed away.

I certify that in my opinion Mr. Esperias is qualified for the work that will devolve upon him, 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:tga

Attachment

COMMISSION APPOINTMENT FORM

Name: Julio Esperias
Commission: Board of Library Commissioners
End of Term: 6/30/2024

Appointee Information

1. **Race:** Latinx
2. **Gender:** Male
3. **Council district and neighborhood of residence:** 9 - South LA
4. **Are you a registered voter?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** B.A., Political Theory, Law and Public Institutions, University of California, Santa Cruz
7. **Occupation/profession:** Communications Manager, Community Coalition
8. **Experience(s) that qualifies person for appointment:** See attached resume/bio
9. **Purpose of this appointment:** Appointment
10. **Current composition of the commission (excluding appointee):**

Commissioner	APC	CD	Ethnicity	Gender	Term End
Eidmann, Kathryn	East	13	Caucasian	F	30-Jun-26
Cao, Bich Ngoc	East	13	Asian Pacific Islander	F	30-Jun-23
Edmonds, Arianne	Central	10	African American	F	30-Jun-25
Franzen, Dale	West	11	Caucasian	F	30-Jun-22
Vacant					30-Jun-24

Julio C. Esperias, Jr.

EDUCATION

University of California, Santa Cruz
Legal Studies/B.A.

Santa Cruz, CA
Graduated June 2004

- Political Theory, Law and Public Institutions

EXECUTIVE SUMMARY

Expert in developing political and communications strategies, community outreach, marketing, public affairs tactics. Dedicated to the task of educating and shaping policies and programs to meet objectives as well as developing strategies to effectively communicate them.

Expertise In:

- Government and External Affairs
- Coalition-Building
- Community and Stakeholder Relations
- Strategic Communications
- Message Development
- Community Organizing
- Planning and Execution
- Marketing and Advertising
- Political Campaigns for Candidates and Ballot
- Education Awareness Initiative Management
- Mainstream and Spanish-language Media Relations
- Digital and Social Media Development
- Organizational Branding
- Development and Capacity Training

WORK EXPERIENCE

Community Coalition

Communications Manager

Los Angeles, CA

April 2022 - Present

- Lead efforts to engage the press, train member and staff spokespeople, and communicate regularly with diverse audiences, including members, donors and funders.
- Expertise in strategic communications to develop key facets of Community Coalition's work, from advocacy efforts to digital presence and outreach to South Los Angeles residents.
- Responsible for crafting and executing campaign messaging and media strategy aimed at changing the public narrative around the challenges and opportunities facing South Los Angeles.

Imprenta Communications Group

Account Manager - Communications and Community Affairs Consultant

Los Angeles, CA

April 2019 - Present

- Successfully led Imprenta's communications, advertising, and outreach efforts for The California Endowment's Building Healthy Communities initiative – a 10-year, \$1billion initiative seeking to change the odds for residents in 14 of the most underserved areas in California devastated by health inequities.
- Lead consultant for Latinx portfolio for the agency, managing all client deliverables, budgets and for public affairs, community relations, marketing and public education marketing campaigns.
- Developed earned media relations and community engagement plans for Frontier Communications, a Fortune-500 telecommunication company. Executed a California statewide Chromebook distribution program to help close the Digital Divide in California communities. Pitched general and ethnic media and secured coverage from key local and regional media outlets across the state, positioning C-suite executives as subject matter experts in technology.
- Expertise in voter engagement tactics, most recently served as consultant to the DCCC to develop political digital ads in English and Spanish to drive voter turnout and impact for the 2020 election. My efforts

included targeting Latinx voters across key battleground states to effectively strategize for media buy plans and digital targeting.

- Experienced in working with State Agencies such as the Department of Financial, Protection and Innovation and the Department of Housing to create outreach education awareness campaigns. Worked with key government staff to develop and implement multi-layered approaches to raising awareness on the public engagement process which involves partnering with local trusted community groups to help share in-language information and engaging in robust earned media efforts with local and regional ethnic and mainstream outlets.

Dakota Communications

Los Angeles, CA

Senior Account Executive - External Affairs and Community Relations

March 2016 - April 2019

- Served as a public outreach specialist in assisting World Oil, an oil/energy company in Southern California, building a community relations portfolio. Lead efforts in identifying key stakeholders and community groups to build strategic partnerships and philanthropic efforts.
- Represented the Los Angeles Community College District as a Local Advocate (External affairs) on matters related to higher education policies before the County of Los Angeles Board of Supervisors and countywide governmental agencies. Also identified potential partnership opportunities between the County of Los Angeles, METRO, Investor Owned Utilities, and LACCD. Assisted with identifying and securing new public funding opportunities, and/or through private and philanthropic funding sources to ensure the District's goals are being addressed and advanced.
- Public outreach consultant managing the public outreach program for Water Replenishment District's GRIP (Groundwater Reliability Improvement Program). Assisted WRD staff in the overall management and execution of public outreach activities related to the GRIP effort. Developed strategic outreach plan; production timelines of collateral materials, including public education materials; message development; identification of key stakeholders and leaders; design and implementation of the GRIP media strategy; overseeing stakeholder engagement activities.

AIRBNB, Inc

Los Angeles, CA

Lead Organizer, Public Policy and Communications

June 2015 - March 2016

- Led the mobilization team through organizing and digital tool training, streamlined team workflows, communication, and internal processes that resulted in shaping the short - term rental policy framework for various jurisdictions in LA County.
- Managed Salesforce database of 50k host accounts by scaling team's outreach efforts and ensuring organizers provided accurate and timely data reporting that resulted in the creation of the LA Data Training Manual, targeted recruitment and builds, automated metric goal and story tracking in order to rapidly respond to policy staff, media, and elected officials.
- Systematized LA's strategic partnerships program that included 30+ partners by managing budget, timely payment processing, digital ad coordination, representing the company at political events, maintaining existing relationships, identifying new opportunities, and coordinating logistics for events.

City of Los Angeles - City Clerk, Election Division

Los Angeles, CA

Media and Communications Specialist

November 2014 - May 2015

- Served as spokesperson for the City of Los Angeles City Clerk, with the primary objective of communicating all Election Division activities to the media and the public.
- Drafted and wrote press releases, created public service announcements and coordinated corresponding media buys; made and received phone calls; organized press conferences.
- Maintained the Division's social media sites; created press kits; led election and post election tours; and provided support to the Los Angeles Votes Committee and Los Angeles City Votes Campaign.

City of Los Angeles - Council District 14

Los Angeles, CA

Senior Field Deputy

April 2012 - September 2015

- Advanced the Councilmembers public policy agenda on a broad range of issues and was the point person on matters to public safety, small businesses, transportation, and housing, which included drafting issue briefs that provided policy recommendations, actions and talking points.
- Aided on transportation issues providing guidance on CalTrans issues related to the expansion of SR-710 and working with tenants that lived in properties owned and controlled by CalTrans. As such helped draft a resolution and motion against the expansion of the freeway.
- Represented the Councilmember at a variety of meetings and community events, while coordinating, executing, and fundraising for district-wide events and town hall forums.

OTHER EXPERIENCE

Los Angeles Neighborhood Land Trust
Lead Community Organizer

Los Angeles
August 2010 - July 2011

Great Minds in STEM
Communications and Programs Manager

Los Angeles
May 2009 - August 2010

NALEO Educational Fund
National Membership Coordinator

Los Angeles
June 2006 - May 2009

Southwest Voter Registration and Education Project
Special Assistant to President

Los Angeles
November 2004 - April 2005

CIVIC & COMMUNITY ENGAGEMENT

California Democratic Party
E-Board Representative, 59th AD

January 2015 - Present

Los Angeles County Democratic Party
Committee-member, 59th AD
*2022 Democratic of the Year Award; Prese

January 2020 - Present

Van Buren Place Neighborhood Watch
Committee-member

March 2000 - Present

Chicano Latino Caucus, CA Democratic Party
Parliamentarian

April 2018 - March 2021

Voices 90037 Neighborhood Council
Corresponding Secretary

March 2013 - January 2018

POLITICAL & ADVOCACY EXPERIENCE (partial-list)

- CA Alliance for Renewable Energy Solutions
Field Director, 2021
- AAPI Leaders - Bonta for Attorney General
Media Consultant
- CA Hispanic Chamber of Commerce PAC
PAC Consultant
- DCCC Cycle of Engagement, 2020
Consultant, Latinx Outreach
- Yes on Prop 16 (Affirmative Action, CA
Statewide), 2020

- Latinx Strategy Outreach Lead
- No on Prop 21 (App-based, CA Statewide), 2020
Latinx Strategy Outreach Lead
- Right to Counsel (Eviction Protection), 2019
Media and Communications Consultant
- Measure SG (City of San Gabriel), 2019
Lead Consultant
- Patti Hunter for LA County Judge, 2019
Digital Consultant
- Veronica Saucedo for LA County Judge, 2019
Digital Consultant



KAREN BASS
MAYOR

December 30, 2022

Dear Mr Esperias:

I am pleased to inform you that I hereby appoint you to the Board of Library Commissioners for the term ending June 30, 2024. In order to complete the process as quickly as possible, there are several steps that must be taken, many of which require visiting City Hall. If you require parking during these procedures, please contact my Commissions team by email at myr-commissions@lacity.org, to make arrangements for you.

To begin the appointment process, please review, sign, and return the enclosed Remuneration Form and Undated Separation Letters **within one week** of receiving this letter. These documents are necessary to ensuring the most efficient, open, and accountable City government possible. Further, 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 the Personnel 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 at 200 North Spring Street, City Hall, 24th Floor, Los Angeles, California 90012. Any inquiries regarding this form should be directed to Nicole Enriquez at the Ethics Commission by email at nicole.enriquez@lacity.org.

Mr Julio Esperias
December 30, 2022
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As part of the City Council confirmation process, meetings will be offered to Curren Price, your Councilmember, and Councilmember John Lee, the Chair of the Arts, Parks, Health, Education and Neighborhoods Committee, to answer any questions they may have. You will be hearing from a City Council committee clerk who will let you know when your appointment will be considered by the Arts, Parks, Health, Education and Neighborhoods Committee. Sometime thereafter, you will be notified by the committee clerk when your appointment will be presented to the full City Council for confirmation. Once you are confirmed, you will be required to take the oath of office in the City Clerk's Office in Room 395 of City Hall.

Commissioners must be residents of the City of Los Angeles. If you move at any point during your term, have any changes in your telephone numbers, or in the future plan to resign (resignation must be put in writing), please contact my office immediately.

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 Julio Esperias
December 30, 2022

Nominee Check List

I. Within 7 days:

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

_____ Email the completed forms, found on the last three pages of this letter, to: myr-commissions@lacity.org OR mail them to: Commissions Team, Office of the Mayor, City Hall – Room 303, 200 N. Spring Street, Los Angeles, CA 90012.

- Remuneration Form
- Undated Separation Letters

II. Within 21 days:

_____ 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.*

- **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 Curren Price

_____ Councilmember John Lee, Chair of the Council Committee considering your nomination