



KAREN BASS
MAYOR

March 21, 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. Vanessa Aramayo to the Board of Airport Commissioners for the term ending June 30, 2023. Ms. Aramayo will fill the vacancy created by Belinda Vega, whom I removed effective May 5, 2023 or at the time Ms. Vega's successor is confirmed by the City Council.

I certify that in my opinion Ms. Aramayo is qualified for the work that will devolve upon her, and that I make the appointment solely in the interest of the City.

Sincerely,

KAREN BASS
Mayor

KB:tga

Attachment

COMMISSION APPOINTMENT FORM

Name: Vanessa Aramayo
Commission: Board of Airport Commissioners
End of Term: 6/30/2023

Appointee Information

1. **Race:** Latinx
2. **Gender:** Female
3. **Council district and neighborhood of residence:** 14 - East LA
4. **Are you a registered voter?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** B.A., Political Science, University of California, Los Angeles
7. **Occupation/profession:** Executive Director, Alliance for a Better Community
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):**

VANESSA ARAMAYO

LEADING WITH PURPOSE

ABOUT

Strategist, convener, collaborator, and public policy specialist with over 20 years of experience working on education, economic, health, and safety issues and impacts to low-income, immigrant, and communities of color at the local, state, and federal levels. Areas of expertise include policy development, fundraising, public speaking, power-building, strategic planning, campaign development and implementation.

EDUCATION

B.A. Political Science

University of California, Los Angeles 2001

Concentration in International Relations and Allied Fields in Psychology and Geography

PROFESSIONAL EXPERIENCE

Executive Director | Alliance for a Better Community September 2018 - Present

- Oversee all core organizational functions including budgeting, program development and implementation, contracts and grants, and staff development and supervision.
- Lead the organization's efforts to improve the well-being of Latino/as in the Los Angeles and expand opportunities for Latino/as through public policy.
- Lead, develop and oversee the implementation of the organization's new strategic plan and policy priorities.
- Oversee collection of data and development of reports on economic, educational, and health impacts to Los Angeles communities and highlight Latino/a progress and challenges.
- Develop and implement strategies, programs, and policies aligned with strategic goals to advance organizational vision.
- Build strong and meaningful relationships with various partners and stakeholders, and funders.
- Manage diverse interests to meet common goals and resolve conflicting priorities.
- Develop and implement new systems and processes to maximize operational efficiency.
- Oversee and manage procurement contract.
- Manage and maintain relationships with stakeholders such as elected officials, policy experts, community based organizations, academia, philanthropy, labor and business.
- Cultivate key relationships in highly politicized environments.
- Create and implement effective voter outreach program targeting low-propensity Latino/a voters throughout LA County.
- Be the spokesperson for the organization for Spanish and English media outlets.
- Develop a communications plan that increases ABC's presence in traditional and social media.
- Lead and co-lead coalitions.
- Lead efforts to diversify and increase funding resources from public sources and private donors.
- Strengthen the internal financial infrastructure, create and develop personnel.
- Develop internal policies, strengthen fringe and medical benefits to recruit and retain talent.
- Identify and recruit full-time staff, temporary workers, and consultants.
- Diversify and grow the Board of Directors.

SKILLS

PROFESSIONAL

Collaboration
Communications & Messaging
Consensus Building
Creativity
Problem Solving
Negotiation

TECHNICAL

Budgeting
Campaign Development
Data Analysis
Fundraising
Marketing
Project Management
Research

SERVICE TO COMMUNITY

Aldama Elementary School
School Site Council Member
2022-Present
English Learner Advisory Council
2021-2022

Nature for All
Founding Board Member
2018-Present

Family Promise of the Verdugos
Advisory Board Member
2011-2013

Glendale Oaks Homeowners
Assn, President
2005-2011

Adelante Padres Latinos
Founding member
2003-08

Boys and Girls Club of
Burbank and Eastern Valley
Board Member, 2003-2007

UCLA Washington D.C. Fellow
US Department of Justice,
Victim Witness Assistance

Founder | Aramayo Consulting Group (ACG) August 2015 – December 2018

- Helped clients to establish clear goals, develop realistic and ambitious plans to achieve their goals in advocacy, outreach, leadership, communications, and staff.
- Established clear goals for clients seeking to strengthen advocacy, outreach, leadership, and communications skills.
- Strengthened board governance.
- Developed plans for marketing and branding.
- Effective counsel to problem-solve and respond in fast-paced environments using strong interpersonal-skills to help clients succeed.
- Developed Spanish-language messaging and created plans targeting specific communities.
- Managed Spanish media requests on various issues including economic development, education, and public policy.
- Served as a thought-partner to clients in strengthening their vision.

Director | California Partnership, Center for Community Change December 2011 – July 2015

- More than doubled the organization's funding portfolio in 18 months.
- Led and oversaw a strategic planning process.
- Increased statewide presence by expanding into the Sacramento, the Central Valley, Inland Empire, and Coachella Valley regions.
- Served as an Executive Committee member for the CA Prop. 30 measure of 2012, which generated \$7B-8B in new revenues from 2012 to 2018.
- Co-chaired Mobilize the Immigrant Vote (MIV) statewide coalition.
- Strengthened the organization's leadership on California state budget issues as a primary vehicle to combat poverty.
- Co-led a statewide organization that oversaw the implementation of the Affordable Care Act in California.
- Led advocacy and organizing efforts to expand county (San Bernardino, Riverside, Kern, and Los Angeles) MediCal eligibility requirements.
- Developed and maintained alliances and coalitions with organizations across the state.
- Served as the organization's spokesperson.

Deputy Executive Director | Council of Mexican Federations June 2009 – December 2011

- Developed strategic outreach plans to increase the organization's presence in various campaigns and communicated the organization's position on key policies.
- Led and managed comprehensive immigration reform campaigns, Health Care for America Now Campaign, and parent engagement efforts with Los Angeles Unified School District (LAUSD) and Coachella Valley Unified School District (CVUSD).
- Created the first Latino immigrant-led coalition that worked with the Sierra Club to call for federal protections of the San Gabriel Valley and further preservation of open spaces in Los Angeles County.
- Established and maintained strategic relationships with community stakeholders in key regions, led government affairs efforts, worked with private foundations, elected officials, Mexican Consulates, and other dignitaries. Engaged partners in Mexico to discuss economic development opportunities through bi-national partnerships.
- Led voter registration and outreach programs in the Coachella Valley with farmworker and low-income parent leaders.

District Director | U.S. Congresswoman Jane Harman August 2006 – July 2009

- Developed and implemented district-wide outreach and communication strategies.
- Oversaw education, immigration, and local security issues.
- Responsible to be point of contact for federal agencies and local law enforcement.
- Managed and maintained relationships at the Ports of Los Angeles, Long Beach, and the Los Angeles World Airports (LAWA); represented the Congresswoman regularly in high-ranking district meetings.
- Developed coalitions made up of environmentalists, parents, residents, security experts, and local elected officials to fight a proposed Liquified Natural Gas (LNG) plant off the coast of the Los Angeles International Airport (LAX).
- Cultivated relationships with local, state, and federal elected officials, local city and state government offices, labor, immigration advocates, education leaders, business leaders, and other stakeholder groups.
- Advanced and planned various dignitary visits including members of the President's Cabinet.
- Facilitated and led District Director meetings of Los Angeles and Orange County Congressional delegation.
- Created and managed special events in response to pressing community needs.

Senior Representative| California State Assembly Majority Leader**Dario Frommer June 2002 – August 2006**

- Developed outreach strategies for specific constituent groups, served as a liaison to residents.
- Updated the Member on district developments and constituent's issues of concern.
- Worked with cities and stakeholders, other elected officials to collaborate on efforts.
- Coordinated with Sacramento staff to plan press events and Assembly Committee Hearings.

PUBLICATIONS

- English Learner Student Success Policy Agenda (2018, 2019, 2020, 2021)
- Los Angeles Unified School District (LAUSD) Board District 5 Policy Agenda Rooted in Constituent Voices (2019)
- SELA Rising (2019)
- Southeast Los Angeles Collaborative Policy Agenda (2019, 2021)
- College Access and Success in Southeast Los Angeles Priorities Framework (2020)
- Los Angeles County Latino/a Scorecard (2021)
- Research on the forced sterilization of victims in East Los Angeles possibly through 2010 (in-progress)



KAREN BASS
MAYOR

March 21, 2023

Dear Ms. Aramayo:

I am pleased to inform you that I hereby appoint you to the Board of Airport Commissioners for the term ending June 30, 2023. 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.

Ms. Vanessa Aramayo
March 21, 2023
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As part of the City Council confirmation process, meetings will be offered to Kevin de León, your Councilmember, and Councilmember Traci Park, the Chair of the Trade, Travel, and Tourism 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 Trade, Travel, and Tourism 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
Ms. Vanessa Aramayo
March 21, 2023

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 Kevin de León

_____ Councilmember Traci Park, Chair of the Council Committee considering your nomination