



KAREN BASS  
MAYOR

March 28, 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. Gloria Gutierrez to the East Los Angeles Area Planning Commission for the term ending June 30, 2027. Ms. Gutierrez will fill the vacancy created by Lyric Kelkar, who has resigned.

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

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:tga

Attachment

## COMMISSION APPOINTMENT FORM

**Name:** Gloria Gutierrez  
**Commission:** East Los Angeles Area Planning Commission  
**End of Term:** 6/30/2027

### 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.S., Urban and Regional Planning, California State Polytechnic University, Pomona
7. **Occupation/profession:** Deputy Organizing Director, California Calls
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	Race	Gender	Term End
Campos, Denise	East LA	14	Latinx	F	6/30/2024
VACANT					6/30/2023
VACANT					6/30/2027
Rascon, Sarah	East LA	1	Caucasian	F	6/30/2025
Stevens, Jacob	East LA	14	Latinx	M	6/30/2026

# GLORIA GUTIERREZ

## EDUCATION

### BACHELORS OF SCIENCE - URBAN AND REGIONAL PLANNING

California State Polytechnic University, Pomona

## EXPERIENCE

### ● DEPUTY ORGANIZING DIRECTOR

California Calls

2023

- In collaboration with the Field Director, develop and implement voter engagement strategies to support California Calls' statewide power building and civic engagements programs
- Lead the effort to build a statewide base and activate voters at state and local battles
- Build strategic alliance with anchors organizations and allies
- Develop a robust leadership development program to grow the cadre of highly effective field operatives.

### ● ORGANIZING COORDINATOR

California Calls

2018 - 2022

- Led statewide civic engagement programs to educate voters about key policy measures on the ballot that included topics like commercial property tax reforms to increase funding for schools and local governments, criminal justice sentencing reforms, and voting reforms, like the Voters Choice Act and Vote By Mail.
- Led statewide surveys, including, Los Angeles neighborhoods like East LA and South LA, to determine voter' concerns on issues like housing, school quality, local services and taxes.
- Strategically support anchor organizations with the development of short and long term organizing and power building plans
- Supported with landscape analysis for target regions (producing quantitative voter data and demographic analysis)
- Developed curriculum and led trainings for civic engagement staff statewide

### ● HOUSE MEETING MANAGER

Maria Cabildo for  
Congressional District 32

2017

- Planned and implemented the campaign outreach strategies
- Conducted both informational and fundraising house meetings across congressional district 32

### ● COMMUNITY ORGANIZING COORDINATOR

East LA Community Corporation

2012 - 2015

- Coordinated membership drive for the Community Organizing Department
- Developed and expanded direct-base building efforts to ensure effective campaigns around issues such as transit oriented developments, environmental justice and air quality and affordable housing / housing justice.
- Provided daily training, support, and supervision of individual organizers
- Supported with the management and tracking of departmental program budgeting
- Developed and maintained key relationships with decision-maker to ensure there was a community driven decision making process in land use and equitable development in the Eastside of LA

### ● OUTREACH SPECIALIST

East LA Community Corporation

2009 - 2012

- Created and coordinated outreach plans for the Community Organizing Department around grassroots campaigns such as housing justice, equitable development and the street vending campaign in the east side of Los Angeles
- Supported the organizing team to build grassroots support and political consciousness through direct organizing.
- Built long-term relationships with allies to lift ELACC's organizing work

### ● CIVIC ENGAGEMENT CANVASSER

Burnside and Associates

2006 - 2008

- Conducted electoral outreach to registered voters in person and via phone to provide campaign-related information
- Engaged community in political education, community mobilization and empowerment through grassroots organizing efforts.



KAREN BASS  
MAYOR

March 28, 2023

Dear Ms. Gutierrez:

I am pleased to inform you that I hereby appoint you to the East Los Angeles Area Planning Commission for the term ending June 30, 2027, subject to confirmation by the City Council. 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](mailto: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](mailto:nicole.enriquez@lacity.org).

Ms. Gloria Gutierrez  
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As part of the City Council confirmation process, meetings will be offered to Kevin de León, your Councilmember, and Councilmember Marqueece Harris-Dawson, the Chair of the Planning and Land Use Management 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 Planning and Land Use Management 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.

Per the City Charter, 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. Gloria Gutierrez  
March 28, 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](mailto: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 Marqueece Harris-Dawson, Chair of the Council Committee considering your nomination