

REVISED MOTION BY SUPERVISORS HILDA L. SOLIS

September 10, 2024

AND JANICE HAHN

**Proclaiming Hispanic Heritage Month in Los Angeles County**

The legislative push for Hispanic Heritage Week was led by Los Angeles Congressman Edward R. Roybal, who was a strong advocate for recognizing and celebrating the contributions of Hispanic Americans. Congress eventually passed the legislative proposal, leading to President Lyndon B. Johnson signing a proclamation on September 17, 1968, designating the week of September 15 to September 21 as National Hispanic Heritage Week. The observance was later extended to a full month by President Ronald Reagan in 1988, following new legislation. This extension allowed for a more comprehensive celebration of Hispanic culture and contributions, from September 15 to October 15.

According to the 2020 Census, the Hispanic/Latino population in the United States is approximately 62.1 million. This makes up the second-largest racial or ethnic group in the country and nearly 19% of the American population. As a nation, we honor the histories, cultures, and contributions of Americans whose ancestors come from

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Hispanic and Latino origins beginning mid-September, in line with the celebrations of Independence Days in many Latin American countries including:

- September 15: Independence Day for Costa Rica, El Salvador, Guatemala, Honduras, and Nicaragua.
- September 16: Mexican Independence Day.
- September 18: Chilean Independence Day.

The County of Los Angeles will continue its tradition of recognizing the contributions and achievements made by the Hispanic/Latino community, who make up approximately 49.5% of the total population in the county. This population has made remarkable contributions in every sector of society, including the arts, sciences, public service, education, and business, enriching our collective experience, and shaping the future of our communities.

The observance of Hispanic Heritage Month serves as an opportunity to recognize and appreciate the myriad contributions of Hispanic/Latino individuals, honor their enduring legacy, and promote a greater understanding and appreciation of their diverse cultures and traditions. This year, the First District honors several individuals whose heritage and achievements significantly contribute to the social, economic, and cultural tapestry of our region.

Television Academy chair Cris Abrego is the co-founder and CEO of Hyphenate Media Group, a media holding company and premium content studio, which he co-founded with Eva Longoria in 2023. The entertainment venture invests in creator-led production companies and develops, sells, and produces scripted and unscripted originals. As part of the partnership between the two co-founders, Hyphenate acquired

the full slate of Longoria's independent production label, UnbeliEVable Entertainment, to help jumpstart its own independent studio function. Renowned as an entrepreneur, entertainment executive, award-winning producer, showrunner, and philanthropist, Cris also serves as Chairman of the Americas for international media and entertainment powerhouse Banijay, which made a strategic investment in Hyphenate Media Group to accelerate its growth. Cris previously served as CEO of Endemol Shine Holdings, where he grew the company aggressively by scaling several acquisitions under its banner, including Endemol Shine Boomdog, Endemol Shine Brasil, and Truly Original. As co-founder and CEO of 51 Minds Entertainment in 2003, Cris was one of the pioneers of the celeb-reality genre with breakthrough unscripted formats such as *The Surreal Life* and the many spin-offs it generated. He grew that company from its boutique beginnings to a major unscripted studio acquired by Endemol five years later. Prior to being elected as chair of the Television Academy, Cris served as chair of the Television Academy Foundation, the Academy's charitable pro-social arm, and as a member of the Academy's Executive Committee.

Miguel Santiago was first elected in November 2014 to represent the 54th Assembly District, one of the most vibrant and diverse districts in California. AD 54 encompasses Boyle Heights, Downtown Los Angeles, Koreatown, Pico Union, and the surrounding areas. Miguel was born in Los Angeles to hardworking immigrant parents. He was the first in his family to graduate from college, earning his degree at the University of California in Los Angeles. At a young age, Santiago jumped into community organizing and public service – driven by a commitment to making healthcare and housing more affordable for all Californians. He works tirelessly to

ensure every student can pursue higher education without incurring mountains of debt. Miguel is the architect of AB 19, a law he authored and passed in 2017 that made community college free in California for the first year. In 2019, he authored and passed legislation, AB 2, that added a second year of free community college. On the heels of his free community college victories, Miguel introduced AB 1862, which aims to create a pathway to help students graduate with a free bachelor's degree and a bright future. Since his election, Miguel Santiago has worked to provide housing for Californians experiencing homelessness and stimulate the development of more affordable housing in his district and across the state. He is leading efforts to secure billions of dollars to fight homelessness — the humanitarian crisis in our midst. He continues to work on expanding childcare, has authored some of California's toughest gun safety regulations, and fights for the fair and equal treatment of hardworking families. An environmental justice champion, Santiago has delivered over \$250 million to urgently clean up the toxic contamination caused by corporate polluter Exide Technologies in the City of Vernon. Miguel has stood up to the Trump Administration's anti-immigrant policies. He has defended California's vital immigrant communities by delivering millions of dollars for legal services to support unaccompanied minors facing deportation, and those affected by the White House's decision to terminate Temporary Protected Status. Miguel helped write laws that protect Dreamers and DACA recipients and coauthored a law that blocks I.C.E. from using local law enforcement resources to further Trump's hateful attacks that divide our immigrant communities. In his district, Miguel has leveraged tens of millions of dollars in state funds to renovate the 6th Street Bridge, create new bike lanes and green space, repair crumbling sidewalks, clean up dirty air in

disadvantaged communities, and reduce the number of jaywalking tickets given to pedestrians. Miguel secured \$4 million to build the first-ever Korean American museum to be located in the heart of Koreatown. To strengthen the ability to make positive investments in districts like his, Miguel authored and passed AB 857, the Public Banking Act of 2019. This historic measure created a public banking system that gives local governments, instead of Wall Street banks, the power to determine how local money is being spent and invested. Miguel currently serves as Assistant Majority Leader. In addition, Miguel serves as Chair of the Assembly Select Committee on Los County Homelessness where he is focused on finding urgent solutions to end homelessness. He also sits on other key Assembly Committees: Arts, Entertainment, Sports, and Tourism, Health, and Utilities & Energy Committees. Miguel and his wife Celina live in Boyle Heights, where they are raising their son, Ethan, a little girl, Brielle, and their dogs, Thor, and Ewok.

Corinne Sánchez was born to a WWII veteran of the Pacific Front in Burma, and a mother who had gone to work at the Santa Fe Railroad who worked due to a shortage of men who were fighting in the war. After graduating from Cal State Long Beach, Corinne went to Washington, D.C., to work for the U.S. Commission on Civil Rights. She later worked for Montal Associates, a non-profit educational advocacy and development organization, where she traveled throughout the Midwest and Southwest United States advocating and creating Chicano Studies departments in universities and colleges. She was later asked to work for El Proyecto del Barrio, Inc., a non-profit organization focusing on providing health and human services in communities with underserved populations. As the President/CEO, she saw the community's need to

expand services in comprehensive primary healthcare, employment, childcare, and perinatal social services. This organization currently is recognized as a leading Latino organization in the San Fernando and San Gabriel Valleys with close to a \$100 million budget serving over 200,000 people. Never forgetting her dream of becoming an attorney, Corinne attended San Fernando/La Verne College of Law at night while performing her employment duties during the day. Upon graduating from law school and passing the California State Bar, Corinne realized her dream of becoming an attorney. In 1999, seeing the need to help women who wanted to become lawyers, she, with eight other women, founded and served as President of the Latina Lawyers Bar Association (LLBA). The purpose of LLBA is to advocate and educate for the advancement of Latinas in the law. As a vibrant organization, it has grown to over 500 Latina women members today. Corinne currently practices Family and Probate Law. Corinne volunteered her time with the Los Angeles District Attorney's Domestic Violence program, where she assisted battered women with filing temporary restraining orders and pursuing their legal rights. Corinne is presently, a member of the State of California Bar Association and the Los Angeles County Bar Association. Presently, Corinne serves as Co-Chairperson of the Southern California Workforce Partnership, a member of the Board of Directors for The Music Center, and a member of the Board of Directors of the California Primary Care Association.

Diego Rodrigues immigrated to the U.S. at 16, channeling resilience-building experiences into a career dedicated to serving families facing similar challenges. He earned a master's degree in clinical psychology from Azusa Pacific University in 2007 and became a licensed Marriage and Family Therapist. Diego joined Alma Family

Services in 2008. Founded in 1975, Alma is a social services provider offering a wide range of resources to improve the lives of all people, including those with exceptional needs. At Alma, Diego has been pivotal in expanding Gang Prevention programs, implementing Youth Development models, spearheading community capacity-building initiatives, and developing new Behavioral Health Clinics and programs. While serving as Alma's Executive Vice President and COO, he has also chaired local and regional committees for the betterment of our community. Since 2020, Diego has also served as a Public Health Commissioner, representing the First Supervisorial District. During the COVID-19 pandemic, Diego led Alma's efforts in vaccination clinics, food, and PPE distributions, leveraging partnerships with other healthcare providers, schools, and faith-based partners. Diego's Afro-Latinx heritage and immigrant experiences have also informed his leadership, guiding projects that emphasize cultural competence and inclusivity. For instance, Diego led Alma's Case Management Team at Camp Hope, the Federal Family Reunification site at the Pomona Fairplex, where, in collaboration with Supervisor Solis' team and LA County's Systems of Care, he coordinated Alma's efforts that contributed to the reunification of over 8,000 children. More recently, Diego contributed to the development of Alma's county-wide Case Management services for migrant families facing deportation and a mentoring program for Special Needs Youth at Los Padrinos. Outside of work, Diego is currently pursuing a Ph.D. in Public Administration, and, together with his wife, Yvette Rodrigues, he volunteers in various efforts addressing homelessness, mental health, and public health issues. Celebrating 16 years at Alma, Diego remains committed and excited to be part of a group of positive change agents who share his passion for fostering positive change and promoting

inclusive and healthier communities.

Helen Iris Torres is the CEO of Hispanas Organized for Political Equality (HOPE), where she leads one of the nation's most influential Latina organizations. As the CEO of HOPE for 24 years, Helen has strategically built a Latina leadership and advocacy infrastructure in California, composed of thousands of civically engaged Latina leaders serving in elected and appointed office, as business, philanthropic, and community leaders. She has led coalitions in California that have advocated for the first Latina to serve on the California Public Utilities Commission, and the first Latina appointed to the California Supreme Court. She has created robust pathways to leadership for Latinas in high school to adult Latinas across the United States, resulting in over 1,600 leadership positions being filled by Latinas. She has served on various commissions under Governors Davis, Schwarzenegger, and Brown – overseeing AmeriCorps funding and governing on the influential “Little Hoover Commission.” Helen is a member of the Southern California chapter of the International Women's Forum and an advisor on a workforce committee for the 2028 Olympics. She has been recognized by the Los Angeles Dodgers as a Community Hero and by Hispanics in Philanthropy for her advocacy work on behalf of Latinas. She was honored by her high school, John Glenn High School, as Alumni of the Year in 2003. Moreover, she is a sought-after speaker on women's issues and an advisor to key projects such as “The Shriver Report: A Women's Nation Changes Everything” and is featured in “Life Moments for Women” a book supporting The Women's Foundation of California. In 2012, Helen on behalf of HOPE received the Advocate of the Year from Latina Style magazine and was also honored by the California Hispanic Chamber as Advocate of the Year in 2013. She was



also one of Hispanic Lifestyle's Latinas of Influence honorees in 2013.

Jose Miguel Ruiz is the Founder and CEO of CultivaLA, a non-profit organization with a mission to transform healthy food access and wellness through people, social enterprise, and environmental justice. He is the son of immigrants who migrated to the United States in search of a better life. A first-generation college graduate, Jose Miguel earned his Master of Social Work from the University of Southern California with extensive experience in agroecology, mental health rehabilitation, and collaboration with public, private, and community sectors. Jose Miguel takes great pride in empowering the community where he grew up and supporting the next generation of urban farmers in Los Angeles County.

Josephine Ramirez believes that creative practices are essential to individual and collective thriving and that nonprofit arts institutions strengthen society when they fulfill their critical role as civic institutions. Under Ramirez's leadership as Executive Vice President, The Music Center now has a unified programming division, which provides a range of performances and participatory events, immersive and interactive arts experiences using digital technologies, and programs in schools and neighborhoods throughout the county. Many of these programs are free or low-cost. These efforts build on the work she did during her initial stint at The Music Center as Vice President of Programming and Planning from 2004-2010. During that time, Ramirez conceived and launched The Music Center's flagship summer event The Music Center's Dance DTLA, which just celebrated its 20th anniversary. Today, Ramirez's work emphasizes measuring the demographic and geographic reach and social impact of The Music Center's programming, which serves more than 400,000 people annually in Los

Angeles County. Ramirez also co-founded the Executive Leadership in the Performing Arts Fellowship Program for mid-career BIPOC professionals, aiming to transform performing arts centers in the U.S. and Canada. Previously serving as the Arts Program Director at the James Irvine Foundation, Ramirez awarded up to \$18 million per year in grants to organizations throughout California, launching a new strategic direction that supported organizational transformation focused on relevance, community engagement, diversity, and sustainability. She also held roles as both a Program Officer at The Getty Foundation and a Research Associate at the Getty Research Institute in Los Angeles, where she implemented a multi-year research project about art-based community building among recent immigrants in East Los Angeles and explored cultural policy issues. Ramirez served multiple terms as a Los Angeles City Cultural Affairs commissioner and as founding commissioner of the El Pueblo Historic District. She has been invited to speak in numerous settings including Audiences Norway Expert Forum, Oslo; ArtPlace America Summit; and UK Arts and Humanities Research Council/National Endowment for the Arts' Measuring Cultural Engagement Symposium. She earned a Master of Fine Arts from the University of Washington and is a Harvard University Graduate School of Design Loeb Fellowship alumna, a program that supported her interest in the connections between art making and community vitality. Her mother was one of the first bilingual educators in Texas—where her father's family has lived since before the state became a part of the U.S.

Lourdes Castro Ramírez is a highly experienced executive leader who has dedicated her professional life to expanding access, promoting opportunity, creating strong teams and collaborations to advance housing solutions, improve the quality of

life, and lead to resilient communities. Lourdes currently serves as Chief Housing and Homelessness Solutions Officer for Los Angeles City Mayor Bass and leads the Mayor's citywide and comprehensive priorities focused on preventing and reducing street homelessness, fast-tracking affordable housing production, forging partnerships that lead to increased housing and service coordination, and regional solutions by working closely with city, county, state, and federal partners. Prior to this role, she was a member of Governor Newsom's Cabinet as Secretary of the California Business, Consumer Services and Housing Agency, where she responsibly led and managed 12 state entities, including 40 boards and bureaus, collectively responsible for the preservation and expansion of safe, affordable housing, efforts to prevent and end homelessness, protect consumers, and safeguard California's civil rights laws. Under her leadership, the agency delivered more than \$31 billion in multi-year housing and homelessness budget with funding for new and innovative programs including the statewide emergency rental assistance program, Housing Accelerator, Homeless Housing Assistance and Prevention Program, and Project Homekey, resulting in over 250 new housing communities across the state and serving nearly 20,000 California residents. Lourdes has held notable and prominent positions, including her appointment by former President Barack Obama to lead the U.S. Department of Housing and Urban Development's Office of Public and Indian Housing; President and CEO of the San Antonio Housing Authority; Director at the Los Angeles City Housing Authority overseeing rental assistance and resident development programs; and serving as University Health System Foundation President in San Antonio. Lourdes is a member of the UCLA Luskin Public Affairs Advisory Board. She has served on several community

and national boards, including the National Association of Housing and Redevelopment Officials, Council of Large Public Housing Authorities, and AmeriCorps, and received the 2019 Community Partner Award from the San Antonio chapter of the American Institute of Architects for chairing the Mayor's Housing Policy Task Force. She is the recipient of the Hispanas Organized for Political Equality's 2020 Ray of HOPE award and the 2020 San Antonio Women's Hall of Fame Inductee. Lourdes earned double degrees from UCLA – a Master of Arts Degree in Urban Planning and a Bachelor of Arts Degree in Political Science and Chicano Studies. Lourdes is married to Jorge Ramírez, and together they are proud parents to Jorge, Natalia, and Nicolas. In 2013, she and her family established Nico's Dream and the Kick Childhood Cancer Soccer Camp to honor Nicolas' courageous life and fight battling cancer, as well as advance pediatric cancer research.

Richard Zaldivar is the Founder and Executive Director of The Wall Las Memorias – a community health and wellness organization dedicated to serving Latino, LGBTQ+, and other underserved populations through advocacy, education, and building the next generation of leadership, anchored by our public national AIDS monument. Combining HIV/AIDS education and prevention, sensitivity to the spiritual needs and religious beliefs of its clients and supporters, along a commitment to social justice, The Wall Las Memorias under Zaldivar's leadership has been at the forefront of the fight against HIV/AIDS and LGBTQ+ rights in Los Angeles and the nation. The Wall Las Memorias is noted for several highly visible endeavors, including the construction of the nation's first publicly funded AIDS monument in the United States, hosting Strike Out AIDS for 15 years, the largest AIDS awareness day at Dodger Stadium, and hosting an

HIV, faith-based conference for 15 years on HIV and mental health. A native of Los Angeles, Richard attended All Saints School in Northeast Los Angeles and graduated from Cathedral High School. He began his career in public service at the age of 17 when he served as president of the Columbian Squires, a local youth group. He organized community meetings to help youth learn more about issues of substance abuse, develop leadership skills, and get involved in their community. He worked as a field deputy for Los Angeles City Councilman Art Snyder, carrying on that tradition of community service for many years. He later served as a community liaison for then-Los Angeles City Attorney James K. Hahn. While at the office of the City Attorney, he created and coordinated the Immigration Amnesty Fraud Advisory Committee which was chaired by Cardinal Roger Mahoney. Recognizing his leadership skills, he was elected as one of the youngest appointees to the National Democratic Convention Platform Committee in 1980, participating in the Latin America Foreign Policy subcommittee along with Ted Kennedy's speechwriter, Theodore Sorenson, and the late U.S. Senator Patrick Moynihan. In 1993, recognizing the lack of effort being made to educate Latinos about HIV/AIDS, Richard organized the first annual Noche de las Memorias or Evening of Memories on World AIDS Day. Challenging what seemed insurmountable, Richard created a space to begin addressing the cultural barriers that made education and outreach efforts possible. That night, he brought together friends, family, community residents, civic leaders, and clergy to share with them his vision for an AIDS monument to memorialize those lost to AIDS by offering a place of remembrance and healing. The event is now held on an annual basis. Because of his professional achievements and triumphs, Richard is often invited to participate as a

motivational speaker and presenter at conferences, workshops, and universities on topics ranging from HIV/AIDS, to organizing and mobilizing communities, overcoming personal obstacles to making personal dreams come true. He was named the Master of Ceremonies at the Global Village at the International AIDS Conference in Washington D.C. in 2012. He was the highest-ranking Latino participant at the conference. Richard has served his community on several advisory boards including the Training Advisory Board of the National Council of La Raza-Cal State Long Beach Center for Latino Community Health, Education and Leadership, Capacity Building Division Advisory Board of the U.S. Office of Minority Health Resource Center, and the RAND Corporation's Urban Congregations & HIV/AIDS Project. In 2000, he served as Co-Chair of the National AIDS Prevention Summit and is the former co-chair of the Los Angeles County HIV Prevention Planning Committee where he served six years as a member. His leadership on HIV/AIDS has been recognized by local, national, and international institutions for more than a decade. He is the son of Lydia and Caesar Zaldivar and is married to Joselito Laudencia.

Roel Garcia currently serves as Captain of the Inmate Reception Center and Population Management Bureau with the Los Angeles County Sheriff's Department, where he oversees over 1,000 County employees and manages a multi-million-dollar budget. He is responsible for the intake and release of the entire jail population for Los Angeles County. In addition, he served as a Lieutenant at Malibu/Lost Hills Station and was responsible for providing services for five contract cities. Roel also served as a Sergeant in the Central Bureau where he was responsible for ensuring the safety of all visitors and staff at five Superior Courthouses. More importantly, as part of the Board of

Supervisors' "Care First, Jails Last" initiative, he oversees the Community Transition Unit that conducts research, analysis, and implementation of community-based treatment services, and re-entry for formerly incarcerated individuals. Roel received his Bachelor of Science in Criminal Justice Management from the Union Institute and University. He also received a graduate degree from the Senior Management Institute for Police, and Police Executive Research Forum, and received numerous awards for Peace Officer Standards and Training. He serves as a certified facilitator for "Stop Hate and Respect Everyone", "Breakthrough Parenting", and "Moral Recognition Therapy", and has received training and teaches for Cal State Long Beach in Mental Health Awareness. Roel is the current President of Friends Outside where he assists children and families of current and former incarcerated individuals. He also serves on the Board of Directors of the Los Angeles County Hispanic Managers Association and is former President of the Board of Directors – Center for Health Justice, and volunteers at Calipatria State Prison where he conducts workshops for re-entry programs. He is a resident of the First District, is the proud father of six children, and is honored to have served the residents of the County of Los Angeles for almost 30 years.

LIUNA Local 300's Business Manager Sergio Rascón has been one of the forward looking, and longest-tenured Latino Labor leaders in Los Angeles. 2024 marked a milestone in the life of Sergio as he celebrated 52 years as a member of the Laborers' Union and as a member of Organized Labor. Sergio was born in 1953 in Sonora, Mexico. He grew up in the San Fernando Valley where he attended local public schools, graduating from San Fernando High School in 1971. Not long after graduating from high school, he entered the Laborers' Union, working his way up from a laborer in the field to

a labor foreman in 1979. In 1984, in the same year that he became a U.S. citizen, he was brought to work directly in the local as a Business Agent by then Business Manager Mike Quevedo, Jr. In 1989 he was elected to the Executive Board of Local 300 and soon began his ascendancy through the ranks of Local 300. In 1990 he was appointed Assistant Business Manager, in 1993 he was appointed President, in 1994 he was appointed Business Manager and in 1995 he was elected as Business Manager of Local 300 for the first time. He has been re-elected Business Manager of Local 300 time and time again, quickly gaining the confidence and loyalty of its 8,000-plus membership because of his hard work and dedication to his membership's causes. In September 2012 he was elected as a Vice President at Large of Laborers International Union of North America and President of the Southern California District Council of Laborers. Sergio has served on the Metropolitan Water District's (MWD) Board of Directors, serving from 1997 to 2001 as a representative of the City of San Fernando. While serving as an MWD Board Member, he held the positions of Vice-Chairman of the Subcommittee on Organization and Personnel and as a member of the Budget and Finance as well as the Legal Claims committees. In 2000 he was elected as a Gore delegate to the Democratic National Convention. As a result of his leadership, Local 300 had the largest delegation from any local union in the nation at the 2000 DNC. He was recently appointed as a delegate at large for the 2024 Democratic National Convention in Chicago. Sergio also served as a Los Angeles City Commissioner on the Convention and Exhibition Center Bureau from 2002 to 2005. He currently serves on the National Executive Board of the Labor Council for Latin Advancement as Secretary-Treasurer. He is an Executive Board Member for the L.A. County Federation of Labor. In the



summer of 2014, Sergio was appointed to the City of Los Angeles Workforce Development Board by then Mayor of Los Angeles Eric Garcetti, and recently re-appointed by current Mayor Karen Bass. Sergio is involved with and promotes numerous charitable and educational activities in Los Angeles County, including having raised over \$1,000,000 in scholarship monies for the children of Local 300's members. Throughout the COVID-19 pandemic and to the present, Sergio partnered with Labor Community Services to feed thousands of community members in the San Fernando Valley through a monthly food drive held in Mission Hills and recently beginning one in the City of Palmdale. From city, county, state, federal levels, water, and school boards, Local 300 has been engaged in and supportive of progressive politicians and actions in its member's interests. Under Sergio's direction, Local 300 has become involved in more political races than at any time in its prior history, effectively improving the quality of life for its thousands of members.

May we recognize the numerous contributions of these individuals, who have made an impact through their leadership, innovation, and dedication, fostering a sense of community and advancement for all residents, this month, and all year round.

**I WE, THEREFORE, MOVE** that the Board of Supervisors:

1. Proclaim September 15 to October 15, 2024, as Hispanic Heritage Month in Los Angeles County, and acknowledge Cris Abrego, Assemblymember Miguel Santiago, Corinne Sanchez, Diego Rodriguez, Jose Miguel Ruiz, Josephine Ramirez, Helen Torres, Lourdes Castro Ramirez, Richard Zaldivar, Roel Garcia, Sergio Rascón, and David Green for their selfless contributions;

2. Instruct Los Angeles County Chief Executive Office – Countywide Communications along with all County departments, and request the Sheriff, District Attorney, Assessor, and Superintendent of the Los Angeles County Office of Education, to work with LA Plaza de Cultura y Artes, the Los Angeles County Museum of Art (LACMA), The Music Center, the Department of Parks and Recreation, the Department of Arts and Culture, the Los Angeles County Library, and the Los Angeles County Metropolitan Transportation Authority (Metro) in promoting their Hispanic Heritage Month related events, programs, and resources, including on respective websites and social media platforms;
3. Direct the Chief Executive Officer (CEO) to work with the Director of Personnel and other departments to identify \$100,000 in ongoing funding of existing resources for the East LA Mexican Independence Day Parade in 2025 so that a County exhibition showcasing career opportunities and social services can be presented – similar to the financial support previously provided for the Taste of Soul Family Festival;
4. Authorize the CEO to prepare, execute, and, if necessary, amend and/or terminate any necessary documents or agreements with the event sponsors for the above purposes, subject to approval by County Counsel as to form;
5. Waive parking fees in the amount of \$750 for 150 vehicles at Lot 45, excluding the cost of liability insurance, on Friday, September 13, 2024, from 8:00 a.m. to 2:00 p.m., for community members attending the First District’s Hispanic Heritage Month Reception; and
6. Waive parking fees for 400 parking spaces on Sunday, September 15, 2024, in

the amount of \$4,000.00, excluding the cost of liability insurance, for the use of Lot 10, from 4:30 p.m. to 12 a.m., and waive parking fees for 500 parking spaces on September 15, 2024, in the amount of \$5,000, excluding the cost of liability insurance, for the partial use of Lot 16, from 4:30 p.m. to 12 a.m., for community members attending El Grito: Annual Celebration of Mexican Independence Day.

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