

MOTION BY SUPERVISOR HILDA L. SOLIS

September 12, 2023

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

National Hispanic American Heritage Month has been celebrated for decades to recognize the many accomplishments made by the Hispanic/Latino community in the United States of America. Hispanic Heritage Week was first proclaimed by President Lyndon B. Johnson in 1968 but was established by legislation sponsored by Los Angeles Congressman Edward R. Roybal. In 1988, President Regan expanded it to Hispanic Heritage Month, and it has since been proclaimed annually.

Today, over 60 million people of Hispanic and Latino origin call the United States their home. This makes up nearly 18% of the American population. As a nation, we honor the histories, cultures, and contributions of Americans whose ancestors came from Hispanic and Latino origins from September 15 to October 15 every year. The County of Los Angeles will continue its tradition of recognizing the contributions and achievements made by the Hispanic community, who make up almost 49% of the County's population.

This year, the First District honors several individuals who are committed to

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building a brighter future for generations to come.

The Los Angeles County Hispanic Managers Association (LACHMA) was formed in 1980 by senior County Hispanic managers employed in various county departments. During its 43-year existence, LACHMA continues to have as its primary goal – the upward mobility for Hispanic employees and managers. LACHMA facilitates training and networking opportunities to enhance career development. They also participate in various activities and discussions with key County executives and various elected officials regarding issues of concern impacting the Hispanic community. Quarterly membership meetings are held, and guests include County department heads and elected officials from federal, state, and local governments.

The Los Angeles County Chicano Employees Association (LACCEA) has been fighting for its members and the Latino community since 1969. LACCEA provides legal representation of the highest quality to its members in areas involving County policy, promotions, discipline, and administrative proceedings. They also offer legal representation to Los Angeles County employees who are covered by a union or who are not represented. LACCEA constantly advocating for policies and issues that benefit its members and the Latino community. They led the fight against unfair restrictions on the awarding of bilingual compensation and to ensure that Spanish-speaking services are not reduced by the layoffs of certified Spanish-speaking staff.

Edward James Olmos was born on February 24, 1947, at the first Japanese Hospital in Boyle Heights. Growing up in Boyle Heights, Edward found a niche playing baseball which earned him a Golden State batting champion. Baseball was not his only passion; Edward also had an interest in music. He taught himself to sing and play piano,

and later joined a band named the Pacific Ocean. Edward was the lead singer. The band made one record, "Purgatory". In the mid-1960s, Edward attended East Los Angeles College and California State University. He began taking acting classes and discovered another of his talents, the spoken word. He studied psychology and criminology. Not too long after he met his first wife, Kaija Keel. They had two children. Edward also has four adopted children. As he was pursuing his acting career, Edward delivered antique furniture. Then in the mid-1970s, he began to receive acting roles. His first uncredited role was in the movie Black Fist. Soon after that more acting roles began to come in. It wasn't until 1978 were he received a role in the play Zoot Suit. Edward earned a Tony Award nomination for his role as "El Pachuco". He later went on to memorialize the Zoot Suit role in a movie. Edward went on to many other TV and Movie acting roles – his most acclaimed roles were in the TV show Miami Vice and the movie Stand and Deliver, a real-life teacher at Garfield High School in East Los Angeles. This role earned him an Academy Award nomination for Best Actor. In 1988, Edward founded Latino Public Broadcasting, a non-profit organization that funded fictional and non-fictional projects addressing social and cultural issues of interest to Latinos. He continued to act and went on to play roles of Paco in Mi Familia, Abraham Quintanilla the father of Selena Quintanilla, and Vamonos in one of our favorite movies – The Wonderful Ice Cream Suit. Edward has entertained us for almost 50 years. He has achieved extraordinary success as an actor, producer, director, and as a humanitarian. Edward's dedication to his art has brought him attention across the industry, and with audiences worldwide.

Since the start of her career, 7-time Emmy award-winning journalist Giselle

Fernandez has been known for her cutting-edge reporting in hot spots throughout the world and for interviewing prominent global and local leaders. Today, this veteran anchor, two-time winner of the LA Press Club's Journalist of the Year, showcases her talent each morning on "Your Morning" on Spectrum News 1, helping Southern Californians get all the information they need to start their day, and on the Emmy Award-winning weekly series "L.A. Stories with Giselle Fernandez" and Podcast "LA Stories Unfiltered," highlighting people who shape lives and create an impact throughout the community. Giselle is best known for her award-winning journalism with leading U.S. broadcast news organizations, CBS, and NBC News, where she covered major international news stories and events. Among her numerous posts, Giselle hosted NBC's weekend edition of the "Today Show" and was the first Latina to anchor her own Sunday edition of the "NBC Nightly News." She also handled special and foreign assignments for the NBC network. Her on-the-ground coverage of international news stories from the Gulf War, US Invasions of Haiti and Panama, Somalia and Bosnian Wars, Hurricane Andrew, and the 1993 World Trade Center and Oklahoma City bombings. She garnered much attention for her insightful interviews with global leaders like Fidel Castro, Henry Kissinger, Presidents William Clinton and George H.W. Bush, Vice-President Albert Gore, and U.N. Secretary General Boutros Boutros-Ghali, earning this news veteran seven Emmy Awards. Giselle has held many titles throughout her career. Aside from anchor and journalist for NBC, CBS, the History Channel, and History Channel International, she is also an author and philanthropist as well as president, director, and producer of her own production and strategic messaging companies. She is the recipient of numerous honors and awards in the fields of

journalism and philanthropy. Out of Giselle's portfolio as a reporter, a notable moment was the rare interview she did with Fidel Castro. She is also incredibly proud of her documentary film titled, "Our Story," which raised awareness of the healthcare crisis facing low-income children in the Latin community. When Giselle is not at the anchor desk you can catch her spending time with her daughter, hiking with her dogs, enjoying music and the power of the arts. She is actively engaged in philanthropic pursuits with City Year Los Angeles and The Grammy Museum and is a passionate collector of Latin art.

Martin Herrera is a Councilmember for the City of El Monte's Council District 2. He was first appointed in January 2021, and then elected to a four-year term in November 2022. Martin is the current Mayor Pro Tem as of January 2023. Both of Martin's great-grandparents are from Mexico. His paternal great-grandparents settled in Abilene, Texas. His maternal great-grandparents, Roman and Juanita settled in El Monte, California, circa 1919 and worked as farm laborers. There they raised six girls and one boy. Martin spent most of his childhood in El Monte, graduating from Arroyo High School where he was drum major for the band during his senior year and then again as drum major for the Pasadena City College Band—the official Tournament of Roses Band—in the early 90s. Working as an Emergency Medical Technician right out of high school, Martin's passion for serving led him to enlist in the United States Army as a Combat Medical Specialist. Suffering an injury while in the service, Martin was honorably discharged. Following his stint in the Army, Martin became involved with various nonprofit organizations, including the Gay + Lesbian Community Center of San Antonio, where he served as its executive director. In that role, Martin worked with other

grassroots leaders to foster awareness and education programs on community health issues and advocated for equitable treatment and protection of LGBTQ+ persons. While in San Antonio, Martin also worked for members of the City Council and for a municipal nonprofit organization dedicated to the economic redevelopment of San Antonio's Westside—a historically Mexican-American neighborhood that is part of the original 36-square mile core of the city. Martin returned to California in 2015 and has since earned an Associate's Degree in Political Science and an Associate's Degree in Social & Behavioral Sciences. He was appointed to the El Monte City Council in 2021, interrupting his studies at Cal State LA, but will finish up his undergrad studies in political science-public administration. While on the City Council, Martin continues to advocate for equitable treatment and protections for all people, including the LGBTQ+ community. In 2021, El Monte hosted its first LGBTQ+ Pride event and most recently kicked off what has become the San Gabriel Valley Pride Tour—a collaborative effort with other San Gabriel Valley leaders. Martin recognizes the urgent need for affordable housing and the temporary shelter of the unhoused. He has consistently supported the Project Homekey program which has been used in the city to purchase and renovate two motels to address the critical need. Martin has fought for public health and safety by updating the city's food vendor ordinance and working closely with the city's police department to identify and acquire how it can improve the service it delivers while increasing the safety of its officers. Martin also believes in strengthening the quality of representation for the residents and led the charge in 2021 for creating council districts in El Monte. In November 2022, Martin became the first Councilmember in the by-district election for Council District 2.

Sergio Basterrachea grew up in the vibrant and culturally rich streets of Boyle Heights, a neighborhood in East Los Angeles. Despite facing the many challenges of his youth, Sergio is now dedicated to his healing and positively impacting the world around him. With his passion for the common good, he began working at God's Pantry, a non-profit organization working to help reach marginalized individuals by providing them with a second chance at life. Sergio has been instrumental in developing services and programs to support the community's needs. Sergio's work has allowed him to positively impact countless lives of at-risk youth, gang-affiliated, and formerly incarcerated people, and has also given him a deep sense of purpose and fulfillment.

Debbie Mota, Manager of Outreach and Regional Coordination at Union Station Homeless Services, works with outreach teams to facilitate services in the San Gabriel Valley Area. She is in the trenches of the homeless crisis. Over the last two years alone, she has helped over 1,000 unhoused people in the San Gabriel Valley find a pathway to permanent housing. Every day, she works with homeless individuals and families and refers them to the services they need such as mental health, health, substance abuse, legal services, and employment. Debbie has also spearheaded collaborations with over 30 other agencies and organizations that serve the unhoused to create a community engagement day. This innovative program Connect Day for the Unhoused enables the most vulnerable in our community to have access to all the services they need in one place. She excels in this role since, she has served as an Outreach Coordinator, and Public Space Housing Navigator for the last five years. In addition to conducting standardized screening and triaging homeless individuals and helping collect necessary documents including identification or social security cards for

her clients, she also provided linkage to resources such as the Department of Public Social Services or Social Security Disability. Born and raised in the El Sereno and Boyle Heights area in Los Angeles County, she was raised by immigrant parents who came from Jalisco and Zacatecas Mexico. With a Bachelor of Arts in Human Services from the University of Phoenix and a Master's Degree in Social Work from Pacific Oaks College, Debbie is dedicated to serving the community and making a positive impact.

Héctor Trinidad Plascencia, *they/we*, is a transgender immigrant, queer uncle and beloved bridge builder. Raised in La Puente, California by powerful Latina cisgender women, their natural progression from immigrant rights organizer to transgender policy advocate led them to establish Plascencia Consulting, a consulting firm specializing in immigrant rights and queer & transgender justice. Héctor's scope of work is grounded in social justice action and intrapersonal transformation through public policy, campaign advocacy, coalition building, and research justice. Héctor has expanded access and protections for immigrant and LGBTQIA2S+ populations for more than 18 years through the 2023 San Gabriel Valley Pride Tour, the #Health4All campaign in California, the TransMasculine Health Justice: Los Angeles report, the #TransPolicyAgenda, and Undocumented and Uninsured.

Lucia Torres is Las Fotos Project's Executive Director. Her love for the organization began in 2014 when she joined the Las Fotos Project Advisory Board. After her term, she continued to volunteer with the organization until she became a staff member in 2018. Lucia brings 17 years of experience working with community-based organizations in Pacoima, Boyle Heights, and South Los Angeles developing the capacity of youth and young adults and acting as a conduit for the telling of community



narratives. She graduated from UCLA with a Bachelor of Arts in Chicano/a Studies and received her Master's in Public Administration from California State University, Northridge. Outside of her work with community-based organizations, Lucia enjoys both fiction and nonfiction writing. Some of her previous work can be found on KCET Artbound and Departures.

Diosa Femme is an executive podcast producer, story editor, and co-host of the critically acclaimed podcast, Locatora Radio. Locatora Radio is your prima's favorite podcast hosted by Mala Muñoz and Diosa Femme, two IG friends turned podcast partners breaking down pop culture, feminism, and sexual wellness, and offering fresh takes on trending topics through nuanced interviews with up-and-coming Latinx creatives. In 2021, Diosa Femme and Mala Muñoz co-founded Locatora Productions, a multimedia production house committed to elevating Latinx stories. In 2022, Locatora Radio signed a historic multi-year deal with iHeart Radio's MyCultura Podcast Network. Diosa Femme received her Master's in Specialized Journalism from the University of Southern California. She is also a freelance writer and has bylines in the Los Angeles Times, Remezcla, PopSugar, and more.

Inspiration is everywhere in Los Angeles, and for Alba Gabriela inspiring her city is an act that comes second nature. Capturing the moment as a model has become a lifetime love affair that she uses to explore her authentic self-expression, shed light on underrecognized talent, and inspire the next generation of cultural originators. From working with streetwear staples such as Born X Raised to modeling for global retail giants like Hello Kitty and The Hundreds, Alba has manifested her love for modeling into a budding profession in front of the camera. As the daughter of Central American

immigrants, Alba proudly represents her Guatemalan and Salvadoran roots y habla español con fluidez. She is also an alumnus of California State University of Los Angeles where she received her Bachelor of Arts in Liberal Studies specializing in Culture and Society. Beyond her academics, Alba discovered her affinity for mentorship at Las Fotos Project, a community organization that elevates the voices of youth from communities of color through photography. Her experience as a mentor taught her the importance of representation through personal identity. Her time there became pivotal in shaping her self-confidence and continues to inform her artistic vision and collaborative spirit to this day.

May we recognize the numerous contributions of these individuals, made up of people from diverse Hispanic and Latino cultures, this month, and all year round.

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

- Proclaim September 15 to October 15, 2023, as Hispanic Heritage Month in Los Angeles County, and acknowledge the Los Angeles County Hispanic Managers Association, the Los Angeles County Chicano Employees Association, Edward James Olmos, Giselle Fernandez, Martin Herrera, Sergio Basterrechea, Debbie Mota, Hector Plascencia, Lucia Torres, Diosa Femme, and Alba Gabriela for their selfless contributions;
- Waive parking fees in the amount of \$4,000 for approximately 200 vehicles at Lot 14, excluding the cost of liability insurance, on October 13, 2023, from 9:00 am to 3:00 pm, for community members attending the First District's Hispanic Heritage Month Reception;

- 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, and the Los Angeles County Library in promoting and sponsoring their Hispanic Heritage Month related events, programs, and resources, including on respective websites and social media platforms; and
- Instruct the Los Angeles County Chief Executive Office to work with County departments, the Los Angeles County Metropolitan Transportation Authority (Metro), and relevant community-based organizations, on a written report back in 120 days on an annual countywide event, to begin in 2024, that commemorates Hispanic Heritage Month.

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