

File No. 131017

Committee Item No. 2

Board Item No. 37

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Rules Committee

Date October 31, 2013

Board of Supervisors Meeting

Date 11/19/13

Cmte Board

- | | | |
|-------------------------------------|-------------------------------------|--|
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Motion |
| <input type="checkbox"/> | <input type="checkbox"/> | Resolution |
| <input type="checkbox"/> | <input type="checkbox"/> | Ordinance |
| <input type="checkbox"/> | <input type="checkbox"/> | Legislative Digest |
| <input type="checkbox"/> | <input type="checkbox"/> | Budget and Legislative Analyst Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Youth Commission Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Introduction Form |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Department/Agency Cover Letter and/or Report |
| <input type="checkbox"/> | <input type="checkbox"/> | MOU |
| <input type="checkbox"/> | <input type="checkbox"/> | Grant Information Form |
| <input type="checkbox"/> | <input type="checkbox"/> | Grant Budget |
| <input type="checkbox"/> | <input type="checkbox"/> | Subcontract Budget |
| <input type="checkbox"/> | <input type="checkbox"/> | Contract/Agreement |
| <input type="checkbox"/> | <input type="checkbox"/> | Form 126 – Ethics Commission |
| <input type="checkbox"/> | <input type="checkbox"/> | Award Letter |
| <input type="checkbox"/> | <input type="checkbox"/> | Application |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Public Correspondence |

OTHER (Use back side if additional space is needed)

- | | | |
|-------------------------------------|-------------------------------------|-----------------|
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Form 700</u> |
| <input type="checkbox"/> | <input type="checkbox"/> | _____ |
| <input type="checkbox"/> | <input type="checkbox"/> | _____ |
| <input type="checkbox"/> | <input type="checkbox"/> | _____ |
| <input type="checkbox"/> | <input type="checkbox"/> | _____ |
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| <input type="checkbox"/> | <input type="checkbox"/> | _____ |
| <input type="checkbox"/> | <input type="checkbox"/> | _____ |

Completed by: Linda Wong Date October 28, 2013

Completed by: L.W. Date 11/7/13

1 [Approving Reappointment, Entertainment Commission]

2

3 **Motion approving the Mayor's nomination for reappointment of Al Perez to the**
4 **Entertainment Commission, for the term ending July 1, 2017.**

5

6 WHEREAS; Pursuant to Charter Section 4.117, the Mayor has submitted a
7 communication notifying the Board of Supervisors of the nomination of Al Perez to the
8 Entertainment Commission, received by the Clerk of the Board on September 24, 2013;
9 and

10 WHEREAS, The Board of Supervisors has the authority to hold a public hearing and
11 vote on the reappointment within sixty days following the transmittal of the Mayor's Notice of
12 Reappointment, and the failure of the Board of Supervisors to act on the nomination within the
13 sixty day time period shall result in the nominee being deem approved; now, therefore, be it

14 MOVED, That the Board of Supervisors hereby approves the Mayor's nomination for
15 reappointment of Al Perez to the Entertainment Commission, for the term ending July 1, 2017.

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OFFICE OF THE MAYOR
SAN FRANCISCO



Dr. Leg Clerk
Bos-11, COB, Leg Dep
EDWIN M. LEE
MAYOR
Dep. City Attny
Rules Club, Cpape Acfile

Notice of Appointment

September 23, 2013

San Francisco Board of Supervisors
City Hall, Room 244
1 Carlton B. Goodlett Place
San Francisco, California 94102

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2013 SEP 24 PM 4:31

Honorable Board of Supervisors:

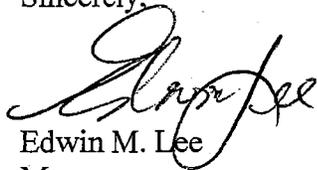
Pursuant to Section 4.117 of the Charter of the City and County of San Francisco, I hereby make the following appointment:

Al Perez to the Entertainment Commission, for a term ending July 1, 2017

I am confident that Mr. Perez, an elector of the City and County, will serve our community well. Attached herein for your reference are his qualifications to serve.

Should you have any questions related to this appointment, please contact my Director of Appointments, Nicole Wheaton, at (415) 554-7940.

Sincerely,


Edwin M. Lee
Mayor

OFFICE OF THE MAYOR
SAN FRANCISCO



EDWIN M. LEE
MAYOR

September 23, 2013

Angela Calvillo
Clerk of the Board, Board of Supervisors
San Francisco City Hall
1 Carlton B. Goodlett Place
San Francisco, CA 94102

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2013 SEP 24 PM 4:34
ABC

Dear Ms. Calvillo,

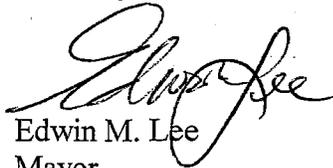
Pursuant to Section 4.117 of the Charter of the City and County of San Francisco, I hereby make the following appointment:

Al Perez to the Entertainment Commission, for a term ending July 1, 2017

I am confident that Mr. Perez, an elector of the City and County, will serve our community well. Attached herein for your reference are his qualifications to serve.

Should you have any questions related to this appointment, please contact my Director of Appointments, Nicole Wheaton, at (415) 554-7940.

Sincerely,


Edwin M. Lee
Mayor

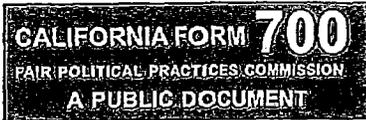
Commissioner/Neighborhood Representative - Al Perez



Al Perez is the principal and founder of Creative i Studio, which specializes in innovative and impactful design solutions for marketing campaigns and corporate identity programs. He has over 23 years' experience translating marketing objectives into award-winning creative strategies for Fortune 500, small business and nonprofit organizations.

Al keeps active as a community organizer in the Asian American community by being involved in various non-profit organizations and community events. As President of the Filipino American Arts Exposition, he leads a core staff and an army of volunteers in the planning and execution of their annual Pistahan Parade and Festival at the Yerba Buena Gardens – the largest celebration of Filipino culture and cuisine outside of the Philippines. He also spearheads the Filipino Heritage Game series with the San Francisco Giants, Golden State Warriors, Oakland Raiders and Oakland Athletics. Al is also a member of steering committees for the Asian Heritage Street Celebration, the San Francisco Hep B Free Campaign and the Filipina Women's Network.

Al was appointed to the San Francisco Entertainment Commission by Mayor Gavin Newsom in December 2009. For his laudable leadership initiatives, he was awarded a Presidential Citation by Her Excellency Gloria Macapagal Arroyo (2010), and His Excellency Benigno Aquino III (2012), Presidents of the Philippines.



STATEMENT OF ECONOMIC INTERESTS
COVER PAGE

Date Received
Official Use Only
COPY

Please type or print in ink.

NAME OF FILER (LAST) (FIRST) (MIDDLE)
Perez Alfonso Jr Santiago

1. Office, Agency, or Court

Agency Name
SF Entertainment Commission
Division, Board, Department, District, if applicable
Your Position
Commissioner

If filing for multiple positions, list below or on an attachment.

Agency: N/A Position: N/A

2. Jurisdiction of Office (Check at least one box)

State
Multi-County
City of San Francisco
Judge (Statewide Jurisdiction)
County of
Other

3. Type of Statement (Check at least one box)

Annual: The period covered is January 1, 2010, through December 31, 2010.
Leaving Office: Date Left
Assuming Office: Date
Candidate: Election Year Office sought, if different than Part 1:

4. Schedule Summary

Check applicable schedules or "None."
Total number of pages including this cover page: 6
Schedule A-1 - Investments - schedule attached
Schedule A-2 - Investments - schedule attached
Schedule B - Real Property - schedule attached
Schedule C - Income, Loans, & Business Positions - schedule attached
Schedule D - Income - Gifts - schedule attached
Schedule E - Income - Gifts - Travel Payments - schedule attached
None - No reportable interests on any schedule

5. Verification

MAILING ADDRESS STREET CITY STATE ZIP CODE
Concord Street San Francisco CA 94112
DAY TIME TELEPHONE NUMBER E-MAIL ADDRESS
(415) @gmail.com

I have used the assistance of _____ in preparing this statement. I have reviewed this statement and to the best of my knowledge the information contained herein and in any attached schedules is true and complete. I acknowledge this is a public document.

I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Date Signed 03/31/11 Signature [Handwritten Signature]

SCHEDULE A-2
Investments, Income, and Assets
of Business Entities/Trusts
(Ownership Interest is 10% or Greater)

CALIFORNIA FORM 700
FAIR POLITICAL PRACTICES COMMISSION
Name

1. BUSINESS ENTITY OR TRUST
Creative i Studio
Name
131 Concord Street, San Francisco, CA 94112
Address (Business Address Acceptable)
Check one
[] Trust, go to 2 [X] Business Entity, complete the box, then go to 2
GENERAL DESCRIPTION OF BUSINESS ACTIVITY
FAIR MARKET VALUE
[X] \$10,001 - \$100,000
IF APPLICABLE, LIST DATE:
/ / 10 / / 10
ACQUIRED DISPOSED
NATURE OF INVESTMENT
[X] Sole Proprietorship [] Partnership [] Other
YOUR BUSINESS POSITION Creative Director

1. BUSINESS ENTITY OR TRUST
Name
Address (Business Address Acceptable)
Check one
[] Trust, go to 2 [] Business Entity, complete the box, then go to 2
GENERAL DESCRIPTION OF BUSINESS ACTIVITY
FAIR MARKET VALUE
IF APPLICABLE, LIST DATE:
/ / 10 / / 10
ACQUIRED DISPOSED
NATURE OF INVESTMENT
[] Sole Proprietorship [] Partnership [] Other
YOUR BUSINESS POSITION

2. IDENTIFY THE GROSS INCOME RECEIVED (INCLUDE YOUR PRO RATA SHARE OF THE GROSS INCOME TO THE ENTITY/TRUST)
[] \$0 - \$499 [X] \$10,001 - \$100,000
[] \$500 - \$1,000 [] OVER \$100,000
[] \$1,001 - \$10,000

2. IDENTIFY THE GROSS INCOME RECEIVED (INCLUDE YOUR PRO RATA SHARE OF THE GROSS INCOME TO THE ENTITY/TRUST)
[] \$0 - \$499 [] \$10,001 - \$100,000
[] \$500 - \$1,000 [] OVER \$100,000
[] \$1,001 - \$10,000

3. LIST THE NAME OF EACH REPORTABLE SINGLE SOURCE OF INCOME OF \$10,000 OR MORE (Attach a separate sheet if necessary).
City Guides / SF Parks Trust
San Francisco-Manila Sister City Committee

3. LIST THE NAME OF EACH REPORTABLE SINGLE SOURCE OF INCOME OF \$10,000 OR MORE (Attach a separate sheet if necessary).

4. INVESTMENTS AND INTERESTS IN REAL PROPERTY HELD BY THE BUSINESS ENTITY OR TRUST
Check one box:
[] INVESTMENT [] REAL PROPERTY
N/A
Name of Business Entity or Street Address or Assessor's Parcel Number of Real Property
N/A
Description of Business Activity or City or Other Precise Location of Real Property
FAIR MARKET VALUE
IF APPLICABLE, LIST DATE:
/ / 10 / / 10
ACQUIRED DISPOSED
NATURE OF INTEREST
[] Property Ownership/Deed of Trust [] Stock [] Partnership
[] Leasehold [] Other
[] Check box if additional schedules reporting investments or real property are attached

4. INVESTMENTS AND INTERESTS IN REAL PROPERTY HELD BY THE BUSINESS ENTITY OR TRUST
Check one box:
[] INVESTMENT [] REAL PROPERTY
Name of Business Entity or Street Address or Assessor's Parcel Number of Real Property
Description of Business Activity or City or Other Precise Location of Real Property
FAIR MARKET VALUE
IF APPLICABLE, LIST DATE:
/ / 10 / / 10
ACQUIRED DISPOSED
NATURE OF INTEREST
[] Property Ownership/Deed of Trust [] Stock [] Partnership
[] Leasehold [] Other
[] Check box if additional schedules reporting investments or real property are attached

Comments:

SCHEDULE B
Interests in Real Property
(Including Rental Income)

Name _____

STREET ADDRESS OR PRECISE LOCATION
131 Concord Street

CITY
San Francisco

FAIR MARKET VALUE
 \$2,000 - \$10,000
 \$10,001 - \$100,000
 \$100,001 - \$1,000,000
 Over \$1,000,000

IF APPLICABLE, LIST DATE:
 _____ / _____ / 10 _____ / _____ / 10
 ACQUIRED DISPOSED

NATURE OF INTEREST
 Ownership/Deed of Trust Easement
 Leasehold _____ Yrs. remaining _____ Other

IF RENTAL PROPERTY, GROSS INCOME RECEIVED
 \$0 - \$499 \$500 - \$1,000 \$1,001 - \$10,000
 \$10,001 - \$100,000 OVER \$100,000

SOURCES OF RENTAL INCOME: If you own a 10% or greater interest, list the name of each tenant that is a single source of income of \$10,000 or more.

STREET ADDRESS OR PRECISE LOCATION _____

CITY _____

FAIR MARKET VALUE
 \$2,000 - \$10,000
 \$10,001 - \$100,000
 \$100,001 - \$1,000,000
 Over \$1,000,000

IF APPLICABLE, LIST DATE:
 _____ / _____ / 10 _____ / _____ / 10
 ACQUIRED DISPOSED

NATURE OF INTEREST
 Ownership/Deed of Trust Easement
 Leasehold _____ Yrs. remaining _____ Other

IF RENTAL PROPERTY, GROSS INCOME RECEIVED
 \$0 - \$499 \$500 - \$1,000 \$1,001 - \$10,000
 \$10,001 - \$100,000 OVER \$100,000

SOURCES OF RENTAL INCOME: If you own a 10% or greater interest, list the name of each tenant that is a single source of income of \$10,000 or more.

* You are not required to report loans from commercial lending institutions made in the lender's regular course of business on terms available to members of the public without regard to your official status. Personal loans and loans received not in a lender's regular course of business must be disclosed as follows:

NAME OF LENDER* _____

ADDRESS (Business Address Acceptable) _____

BUSINESS ACTIVITY, IF ANY, OF LENDER _____

INTEREST RATE _____ % None TERM (Months/Years) _____

HIGHEST BALANCE DURING REPORTING PERIOD
 \$500 - \$1,000 \$1,001 - \$10,000
 \$10,001 - \$100,000 OVER \$100,000
 Guarantor, if applicable

NAME OF LENDER* _____

ADDRESS (Business Address Acceptable) _____

BUSINESS ACTIVITY, IF ANY, OF LENDER _____

INTEREST RATE _____ % None TERM (Months/Years) _____

HIGHEST BALANCE DURING REPORTING PERIOD
 \$500 - \$1,000 \$1,001 - \$10,000
 \$10,001 - \$100,000 OVER \$100,000
 Guarantor, if applicable

Comments: _____

SCHEDULE C
Income, Loans, & Business Positions
(Other than Gifts and Travel Payments)

CALIFORNIA FORM 700
FAIR POLITICAL PRACTICES COMMISSION
Name

1. INCOME RECEIVED
NAME OF SOURCE OF INCOME
Creative i Studio
ADDRESS (Business Address Acceptable)
131 Concord St, San Francisco, CA 94112
BUSINESS ACTIVITY, IF ANY, OF SOURCE
Graphic Design
YOUR BUSINESS POSITION
Creative Director
GROSS INCOME RECEIVED
[X] \$10,001 - \$100,000
CONSIDERATION FOR WHICH INCOME WAS RECEIVED
[X] Salary

1. INCOME RECEIVED
NAME OF SOURCE OF INCOME
ADDRESS (Business Address Acceptable)
BUSINESS ACTIVITY, IF ANY, OF SOURCE
YOUR BUSINESS POSITION
GROSS INCOME RECEIVED
CONSIDERATION FOR WHICH INCOME WAS RECEIVED

2. LOANS RECEIVED OR OUTSTANDING DURING THE REPORTING PERIOD

* You are not required to report loans from commercial lending institutions, or any indebtedness created as part of a retail installment or credit card transaction, made in the lender's regular course of business on terms available to members of the public without regard to your official status. Personal loans and loans received not in a lender's regular course of business must be disclosed as follows:

NAME OF LENDER*
ADDRESS (Business Address Acceptable)
BUSINESS ACTIVITY, IF ANY, OF LENDER
HIGHEST BALANCE DURING REPORTING PERIOD
[X] \$10,001 - \$100,000

INTEREST RATE
TERM (Months/Years)
SECURITY FOR LOAN
[X] Personal residence

Comments:

Wong, Linda (BOS)

From: Wheaton, Nicole
Sent: Thursday, October 31, 2013 4:41 PM
To: Wong, Linda (BOS)
Subject: FW: LTR-578-2013
Attachments: Philippine Consulate General San Francisco.vcf; LTR-578-2013.Re-aptmt of Comsr Al Perez.pdf

Hi Linda,

Please place in Al's file.

Thank you,
Nicole

Nicole A. Wheaton
Director of Appointments
Commission & Board Liaison
Office of Mayor Edwin M. Lee
(415) 554-7940

From: San Francisco PCG [mailto:sanfrancisco.pcg@dfa.gov.ph]
Sent: Thursday, October 31, 2013 2:37 PM
To: Wheaton, Nicole
Subject: LTR-578-2013

Please acknowledge receipt of the attached message.

Thank you.

The Philippine Consulate General
San Francisco, CA 94108

LTR-578-2013

KONSULADO PANLAHAT NG PILIPINAS



CONSULATE GENERAL OF THE PHILIPPINES

SAN FRANCISCO

30 October 2013

Honorable Members
Rules Committee of the San Francisco Board of Supervisors
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear Supervisor Norman Yee, Supervisor Malia Cohen and Supervisor London Breed,

Warm greetings from the Philippine Consulate General in San Francisco.

On behalf of the Philippine Consulate, and with reference to the upcoming confirmation hearing of Commissioner Al Perez to the Entertainment Commission, I would like to express our support of his re-appointment for another four-year term.

For the past four years, the Philippine Consulate General in San Francisco has worked closely with Commissioner Perez in various capacities to organize and/or support activities, events and programs that build awareness and appreciation of Philippine heritage and culture. These activities and programs, in turn, have served not only to enhance the cultural and ethnic diversity which San Francisco is so well known for, but also to strengthen and develop the capacity of Filipino-American community organizations to participate in the socio-cultural enrichment of their neighborhoods.

In 2012, Commissioner Perez was awarded the *Banaag* Award, which is accorded once every two years by the Philippine Government's Commission on Filipinos Overseas on individuals and/or organizations that "have significantly benefited a sector or community in the Philippines, or advanced the cause of overseas Filipino communities". The award served to recognize the work he has done, and continues to do, as an advocate of Philippine heritage and culture, as well as of the causes and issues faced by the Filipino-American community.

It is our belief that Commissioner Perez's re-appointment will strongly benefit not only the Filipino-American community, which is one of the largest ethnic communities in the Bay Area, but the larger community of San Francisco and the surrounding Bay Area as well. We sincerely hope that you will consider confirming his appointment.

Sincerely,


MARCIANO A. PAYNOR, JR.
Consul General

cc: Mayor Edwin Lee
c/o Nicole.Wheaton@sfgov.org

cc: Commissioner Al Perez

Wong, Linda (BOS)

From: Wheaton, Nicole
Sent: Tuesday, October 01, 2013 1:58 PM
To: Wong, Linda (BOS)
Subject: FW: Al Perez Form 700
Attachments: 20131001135109725.pdf

For Al Perez's file.

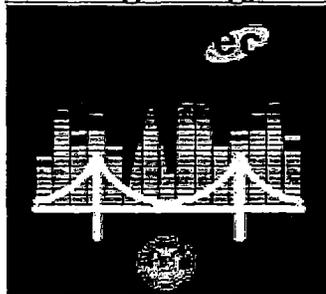
Nicole A. Wheaton
Director of Appointments
Commission & Board Liaison
Office of Mayor Edwin M. Lee
(415) 554-7940

From: Siadatnejad, Negar
Sent: Tuesday, October 01, 2013 1:57 PM
To: Wheaton, Nicole
Cc: Blackstone, Cammy
Subject: RE: Al Perez Form 700

Hi Nikki,

I've attached the most recent copy of Al's form 700.

Negar Siadatnejad
San Francisco Entertainment Commission
City Hall, Room 453
San Francisco, CA. 94102
(415 554-6678 (voice)
(415) 554-7934 (fax)
negar.siadatnejad@sfgov.org (Email)
www.sfgov.org/entertainment (Website)



[Facebook](#) | [Twitter](#) | [Blog](#)

From: Wheaton, Nicole
Sent: Tuesday, October 01, 2013 12:51 PM
To: Siadatnejad, Negar

Cc: Blackstone, Cammy
Subject: Al Perez Form 700

Hi Negar,

Will you please send me Al's most recent form 700 when you have a moment?

Thank you,
Nicole

Nicole A. Wheaton
Director of Appointments
Commission & Board Liaison
Office of Mayor Edwin M. Lee
(415) 554-7940

Wong, Linda (BOS)

From: Wheaton, Nicole
Sent: Wednesday, October 30, 2013 2:28 PM
To: Wong, Linda (BOS)
Subject: FW: RE-APPOINTMENT OF AL PEREZ TO SAN FRANCISCO ENTERTAINMENT COMMISSION

Hi Linda,

Please place in Al's file.

Thank you,
Nicole

Nicole A. Wheaton
Director of Appointments
Commission & Board Liaison
Office of Mayor Edwin M. Lee
(415) 554-7940

From: Raymond Virata [mailto:raymond@positivelyfilipino.com]
Sent: Wednesday, October 30, 2013 1:32 PM
To: Yee, Norman (BOS)
Cc: Wheaton, Nicole
Subject: RE-APPOINTMENT OF AL PEREZ TO SAN FRANCISCO ENTERTAINMENT COMMISSION

Honorable Members
Rules Committee of the San Francisco Board of Supervisors
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear Supervisor Norman Yee,

This letter serves as a recommendation to confirm the appointment of Commissioner Al Perez to the Entertainment Commission.

The mission of the Entertainment Commission is to promote, manage and regulate entertainment throughout the City for the economic and cultural enrichment of San Franciscans and visitors to San Francisco, and to celebrate the diverse communities within San Francisco.

Commissioner Perez was originally appointed to the Entertainment Commission in 2009 and has proved to be a strong advocate for neighborhoods and citizens of San Francisco for the past 4 years.

As a long time resident of San Francisco, I have personally witnessed Al Perez act as one of the preeminent luminaries in our community. He is passionate about his work and always guiding others to the right causes.

During his time with the commission, Commissioner Perez has done the following:

1. Reached out and opened channels of communication with community leaders and neighborhood advocates to

understand their concerns about the impact of entertainment in their neighborhood:

a) Organized the first Neighborhood Summit in April 6, 2011, with representatives from the SFPD Alcohol Liaison Unit, Mayor's Office of Neighborhood Services, Planning Department and a neighborhood group called the University Terrace Association.

b) Attended community meeting between SFPD, business owners and residents to address public safety on the Broadway Corridor; brainstormed ideas on how to minimize crime in the neighborhood.

c) Attended community meeting between 1015 Folsom Nightclub and surrounding neighbors hear about each party's concerns and come up with possible solutions on how to curtail illegal parking and excessive noise by club attendees.

2. Supported initiatives for greater safety in our neighborhoods:

a) Worked with Commission staff to produce the "Safety and Security Best Practices Guidebook for Nightlife Establishments"

b) Supported legislation by Supervisor Wiener that amended the Police Code regarding entertainment related Permits. The legislation expended suspension, citation and enforcement provisions regarding permits, and penalties for violations.

3. Used his professional background in marketing and advertising towards the rebranding of the Entertainment Commission. Commissioner Perez designed the new Entertainment Commission logo, brochure and first-ever Annual Report.

I highly recommend the confirmation of Commissioner Al Perez, allowing him to serve our neighborhoods for another 4 years.

Sincerely,

Raymond Virata
Art Director
Positively Filipino, LLC
www.positivelyfilipino.com

cc: Mayor Edwin Lee
c/o Nicole.Wheaton@sfgov.org

Wong, Linda (BOS)

From: Wheaton, Nicole
Sent: Wednesday, October 30, 2013 12:42 PM
To: Wong, Linda (BOS)
Subject: FW: Al Perez Entertainment Commission
Attachments: Al Perez_Entertainment Commission.pdf

Linda,

For Al's file.

Thank you!

Nicole

Nicole A. Wheaton
Director of Appointments
Commission & Board Liaison
Office of Mayor Edwin M. Lee
(415) 554-7940

From: Noelle Colomé [mailto:noelle@vday.org]
Sent: Wednesday, October 30, 2013 12:11 PM
To: Yee, Norman (BOS); Susan Celia Swan
Cc: Al Perez; Wheaton, Nicole
Subject: re: Al Perez Entertainment Commission

Dear Supervisor Yee,

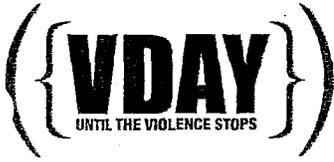
On behalf of V-Day, please accept the attached letter of endorsement for Al Perez for re-appointment to the San Francisco Entertainment Commission.

We are honored to be able to recommend Mr. Perez.

Sincerely,

Susan Celia Swan
Executive Director
susan@vday.org
V-DAY ({}) Until the Violence Stops

One Billion Rising



Eve Ensler

Founder/Artistic Director

Carole Black

Jennifer Buffett

Rosario Dawson

Jane Fonda

Melody Hobson

Donna Karan

Katherine McFate

Pat Mitchell

Thandie Newton

Emily Scott Pottruck

Amy Rao

Cari Ross

Sheryl Sandberg

Lisa Schejola Akin

Wendy Schmidt

Regina Kulik Scully

Susan Celia Swan

Charlize Theron

Kerry Washington

V-Board

Susan Celia Swan

Executive Director

www.vday.org

303 Park Ave South

Suite 1184

New York, NY 10010

212.924.1229/T

October 29, 2013

Honorable Members

Rules Committee of the San Francisco Board of Supervisors

1 Dr. Carlton B. Goodlett Place

San Francisco, CA 94102

Dear Supervisor Norman Yee, Supervisor Malia Cohen and Supervisor London Breed,

On behalf of V-Day, a global activist movement to end violence against women and girls with deep ties to San Francisco let this letter serve as a recommendation to confirm the appointment of Commissioner Al Perez to the Entertainment Commission.

Commissioner Perez has ably served on the Entertainment Commission since 2009 and his reappointment would ensure that entertainment in San Francisco continues to foster economic and cultural enrichment for its residents and the many visitors that travel to our beloved city each year and help us celebrate our diverse communities.

On February 14, 2013, Al Perez produced One Billion Rising on behalf of V-Day in partnership with the Department on the Status of Women, Mayor's Office, District Attorney's Office, Filipina Women's Network and location violence prevention organizations. The event was a mass global action to end violence against women and girls that included over one billion people worldwide in over 200 countries. In San Francisco, 5,000 individuals rose up, demanded an end to violence and danced in celebration and solidarity on the steps of City Hall. Al's expertise ensured the event's success and provided a successful framework for One Billion Rising for Justice taking place on February 14, 2014, once again on the steps of San Francisco City Hall.

We highly recommend the confirmation of Commissioner Al Perez, allowing him to serve our neighborhoods for another 4 years.

Sincerely,

Susan Celia Swan
Executive Director

cc: Mayor Edwin Lee
Al Perez

V-Day is a 501(c)(3) organization, Tax ID #94-3389430.

Wong, Linda (BOS)

From: Wheaton, Nicole
Sent: Wednesday, October 30, 2013 3:41 PM
To: Wong, Linda (BOS)
Subject: FW: Support Letter for Al Perez from Assemblymember Rob Bonta
Attachments: Commissioner Perez Support Letter.pdf

Hi Linda,

Please place in Al's file.

Thank you,
Nicole

Nicole A. Wheaton
Director of Appointments
Commission & Board Liaison
Office of Mayor Edwin M. Lee
(415) 554-7940

From: Oddie, Jim [mailto:Jim.Oddie@asm.ca.gov]
Sent: Wednesday, October 30, 2013 3:27 PM
To: Yee, Norman (BOS); Cohen, Malia; Breed, London
Cc: Wheaton, Nicole
Subject: Support Letter for Al Perez from Assemblymember Rob Bonta

Please see attached letter from Assemblymember Rob Bonta in support of Commissioner Al Perez' reappointment to the Entertainment Commission.

Jim Oddie
Office of Assemblymember Rob Bonta
1515 Clay Street, Ste. 2204
Oakland, CA 94612
Phone: (510) 286-1670 | Fax: (510) 286-1888
www.asmdc.org/members/a18/ | jim.oddie@asm.ca.gov
Click [here](#) to sign up for Assemblymember Bonta's newsletters.

STATE CAPITOL
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OAKLAND, CA 94612
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FAX (510)286-1888

Assembly
California Legislature



ROB BONTA
ASSEMBLYMEMBER, EIGHTEENTH DISTRICT

COMMITTEES
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SECURITY
BANKING AND FINANCE
ELECTIONS AND REDISTRICTING
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TRANSPORTATION

SELECT COMMITTEE
CHAIR, GUN VIOLENCE IN THE EAST
BAY

Honorable Members
Rules Committee of the San Francisco Board of Supervisors
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear Supervisor Norman Yee, Supervisor Malia Cohen, and Supervisor London Breed:

Please accept this letter in support of Commissioner Al Perez's re-appointment to the San Francisco Entertainment Commission.

The mission of the Entertainment Commission is to promote, manage and regulate entertainment throughout the City for the economic and cultural enrichment of residents and visitors, and to celebrate the diverse communities within San Francisco.

Commissioner Perez was originally appointed to the Entertainment Commission in 2009 and has proven to be a strong advocate for neighborhoods and citizens of San Francisco for the past four years.

Commissioner Perez has actively engaged the community in cultural and economic enrichment through entertainment, including the Pistahan Parade and Festival, which I had the honor of participating as the Grand Marshall this year. With his leadership, Commissioner Perez provided this unique cultural opportunity engagement for the entire community.

I highly recommend the confirmation of Commissioner Al Perez, allowing him to serve our neighborhoods for another four years.

Sincerely,

A handwritten signature in black ink that reads "Rob Bonta".

Rob Bonta
Assemblymember, 18th District

cc: Mayor Edwin Lee
c/o Nicole.Wheaton@sfgov.org

Wong, Linda (BOS)

From: Wheaton, Nicole
Sent: Thursday, October 31, 2013 8:57 AM
To: Wong, Linda (BOS)
Subject: FW: Re-Appointment of Al Perez to San Francisco Entertainment Commission
Attachments: 103113_FADCSF_AI Perez.pdf

For Al's file.

Nicole A. Wheaton
Director of Appointments
Commission & Board Liaison
Office of Mayor Edwin M. Lee
(415) 554-7940

From: Michael Gumban Pangilinan [mailto:pangilinanmg@yahoo.com]
Sent: Thursday, October 31, 2013 7:31 AM
To: Yee, Norman (BOS); Cohen, Malia; Breed, London; Wheaton, Nicole
Cc: Al Perez; Robert Chua; Michael R. Soncuya; Daz Lamparas; Carmen Choy
Subject: Re-Appointment of Al Perez to San Francisco Entertainment Commission

Dear Supervisor Norman Yee, Supervisor Malia Cohen and Supervisor London Breed,

On behalf of the Filipino American Democratic Club of San Francisco, we urge your support for the re-appointment of Commissioner Al Perez to the San Francisco Entertainment Commission.

Mr. Al Perez has demonstrated community leadership, supports greater public safety and has excellent marketing and advertising skills. He is an asset to the Entertainment Commission and to the San Francisco Filipino community.

Please see attached letter signed by the Executive Board of the Filipino American Democratic Club of San Francisco confirming our support for Mr. Al Perez.

Thank you,

Michael Gumban Pangilinan
Chairman, Filipino American Democratic Club of San Francisco
Cellular: 415-624-5082



SAN FRANCISCO

Honorable Members
Rules Committee of the San Francisco Board of Supervisors
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Filipino American Democratic Club of San Francisco
2141 Geary Blvd. #106
San Francisco, CA 94115

October 30, 2013

RE: RE-APPOINTMENT OF AL PEREZ TO SAN FRANCISCO ENTERTAINMENT
COMMISSION

Dear Supervisor Norman Yee, Supervisor Malia Cohen and Supervisor London Breed,

This letter serves as a recommendation to confirm the appointment of Commissioner Al Perez to the Entertainment Commission.

The mission of the Entertainment Commission is to promote, manage and regulate entertainment throughout the City for the economic and cultural enrichment of San Franciscans and visitors to San Francisco, and to celebrate the diverse communities within San Francisco.

Commissioner Perez was originally appointed to the Entertainment Commission in 2009 and has proved to be a strong advocate for neighborhoods and citizens of San Francisco for the past 4 years.

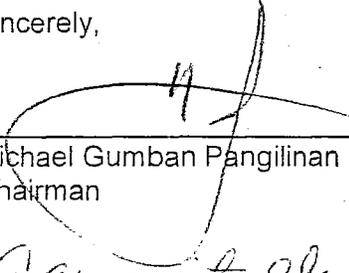
Commissioner Perez has demonstrated his strength in the following examples:

1. **Outreached and opened channels of communication with community leaders and neighborhood advocates to understand their concerns about the impact of entertainment in their neighborhood.**
2. **Supported initiatives for greater safety in San Francisco neighborhoods.**
3. **Used his professional background in marketing and advertising towards the rebranding of the Entertainment Commission. Mr. Perez designed the new Entertainment Commission logo, brochure and first ever Annual Report.**

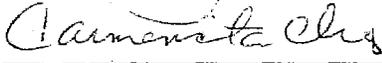
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The Filipino American Democratic Club of San Francisco highly recommends the confirmation of Commissioner Al Perez, allowing him to serve our neighborhoods for another 4 years.

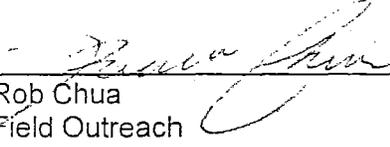
Sincerely,



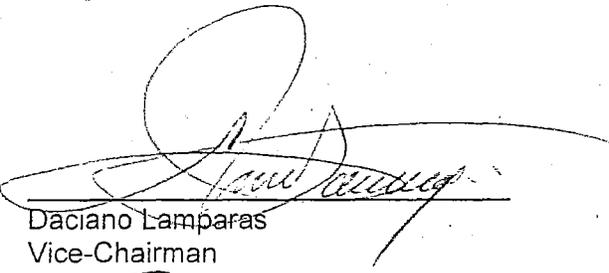
Michael Gumban Pangilinan
Chairman



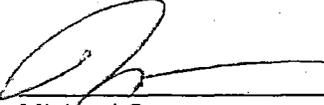
Carmencita Choy
Secretary



Rob Chua
Field Outreach



Daciano Lamparas
Vice-Chairman



Michael Soncuya
Treasurer

cc:
Mayor Edwin Lee, c/o Nicole.Wheaton@sfgov.org
Al Perez

Wong, Linda (BOS)

From: Wheaton, Nicole
Sent: Thursday, October 31, 2013 8:57 AM
To: Wong, Linda (BOS)
Subject: FW: RE-APPOINTMENT OF AL PEREZ TO SAN FRANCISCO ENTERTAINMENT COMMISSION

For Al's file.

Nicole A. Wheaton
Director of Appointments
Commission & Board Liaison
Office of Mayor Edwin M. Lee
(415) 554-7940

From: Perez, Lourdes S [mailto:lourdes.s.perez@bankofamerica.com]
Sent: Wednesday, October 30, 2013 11:07 PM
To: Yee, Norman (BOS); Cohen, Malia; Breed, London
Cc: Alfonso S. Perez, Jr.; Wheaton, Nicole
Subject: RE-APPOINTMENT OF AL PEREZ TO SAN FRANCISCO ENTERTAINMENT COMMISSION

Honorable Members
Rules Committee of the San Francisco Board of Supervisors
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear Supervisor Norman Yee, Supervisor Malia Cohen and Supervisor London Breed,

This letter serves as a recommendation to confirm the appointment of Commissioner Al Perez to the Entertainment Commission.

The mission of the Entertainment Commission is to promote, manage and regulate entertainment throughout the City for the economic and cultural enrichment of San Franciscans and visitors to San Francisco, and to celebrate the diverse communities within San Francisco.

Commissioner Perez was originally appointed to the Entertainment Commission in 2009 and has proved to be a strong advocate for neighborhoods and citizens of San Francisco for the past 4 years.

Commissioner Perez has demonstrated his strength in supporting initiatives for greater safety in our neighborhoods and opened the channels of communication with community leaders and neighborhood advocates to understand their concerns about the impact of entertainment in their neighborhood.

We highly recommend the confirmation of Commissioner Al Perez, allowing him to serve our neighborhoods for another 4 years.

Sincerely,

Lourdes S. Perez
BofA Database Product Management
Transamerica Bldg, SF, CA
Phone: 415/913-5817
Cell: 415/747-2020

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Wong, Linda (BOS)

From: Wheaton, Nicole
Sent: Thursday, October 31, 2013 9:27 AM
To: Wong, Linda (BOS)
Subject: FW: AL PEREZ: Re-appointment to the Entertainment Commission - Thu, Oct 31
Attachments: SupYeeAlPerez103113.pdf

For Al's file.

Nicole A. Wheaton
Director of Appointments
Commission & Board Liaison
Office of Mayor Edwin M. Lee
(415) 554-7940

From: Ted Fang [mailto:tfang@asianweek.com]
Sent: Thursday, October 31, 2013 9:23 AM
To: Yee, Norman (BOS)
Cc: Wheaton, Nicole
Subject: AL PEREZ: Re-appointment to the Entertainment Commission - Thu, Oct 31

Please find attached letter of support for the re-appointment of Commissioner Al Perez to the SF Entertainment Commission.

thank you,
Ted Fang

--

Ted Fang

AsianWeekFoundation.org

AsianWeek Foundation | 564 Market Street #320 | San Francisco | Fax 415.373.1040

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October 31, 2013

Supervisor Norman Yee
Chairperson
Rules Committee of the San Francisco Board of Supervisors
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear Supervisor Yee,

This letter serves as a recommendation for the re-appointment of Commissioner Al Perez to the Entertainment Commission.

The mission of the Entertainment Commission is to promote, manage and regulate entertainment throughout the City for the economic and cultural enrichment of San Franciscans and visitors to San Francisco, and to celebrate the diverse communities within San Francisco.

Commissioner Perez was originally appointed to the Entertainment Commission in 2009 and has proved to be a strong advocate for neighborhoods and citizens of San Francisco for the past 4 years.

Commissioner Perez has demonstrated his strength as the singular leader for some of the Filipino communities biggest entertainment events and gatherings, including the Pistahan Parade and Festival. Commissioner Perez leads by bringing people together and building teams. His vision is to enrich the culture of of San Francisco through the heritage of all the city's residents and he brings together all the stakeholders of the city and to make this happen.

We highly recommend the confirmation of Commissioner Al Perez, allowing him to serve our neighborhoods for another 4 years.

Sincerely,

A handwritten signature in black ink, appearing to read "Ted Fang", written in a cursive style.

Ted Fang,
Executive Director
AsianWeek Foundation

San Francisco
BOARD OF SUPERVISORS

Date Printed: October 18, 2013

Date Established: November 5, 2002

Active

ENTERTAINMENT COMMISSION

Contact and Address:

Jocelyn Kane Acting Director
Administrative Services
City Hall, Room 453
San Francisco, CA 94102

Phone: (415) 554-5793

Fax: (415) 554-7934

Email:

Authority:

Charter Section 4.117 (per Prop F. Election November 2002) and Ordinance 164-02

Board Qualifications:

The Entertainment Commission shall consist of 7 members comprised of 3 members appointed by the Board of Supervisors and 4 members nominated by the Mayor.

Each nomination by the Mayor shall be subject to approval by the Board of Supervisors and shall be the subject of a public hearing and vote within 60 days. If the Board of Supervisors fails to act on a mayoral nomination within 60 days of the date the nomination is transmitted to the Clerk of the Board of Supervisors, the nominee shall be deemed approved.

Of the 4 members nominated by the Mayor, the Mayor shall nominate one member to represent the interests of City neighborhood associations or groups, one member to represent the interests of entertainment associations or groups, one member to represent the interests of the urban planning community, and one member to represent the interests of the law enforcement community.

Of the 3 members appointed by the Board of Supervisors, one member shall represent the interests of City neighborhood associations or groups, one member shall represent the interests of entertainment associations or groups and one member shall represent the interests of the public health community.

To stagger the terms the initial appointments to the commission shall be as follows: the Mayor nominates two members to serve terms of four years, one member to serve a term of three years

"R Board Description" (Screen Print)

San Francisco
BOARD OF SUPERVISORS

and one member to serve a term of two years. Of the three remaining members, the Board of Supervisors shall appoint one member to serve a term of four years, one member to serve a term of three years and one member to serve a term of two years. All terms of initial appointees to the commission shall be deemed to commence upon the same date which shall be the date upon which the last of the seven initial appointees assumes office. Thereafter, all appointments and reappointments shall be for a term of four years.

The Entertainment Commission shall: 1) assist entertainment organizers and operators to apply for necessary permits; 2) promote responsible conduct; 3) promote the City's entertainment industry; 4) promote the use of City facilities; 5) foster harm reduction policies; 6) develop "good neighbor policies"; 7) mediate disputes between persons affected by entertainment events and establishments and the operators of such establishments; 8) issue entertainment related permits; 9) plan and coordinate City services for major events; 10) provide information regarding venues and services appropriate for events and functions ancillary to conventions.

Reports: Prepare and submit to the Mayor and Board of Supervisors within one year from July 6, 2002 and not less than five years thereafter a report analyzing the commission's effectiveness. Prepare and submit to the Mayor and Board of Supervisors an annual report by March 1st regarding its activities for the preceding year. Prepare and submit to the Mayor and Board of Supervisors within one year from July 6, 2002 and annually thereafter a report analyzing fee revenue.

Sunset Clause: None mentioned

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