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EL PUEBLO DE LOS ANGELES HISTORICAL MONUMENT

DOMENIKA LYNCH
GENERAL MANAGER

125 PASEO DE LA PLAZA, SUITE 300
LOS ANGELES, CA 90012

TEL: (213) 485-6855

COMMISSION MINUTES **Thursday, January 8, 2025** **2:00 p.m.**

**Members of the public who wish to speak to the Commission during the meeting must submit a "Request to Speak" form to the Board Secretary prior to the commencement of the public comments for each agenda item of interest. Comments by the public on matters not identified on the agenda, but within the subject matter jurisdiction of the Commission will be heard during the item designated as "Public Comments Period." The length of public speaking time is two minutes, unless the presiding officer grants some other amount of time.*

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*The meeting was called to order at: 2:03 PM by **President Perez**. **Commissioners present:** Chu, Cardenas, Manriquez, Ramirez, Quon and Wirfs. **Also present:** General Manager Domenika Lynch, El Pueblo Staff Priscilla Bravo-Hart, and Deputy City Attorney Josh Temple. Commissioners Matricardi and Romero were absent.*

A quorum was established.

Commissioner Perez welcomed those in attendance.

Edward Flores, Emily Martinez, and Valerie Hanley provided general public comment.

Jacqueline Hamilton, Deputy Mayor for Neighborhood Services with the Mayor's Office, expressed the Mayor's excitement at the new directions she's seeing in the department especially with the agenda for safety, security, and cleanliness.

Josue Munoz, representative from Council District 14 (CD14), shared his joy of attending Tres Reyes (Día de los Reyes) event at El Pueblo. He also mentioned CD14 supporting the initiative of cleanliness by providing the funds to power wash the facility.

No updates were provided by the Historic Cultural North Neighborhood Council (HCNNC).

Item 1: General Manager's Report

Ms. Domenika Lynch presented the General Manager's report.

She expressed her gratitude to CD14; Councilmember Jurado and Josue, Mayors Office; Jacqueline and Estefany, El Pueblo's Finance Team; Hanaa, Sekou, and David.



Ms. Lynch had a Budget Overview PowerPoint.

Key Points:

- Financial Snapshot: How El Pueblo is funded by comparing 2022-2023 fiscal year to 2025-2026 fiscal year.*
- Departments current financial challenges; revenue decreasing (rent collection and parking), aging infrastructure, World Cup readiness cost.*
- Pathway forward: One-on-One merchant meetings, request Council support.*
- Requested Budget for 2026-2027 fiscal year: projections and support needed from Commission.*
- Upcoming Once-in-a-Generation Opportunities: World Cup (2026), Olympics (2028), 100 Years of Olvera Street (2030), Los Angeles 250th Anniversary (2031) Siqueiros Mural Centennial (2032).*

Commissioners Perez, Quon, Wirfs, Chu, Ramirez, Manriquez and Cardenas expressed their appreciation for the thorough presentation because it provided the transparency to understand the difficulties and challenges El Pueblo is facing.

Commissioner Quon had a follow-up question about philanthropy and who EPPA is. Domenika Lynch explained EPPA is the acronym for El Pueblo Park Association, established in 1983, and how a they will be assisting with accepting sponsorships and donations. Ms. Lynch also included OSMAF, Olvera Street Merchants Association Foundation, is another partner that can assist with the philanthropy aspect.

Commissioner Wirfs had follow-up questions about the one-on-one meetings, addressing underlying structural issues and the working definition of P3 (public-private partnership). Domenika Lynch explained that it is a multi-layer situation and that this is the moment to be transparent and see what we can do collectively. Ms. Lynch also mentioned a possibility of a community benefits agreement.

Commissioner Chu had a follow-up question about one-on-one meetings in reference to timelines and what is expected afterwards. Ms. Lynch explained that after the next budget council meeting, she will be able to present a timeline for Commissioners and that merchants will be receiving letters in order to schedule those one-on-ones and have those conversations.

Commissioner Ramirez mentioned it is important to create an atmosphere of equity and to think about conditional relief. Ms. Lynch explained she is looking at all aspects of providing relief and equity between merchants that are paying and those that aren't.

Commissioner Cardenas had a follow-up question about general salaries and what salaries as needed is. Senior Accountant Hanaa Eid explained that "as needed" fund is in relation to museum guides and half timers staff and that it is coming from DCA, Department of Collegiate Affairs.

Partner Updates:

OSMAF: Valerie Hanley summarized Día de los Reyes. Through Greg Berber, Luz del Dia owner, a chef demonstrated live how to make roscas to the public. Ms. Hanley also mentioned a gallery

showing in March for Women’s Month and having artisans at El Pueblo.

Edward Flores, Emily Martinez and Valerie Hanley provided public comment on Item 1.

Item 2: Commission Committee Reports (skipped)

- Mexican-American/Latino Historical Monuments Ad Hoc Committee
- El Pueblo Parking Operations and Revenue Ad Hoc Committee
- El Pueblo Agreements with Non-profit and Non-commercial Tenants Ad Hoc Committee

No Public Comment was provided on Item 2.

Item 3.1 Approval of the El Pueblo Commission Meeting Minutes from November 13, 2025 (revised) and December 11, 2025

MOTION: Commissioner Quon moved to approve Minutes from December 11, 2025. Seconded by Commissioner Cardenas. (Minutes from November 12, 2025 were already approved with amendments on December 11, 2025)

Vote on Item 3.1: Chu, Y; Cardenas, Y; Manriquez, Y; Perez, Y; Quon, Y; Ramirez, Y; Wirfs, Y. The motion carried.

Emily Martinez provided public comment on Item 3.1.

Item 3.2 Discussion of 2026 Commission Meeting Calendar

Schedule will continue as is. Second and Fourth Thursdays of the month at 2pm.

No Public Comment was provided on Item 3.2.

Commission Business:

Commissioner Quon: requested the Gondola be added to the agenda and a presentation from their team

Commissioner Wirfs: requested items that are on the agenda not be skipped due to liability and that a city attorney or ethics briefing about behest gifts

Commissioner Perez adjourned the meeting at 3:52 PM.