

CLC Member Bios

East San Fernando Valley

Sheila Avila Luna
Advancements Assistant Project Manager
Holos Communities

Sheila Avila Luna grew up throughout all of Los Angeles, eventually being pushed out of LA and into the San Fernando Valley. Experiencing first-hand the environmental and health effects of a rapidly gentrified city, fueled her passion to uplift vulnerable and underestimated communities. Sheila focuses on creating integrated approaches to Affordable Housing without the use of LIHTC at Holos Communities. Utilizing Affordable Housing as a platform for sustainability they build and design using resilience strategies that offer clear roadmaps for how to prepare and act against the effects of climate change. With her experience, support at Holos, and connection to Metro, she hopes to build a more sustainable and equitable LA by providing healthy environments and fairer access to vital infrastructure.



Sonya Blake
President & CEO
The Valley Economic Alliance

Sonya Blake is President & CEO of The Valley Economic Alliance in Sherman Oaks. She is a leading catalyst facilitating economic development in the San Fernando Valley region, a burgeoning area comprising five cities, 2 million residents and 160,000 businesses. The Alliance promotes business vitality, efficient mobility, workforce development, affordable housing, and other aspects of maintaining livable, sustainable, and equitable communities. Sonya also served as Director of Community Business in Los Angeles Mayor Eric Garcetti's Office of Economic Development and Director of the Office of the Small Business Advocate in the office of former Governor Gray Davis. She graduated from Yale University and the UCLA Anderson Graduate School of Management and has lived in the San Fernando Valley since 2003.



Michael Fiore
Founder and Director
Quartz Health Solutions

Michael Fiore is a long-time resident of Van Nuys where he currently lives and works. He is the founder and director of Quartz Health Solutions, a technology company that partners with public health agencies to provide communications, education and collaboration solutions. Michael has been a member of the Greater San Fernando Valley Chamber of Commerce for over 20 years including a term as board chair. He is also actively involved in the Chamber's government outreach and collaboration efforts. Michael is a long-time volunteer for the YMCA of Los Angeles supporting both child and teen programs including sleep-away camp and the Youth and Government Program. He has also worked with the YMCA to develop partnerships with community organizations.



Sergio Ibarra

Sergio Ibarra grew up in the northeast San Fernando Valley, and has lived in Arleta for over 20 years. He has served as the President of the Arleta Neighborhood Council from 2012 through 2015. He is a local government professional in Human Resources and Risk Management with over 15 years of experience in the government sector. He has a Bachelor's Degree from California State University Northridge in Political Science and a Master's Degree in Public Administration.



Yvonne Mariajimenez, Esq.

President & CEO

Neighborhood Legal Services of Los Angeles
County

Yvonne is the President and CEO of Neighborhood Legal Services of Los Angeles County (NLSLA). She has lived in Van Nuys for over 40 years and worked in the Pacoima community for over 45 years. Yvonne was born and raised in East Los Angeles. She earned her B.S. in Business Administration at USC and her J.D. at Loyola Law School.

Yvonne has dedicated her career to addressing the struggles and elevating the voices of people who are living on the margins and struggling to survive. The work to which she is dedicated is personal to her as she grew up in the communities served by NLSLA. She has a demonstrated background in litigation and policy advocacy in those areas that most impact people living in poverty, including housing, domestic violence and family law, immigration, public benefits and health. Yvonne has spearheaded multiple collaborative advocacy efforts, working with community groups and faith-based organizations to address health and housing disparities. Yvonne is proficient in Spanish.



Jonathan B. Martinez

ITEP Director

CSUN/The Department of Interdisciplinary
Studies and Liberal Studies

Jonathan is a first-generation proud Matador. He is a double alumnus from CSUN, earning both bachelor's and master's degrees from California State University, Northridge. He has over sixteen years of experience in higher education in providing comprehensive academic, career and personal counseling to first-generation and underrepresented students, undecided students, foster youth (resilient scholars), international students, students with disabilities, and student athletes.

During his time in academic affairs, he found his passion for providing resources and tools to help students and their families reach their full potential.

Jonathan is also a board member for the Panorama City Neighborhood Council. He is chair for the Youth committee. Personal Quote: "A lot of people helped me get to where I am today and now it's my turn to do the same for others."



Brenda Morales
Program Manager
MEND

Brenda Morales is a San Fernando Valley native who has experienced firsthand the mobility challenges and transit service needs in her community. She has 12+ years of experience in community outreach and working with diverse communities as a clinical nutritionist and program manager. Brenda holds a B.S. from Cal Poly Pomona in Nutrition & Dietetics with a minor in Spanish and is currently working on her master's degree in Urban & Regional Planning. Brenda has worked on various grant funded projects developing work plans, program planning, and implementing outreach strategies. She currently works at a non-profit in Pacoima, is a member of Pacoima Neighborhood Council, and cares about improving the quality of life for residents in the San Fernando Valley.



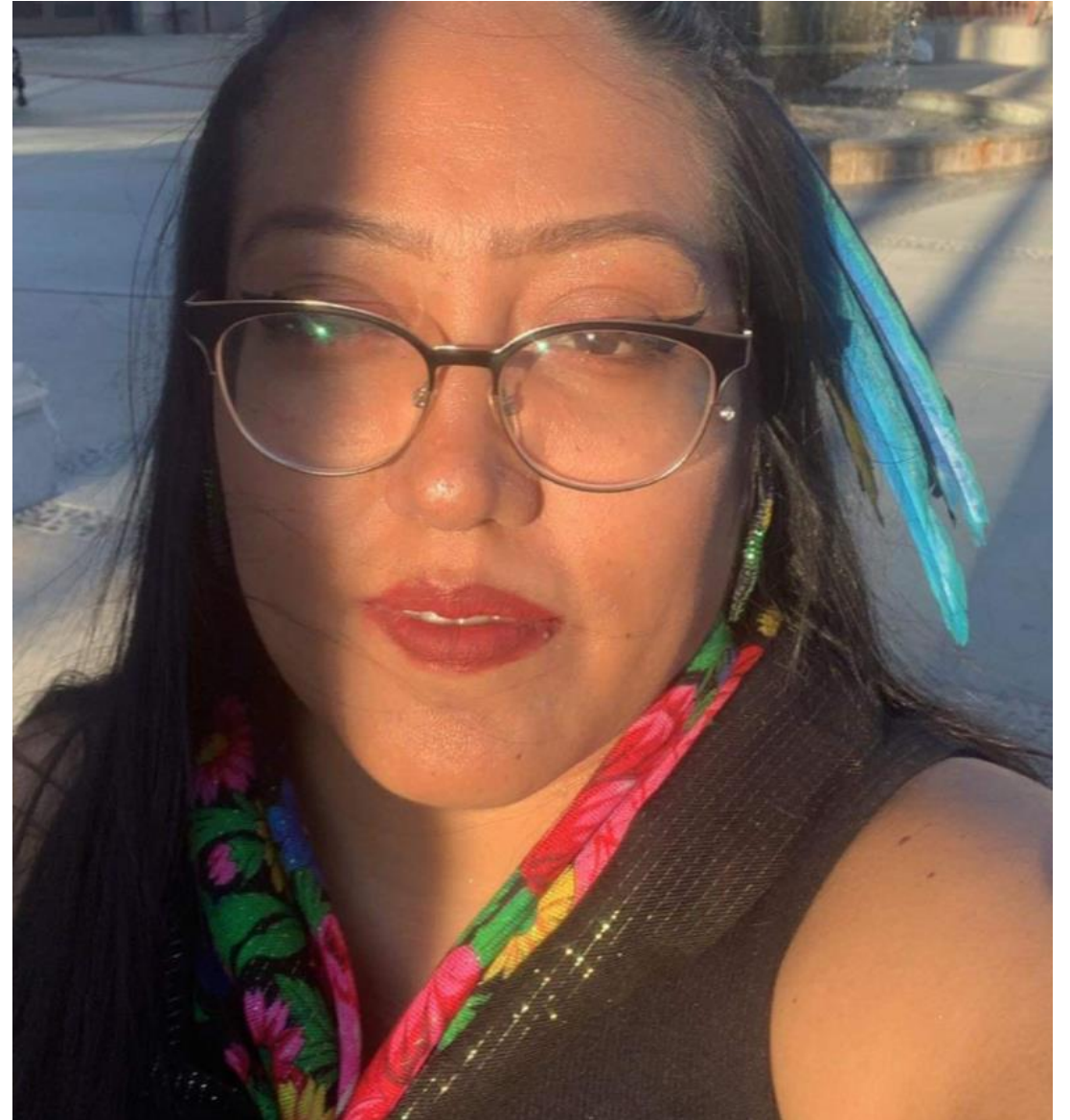
María Nieto

Residente

- María ha sido residente de Panorama City por once años. Colabora voluntariamente en varias organizaciones como El Nido Family Center, Pacoima Beautiful, y Panorama City Neighborhood Council. También es parte del Comité de Padres de LAUSD. Es usuario usual de Metro LA.

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- Maria has been a resident of Panaroma City for 11 years. She collaborates and volunteers in various organizations such as El Nido Family Center, Pacoima Beautiful, and the Panorama City Neighborhood Council. She is also part of the Parent Committee for LAUSD. She is a frequent rider of Metro.



Sam Papoyan
Chief Operating Officer
National Career College

Sam is the founder and currently the Chief Operating Officer for National Career College. He managed to develop many career-based programs to help the local community become gainfully employed. He is also a real-estate professional, managing various commercial properties located in the San Fernando Valley. He has developed and reconstructed numerous properties and premises for local entrepreneurs.



Roxy Rivas

Project Manager

Roxy was born and raised in the Northeast San Fernando Valley and is a Project Manager with Pacoima Beautiful where they bring a racial justice lens to the work and help analyze urban challenges with the frameworks of public health and urban planning. They are passionate about addressing environmental and racial inequities, particularly on issues related to park access, affordable housing, and mobility justice.

Prior to working at PB, Roxy worked at Kounkuey Design Initiative, where they focused on supporting community development and design projects. They supported several planning projects with research and community engagement practices that center residents and their needs. They believe that the needs residents voice can and should be addressed through design, planning, and systems change approaches. Roxy earned their master's degree in Urban Planning from CSUN and a BA from the University of California, Berkeley.



Maria Salgado

Community Stakeholder

Maria Salgado is a Cal State Northridge Sociology graduate who has been volunteering and working with non-profit organizations for over 20 years. Immediately after graduation, she began working with University Counseling Services at her alma mater, assisting students with accessing mental health services and resources. She then made the move to animal welfare and joined the staff at Best Friends Animal Society in 2012 where she developed and led several volunteer programs across Los Angeles at both their Mission Hills and West Los Angeles Pet Adoption centers. Today, she is an administrator with Vision To Learn, a non-profit helping to provide underrepresented children with access to vision care. She also volunteers with the LA REPAIR Participatory Budgeting Advisory Committee and Pacoima Beautiful.



Sandra Sanchez

Community Organizer | UCLA Student

Sandra Sanchez, originally from Panorama City and now residing in Arleta, actively contributes to her community. She serves as a Promotora for the Peace & Healing Centers pilot initiative, focusing on Pacoima and Panorama City. Additionally, she is a student at UCLA's Luskin School of Public Affairs. Backed by experience in education and nonprofits, Sandra is committed to fostering community growth. Her primary objective is to guide and ensure that metro initiatives meticulously embrace a community-tailored approach. Her leadership underscores the importance of involving and representing the voices of the neighborhoods she serves. Through her engagement with the Panorama City Neighborhood Council and her various roles, Sandra Sanchez is committed to advancing grassroots initiatives that result in a more connected community.



Kathy Schreiner

President, Van Nuys Neighborhood Council

Kathy has lived in the Los Angeles area for over 40 years and in Van Nuys for 13 years.

Early in her career, she worked for the City of Los Angeles in the grants management of workforce programs. After earning an MBA from UCLA Anderson, she worked for 15+ years for Management Systems Consulting Corporation, a firm that specializes in working with executive teams of companies that grew rapidly from entrepreneurial roots. She was involved with strategic planning, organization development, and leadership coaching. Later, she did independent consulting for non-profit organizations.

In her volunteer activities, she is a passionate advocate for quality Early Care and Education (ECE) programs for young children. She currently serves as an appointed member of the LA County Child Care Planning Committee. Since 2010, she has been a volunteer and member of Best Start Panorama City & Neighbors, a program of First 5 LA that helps parents with the development of their young children living in North Hills East, Panorama City, and Van Nuys.



Marc Shouhed

Small Business Owner

Marc Shouhed was born and raised in Los Angeles and graduated from the University of Southern California Marshall School of Business. He is currently a small business owner along the East San Fernando Valley Light Rail Transit project alignment. Prior to going the entrepreneurial route, Marc held various positions in the investment banking, private equity and real estate sectors.



Seth Wulkan *Consultant in Environmental Services*

Seth Wulkan is a San Fernando Valley native. He has been a consultant for 16 years at an environmental planning firm and is responsible for all aspects of environmental review documents and technical reports for a variety of building types including housing, commercial, office, medical, and educational developments. He participates in strategy meetings from the beginning of the environmental review process through the final project hearings. He graduated with honors from UCLA with dual degrees in History and Geography/Environmental Studies and completed a Certificate Program in Sustainability at UCLA Extension. He enjoys traveling across the US and exploring the world with his wife.

