

Roberto Barragan
Executive Director
ICON CDC



Roberto Barragan is the Executive Director of ICON CDC, where he leads one of the largest small business assistance organizations in the San Fernando Valley. He previously served as Executive Director of the California Community Economic Development Association (CCEDA), a statewide network of 200 community development organizations advancing economic revitalization in diverse urban and rural communities.

Barragan holds national and regional leadership roles, including Vice Chair of the Community Opportunity Alliance and board member of the National Community Reinvestment Coalition. He is also Vice Chair and a long-time board member of the Child Development Institute, and serves on the boards of the Valley Industry and Commerce Association (VICA) and Affordable Living for the Aging (ALA). From 2015 to 2018, he served as Chair and Vice Chair of the Federal Reserve Board of Governors Community Advisory Council, and was a founding board member of California United Bank through 2017.

Earlier in his career, Barragan was President of the Valley Economic Development Center (VEDC) from 1999 to 2016, where he led California's largest small business development nonprofit, overseeing an \$11 million budget, 80 employees, and operations across eight offices nationwide.

Sonya Blake

President & CEO

The Valley Economic Alliance

Sonya Kay Blake is President and CEO of the Valley Economic Alliance, where she leads efforts to drive economic growth, regional collaboration, and business support across the San Fernando Valley. With more than 30 years of experience across government, nonprofit, and higher education, she is a recognized leader in economic development and public-private partnerships.

Her prior roles include Director of Community Business in the Office of Los Angeles Mayor Eric Garcetti, Director of the Small Business Advocate in the Office of Governor Gray Davis, and CEO of the National Association of Women Business Owners—Los Angeles. Sonya serves on the City of Los Angeles Workforce Development Board and the Community Foundation of the Valleys, as well as advisory boards including LA28, the World Cup, Super Bowl LXI, LA Mission College Biotech Program, and Woodbury University Business School. She also contributes to the Valley Industry and Commerce Association and the Los Angeles Economic Development Corporation.

Sonya earned her BA from Yale University and her MBA from the UCLA Anderson School of Management.





Zenia Chamorro

SFV Resident / Transportation Planner

Zenia is from Los Angeles and a San Fernando Valley resident with a professional focus on improving how people experience public transit. She works in transportation planning at a local university, where she supports programs that make transit more accessible, reliable, and easier to navigate. Her work spans service coordination, rider experience, and collaboration with regional partners to strengthen connections across the broader transit network.

Having grown up riding Metro, Zenia brings a grounded understanding of how transit shapes daily life in Los Angeles. She has also been active in advocacy efforts, including with the STC4All coalition, supporting a Sepulveda Transit Corridor alignment that prioritizes strong regional connectivity to existing lines. .

Her experience reflects a commitment to practical, equitable transportation solutions that serve a wide range of riders. As a resident volunteer, Zenia joins the council with both lived experience and professional insight, contributing to more community-informed transportation decisions.

Quirino de la Cuesta, Jr.
Quantic Design Studio /Quasimotor Productions/ Filmmaker
Board Member, Van Nuys Neighborhood Council



Quirino de la Cuesta, Jr. is a long-time resident of Van Nuys where he currently works and lives. He has years of experiences in the architecture and construction field working on single family residence, housing, urban design and planning under Quantic Design Studio. He also completed a documentary on urban planning, design and architecture on reexamining Frank Lloyd Wright urban model Broadacre City through today's contemporary urban sprawl using Los Angeles as a case study model. He is actively engaging himself on the current planning and zoning policies, and design/construction in Van Nuys to have a focus for a more design-oriented, livable city for Van Nuys.

Quirino is a long-time member of the Van Nuys Neighborhood Council and currently the chair of the planning and land use committee engaging the public and being responsive to the environment. He believes in the power of design and community involvement in creating a more democratic environment for all. He is also a former member of the Los Angeles Bicycle Advisory Committee representing Council District 6.

Cesar de la Cruz

Cesar De La Cruz joined Agora Realty & Management, Inc. in 2000 and serves as an Associate Licensed Broker, overseeing property management and leasing across the firm's portfolio, including Plaza Del Valle in Panorama City. He began his real estate career in residential sales in 1985, including four years with Regal Realty.

Earlier in his career, Cesar co-founded a termite control business with his brothers and owned and operated ventures in the restaurant and construction industries. He has been actively engaged in civic efforts, helping establish the Panorama City Neighborhood Council and chairing the committee that created the Panorama City Business Improvement District (BID), approved by the Los Angeles City Council in 2009 and active for five years.

He currently serves as Treasurer and Director of the San Fernando Community Health Center and as a Director on the Mission Community Police Council, and is a member of the Community Police Advisory Board at Mission Station. Born in Tijuana, Mexico, he moved to the San Fernando Valley in 1966 and remains a lifelong North Valley resident, having lived in Van Nuys, Panorama City, and Pacoima. He is fluent in English and Spanish.



Caesar Huerta
Arleta Resident



Caesar is a public service professional with over 15 years of experience advancing community initiatives across Los Angeles. He serves as a Management Analyst with the Los Angeles Department of Water and Power, specializing in emergency preparedness and response, and has previously worked in local and state government on infrastructure, transportation, and neighborhood improvement projects in the Northeast San Fernando Valley.

He has led efforts in streetscape enhancements, flood mitigation, and public safety improvements, and is experienced in navigating government systems and engaging diverse communities. A bilingual communicator, he has represented public agencies and elected officials in numerous community settings.

Caesar also promotes sustainable transportation and organizes a regional cycling event that highlights local neighborhoods, public art, and small businesses. He is currently pursuing graduate studies in environmental science and civil engineering.

Anna Justice
CEO & Principal Contractor
General Equipment Company, Inc.



Anna Justice is the CEO and driving force behind General Equipment Company, Inc., a multifaceted contracting firm based in Pacoima. With a reputation for technical excellence and versatility, Anna’s professional work spans from the intricate installation of iconic public art—such as the *Urban Light* at LACMA and the Heritage Square Museum entrance—to general construction and specialized Onan generator sales and service.

Parallel to her professional career, Anna is a pillar of the Pacoima community. She has served as the Treasurer of the Pacoima Neighborhood Council for the past 12 years and is also Chair of the Funding Committee. Her long-standing leadership in local government reflects her deep commitment to fiscal responsibility and the continued growth and advocacy of her home neighborhood. She is also a Los Angeles Police Dept. Volunteer for the Foothill Division.



Mailie Medel Estupian
Pacoima Resident

Mailie Michelle Estupinan Medel is a proud first-generation resident of the San Fernando Valley, where she was born, raised, and continues to live today. She has spent her entire life rooted in her community, particularly in the Pacoima neighborhood, which she calls home. Her experiences growing up in the Valley have shaped her strong sense of identity and commitment to giving back through service, leadership, and advocacy.

She is actively engaged in civic leadership, currently serving as a representative for District 7 on the Los Angeles Olivia Mitchell Youth Council, (appointee of Councilwoman Monica Rodriguez) to uplift youth voices and address community concerns. She is also a former member of the Metro Youth Council, representing the San Fernando Valley region. Demonstrating initiative, Mailie organized a GoPass Student event at her high school to expand transportation access for her peers. Through Girls Voices Now, she created a short film on immigration.

Mailie is passionate about serving others and amplifying unheard voices. She aspires to pursue a career in law focused on criminal justice reform and hopes to one day serve as a Congresswoman for California.



Brenda Morales
MEND

Brenda Morales serves as Director of Program Quality and Compliance at MEND – Meet Each Need with Dignity in Pacoima, California, where she works closely with community members and community-based organizations to strengthen access to essential services and improve program impact. She is also an active member of the Pacoima Neighborhood Council, where she chairs the Education and Youth Development Committee and the Community Outreach Committee.

Born and raised in the San Fernando Valley, Brenda brings a strong background in urban planning and community engagement, with a deep commitment to advancing equity and improving quality of life in underserved communities. She has led partnerships with government agencies, schools, and community-based organizations to expand outreach and deliver impactful, community-centered programs.

As a member of the Community Leadership Council for the East San Fernando Valley Light Rail Transit (ESFV LRT), Brenda is committed to elevating San Fernando Valley community voices and supporting equitable transit investments that enhance mobility, safety, and overall community well-being.



Luis M. Rodriguez

Community Investment & Engagement Officer

California Community Foundation

Luis M. Rodriguez is a long-time resident of Panorama City where he currently lives and is raising a family. He is a Community Investment & Engagement Officer for the California Community Foundation where his focus is support community and non-profit infrastructure in San Fernando Valley. He is also a professor of Urban Studies at CSUN where he earned both his bachelor's and first master's degree in Chicana/o Studies. His second master's degree is in Urban Planning from USC.

Prior to joining the California Community Foundation, he managed volunteers for TreePeople where he led diverse groups to green neighborhoods across the San Fernando Valley and Southern California. He has witnessed firsthand the power of community engagement and activation when they center around long-term sustainable infrastructure. He has also served on the Metro Sustainability Council, rides the D line regularly, and loves to shop on Van Nuys Blvd.

Rosa Ruiz
Project Coordinator
Pacoima Beautiful



Ruiz was born in Van Nuys and grew up in several San Fernando Valley neighborhoods. She now lives in Panorama City and remains deeply connected to the SFV community. Her dedication is reflected in both her work and personal achievements, including completing the LA Marathon.

Her environmental journey began in high school and continued with Pacoima Beautiful's Junior Field Ranger program in 2017, where her passion for sustainability took root. She later earned a degree in Environmental Engineering from the University of California, Merced, where she led a top-performing rainwater harvesting project and conducted research on forest-water dynamics with the Sierra Nevada Research Institute.

Today, Ruiz is an active member of the Our Water LA coalition, advocating for an equitable water future. She strives to combine her engineering expertise with environmental justice and empower communities through accessible knowledge.

Kathy Schreiner
President, Van Nuys Neighborhood Council
Pacoima Beautiful



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

Kathy Schreiner is President of the Van Nuys Neighborhood Council (VNNC). She has been a Board Member of the VNNC since 2018 and has served as President since 2023. She is a member of the Trees Committee of the LA Neighborhood Council Sustainability Alliance and serves as an alternate on the City of LA Community Forest Advisory Committee (CFAC).

She has been a member and volunteer with Best Start SFV since 2010. The Best Start program, which was funded by First 5 LA to provide support to families with children aged 0 to 5, is operated by El Nido Family Center. She previously served 12 years as a member of the LA County Child Care Committee and has been an advocate for the expansion of early childhood education programs.

Marc Shouhed
Small Business Owner



Marc Shouhed was born and raised in Los Angeles and is a graduate of the University of Southern California Marshall School of Business. He is currently a small business owner operating along the East San Fernando Valley Light Rail Transit project alignment, where he remains closely connected to the local community and its economic development.

Prior to pursuing entrepreneurship, Marc built a strong professional foundation through roles in investment banking, private equity, and real estate, gaining valuable experience across financial analysis, strategic investment, and market development. These experiences have informed his approach as a business owner and continue to shape his perspective on growth and opportunity within the region.

Joseph Venzon
Senior Civil Engineer
LA County Public Works



Joseph Venzon is a resident of Panorama City. He is a practicing Senior Civil Engineer for Los Angeles County Public Works, where he's involved in the delivery of complex infrastructure projects throughout the region. Additionally, his professional roles have provided him with the opportunity to lead large steering committees and organizations consisting of multiple municipalities and non-government organizations. Outside of work, his volunteer experience also includes time as a youth coach for sports such as football, basketball, and soccer.

Joseph and his wife Stella were both born in the East San Fernando Valley, along their two sons Marcus and Owen. Their passion for the success of the East San Fernando Valley Transit Line is embedded in their desire for the overall health and wellbeing of the Panorama City neighborhood.