

Form SFEC-3.216(d)  
Cover Page

SAN FRANCISCO  
ETHICS COMMISSION

Please type or print legibly in ink.

BY email 2/21/14

|  |                         |          |                   |
|--|-------------------------|----------|-------------------|
| <b>1. Information regarding Elected Officer:</b> |                         |          |                   |
| Name (Last)                                      | (First)                 | (Middle) | Daytime Telephone |
| Cisneros   | José                    | Miguel   | (415) 554-4479    |
| Mailing Address                                  | Street                  | Zip      | Fax Telephone     |
| 1 Dr. Carlton B. Goodlett Place, Room 140        |                         | 94102    | (415) 554-5507    |
| Office Held                                      | Email Address           |          |                   |
| Treasurer  | jose.cisneros@sfgov.org |          |                   |

**2. Purpose of Travel:**  
National Association for Latino  
Community Asset Builders' annual  
board meeting.

**4. Schedule Summary:**  
Total number of pages, including this  
cover page \_\_\_\_\_

*Check applicable schedules:*

Schedule A  Yes – schedule attached  
*Gift of transportation, lodging or subsistence*

Schedule B  Yes – schedule attached  
*Gift to the City of transportation, lodging or  
subsistence*

Schedule C  Yes – schedule attached  
*Reimbursement to the City of gift of transportation,  
lodging or subsistence*


**3. Dates of Travel and Itinerary:**

|                               |                                     |
|-------------------------------|-------------------------------------|
| 02/24/14                      | SF, CA to Washington, DC            |
| <small>Month/Day/Year</small> | <small>City, State, Country</small> |
| 02/26/14                      | Washington, DC to Tucson, AZ        |
|                               |                                     |
|                               |                                     |
|                               |                                     |
|                               |                                     |
|                               |                                     |
|                               |                                     |

**5. Verification:**  
I have used all reasonable diligence 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 certify under penalty of perjury under the laws  
of the State of California that the foregoing is true  
and correct.**

Date signed \_\_\_\_\_

Signature 

**Form SFEC-3.216(d)**  
**Schedule A – Gifts of Travel**

**1. Information regarding entity funding gift of transportation, lodging or subsistence**

Full Name of Entity:  
National Association for Latino Community Asset Builders

Address:  
[REDACTED] San Antonio TX 78207

Street City State Zip

Name of Contact Person:  
Levar Martin

Email Address: Telephone:  
lmartin@nalcab.org (210 ) 227-1010

**3. Cost of transportation, lodging or subsistence**

A. Please list the total amount of costs that will be paid by the entity to fund the elected officer's travel, including but not limited to the amount directly related to the cost of the officer's transportation, lodging and subsistence.

\$700.00

ESTIMATE\*

B. Please list the amount in Item A that is directly related to the cost of the officer's transportation, lodging and subsistence.

\$700.00

**2. Information regarding contributors who contributed more than \$500 to the entity to fund the trip**

Please list the name, occupation and employer of any contributor who contributed more than \$500 to the entity funding the trip and whose contributions were used in whole or in part to fund the trip:

Name of Contributor \_\_\_\_\_

Occupation of Contributor \_\_\_\_\_

Employer of Contributor \_\_\_\_\_

Name of Contributor \_\_\_\_\_

Occupation of Contributor \_\_\_\_\_

Employer of Contributor \_\_\_\_\_

Name of Contributor \_\_\_\_\_

Occupation of Contributor \_\_\_\_\_

Employer of Contributor \_\_\_\_\_

Check box if additional schedules are attached.

**4. Information regarding persons accompanying the elected officer**

Please list the name of any individual who is

- (a) a City employee required to file a Statement of Economic Interests,
- (b) a lobbyist or campaign consultant registered with the Ethics Commission;
- (c) an employee of or individual who has an ownership interest in a lobbyist or campaign consultant registered with the Ethics Commission; or
- (d) an employee or officer of the entity that will pay for the gift of transportation, lodging or subsistence, and

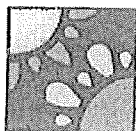
who is accompanying the elected officer on the trip.

Please identify whether the individual is category (a), (b), (c), or (d), as described above.

| Name of Individual | Category |
|--------------------|----------|
| _____              | _____    |
| _____              | _____    |
| _____              | _____    |

Check box if additional schedules are attached.

\*ESTIMATED expenses; AMENDED filing to be submitted upon return.



**NALCAB**

National Association  
for Latino Community  
Asset Builders

## Schedule for Meeting of NALCAB's National Advisory Board

**Monday, February 24, 2014**

6:30 pm For those who are available, dinner at Ovamel  
[REDACTED]

**Tuesday, February 25, 2014**

12:30 pm Lunch with NALCAB Board Members and Advisory Board Meeting  
Law Offices of DLA Piper  
[REDACTED] please give your name to the reception desk

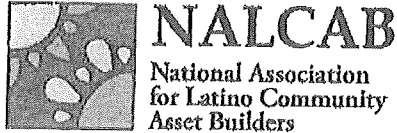
3:30 pm Adjourn

For Your Information:

Smithsonian American Art Gallery  
[REDACTED]

Our America: Latino Presence in American Art  
[http://americanart.si.edu/exhibitions/archive/2013/our\\_america/](http://americanart.si.edu/exhibitions/archive/2013/our_america/)

[REDACTED] San Antonio, TX • 78207  
(ph) 210-227-1010 • (fx) 210-227-1014  
[www.nalcab.org](http://www.nalcab.org)



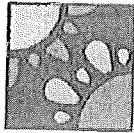
## NALCAB National Advisory Board Agenda

### Part I: Update on NALCAB and Progress from Last Meeting of the Advisory Board (30-45 minutes)

- 2013 in Review
- Key Points from the Advisory Board meeting in 2013
  - Define terms more clearly (asset building, capital flow, etc.)
  - Better define your niche and hone NALCAB's message (move toward a tag line and/or short video, consider metaphor of boutique investment bank)
  - Put a dollar amount on it and sell the outcomes
  - Develop an impact assessment model
  - Strengthen capacity to engage in policy debates and clarify relationships with existing "known quantities" in the policy areas where you chose to have impact
- Expanding the Advisory Board: Martin Eakes of Self Help has agreed to join the NALCAB Advisory Board

### Part II: Guiding Questions for Advisory Board Meeting (1.75 - 2 hours)

- In the morning on the 25<sup>th</sup>, the NALCAB Board of Directors will have a strategic discussion with the Raben Group, a DC based consulting and lobbying firm, which has conducted an assessment of NALCAB's strategic positioning and branding. Please find attached a set of interim observations from the Raben Group, which can be a basis for discussion with the Advisory Board, in addition to the questions raised below.
- How do you believe being an explicitly Latino-based organization affects NALCAB's ability to effectively address mainstream, national economic issues (either at the policy or program level)?
-



**NALCAB**

National Association  
for Latino Community  
Asset Builders

- In 2013, NALCAB increased its engagement in federal policy, participated actively in collaborations with other national organizations and hired a DC-based staff member to focus on policy and national partnerships. What specific steps could increase NALCAB's profile and influence in the Domestic Economic Policy sphere? Would it make a difference for NALCAB to open a DC office? Do you believe these steps would impact the level at which corporate and private foundation partners would be willing to support NALCAB?
- Who are three people that you believe should know more about NALCAB and how can we best introduce ourselves to them?