



TOWN OF FAIRFAX

STAFF REPORT

January 14, 2015

TO: Mayor and Town Council

FROM: Garrett Toy, Town Manager *GT*

SUBJECT: Interview of candidates for appointment to fill the vacant Councilmember seat and either select a candidate or defer the decision to the next Council meeting

RECOMMENDATION

Conduct 1st and 2nd round interviews and either: 1) continue the appointment process to the next Council meeting, or 2) select an applicant to fill the vacant seat

DISCUSSION

At its December 3rd meeting, the Council decided to pursue the Council-adopted process (attached) to appoint a person to fill the remaining term of the seat vacated by Councilmember Bragman. Staff began the process by accepting applications for the vacancy. The attached six applications were submitted by the January 5th deadline.

The six applicants were invited to tonight's meeting to be interviewed. Each applicant has been provided with a copy of the attached interview process. Per the process, each applicant will have ten minutes to make an individual presentation to the Council, inclusive of Council questions.

After all of the applicants' presentations and Q&A, each Councilmember will select his/her top two applicants. Staff will create a list of the finalists based on the Council's vote. The Council will need to decide how many of the finalists should participate in the second round of interviews. According to the adopted process, depending on the number of finalists, the Council would allocate 5-10 minutes for additional questions of the candidates. At the end of the second round, the Council may rank the candidates and make their selection or defer their decision to the next Council meeting. In 2013, the Council deferred its decision until the next Council meeting for an additional round of interviews of the selected finalists.

In terms of timing, the 60-day period for the current vacancy on the council ends February 3, 2015, prior to the next regular meeting. Therefore, the Council has previously set a special meeting on January 28th for the purpose of selecting and making their appointment. However, January 28th is also the Marin County Council of Mayors and Councilmembers (MCCMC) monthly meeting. In order to attend the MCCMC meeting scheduled to begin at 7:00 pm, the Council would need to hold its special meeting significantly earlier than 7:00 pm to allow time for the interviews and selection. The other option is to select another day for the special meeting.

ATTACHMENTS

Applications, partially redacted for privacy
Letter to Applicants
Process for Interviews and Selection

AGENDA ITEM # 1

APPLICATIONS FOR TOWN COUNCIL

**Application
of
Bruce Ackerman**

RECEIVED

JAN 05 2015

TOWN OF FAIRFAX

TOWN OF FAIRFAX
APPLICATION FOR APPOINTMENT TO THE
FAIRFAX TOWN COUNCIL
Due by 5:00 PM, January 5, 2015

This application and attachments will become a public record upon submittal to the Town. Applicant must be at least 18 years of age and a Registered Voter of the Town of Fairfax.

NAME: Bruce Ackerman

HOME ADDRESS:

RESIDENT OF THE TOWN OF FAIRFAX FOR 22 YEARS

PRESENT OCCUPATION: Computer software developer

NAME OF BUSINESS: Self-Employed

BUSINESS ADDRESS: Home

HOME & BUSINESS PHONE:

E-MAIL ADDRESS:

EDUCATION:

Public schools in several states, finishing with High School in Albuquerque, NM

Baylor University 1971-73 – Chemistry, Biology and Mathematics

MIT 1973-75 – Electrical Engineering / Computer Science and Psychology

Continuing to learn in many areas through work, travel and public service

PARTICIPATION IN THE FOLLOWING CIVIC AND COMMUNITY ACTIVITIES/ORGANIZATIONS:

Fairfax General Plan Action Committee (adjourned) – was Chair, previously secretary.

General Plan Implementation Committee – was Chair, now community member

Fairfax Climate Action Committee – currently Chair

Member of the Environmental Forum of Marin, having graduated from the Masters Class 34 (2006-07) and served on the Board of Directors

On the national level, Data Collection Director for the Division of Research of the Midwives Alliance of North America, since 2004 (founding member of the Division)

I've spent a lifetime engaged in community work including recycling, political organizing, work in several food cooperatives, helping refugees, educating myself on energy issues, and working for 20 years for the Midwives Alliance. Many of these were unpaid work, but I've always tried to make the work I do for pay be consistent with my values, such as engaging in research on photovoltaics and development of several laboratory and medical instruments.

WHY DO YOU WANT TO BE CONSIDERED FOR THE POSITION OF TOWN COUNCIL MEMBER?

This is an opportunity to contribute to the Town and beyond. I was privileged to work on GPAC, guiding our wonderful community process to craft a General Plan. Through that process I learned a good deal about Fairfax, so I hope to be at a point now where I could contribute to the Council.

I was encouraged once before to run for Council, but when Larry Bragman came forward I was happy to bow out. It now seems to be the right time to take my turn on the Council.

I believe that I could bring an understanding of Fairfax's needs, while respecting multiple viewpoints and encouraging creative discussions based on complex and nuanced information. Informed by my scientific and technical background, I try to approach decisions with an open mind, but with a determination to engage the major challenges of our age.

WHAT ARE THE THREE MAIN ISSUES FACING THE TOWN OF FAIRFAX?

Climate Change and Sustainability: Without a doubt the overriding issue of our time is climate change, along with the many other ways in which our life is degrading the planet and cannot be sustained. Government at all levels is only slowly addressing these issues, though some noteworthy successes have arisen from Fairfax, Marin and California. While Marin citizens and policy makers have a deep commitment to protecting the natural environment and to justice for all people, we nevertheless have an outsized footprint and are far from living within our means. Locally we should focus on the efficiency of our buildings, minimal use of materials, and widespread use of ecological options to reduce and re-think transportation. Through Marin Clean Energy and other means we have an outstanding opportunity to become net energy producers, enjoying revenue as well as resilience as we do so.

Public Education: As we address the need to restore the planet and adapt to rapid and irreversible changes both physical and economic, we need to educate ourselves so our actions are effective and creative. We need to tame our tendency to lead with our opinions, letting a deeper understanding of the facts guide our decision making. The brilliance of our people can best be brought to bear if we create an environment in which knowledge and experience are valued, and contribution to the public discourse is rewarded.

Democracy: The deciding factor determining how successfully we rise to our great potential in these times of challenge and opportunity will be whether we can maintain civil discourse. Fairfax has deep values of democracy and civic engagement, but many of our 7500 citizens find the public process to be too contentious to participate in. With patience, active listening, and respectful discourse, Fairfax can continue to be a leader as we globally navigate a positive, joyful conversion from a consumer-based society to one built around love of nature, community, arts and play, living lightly on the land we love.

We have a fabulous Town Council and Planning Commission, the best I've seen in my years here, and many great committees and volunteers – we are well placed for this transformation.

WHAT IS YOUR VISION FOR THE TOWN OF FAIRFAX?

I envision our town as a strong, smart community in which all our citizens *enjoy* being involved, in which true democracy shines, and which becomes less and less dependent on external sources of goods, services and energy, and more and more truly at place among the green hills surrounding us.

I envision citizens being able to work at home and in the town, with less need for frequent commutes and using effective transportation options when we do travel.

I envision diversity thriving and making our town ever stronger, more resilient and more fun, as we find ways to remove the barriers so those who work in our shops and restaurants, care for elders or do construction are able to live here and be part of the community at all levels.

I envision our economy becoming more localized, particularly as we enjoy the produce of local farmers and ranchers and as we produce more of our energy locally. We will become more resilient to the global shifts underway, and focus our lives on the rewards of bringing every bit of the intelligence and world-class experience of the Bay Area's people to reimagine our life on this earth.

I envision all the changes we make locally having wide-ranging benefit as Fairfax continues to be a beacon for others, of hope and best practices for community, democracy and sustainability.

DATE: January 2, 2015

SIGNATURE:



Please return completed and signed application by **5:00 PM Monday, January 5, 2015** to:

Michele Gardner, Town Clerk
Fairfax Town Hall
142 Bolinas Road
Fairfax 94930

You may also submit it by email, mgardner@townoffairfax.org, or fax, 415-453-1618.

NOTE: Please limit attachments to no more four pages (single-sided) or two pages (double-sided).

**Application
of
Peter Lacques**

TOWN OF FAIRFAX

APPLICATION FOR APPOINTMENT TO THE
FAIRFAX TOWN COUNCIL
Due by 5:00 PM, January 5, 2015

RECEIVED
JAN 05 2015
TOWN OF FAIRFAX

This application and attachments will become a public record upon submittal to the Town. Applicant must be at least 18 years of age and a Registered Voter of the Town of Fairfax.

NAME: Peter F. Lacques

HOME ADDRESS: Fairfax, CA 94930

RESIDENT OF THE TOWN OF FAIRFAX FOR 15 YEARS

PRESENT OCCUPATION: Attorney

NAME OF BUSINESS: Peter F. Lacques, Attorney at Law

BUSINESS ADDRESS: 400 Red Hill Avenue, San Anselmo, CA 94960

HOME & BUSINESS PHONE: Home – business – 415.454-2100

E-MAIL ADDRESS: _____

EDUCATION: Bachelor's Degree in English with Special Honors – University of Texas, Austin, 1983
Juris Doctorate, New College of Law, San Francisco, CA 1994

PARTICIPATION IN THE FOLLOWING CIVIC AND COMMUNITY ACTIVITIES/ORGANIZATIONS:

- Fairfax Planning Commission, 2005 to 2013 (including term as Chair); Fairfax Tree Committee (concurrent with Fairfax Planning Commission).
- Sierra Club – Executive Committee Board Member for the Marin County Group (2111 to present)
- Youth Court Judge 2012-2013 (a restorative justice program for youth offenders administered by the Marin County YMCA as an alternative to incarceration);
- San Anselmo Solid Waste and Recycling Advisory Committee, San Anselmo 1992 to 1994.

WHY DO YOU WANT TO BE CONSIDERED FOR THE POSITION OF TOWN COUNCIL MEMBER?

See attached.

WHAT ARE THE THREE MAIN ISSUES FACING THE TOWN OF FAIRFAX?

See attached.

WHAT IS YOUR VISION FOR THE TOWN OF FAIRFAX?

See attached.

DATE:

January 5, 2014

SIGNATURE:

Peter Lacques

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Michele Gardner, Town Clerk
Fairfax Town Hall
142 Bolinas Road
Fairfax 94930

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WHY DO YOU WANT TO BE CONSIDERED FOR THE POSITION OF TOWN COUNCIL MEMBER?

I care deeply about our community and the challenges we are facing. Ultimately serving on the Council is about making decisions for the whole community, by considering the needs of the community and the divergent views of the community. I think that wherever and whenever possible, it best to try to build consensus for decisions. Where consensus is not possible, it is crucial make sure all points of view are heard and considered. While much of my work as an attorney is to be an advocate, much of my work also involves collaboration with clients and opposing parties to reach amicable settlements. Ultimately, Democracy is a collaborative and sometimes messy process, but I enjoy the collaborative process, too.

I place a high value on mutual respect, and the right for everyone to be heard and the importance of refraining from personal attacks. I am very encouraged by the increasing civility that our Council has cultivated over the last several years and pledge to uphold that culture.

I don't bring any agenda with me. But what I think I do bring is an ability to hold differing points of view when weighing a decision and an ability to make decisions based on the merits of the decision, and not personal feelings or for political purposes. I think I also bring an ability to bring people together and to avoid needlessly polarizing issues.

I think my skills as an attorney are also very valuable for serving on the Council. I have a keen understanding of Constitutional Law and statutory interpretation, as well as word-smithing skills that would be very valuable in weighing legal issues and drafting ordinances, and reviewing contracts, MOU's or inter-agency agreements. I have extensive practice experience in the areas of employment law, civil rights, tort law, contracts, real estate, and land use and a working knowledge of CEQA, CERCLA and other environmental statutes.

WHAT ARE THE THREE MAIN ISSUES FACING THE TOWN OF FAIRFAX?

1. Maintaining core town services in light of difficult fiscal environments.

This is a never ending challenge. Fortunately recent tax measures were passed to keep the town funded. This is also encouraging because it shows our citizens value and appreciate local services and are willing to pay a little extra to maintain our town's services. To further safeguard our fiscal resources, it is critical to scrutinize all public contracts and ensure careful bidding processes are followed. It is also important to look for cost-saving measure and efficiencies which don't

compromise quality of services.

2. **To maintain our unique environmental quality of life** – both in the natural sphere and the human-constructed sphere. We are blessed to live one of the most livable small towns in America, set in one of the most beautiful natural environments in America. Fairfax is consistently voted best town to live in the Pacific Sun. Eight years on the planning commission has taught me that quality of life is the aggregate affect of hundreds of small decisions over time.

One of the biggest quality of life issues affecting Fairfax is transportation and traffic. It is crucial to advocate for better public transportation to serve us and surrounding community, while providing the infrastructure to support public transit and making planning decisions that are sensitive to traffic impacts. We also should continue to create a more pedestrian and bicycle friendly town. I would like to seek out funding from TAM/MTC to continue to upgrade bike lanes and more amenities for bikes such as bike racks and improved sidewalks and pedestrian infrastructure.

3. **Revitalize Downtown** - Town Center element suggests a number of intriguing improvements. The extension of Elsie/Bank street to S.F.D. Blvd, merits a close look, including a careful traffic impact study to ensure other neighborhoods or corridors are not negatively impacted. Taking car traffic off Broadway and Bolinas may result in a more vibrant downtown, and better traffic flow in and out of town. At the same time this can create a more-pedestrian oriented destination which in turn can improve local businesses. Let me stress however, this requires careful thorough planning and traffic studies to more fully assess the benefits and downsides before proceeding. At the same time we need to address long overdue improvements to the Parkade and especially public transit infrastructure could also enhance downtown. I think as downtown becomes more vibrant, parking is going to become a much bigger issue.

WHAT IS YOUR VISION FOR THE TOWN OF FAIRFAX?

There is a vital need to create more real affordable housing; there is a tension with meeting the bureaucratic goals of HDC and /or ABAG and the up-zoning changes they tend to promote vs. actually building affordable housing that low-income or even moderate-income people can actually afford. Ultimately, I think what will get it done in Fairfax (which has far fewer opportunity locations than larger towns and cities) will be non-profit and/or publicly subsidized projects. Additionally, second unit amnesty and permits are especially important for Fairfax to meet our community needs. I think there has been some counterproductive polarizing of

affordable housing issues that has obscured the subtler nuances of this complex challenge.

I would like to see an emphasis on Disaster preparedness and developing a robust local response to the catastrophes that we can almost count on. We have been lucky in that there has not been a major fire in this area since the 1920's. Unfortunately, the fuel load gets worse each year and the box canyons that comprise Fairfax could become conflagrations under the right conditions. We need to develop a neighborhood by neighborhood evacuation routes and instructions and share these with our residents. Climate change, now underway, will make the conditions for floods or fire more severe. And in the event of a large scale earthquake, we might find ourselves cut-off from outside agencies (or they may be too overwhelmed to assist).

The Town has taken some great steps toward increasing participatory democracy such as televising meetings on the web and improving the general tone of the council meetings. I'd like to see that trend continue, and more of our citizens engaged.

I would like to see the Pavilion utilized more as a community resource and improved and upgraded.

I would like to see more open space acquisitions; a large part of our quality of life in Fairfax our abundant open space.

As other outlets to express democratic ideals are becoming more constrained, being outspoken on public issues which reflect the community's values is vital, whether it's speaking out against the Patriot Act, fracking, or encouraging Divestiture from Fossil Fuels. And ultimately, these larger issues affect us here, directly and indirectly.

In sum, my vision for Fairfax is to maintain our strong community values, environmental ethos, quality of life and small town charm while intelligently adapting to challenges in the future.

Thank you for considering me for the position of Town Council.

**Application
of
Cindy Swift**

RECEIVED

JAN 05 2015

TOWN OF FAIRFAX

TOWN OF FAIRFAX

APPLICATION FOR APPOINTMENT TO THE FAIRFAX TOWN COUNCIL
Due by 5:00 PM, January 5, 2015

This application and attachments will become a public record upon submittal to the Town. Applicant must be at least 18 years of age and a Registered Voter of the Town of Fairfax.

NAME: Cindy Swift

HOME ADDRESS: _____

RESIDENT OF THE TOWN OF FAIRFAX FOR 35 YEARS

PRESENT OCCUPATION: see continuation sheet

NAME OF BUSINESS: _____

BUSINESS ADDRESS: _____

HOME & BUSINESS PHONE: _____

E-MAIL ADDRESS: _____

EDUCATION: City College of San Francisco, Humboldt State University

PARTICIPATION IN THE FOLLOWING CIVIC AND COMMUNITY ACTIVITIES/ORGANIZATIONS:

see continuation sheet

WHY DO YOU WANT TO BE CONSIDERED FOR THE POSITION OF TOWN COUNCIL MEMBER?

As a long time Fairfax resident I care about the town and the community. I have a history of community service to Fairfax and the community at large and I think I would be a productive member of the council.

WHAT ARE THE THREE MAIN ISSUES FACING THE TOWN OF FAIRFAX?

Disaster Preparedness and Response

Multi-modal Traffic

Housing

WHAT IS YOUR VISION FOR THE TOWN OF FAIRFAX?

Preserving our small town character and footprint while maintaining our independent and local control spirit.

DATE: 4 Jan 2015

SIGNATURE: Cindy Swift

Digitally signed by Cindy Swift
DN: cn=Cindy Swift, o, ou,
email=cindyswift@sbcglobal.net, c=US
Date: 2015.01.04 18:15:55 -0800

Please return completed and signed application by **5:00 PM Monday, January 5, 2015** to:

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Fairfax Town Hall
142 Bolinas Road
Fairfax 94930

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Present Occupation:

Retired IT Program Manager – Corps of Engineers. (Currently a member of the Corps of Engineers' Reemployed Annuitant Cadre.)

Extra-hire library assistant

Participation in the Following Civic and Community Activities/Organizations:

Fairfax Volunteer Board Co-Chair – (1999 to 2002)

Established Friends of the Fairfax Volunteers 501(c) 3 to support volunteer activities

Established Volunteer website and newsletters

Some of our volunteer projects:

Bridge Beautification – “Adopt a Bridge”

Biannual Peri Park Clean-up/Annual Creek Clean-up

Community Garden Management

Town Beautification projects such as annual daffodil plantings

Fairfax Festival

Holiday Events

Fairfax Park & Recreation Commissioner – (1980s)

Fairfax Citizens Disaster Council – (2006 to present)

Fairfax Festival Parade volunteer (2013-2014)

Friends of the Fairfax Library Board member – former Board President

Friends of the Marin County Free Library Board member – former Board President

Co-chair 2014 County Measure A Library campaign

**Application
of
Jody Timms**

RECEIVED

JAN 05 2015

TOWN OF FAIRFAX

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APPLICATION FOR APPOINTMENT TO THE FAIRFAX TOWN COUNCIL
Due by 5:00 PM, January 5, 2015

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NAME: Jody Timms

HOME ADDRESS:

RESIDENT OF THE TOWN OF FAIRFAX FOR 23 YEARS

PRESENT OCCUPATION: Social Work-Resident Services Manager

NAME OF BUSINESS: The Redwoods Retirement Community

BUSINESS ADDRESS: 40 Camino Alto, Mill Valley, CA 94941

HOME/BUSINESS PHONE:

E-MAIL ADDRESS:

EDUCATION: Ph.D., Interdisciplinary Social Sciences (East-West Psychology) and Certificate in Organizational Development, California Institute of Integral Studies; BA, San Francisco State University; Physician Assistant, Women's Health Care, UCLA School of Medicine.

PARTICIPATION IN THE FOLLOWING CIVIC AND COMMUNITY

ACTIVITIES/ORGANIZATIONS: Fairfax Climate Action Committee, Vice Chair, Community Member; Marin County Commission on Aging, Fairfax Representative; Chair of the Age Friendly City Task Force, Fairfax Parks & Recreation Commission; Fairfax Measure J Parcel Tax Committee Member; Endorsed Ross Valley Paramedic Authority Measure K; Attended Fairfax Economic Forum; Attended General Plan Community Forum and Housing workshops; CERT Trained; Participant in Marin County Emergency Operation Center; Co-Founder & Steering Committee Member 350Marin.org; Completed Resilient Neighborhoods Program.

WHY DO YOU WANT TO BE CONSIDERED FOR THE POSITION OF TOWN

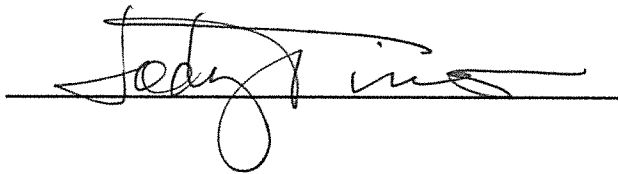
COUNCIL MEMBER? I have been a proud member of the Fairfax community for over two decades and I now feel qualified to play a stronger role in our local government. I feel I can bring a reasoned approach to the issues we face as a town—I'd like to deepen the dialogue between the community and the Council and add my voice on our present and future direction. I believe I have a great deal to offer the Town given my broad base of experience working with non-profits, small businesses and local County government (11 years with the County of Marin Community Development Agency and the Department of Health & Human Services). In the last year and a half I have gained

more local experience working with our town staff and the Council on matters of importance to all of us who live in Fairfax—development, housing, seniors and climate change. My personal and professional background, education and training in the fields of health care, senior communities and emergency services would be especially valuable. I have also been both politically minded and a community organizer since my early twenties. In particular, I have been part of the women’s and environmental movements for many years, most recently working closely with 350.org (and its local groups) and with Citizens Climate Lobby, having taken a trip last summer to lobby congressional representatives in Washington D.C.

WHAT ARE THE THREE MAIN ISSUES FACING THE TOWN OF FAIRFAX? In my opinion, the first of these would be making significant progress on implementing our 2010-2030 General Plan, with its eight dynamic elements. Twelve years in the making, it is our “community’s priorities and dreams for a sustainable future.” Second, we need to address in the present and prepare for the future rising number of seniors in our community. In the next 15 years, countywide the number of those over 60 years old will increase from 27% to 33%. Clearly identifying the needs of our Fairfax seniors and collaborating on short, medium and long-term goals is critical. And third, we need to be better prepared for emergencies and natural disasters, especially in light of the climate change scenarios of fires, drought, floods, sea level rise, etc. Building a network of CERT trained residents who can coordinate effectively with first responders will ensure the least damage to people and property. Each of these issues requires very thoughtful planning, community engagement and measured implementation over time but with urgency as well. I look forward to addressing each of these issues in more depth at the January 14th Town Council Meeting.

WHAT IS YOUR VISION FOR THE TOWN OF FAIRFAX? Fairfax is a vibrant and soulful community—I’d love to see more people actively involved with each other and with the community at large. I see Fairfax as a strong intergenerational learning community with citizens passionately engaged in thinking through our issues and problem solving together to enhance and protect our town and participate in healthy local and regional social and political change.

DATE: January 5, 2015 SIGNATURE:

A handwritten signature in black ink, appearing to read "Jody", written over a horizontal line.

Please return completed and signed application by 5:00 PM Monday, January 5, 2015 to:

Michele Gardner, Town Clerk Fairfax Town Hall
142 Bolinas Road
Fairfax 94930

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**Application
of
Lewis Tremain**

TOWN OF FAIRFAX

APPLICATION FOR APPOINTMENT TO THE
FAIRFAX TOWN COUNCIL
Due by 5:00 PM, January 5, 2015

RECEIVED

JAN 05 2015

TOWN OF FAIRFAX

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NAME: Lewis E. Tremaine

HOME ADDRESS: _____

RESIDENT OF THE TOWN OF FAIRFAX FOR 30 YEARS

PRESENT OCCUPATION: Case Coordinator, Editor, Graphic Designer

NAME OF BUSINESS: APPLE FamilyWorks

BUSINESS ADDRESS: 4 Joseph Ct. San Rafael, CA 94903

HOME & BUSINESS PHONE: _____

E-MAIL ADDRESS: _____

EDUCATION: AA English (Journalism) Sinclair College, Dayton OH

PARTICIPATION IN THE FOLLOWING CIVIC AND COMMUNITY ACTIVITIES/ORGANIZATIONS:

Mayor of Fairfax, CA 2003, 2005, 2010

Town Council member, Fairfax CA 1999-2011

WHY DO YOU WANT TO BE CONSIDERED FOR THE POSITION OF TOWN COUNCIL MEMBER?

I believe that the short nature of the vacant term does not allow for a learning curve. Hence, it should be filled by someone with experience, who can contribute immediately to council deliberations.

WHAT ARE THE THREE MAIN ISSUES FACING THE TOWN OF FAIRFAX?

Completion and implementation of a community housing element that will enjoy popular support.

Restaffing Public Works to meet the town's maintenance and emergency response needs.

Maintaining a ballanced budget that reflects the values of the people of Fairfax

WHAT IS YOUR VISION FOR THE TOWN OF FAIRFAX?

Above all, it is the responsibility of the town's leadership to preserve and enhance Fairfax's unique character. Most folks who have moved to Fairfax chose this community for its unique character, and the values of conservation, sustainability and environmentalism so prevelent among the town's residents.

Fairfax is a community in the truest sense. The town's leadership must value this sense of community and work to ensure the sence of participation and involvement of the residents of Fairfax.

DATE: 1/5/15

SIGNATURE: _____

LEW / REMAINS

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Fairfax Town Hall
142 Bolinas Road
Fairfax 94930

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**Application
of
C. Taylor Watts**

TOWN OF FAIRFAX
APPLICATION FOR APPOINTMENT TO THE
FAIRFAX TOWN COUNCIL
DUE BY 5:00PM JANUARY 5, 2014

RECEIVED
JAN 05 2015
TOWN OF FAIRFAX

NAME: Catherine Taylor Watts
HOME Address: [redacted] Fairfax, CA 94930
RESIDENT OF THE TOWN OF FAIRFAX 3 YEARS
PRESENT OCCUPATION: Writer, Fundraising And Development Consultant
NAME OF BUSINESS: Oology (in the process of reinstating)
BUSINESS ADDRESS: [redacted] Fairfax, CA 94930
HOME & BUSINESS PHONE: [redacted]
EMAIL ADDRESS: [redacted]
EDUCATION: University of Vermont, CEA- Certificate in Graphic Design

PARTICIPATION IN THE FOLLOWING CIVIC AND COMMUNITY ACTIVITIES/ORGANIZATIONS:
See attached.

WHY DO YOU WANT TO BE CONSIDERED FOR THE POSITION OF TOWN COUNCIL MEMBER?

Fairfax has a strong appeal to me as it is one of the most civically active towns in the country. My family has history with the Fairfax family in Virginia at the time of structuring of American democracy.

I worked for Marin General and Novato Community Hospitals and have been very active in the Marin community. I became committed to working for the benefit of the county during that time. Three years ago, I graduated from the Environmental Forum of Marin Master Class. To look at a list of graduates, you would find that many people have been propelled to civic responsibility after taking the Master Class. The education instills a deep understanding of the gift of preserved land that leaders in the environmental and agricultural movements have left for us, the unique inner workings of the county and the need for strong civic leadership. I consider a seat on the Fairfax Town Council as an important element in stewardship of this extraordinary County.

WHAT ARE THE THREE MAIN ISSUES FACING THE TOWN OF FAIRFAX:

Towns finances with regard to long term security.

The demographics of the town show in the next ten years a significant increase in retirees and a need for social services and strategic planning for an aging community.

Affordable Housing.

WHAT IS YOUR VISION FOR THE TOWN OF FAIRFAX?

I would like to see the Town of Fairfax thrive financially, continue be one of the most active civic communities in the country and see the renovation of the Pavilion for community activities.

Date 5/14 Signature C. T. Watts

PARTICIPATION IN THE FOLLOWING CIVIC AND COMMUNITY
ACTIVITIES/ORGANIZATIONS:

Probono Consulting – 2012- 2014

**Schools In Partnership-Wingspan Partnerships, Alliance for Change, The Cole Porter
Society**

Boards and Committees

The Environmental Forum of Marin - Vice President, current
May 2013 – Present

Environmental Forum of Marin & Marin TV - Producer
January 2013 – Present

RoomsThatRock4Chemo - Advisory Board Member
January 2012 – December 2012

**Basic Health International & RoomsThatRock4Chemo Maternity Hospital in San
Salvador**
June 2012 – August 2012

Marin Mobility Consortium - Co-Chair Steering Committee
June 2010 – June 2011

Formed in June 2010 as a part of Measure B to create a forum for coordination and
conversation in the Marin community to address: Streets and Bike/Pedestrian Pathways,
Transit for Seniors and Persons with Disabilities, and Congestion and Pollution
Programs.

Rotary Club of Central Marin - Board Member
June 2010 – June 2011

Earth Day Marin - Advisory Committee Member
April 2013 – Present

Opportunity Village – Advisory Committee
Summer 2014

C. TAYLOR WATTS

FAIRFAX, CA 94930

Dynamic development executive with 20+ years experience managing and directing Charitable Foundations, Charitable Trusts and fundraising for Non-Profit Organizations; known for providing the deliverables and integrity needed to create sustainable foundations and organizations.

EXPERTISE

- Board Recruitment
- Major Donor Development
- Planned Giving
- Budgets and Financial Systems
- High End Event Planning
- Major Gift Solicitation
- Internal Controls and Compliance
- Foundation Community Relations

PROFESSIONAL EXPERIENCE

MARIN COUNTY BICYCLE COALITION (MCBC), Fairfax, CA

June, 2013- January 2014

A fifteen year old organization with 1,800 members currently transitioning from grassroots fundraising to philanthropic fundraising.

Senior Director of Development

Identified the philanthropic potential of MCBC. Created plans and deliverables to increase income for a more sustainable organization.

- Created 18 month plan for the 15th Anniversary Celebration to identify and engage the MCBC major donor base
- Created draft five year fundraising plan
- Consulted Board to open a Fund at the Marin Community Foundation to offer a wide range of gift vehicles, investment and accounting support
- Developed events at MCF to engage potential major donors, current donors and sponsors
- Created Corporate Partnership Package to take to Autodesk and secured a table at Autodesk's non-profit fair
- Created a new Annual Business Sponsorship package for roll out in November
- Reframed external communications to reflect MCBC's strengths

MARIN GENERAL HOSPITAL FOUNDATION (MGHF), Greenbrae, CA

2004-2012

A 45-year-old Marin institution with assets of \$15 million+ previously managed by Sutter Health. Management transitioned to the Healthcare District in 2009 and to Marin General Hospital, June 2010.

Director of Gift Planning (Acting Executive Director) -MGHF operated by Marin Healthcare District

From 2009-2010 transitioned the Foundation to community control. Rebuilt all systems and operations and reestablished the Foundation's long-term image, credibility and relationships with the donor community in the midst of a difficult transfer of management and operations.

- Developed successful strategies for Board Recruitment including process and timeline. Major focus was to involve key community leaders in the development of the MGHF Board
- Held six highly successful Board Prospect meetings. Recruited six new trustees and identified 25 major donor and board prospects
- Enlisted CEO to actively participate in cultivation meetings
- Strengthened the Board of Trustees and equipped the Foundation's future sustainability by successfully vetting two high-profile constituents, resulting in board appointments
- Planned and implemented a Legacy Club event after a four-year hiatus to update this fundamental constituency on the transition and future of the hospital
- Developed Annual Budget for Foundation operations under rigorous expense constraints
- Established finance systems from minimal transferred records provided. Working with accountant, created internal control procedures for receipt of gifts, transitioned all banking and investment accounts resulting in successful audits
- Re-created all audited Policies and Procedures and ensured compliance with restricted funds
- Sustained Foundation Giving during the transition in 2009: \$500,000. Donations the following year were \$4.2 million – the majority of gifts came from board members

Director of Gift Planning (Acting Executive Director) –MGHF operated by Marin General Hospital

Transitioned the Foundation from Marin Healthcare District to Marin General Hospital. Developed and implemented strategies for identification, cultivation, and solicitation of Planned Giving prospects.

- Developed annual budget for Foundation operations approved by the MGHF Board
- Worked with Executives and Directors to create a New Integrative Health Program
- Revitalized the Golf Tournament generating the highest revenue in the Foundation's history
- Recruited, trained and mentored staff
- Coordinated with physician for an innovative community program. Awarded \$750,000 from the Gordon and Betty Moore Foundation
- Developed successful "Planned Giving" Strategic Plan accepted by MGHF Board
- Supplied timelines and resources needed to achieve strategic goals
- Established Gift Annuity program with Comerica Legacy Foundation
- Created Foundation's Gift Acceptance Policy, in concert with lawyer and consultant
- Directed marketing and communications generating a portfolio of 20 planned giving prospects

Development Officer – MGHF & MCHF - Operated by Sutter Health

Marin Community Health Foundation: Fundraising arm for both Marin General and Novato Community Hospitals. Responsible for raising funds and managing the Community Healthcare Fund, Community Programs, Planned Giving, Employee Relations, Finance Relations and the VIP Program.

- Acquired over \$400,000 in gifts through grants, employee giving and-VIP program
- Managed the Legacy Clubs for both Marin General and Novato Community Hospitals
- Created Major Donor Programs for both hospitals

BESSIE SAUNDERS TRUST, Tiburon, CA

2002-2004

A Private Trust that included commercial property on Harvard Square, with a healthcare non-profit as a significant beneficiary.

Trust Manager

- Assisted Trustee during legal matters concerning the assessment of commercial property
- Created reports and prepared tax documents for accountants
- Reported to beneficiaries on trust property transactions. Prepared and distributed correspondence to attorneys, accountants and beneficiaries

**THE HAROLD MCALISTER CHARITABLE FOUNDATION &
THE FERN MCALISTER TRUST, Los Angeles, CA**

1998-2000

Harold McAlister Charitable Foundation assets of \$38 million and annual awards of \$1.2 Million to 52 diverse non-profit organizations. Fern McAlister Trust, the largest gift to a Children's Hospital fulfilling a \$100 million gift–The McAlister Clinical Research Program.

Foundation and Trust Manager

- Reported to the Board and Trustees on all matters relating to the Foundation and Trust
- Evaluated and recommended grant proposals for monthly docket
- Identified unmet health needs for the Foundation to consider through community outreach
- Represented Foundation and Trust on site visits and in all correspondence
- Worked with Board President in matters relating to finance and investment activity
- Oversaw accountant's activities and ensured compliance with IRS regulations
- Developed Foundation and Trust operating budgets

EDUCATION

University of Vermont: Major: Studio Art
CEA: Certificate in Graphic Design
Environmental Forum of Marin: Master Class 40

PROFESSIONAL AFFILIATIONS

RoomsthatRock4Chemo – Advisory Board Chair; Marin Mobility Consortium – Co-Chair, Steering Committee; Rotary Club of Central Marin – Board of Directors; United Religions Peace Initiative; Environmental Forum of Marin – Vice President, Cole Porter Society - Advisory Board

Appointment to Town Council

- **Letter to Applicants**
- **Process for Interviews and Selection**



TOWN OF FAIRFAX

142 BOLINAS ROAD, FAIRFAX, CALIFORNIA 94930
(415) 453-1584 / FAX (415) 453-1618

December 8, 2014

Re: Application for Appointment to the Fairfax Town Council

Dear Applicant:

Thank for your interest in serving the Fairfax community as an appointed Councilmember. The appointment will fill the Council seat vacated by Councilmember Larry Bragman until the end of his term (November 2015 election).

If you are a registered Fairfax voter interested in applying, please review the attached job description and current Council assignments. Please complete and return the attached application to me:

Town Clerk, Town of Fairfax, 142 Bolinas Road, Fairfax, CA 94930. You may also submit your application by email to mgardner@townoffairfax.org or fax (415) 453-1618.

Applications must be received by 5:00 PM January 5, 2015.

The Council plans to interview applicants at its next regularly scheduled meeting on Wednesday, January 14, 2015. The Council anticipates appointing a candidate at a special meeting to be held on Wednesday, January 28, 2015. Prior to the interview each applicant will receive a letter confirming the time and date.

Attached for your reference is the Council-adopted interview process. Please note the questions the Council would like each candidate to address in his or her initial presentation.

Please feel free to contact me with any questions at (415) 458-2343. Once again, thank you for your interest.

Sincerely,

Michele Gardner
Town Clerk

Enclosures

TOWN OF FAIRFAX

Council-Adopted Process for Interviews and Selection

1. When the applicants arrive, staff will randomly draw numbers to set the order of the presentations.
2. As a courtesy to the other applicants, Council will request that all applicants wait in the lobby or other waiting area while any one applicant is making his/her presentation.
3. Each applicant will have 10 minutes to make a presentation and to answer any questions from the Council. Applicants have been given the following three questions to cover in whatever level of detail they desire in their presentations:
 - Cite three top goals for the Council and your reasons for considering them high priority.
 - What program/budget areas would you advocate be increased, and how would you fund these increases?
 - Please give us more detail on what your vision is for the Town of Fairfax.

The questions are meant to provide some basis by which the Council can compare the presentations. Staff will set the timer for 10 minutes and presenters will be informed when 1 minute remains. No additional time will be permitted.

4. After the presentations are completed, all applicants will be invited back into the meeting room to hear the first step in the Council deliberations.
5. The first step will be for the Council to create a list of finalists by having each of the Council select his/her top two applicants. Staff will create a list of the finalists based on the Council vote.
6. One by one (in alphabetical order by last name), the finalists will then be interviewed by the Council.
7. Once again, the Council will ask that all of the finalists leave the meeting room and return to the lobby while any one finalist is being interviewed. The Council will ask questions of each of the finalists. Finalists will have 5 minutes to answer questions, if more than three (3) finalists are selected. If 3 or fewer finalists are selected, then each finalist will have 10 minutes to answer questions.
8. When all interviews have been completed, all finalists will be invited back into the meeting room to hear the final step in the deliberations.

9. Each Councilmember will then rank his/her choices, with Rank 1 earning 3 points Rank 2 earning 2 points, and Rank 3 earning 1 point. Staff will tally the points and report the results to the Council.
10. Town Council will, by motion, make their decision that night or defer it to another meeting.
11. When the Council makes its decision, the newly appointed Councilmember will take his/her oath of office immediately and be seated at the meeting.