



SAN RAFAEL CITY COUNCIL AGENDA REPORT

Department: City Clerk

Prepared by: Lindsay Lara, City Clerk

City Manager Approval: 

TOPIC: MEASURE E TRANSACTIONS AND USE TAX OVERSIGHT COMMITTEE APPOINTMENTS

SUBJECT: APPROVE APPOINTMENTS OF JOHN ERDMANN, CAMILLE HARRIS AND BRAYDAN YOUNG TO THE MEASURE E TRANSACTIONS AND USE TAX OVERSIGHT COMMITTEE TO THE END OF NOVEMBER 2024 DUE TO THE EXPIRATION OF TERMS OF JOHN ERDMANN, GLADYS GILLILAND AND CYR MILLER

RECOMMENDED ACTION:

Approve appointment to the Measure E Transaction and Use Tax Oversight Committee.

BACKGROUND:

On November 5, 2020, the San Rafael City Clerk's Office called for applications to fill three four-year terms to the end of November 2024 due to the expiration of terms of Cyr Miller, John Erdmann and Gladys Gilliland. The deadline for applications was set for November 26, 2020. However, due to a lack of applications received, the City Clerk's office left the deadline for submitting applications 'Open until filled'. As of March 26, 2021, the City Clerk's office had received three applications, and closed the application period.

The Measure 'E' TUT Oversight Committee ensures that all revenues received from the voter-approved local Transactions and Use Tax (Measure 'E') are spent only on permissible uses, as outlined in Ordinance No. 1913. The Committee does not have any budgetary decision authority, does not allocate financial resources, and does not make budget or service recommendations to the City Council. The Committee meets once each fiscal year.

ANALYSIS:

On April 12, 2021, the Mayor, City Council Liaison and Measure E Transactions and Use Tax Oversight Committee Staff Liaison conducted interviews of the applicants and recommended the appointments of John Erdmann, Camille Harris and Braydan Young be approved by the City Council.

FISCAL IMPACT: There is no fiscal impact associated with this action.

RECOMMENDATION:

Approve appointments to the Measure E Transactions and Tax Oversight Committee.

FOR CITY CLERK ONLY

Council Meeting:

Disposition:

ATTACHMENT:

1. Applications

#3

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, January 27, 2021 9:50:53 PM
Last Modified: Wednesday, January 27, 2021 9:53:08 PM
Time Spent: 00:02:15
IP Address: 73.92.87.62

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Q1

Contact Information

First and Last Name	Braydan young
Address	[REDACTED]
City/Town	San Rafael
State/Province	CA
ZIP/Postal Code	94901
Email Address	[REDACTED]
Phone Number	[REDACTED]

Q2

What Board would you like to apply to?

Measure E Transaction and Use Tax Oversight Committee
,
Pickleweed Advisory Committee

Page 3

Q6

How long have you lived in San Rafael?

3 years

Q7

Business Information

Company	Sendoso
Address	[REDACTED]
City/Town	San Rafael
ZIP/Postal Code	94901

Q8

City Council Agenda

How did you hear about this vacant position?

Q9

Do you participate in any civic activities? If so, what are they?

I run a company and a looking to get involved.

Q10

List any civic organizations of which you are a member:

Na

Q11

Education:

Chico state class of 09. Business dev and marketing with honors.

Q12

Why are you interested in serving on a board or commission?

Would love to begin to give back to this town I love.

Q13

Describe possible areas in which you may have a conflict of interest with the City:

None

Q14

Respondent skipped this question

Upload your resume.

Page 4: Demographics

Q15

Ethnicity

[Redacted]

Q16

To which gender do you most identify?

[Redacted]

Q17



How old are you?

#4

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Thursday, February 04, 2021 2:17:16 PM
Last Modified: Friday, February 05, 2021 7:12:27 AM
Time Spent: 16:55:10
IP Address: 205.169.52.117

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Q1

Contact Information

First and Last Name	CAMILLE HARRIS
Address	[REDACTED]
City/Town	SAN RAFAEL
State/Province	CA
ZIP/Postal Code	94901
Email Address	[REDACTED]
Phone Number	[REDACTED]

Q2

What Board would you like to apply to?

Measure E Transaction and Use Tax Oversight Committee
,
Planning Commission

Page 3

Q6

How long have you lived in San Rafael?

OFF AND ON FOR 9 YEARS

Q7

Business Information

Respondent skipped this question

Q8

How did you hear about this vacant position?

Other (please specify):
Lindsay Lara

Q9

Do you participate in any civic activities? If so, what are they?

Yes - I'm an ambassador for my MBA program

Q10

List any civic organizations of which you are a member:

n/a

Q11

Education:

B.S. from University of Maryland, College Park
In progress MBA from University of California, Davis

Q12

Why are you interested in serving on a board or commission?

I would love to be more active in the community I love so much.

Q13

Describe possible areas in which you may have a conflict of interest with the City:

None that I can think of

Q14

Upload your resume.

Camille Harris _ 2021 _ Resume.pdf (164.9KB)

Page 4: Demographics

Q15

Ethnicity

[REDACTED]

Q16

To which gender do you most identify?

[REDACTED]

Q17



How old are you?

PROFILE

Creative & Strategically-Minded Entrepreneur with over a decade of varied marketing, human resources, and operations experience. Seeking a Marketing position to fully utilize passion for marketing, employee engagement, and process improvement, and merge with a BS in Marketing and MBA curriculum focused on Analytics, Marketing, and Strategy.

Specialties: Marketing Project Management, Content Management, Marketing Campaigns, A/B Testing, Process Improvement, Strategic Planning, Change Management, HRIS, Cross-Functional Collaboration, Performance Management, Interpersonal Communication, Coaching, Training, Corporate Communications

Technologies: MS Office, Advanced Excel (Charts, Formulas, Pivot Tables, Macros, Graphs), Adobe Suite, Outreach IO

EDUCATION

Master of Business Administration, (STEM Designated), Emphases: Analytics, Marketing, and Strategy, Expected June 2022

University of California Davis, Graduate School of Management

- **Relevant Courses:** Marketing Management, Markets & The Firm, Digital Marketing, Marketing Strategy, Marketing Research, Customer Relationship Management, Power & Influence in Management, Data Analysis for Managers

Bachelor of Science, Marketing & International Business, 2007

University of Maryland, College Park

ENTREPRENEURSHIP, PEOPLE OPERATIONS, & MARKETING EXPERIENCE

Principal, Symbiotic Consulting LLC, Sacramento, CA, May 2020 – Present

- Provide holistic, strengths-based coaching to creative professionals and entrepreneurs.
- Build trusting relationships with clients in service of co-creating a safe and supportive coaching environment.
- Utilize ICF Core Competencies to partner with clients in a process that inspires them to maximize their personal and professional potential.

People Operations Specialist, Mattermost, Inc., San Francisco, CA, September 2017 – March 2020

- Grew fully remote team by over 300% including assisting with 3 confidential executive searches by collaborating with various department heads to assess headcount needs, source candidates, schedule/conduct interviews, and overhaul recruitment documentation with a marketing perspective.
- Marketed culture development, addressing staff inquiries related to company policies, resources, and culture fit.
- Supported Administrative team in planning and executing annual on-site, MatterCon, including assisting with preparation of immigration letters and collaborating with vendors.
- Spearheaded and managed a comprehensive remote on-boarding program (from Day 0 to 90), including management of Bamboo HR, team calendar, and other tools.
- Coordinated all staff off-boarding, consistently maintaining utmost confidentiality for all departing staff members.

CONTENT MARKETING & TECH PROJECT MANAGEMENT EXPERIENCE

Project Coordinator, Judicata, Inc., San Francisco, CA, February 2016 – July 2017

- Created and oversaw outbound Marketing Campaigns. Identified qualified leads, targeted marketing campaigns for various audiences, developed email subject/message copy, tested A/B content based on KPI's, & utilized the Outreach.io marketing platform resulting in the successful on-boarding of 1000s of new customers through email marketing.
- Led project oversight for legal technology company providing research and analytics tools. Reviewed case law to ensure the accuracy of software to read and analyze legal briefs, communicated with end-users to understand product preferences, and presented findings to Product Managers, Engineers, and Executives.
- Led office management procedures to support day to day operations, answered and directed incoming phone calls, oversaw outbound correspondence, maintained financial records, and reviewed P&L statements.

Content Moderator, HubPages, Inc., San Francisco, CA, April 2011 – December 2018

- Oversaw issues related to ad placement, content management, and site bugs. Provided technical support to site contributors and users and addressed user inquiries related to moderation decisions and content policies.
- Led review and approval of 1000s of user-generated articles for web publishing site, edited user-submitted questions, and author-generated answers. Reviewed content for compliance with ad-partner policies and worked with content creators to interpret and adhere to site rules and regulations.
- Partnered with remote team to maintain adherence to moderation standards. Contributed to development and implementation of policies. Trained new team members on updated procedures & assessed performance/decisions.

COMMUNITY SERVICE

Masks for Docs, People Operations Lead, Sacramento, CA

Be the Match, Volunteer, Oakland, CA

#1

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Thursday, December 10, 2020 9:11:02 AM
Last Modified: Thursday, December 10, 2020 9:16:42 AM
Time Spent: 00:05:39
IP Address: 172.8.234.73

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Q1

Contact Information

First and Last Name	John Erdmann
Address	██████████
City/Town	San Rafael
State/Province	California
ZIP/Postal Code	94903
Email Address	██
Phone Number	██████████

Q2

What Board would you like to apply to? **Measure E Transaction and Use Tax Oversight Committee**

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Q6

How long have you lived in San Rafael?
Since 1971

Q7

Business Information
Company **Retired**

Q8

How did you hear about this vacant position? **Other (please specify):
Email**

Q9

Do you participate in any civic activities? If so, what are they?

ADA oversight committee

Q10

List any civic organizations of which you are a member:

I still belong

Q11

Education:

BS Chem Engrg - Univ of Wis 1959

Q12

Why are you interested in serving on a board or commission?

I have served previously

Q13

Describe possible areas in which you may have a conflict of interest with the City:

None

Q14

Respondent skipped this question

Upload your resume.

Page 4: Demographics

Q15

Ethnicity

[REDACTED]

Q16

To which gender do you most identify?

[REDACTED]

Q17

How old are you?

[REDACTED]
