



SAN RAFAEL CITY COUNCIL STAFF REPORT

Department: City Clerk

Prepared by: Lindsay Lara, City Clerk

City Manager Approval: AS

TOPIC: BOARD OF LIBRARY TRUSTEES INTERVIEWS

SUBJECT: INTERVIEW APPLICANTS AND MAKE APPOINTMENTS TO FILL TWO FOUR-YEAR TERMS TO THE END OF APRIL 2025 ON THE BOARD OF LIBRARY TRUSTEES DUE TO THE EXPIRATION OF TERMS OF ROBERT ROSS AND JAIMI CORTES

RECOMMENDATION:
Interview the following applicants and make appointments to fill two four-year terms to the end of April 2025 on the Board of Library Trustees due to the expiration of terms of Robert Ross and Jami Cortes.

Name
Alexander Vahdat
Arlene Sukolsky
Braydan Young
Jaimi Cortes
Reily Urban

BACKGROUND:
The terms of Jaimi Cortes and Robert Ross expired at the end of April 2021. The City Clerk's office recruited for applications and received five (5) applications by the deadline of July 7, 2021.

The [Board of Library Trustees](#) is an advisory board that meets monthly with responsibility to provide support to library administration, work to support the process for a new library, serve as advocates for the Library to the City Council, and help increase the visibility of the Library in the community. [Meetings](#) are held on the 2nd Tuesday of each month at 6:00 p.m.

ANALYSIS:
The deadline for submitting applications was July 7, 2021 and the City Clerk's Office

FOR CITY CLERK ONLY

Council Meeting:

Disposition:

SAN RAFAEL CITY COUNCIL AGENDA REPORT / Page: 2

received five (5) applications. Staff recommends the City Council interview the five (5) eligible applicants and make appointments to fill the two terms.

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

COMMUNITY OUTREACH:

The call for applications for the Board of Library Trustees was advertised through mass email notification, Canal Alliance, the City website, Nextdoor and Facebook social media platforms.

RECOMMENDED ACTION:

Interview the five applicants and make appointments to fill two four-year terms to the end of April 2025 on the Board of Library Trustees.

ATTACHMENT:

1. Five (5) Applications
2. Municipal Code Excerpt

#9

COMPLETE

District 4

Collector: Web Link 1 (Web Link)
Started: Tuesday, June 15, 2021 12:00:44 PM
Last Modified: Tuesday, June 15, 2021 12:07:13 PM
Time Spent: 00:06:28
IP Address: 107.140.70.25

Page 1

Q1

Contact Information

First and Last Name	Alexander Vahdat
Address	[REDACTED]
City/Town	San Rafael
State/Province	CA
ZIP/Postal Code	94903
Email Address	[REDACTED]
Phone Number	[REDACTED]

Q2

Board of Library Trustees

What Board would you like to apply to?

Page 3

Q6

How long have you lived in San Rafael?

Four years

Q7

Business Information

Company	Keegin Harrison LLP
Address	1000 Fourth Street, Suite 600
City/Town	San Rafael
ZIP/Postal Code	94901

Boards and Commissions Application

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?

I am a member and former political director of the Marin County Young Democrats. I am also involved in the Marin County Bar Association where I serve on the Programs Committee and Pro Bono Committee. I also commit time to pro bono legal services through Legal Aid of Marin. Through Legal Aid, I have helped indigent tenants during unlawful detainer proceedings as well as provide general advice to indigent clients.

Q10

List any civic organizations of which you are a member:

Marin County Young Democrats
Marin County Bar Association

Q11

Education:

B.A. - UC Davis
J.D. - UC Davis School of Law

Q12

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

The library provides such an integral service for community members of all ages. Coming out of the pandemic, I would love to help link the community with the library more to help our residents and ensure San Rafael knows of this great resource available to them.

Q13

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

N/A

Q14

Upload your resume.

Vahdat resume.pdf (218.1KB)

Page 4: Demographics

Q15

Ethnicity

[REDACTED]

Q16

To which gender do you most identify?

[REDACTED]

Q17

How old are you?

[REDACTED]

Alexander S. Vahdat

██████████, San Rafael, CA 94903 ▪ ██████████ ▪ Phone: ██████████

Experience

Keegin Harrison LLP Associate

San Rafael, CA
March 2019—Present

- Conducted bench trial, drafted and argued motion for summary judgment, and prepared other pre-trial motions in multifaceted shareholder dispute concerning \$80 million company.
- Negotiated settlement on behalf of tax consulting firm with large national bank including analysis of client's work recovering California sales and use tax credits for bad debts.
- Lead attorney defending employment action brought by company's former sales director involving allegations of unpaid commissions and breach of contract regarding equity stake in company.
- Resolved commercial litigation concerning complex marketing and design agreement.

Keller Grover LLP Associate

San Francisco, CA
November 2015—February 2019

- Successfully settled class action lawsuit against major technology company regarding product malfunction; legal and factual analysis directly led to adding nearly 100,000 members to class.
- Primary responsibility for discovery to and from search engine company in California JCCP privacy class action that eventually merged into federal MDL action.
- Initiated *qui tam* action against major Northern California medical provider, factual and legal analysis of which led directly to intervention by United States Department of Justice.
- Developed and drafted policy and legal arguments for amicus curiae brief on behalf of United States Senator in appellate case regarding *qui tam* litigation.

Carlson Calladine & Peterson LLP Associate

San Francisco, CA
April 2013—March 2015

- Successfully argued demurrer in Superior Court resulting in dismissal with prejudice of causes of action against client.
- Primary drafting responsibility for numerous substantive motions such as summary judgment motions, demurrers and anti-SLAPP motions in state and federal courts.
- Deposed person most knowledgeable of company operations which facilitated favorable settlement for client.

Professional Affiliations

- State Bar of California, Member, Admitted December 2012.
- Bar Association of San Francisco; Marin County Bar Association

Publications

- Strategy Note regarding Strategic Considerations Cost of Proof Sanctions with Requests for Admission to be published in two CEB guides.

Education

University of California, Davis School of Law

Juris Doctor, May 2012

- *UC Davis Business Law Journal*, Articles Selection Editor; 2011 University of Buffalo Criminal Procedure Moot Court Competition; 2012 Fordham University Securities Moot Court Competition
- Clerking Experience:
 - UC Davis Civil Rights Clinic (January—June 2012); York Law Corporation (May—August 2011); San Francisco District Attorney (June—August 2010)

University of California, Davis

Bachelor of Arts, Political Science, June 2007

#10

COMPLETE

Collector: Web Link 1 (Web Link)
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Last Modified: Tuesday, June 15, 2021 1:50:44 PM
Time Spent: 00:04:11
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Page 1

Q1

Contact Information

First and Last Name	arlene sukolsky
Address	[REDACTED]
Address 2	[REDACTED]
City/Town	San Rafael
State/Province	Ca
ZIP/Postal Code	94901
Email Address	[REDACTED]
Phone Number	[REDACTED]

Q2

Board of Library Trustees

What Board would you like to apply to?

Page 3

Q6

How long have you lived in San Rafael?

17 years (in 2 stages)

Q7

Business Information

Company **retired**

Q8

City Manager's Newsletter

How did you hear about this vacant position?

Q9

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

Volunteer at San Rafael Library Book store. See resume for more detailed information

Q10

List any civic organizations of which you are a member:

See Resume

Q11

Education:

BA Liberal Arts

Q12

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

My entire life has been devoted to books and libraries as well as other civic pursuits

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]

BRIEF BIOGRAPHICAL STATEMENT

ARLENE SUKOLSKY

Introduction: My entire professional career has been in the nonprofit world, specializing in health care administration. I have been fortunate to have worked in a wide variety of settings both geographic and administrative. What follows is a brief synopsis and highlights.

Kaiser Foundation Health Plan/Permanente Medical Group: I was invited to come to work in San Francisco based on my first foray into health care for the United Mine Workers Health and Retirement Fund in Pittsburgh Pa. I was part of a what was then called a revolution in prepaid health plan for coal miners who were dying in large numbers from untreated silicosis. A group of dedicated physicians from the Univ. of Pittsburgh developed a small clinic in a coal mining town nearby. It was my skill as a procedure specialist that brought me to California and a new life.

While working at Kaiser, I was again recruited-this time by a "think tank" in Washington, DC, the Social Development Corporation. They had major grants/contracts from the Department of Labor to encourage and pay hospitals to educate/train low level workers into higher level positions. I was the Project Officer for the west coast and Hawaii and remained as such until changing administrations resulted in the loss of future contracts and the demise of SDC.

Subsequently, I was recruited by a variety of other federal organizations as a project officer for the National Institute of Health, National Institute of Mental Health, National Institute of Alcohol and Alcohol Abuse. Then I became more California based when I joined the California office of the Regional Medical Program, (RMP) a federal program concentrating on diabetes, heart disease and stroke.

One of my assignments was to work within the field of kidney dialysis and transplantation. At that time, federal legislation was passed that allowed patients who suffered from irreversible kidney disease to enroll into the Medicare program. I was charged with implementing the new regulations into the northern California and forming a Network of dialysis and transplant medical facilities.

When the RMPS were defunded, I was hired as the first Executive Director of the new Network, with responsibility for northern California and northern Nevada. I spent 27 years in this position and over time, Hawaii, American Samoa, Guam and Saipan were added to my territory. As were other responsibilities I never dreamed would come on my watch. I retired from that position in 2005 and then turned my attention to community nonprofit work.

My volunteer activities included:

Chairperson of the Pickleweed Community Center citizens committee, San Rafael

Library Commissioner, City of San Rafael

Chair of the community Citizens group, Save the San Rafael Canal

Friends of the Library, Novato

Friends of the Library, Petaluma

Honors:

City Council of San Rafael for work at Pickleweed Center

Dept of Health and Human Services Administrators Award for Manual for Dialysis Facilities to

Operate during the anticipated negative effects of Y2K

#2

COMPLETE

Collector: Web Link 1 (Web Link)
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Last Modified: Tuesday, July 06, 2021 10:30:06 PM
Time Spent: 00:02:10
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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?

Board of Library Trustees,
Design Review Board,
Fire Commission,
Pickleweed Advisory Committee,
Planning Commission,
Special Library Parcel Tax Oversight Committee

Page 3

Q6

How long have you lived in San Rafael?

4 years

Q7

Business Information

Company	Sendoso
Address	114 Bayo Vista Way
City/Town	San Rafael
ZIP/Postal Code	94901

Q8

City Manager's Newsletter

How did you hear about this vacant position?

Q9

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

I am on the financial oversized committee.

Q10

List any civic organizations of which you are a member:

Sfmoma
oversite finance committee

Q11

Education:

College for business

Q12

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

Would love to give back

Q13

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

Na


Q14

Respondent skipped this question

Upload your resume.

Page 4: Demographics

Q15 
Ethnicity 

Q16 
To which gender do you most identify?

Q17 
How old are you?

#1

District 4

COMPLETE

Collector: Web Link 1 (Web Link)
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Last Modified: Monday, June 28, 2021 12:57:38 PM
Time Spent: 00:24:10
IP Address: 76.126.110.153

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Q1

Contact Information

First and Last Name	Jaimi Cortes
Address	[REDACTED]
City/Town	San Rafael
State/Province	CA
ZIP/Postal Code	94903
Email Address	[REDACTED]
Phone Number	[REDACTED]

Q2

Board of Library Trustees

What Board would you like to apply to?

Page 3

Q6

How long have you lived in San Rafael?

9 years

Q7

Business Information

Company	Marin Community Foundation
Address	5 Hamilton Landing
City/Town	Novato
ZIP/Postal Code	94949

Boards and Commissions Application

Q8

How did you hear about this vacant position?

Other (please specify):

I am current board chair and term ended; heard from City Clerk

Q9

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

Yes, I have been a member of the Library Board of Trustees for the past 4 years. I am the co-lead of the DEI committee for Vallecito Elementary school (and have been an active school volunteer in pre-pandemic). I am a certified Red Cross volunteer supporting residential disasters.

Q10

List any civic organizations of which you are a member:

American Red Cross
San Rafael Public Library
Vallecito Elementary

Q11

Education:

BA in Political Science and Women's Studies, UCLA
Masters in Business, Pepperdine University

Q12

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

I have enjoyed supporting the library, its wonderful staff and much-needed services for the past 4 years. I would look forward to seeing where the next 4 years leads as we focus on continuing diversity and equity practices, build more inclusive spaces and engage our community. I will also continue to be a champion for the new library (I have also been on the subcommittee for the work).

Q13

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

Not applicable

Q14

Upload your resume.

JCortes Resume 062821.pdf (149.4KB)

Boards and Commissions Application

Q15

Ethnicity

[REDACTED]

Q16

To which gender do you most identify?

[REDACTED]

Q17

How old are you?

[REDACTED]

JAIMI N. CORTES, MBA

◆ San Rafael, CA ◆ 94903 ◆

PROFESSIONAL EXPERIENCE

MARIN COMMUNITY FOUNDATION

Senior Philanthropic Advisor

2/19-Present

- Work closely with over 60 individuals to help them achieve impactful giving through customized research, strategy development, and educational opportunities.
- Lead in creating new business offerings including a gender and race equity framework, and integrated services model to BIPOC philanthropists.

INDEPENDENT CONTRACTOR

Philanthropy Consultant

5/18-2/19

- Developed and refined new grantmaking systems, workflows, processes and policies for a \$130 million startup national foundation.
- Project management support for the \$29 million investment portfolio of over 80 projects including program evaluation, outcome measurement, budget review and data analysis.

THE WOMEN'S FOUNDATION OF CALIFORNIA

Senior Program Manager, Oakland, CA

10/14-12/17

- Collaborative strategist fulfilling dual role of Program Officer and Grants Administrator engaging hundreds of nonprofits, over 10 donor advised funds and funder collaboratives, and Board members to award more than \$6 million for grants focused on equal rights, policy advocacy, education and community development.
- Oversaw entire grantmaking process from proposal development, due diligence, approval and award disbursement, monitoring, and financial requirements to ensure alignment with the Foundation's mission.
- Overhauled and significantly improved grant and program operations including the selection, evaluation, training, migration and initiation of a new grantmaking software system and workflow processes.
- Led the Foundation's largest grantmaking workforce initiative of \$1.4 million including program design, budgeting, research and analysis, evaluation and measurement, and technical assistance. Engaged and facilitated a 20-person peer network of nonprofits, funders, policy-makers and private sector partners that came together biannually to focus on capacity building, program delivery improvements and professional development trainings.

TAPROOT FOUNDATION

Pro Bono Consultant, San Francisco, CA

4/14-11/14

- Project manager and strategic advisor for the United Way of the Bay Area client to identify and strengthen values-based best practices building a robust pathway to employment for low-income and disconnected youth.
- Conducted field research and data analysis, interviewed over 20 local businesses and Fortune 500 corporations across multiple industries, and surveyed employers to directly connect the client to new sponsors and partnerships impacting 7,000 youth who were placed in jobs or internships.
- Created key messages and positioning platforms for implementation into business development strategies with findings and recommendations presented to executive team and board.

FIRST 5 LA

Program Officer, Los Angeles, CA

7/08-4/12

- Designed and implemented a community investment initiative that maintained a monthly formal partnership of 200 local leaders, businesses, public officials and nonprofit partners to advance systems and policy change.
- Co-writer and interdepartmental liaison on \$600 million strategic plan which included best practices, national research, outreach and regional administration to support effective processes and organizational learning.

- Created an integrated marketing communications strategy to educate the public about First 5 LA's efforts which included collateral such as brochures, flyers, formal and informal presentations, and email campaigns.
- Managed \$8 million evidence-based grantmaking portfolio of school districts and nonprofits which included monitoring grant objectives and fiscal compliance to support early childhood education.
- Led a \$56 million, 42-project initiative to provide capacity building, technical assistance, sustainability planning, professional development trainings, and comprehensive service integration.

PANCREATIC CANCER ACTION NETWORK

Community Outreach Manager, El Segundo, CA

3/07-7/08

- Led outreach and support to Southeastern United States region which resulted in 12 new affiliates and a 70% increase in volunteers which grew a pipeline into designated markets.
- Primary relationships manager for over 200+ national volunteers providing partnership development, public relations, and advocacy support.
- Increased the regional annual revenue goal by 28% through targeted development and leveraging strategies.

PHFE MANAGEMENT SOLUTIONS

Director of Operations (Aztecs Rising program), Los Angeles, CA

12/05-2/07

- Directed daily administrative, programmatic and financial operations including supervision of 22 staff and 6 office sites for one of the organization's largest clients.
- Led the strategic planning process with key stakeholders to produce a three-year final plan to create an effective infrastructure and guide the organization's growth.

EDUCATION

Pepperdine University

- Master of Business Administration, Leadership Concentration
- Global Business Intensive (Shanghai, China)

University of California, Los Angeles

- Bachelor of Arts in Political Science and Women's Studies

CURRENT LEADERSHIP AND COMMUNITY INVOLVEMENT

American Red Cross, Certified On-Call Disaster Volunteer

Vallecito Elementary School, DEI Committee Co-Lead

San Rafael Public Library, Board of Trustees

UCLA Alumni Association, Freshman Scholarship Committee

National Society of Hispanic MBAs, Member

#1

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Thursday, July 01, 2021 12:32:44 PM
Last Modified: Thursday, July 01, 2021 1:09:51 PM
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IP Address: 71.198.122.197

Page 1

Q1

Contact Information

First and Last Name	Reily H. Urban
Address	[REDACTED]
City/Town	SAN RAFAEL
State/Province	California
ZIP/Postal Code	94901
Email Address	[REDACTED]
Phone Number	[REDACTED]

Q2

Board of Library Trustees

What Board would you like to apply to?

Page 3

Q6

How long have you lived in San Rafael?

Over 17 years, first in Sun Valley and now in Glenwood.

Q7

Business Information

Company	Ross Valley School District
Address	110 Shaw Drive
City/Town	San Anselmo
ZIP/Postal Code	94960

Q8

Friend

How did you hear about this vacant position?

Q9

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

I was an active member of the Madison, NJ Chamber of Commerce (www.madisonnjchamber.org), a co-president of the Marin Parents of Multiples (www.mpomc.org), and a long time event volunteer and producer for public radio in So Cal (www.kcrw.org). I would VERY much like to be active on the board of trustees for the SR Library, and am considering applying to the San Rafael Leadership Institute (through the SR Chamber of Commerce) if I am not selected for the library board.

Q10

List any civic organizations of which you are a member:

I am an active member of the parent-led, nonprofit fundraising organization, WeAreSR!, for the San Rafael High School; I solely manage the new stadium's commemorative brick program (www.bulldogbricks.org) for them. In other words, "I'm the Brick Lady!"

Q11

Education:

I hold a BFA in interior design, was an honors graduate, and received a full Cal Grant A, academic scholarship. I am currently applying to graduate programs to seek my master's degree in Library and Information Sciences (MLIS).

Q12

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

I love San Rafael, and I love knowing about and effecting positive change in ALL the communities I have lived in as an adult. And now that my 16 year old twins are more independent as teens, I have more time with which to give back to San Rafael. Also, my long term goal is to be hired as a Children's Librarian at the San Rafael Public Library - I thought this volunteer board would allow me to guide this vital civic place of learning NOW instead of later, after I finish graduate school.

Q13

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

None that I Know of, although my husband's business (in which he is a partner), is located in the Canal District on Lisbon (Urban Painting, Inc.).

Q14

Upload your resume.

REILY_URBAN_RESUME.pdf (103.9KB)

Q15

Ethnicity

[REDACTED]

Q16

To which gender do you most identify?

[REDACTED]

Q17

How old are you?

[REDACTED]

REILY H. URBAN

a: [REDACTED] San Rafael CA 94901

p: [REDACTED] [REDACTED]

Library Specialist

BROOKSIDE ELEMENTARY SCHOOL | San Anselmo, CA
www.rossvalleyschools.org/brookside

Re-vamped the entire nonfiction collection and beginning reader fiction titles in just over two years. Created an engaging, weekly library-class time experience for all grades that aligned with Reader's Workshop curriculum, and with an emphasis on biographies and geography. Invited by the Dean of Students to participate in the district equity training program over the course of 18 months.

To date, have added over 2,500 titles to the Brookside Library utilizing a combined state and county, Yes! Foundation, and Brookside Parent Club budgets for Brookside. Re-invigorated teaching student library researching skills with a special emphasis on the Dewey Decimal instruction, and to improve student confidence visiting any library they walk in to. *January 2017 to present*

Children's Book Fair Program Assistant

BOOK PASSAGE BOOK STORE | Corte Madera, CA
www.bookpassage.com

Primary liaison with schools in San Francisco and Marin County hosting book fairs with Book Passage. Prepped, staged, and set up book fairs on-site at school campuses. Trained volunteers to run registers and place re-orders, and often stayed upon the fair's opening to suggest titles to parents and young readers. *August 2016 to December 2016*

Book Fair Chair

GLENWOOD ELEMENTARY SCHOOL | San Rafael, CA
glenwood.schoolloop.org

Produced four annual book fair events for the Glenwood School Foundation in partnership with Book Passage. Created annual themes (i.e. "Splash into Summer, Dive into Books!"), and wrote marketing copy for posters, flyers, email promos, and morning announcements. Supervised 20+ volunteers throughout set-up, training, sales, and breakdown.

Coordinated with authors and speakers to attend special Book Fair evening events and school-wide assemblies. Glenwood Book Fairs continually surprised Book Passage by generating the highest per capita sales for their book fairs in Marin County. *March 2013 to May 2016*

Partner

SAN FRANCISCO MERCANTILE | Madison, NJ
www.facebook.com/San-Francisco-Mercantile

Engineered the complete re-launch of our family's decades-old business – a boutique for women founded in 1979. We took the store bay down to the studs and transformed the space into an upscale,

light-filled gathering spot. Completed the renovation (including demolition and permitting), in just six weeks, and brought this very complicated project to completion without going over budget. Annual sales increased nearly 20% after our grand reopening, and held at this new level for two straight years.

As a very active member of the Madison Chamber of Commerce, we successfully parlayed their sponsored events into direct sales for our store, and expanded our customer base for our select mailing list. Produced two annual West Coast holiday trunk shows at private Marin residences. *June 2011 to December 2015*

Co-President & Event Producer

MARIN PARENTS OF MULTIPLES | Marin County, CA
www.mpomc.org

Co-directed a 501(c)3 nonprofit volunteer-run parents' support group, focused solely on families with twins and higher order multiples. Our long-running nonprofit served (and continues to serve) over 300 members each year by offering parenting classes, group playdates, holiday parties, a monthly newsletter, and a vital, private email group chat that provides much-needed advice to club "rookies." Re-wrote the MPOMC website and created a brochure to place in pediatric offices. Co-produced two of the famed MPOMC annual Consignment Sale that filled the Marin Catholic gymnasium top to bottom! *March 2005 to December 2010*

Sales Associate & Marketing Manager

O OLIVE OIL | Petaluma, CA
www.ooliveoil.com

Managed O's independent retailer accounts in the US and Canada. Hired and trained O food demonstrators we placed in regional gourmet food stores. Responsible for producing two national tradeshow each year. Spearheaded several media outreach programs to test kitchens, food editors, and bloggers. Focused on placing O's gift line in regional winery gift shops. *Full and part time from 2003 to 2013*

Director of Communications

ACTION ENGINE CORP. | Seattle, WA
(Acquired by Mobui)

Helped launch a wireless platform company with three executive founders. In just two years, we recruited a former Microsoft engineer as CEO, raised \$14 million in venture capital funding, and grew our start-up to 48 employees, with offices in both Seattle and London. My over-arching responsibility was to create a unique corporate identity and culture, and develop key messaging for a trend-setting, early-adopter demographic. *2000 to 2002*

Senior Account Executive

TICKETS.COM, INC. | Marina Del Rey, CA
www.tickets.com

Recruited specifically by the CEO during the dot com boom (based on my long-running work with a renowned and eccentric public radio station), to head up performing arts and family venue clients for Tickets.com. *1998 to 2000*

Development Associate & Special Events Coordinator

KCRW 89.9FM | Santa Monica, CA
www.kcrw.org

After six years of volunteering for special events, was officially hired by KCRW's development department. Our team's sole job was to secure funding for this trend-setting and nationally recognized public radio station via corporate sponsorship and underwriting. *1991 to 1998*

National Account Manager

BERMAN ROSETTI FURNITURE | Los Angeles, CA
www.bermanrosetti.com

Hired to be the first ambassador of an architect's burgeoning line of modern, table-crafted furniture. Directly handled outside sales in the greater Los Angeles area, and also responsible for visiting and training showroom staff in major design centers around the country, including Chicago, Houston, Dallas, and Denver. Began a publicity campaign, directly corresponding with décor magazines, and received editorial coverage in such noteworthy publications as *House Beautiful*, *Home & Garden*, and *INTERIOR DESIGN*. *1993 to 1994*

Account Representative

HINSON & CO. | Los Angeles, CA
(Acquired by Donghia)

Showcased a range of specialty goods from a high-end fabric company by traveling to meet with Southern California's premier interior designers and architects in their studios. Covered greater Los Angeles, Palm Springs, and Santa Barbara, and visited both commercial design and residential design accounts. *1991 to 1993*

Awards

- **Best Re-Launch** – awarded unanimously to our family's boutique, San Francisco Mercantile, by the Madison Chamber of Commerce in 2012.
- **Computerworld Smithsonian Award** – wrote the white paper that garnered our start-up, Action Engine, one of only five national finalist spots (out of 122 companies) for the Business & Related Services category in 2000.
- **Cal Grant A** – awarded a full academic scholarship for college tuition fees.

Education

Bachelor of Fine Arts

DESIGN INSTITUTE OF SAN DIEGO | La Jolla, CA
www.disd.edu

Top honors graduate with an emphasis in the history of architecture and decor. Worked within the design industry part time and full time throughout my entire college career. *1989 to 1995*

From: Reily Urban [REDACTED]
Date: June 16, 2020 at 6:08:29 AM PDT
To: RVSD Public Comments <comment@rossvalleyschools.org>
Subject: A STORY ABOUT A LIBRARY

To the RVSD Board, Dr. R. Bagley, and Ms. M. Trahan -

I am aware that many colleagues, parents, and other community members are writing to you on behalf of us - the RVSD Library Specialists - to persuade you to keep our school libraries open for the 2020-21 school year. I have also heard (correctly or incorrectly) that this resolution to eliminate many classified positions (including ours), is already decided, and that the upcoming board meeting discussing this resolution is more of a formality, versus a true vote to decide whether or not to eliminate certain classified positions.

I was therefore torn about writing my own letter.

On one hand, I am an energetic, passionate, involved citizen, so of course I would stand up for what I believe to be a short-sighted decision on behalf of our students' education and well being! And on the other hand, I felt decidedly like Eeyore: deflated and gloomy, muttering, "Why bother?" What good could yet another letter possibly do? Everyone else already seemed to be writing and listing all the reasons I had had in my draft letter about WHY our libraries should be kept open. What more could I add?

"Nothing," I kept telling myself.

And then I realized that while I couldn't add another reason why our libraries should remain open, I could certainly share a story about my library with you - a story about a quiet, powerful, magical moment when my job transcended daily work, and transformed into something truly special.

This exchange happened about two years ago, during a first grade afternoon class (when everyone feels a bit tired and acts a bit grumpy like Eeyore). I was following around a trio of bored, whip-smart kiddos, hoping to navigate them back to the early reader fiction section, when the ring-leader turned to me and asked, "Do you have any books about tornadoes?"

Caught off guard, for a split second I stood mouth agape, and then (thankfully) snapped back into reality and replied, "Why, yes I do! Follow me!"

The Musketeers (as I fondly called them thereafter) proceeded to check out our entire collection of savage weather books over the next few weeks, and then quickly moved on to another (but related) Dewey range covering natural disasters like earthquakes and tsunamis. And when they finished with those books - and were sorely disappointed that there were no more (alas!) - I leaned over with a twinkle in my eye and whispered, "What do you know about mummies?"

And this, Dear Reader, is how I came to expand (1) our initially slim weather section to include blizzards, (2) our dated natural disaster collection to include books of ALL levels about volcanos, and (3) the predictable Egyptian mummy books to include mummy traditions from cultures around the world (who knew?) - because of three seven-year old boys.

I am not exaggerating when I say that that moment with the Musketeers altered my vision for the library. I decided to create a weird and wonderful book collection to entice and surprise our young readers, especially those reluctant young readers! Fascinating books about the history of trash, about dogs who help scientists count hard-to-find endangered species (aptly called "poop detectives"), about jazz musicians and hijabs. These are just a few examples of the diverse titles discovered and purchased these last few years, and it has been pure joy.

It has also been a LOT of work to clean out and turn around the Brookside library. But I'm not done, and I don't intend to abandon an unfinished community treasure to which I've been given stewardship. I won't.

I urge you all to PLEASE consider the many cost-saving OPTIONS you have before you that might allow the Ross Valley School District libraries to remain open - full time or part time - just OPEN. Our students need this invaluable resource; it is an archive of our times.

Sincerely,

Ms. Reily Urban
Brookside Library Specialist

*"Books are a uniquely portable magic."
~ Stephen King*

ALLISON C. SCHUTTE
PARTNER
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July 6, 2021

VIA E-MAIL AND U.S. MAIL (city.clerk@cityofsanrafael.org)

City Council, City of San Rafael
C/O Lindsay Lara, City Clerk
1400 Fifth Ave., Rm. 209
San Rafael, CA 94901

Re: Recommendation for Reily H. Urban to the San Rafael Board of Library Trustees

Dear Council Members:

I write to you with an enthusiastic recommendation for Reily Urban to the Board of Trustees.

I first encountered Reily's leadership skills and love of reading during her role producing four book fairs at Glenwood School in partnership with Book Passage. In addition to running the events, Reily also wrote marketing copy for all collateral materials, including flyers, posters, emails and supervised more than 20 volunteers for a week-long program, including set-up, decoration, sales and breakdown. The four-day fair resulted in more than \$10,000 in revenue each year, with only 450 students in the school.

The success from these individual school book fairs led to Reily's employment with Book Passage to implement book fairs and culminated in Reily's current position as Library Specialist at the Brookside School in San Anselmo.

To say that Reily loves books and is committed to the mission of the Library is an understatement. She has founded book clubs, regularly posts on social media with reviews and recommendations for youth and adult books, and has a long history of community engagement and leadership in San Rafael. She was an active member, consignment sale leader and ultimately President of the very active Marin Parents of Multiples Club; is active in her East San Rafael neighborhood; and, is active with the San Rafael High School PTO as leader of the Bulldog Brick fundraising program. Prior to moving to San Rafael, she was a seven-year volunteer at LA's premier public radio station, KCRW. She began answering phones during the pledge drive, and worked her way up to training hundreds of other volunteers, managing the phone room during pledge drives and ultimately being hired by the Development Department.

Once engaged, Reily regularly increases her commitment to community organizations to achieve fantastic results.

I strongly recommend Reily for the open Trustee position.

Regards,


Allison C. Schutte
Partner

SAN RAFAEL CHARTER

ARTICLE IX Public Library, Section 1. BOARD OF LIBRARY TRUSTEES.

There shall be a board of *library* trustees to be appointed by the council, the exact number of which shall be set by ordinance or resolution of the council, one of whom may be a councilman. The members of the board shall serve for a term of four years and shall be subject to removal by the affirmative vote of three members of the council. The terms of office of members of the board shall be staggered in the manner provided by resolution of the council. The board of *library* trustees shall exercise such powers and perform such duties as may be prescribed or conferred in this charter or by the ordinances of the city. (Assembly Concurrent Resolution No. 121, August 20, 1973: Senate Concurrent Resolution No. 46, May 31, 1967.)

2.16.030 Board of library trustees.

A board of library trustees is created. (Ord. 889 § 6, 1967)

2.16.031 Trustee membership--Compensation.

The board of library trustees shall consist of five members appointed by the city council, one of whom may be a councilman. All members shall serve without compensation. (Ord. 889 § 7 (part), 1967)

2.16.032 Trustee term of office and removal.

The members of the board of library trustees shall serve for a term of four years and shall be subject to removal by the affirmative vote of three members of the city council. The terms of office of members of the board of library trustees shall be staggered in the manner provided by resolution of the city council. (Ord. 889 § 7 (part), 1967)

2.16.033 Trustee powers and duties.

Subject to the direction and control of the city council, as provided in Section 2.04.030 of this code, the powers and duties of the board of library trustees shall be:

To assess and evaluate current and long-range needs of the library; to formulate and adopt policies, rules and regulations with respect to programs and facilities to meet such needs of the community, including recommendations for sites and design of facilities. Such formulations and adoptions shall be made in conjunction with recommendations of the librarian;

To review, comment and make recommendations regarding the annual operating budget of the library;

To receive, and review periodic reports from the librarian concerning the general operations and functions of the library;

To recommend ways to inform the citizens of San Rafael as to the various programs, services, and assistance which the library affords all citizens;

To promote intergovernmental cooperation in the development of library services, patronage and usage;

To perform such other duties as may be prescribed by the city council.
(Ord. 1131 § 3, 1974: Ord. 889 § 7 (part), 1967).