



**SAN RAFAEL CITY COUNCIL AGENDA REPORT**

Department: City Clerk

Prepared by: Lindsay Lara, City Clerk

City Manager Approval: 

**TOPIC: CANNABIS INDUSTRY TAX OVERSIGHT COMMITTEE APPOINTMENT**

**SUBJECT: APPROVE APPOINTMENT OF CHARLES FRIEDE TO THE CANNABIS INDUSTRY TAX OVERSIGHT COMMITTEE TO THE END OF FEBRUARY 2024 DUE TO THE RESIGNATION OF DREW BULFER**

**RECOMMENDED ACTION:**

Approve appointment of Charles Friede to the Cannabis Industry Tax Oversight Committee to the end of February 2024 due to the resignation of Drew Bulfer.

**BACKGROUND:**

In September 2021, the San Rafael City Clerk’s Office called for applications to fill one unexpired four-year term to the end of February 2024 due to the resignation of Drew Bulfer. The deadline for applications was October 15, 2021, and the City Clerk’s office received eight applications; however, two of the applicants lived outside of city limits and were ineligible. Due to the volume of applications received, a subcommittee of the City Council carried out an initial review of the applications and selected three to be interviewed by a subcommittee of the City Council.

The Cannabis Industry Tax Oversight Committee’s mission is to monitor Measure G revenues and expenditures and conduct an annual report process. Measure G provides locally-controlled funding to support the administration of a cannabis oversight program, enhancement of police and fire services, reparation of potholes, City streets, and sidewalks, and the enhancement of community centers and facilities. Note that the Committee does not have budgetary decision authority or have authority to direct City staff or officials.

**ANALYSIS:**

On December 9, 2021, Mayor Kate, Vice Mayor Bushey and the Cannabis Industry Tax Oversight Committee Staff Liaison conducted interviews of three applicants (Charles Friede, Ross Elkins and Susan Clark) and recommended the appointment of Charles Friede be approved by the City Council. During the interviews, staff indicated an inability to reach all of the Committee Members and if staff continues to be unsuccessful in their efforts, there will be upcoming vacancies. The subcommittee agreed that Susan Clark would be a good addition to the Committee should there be additional vacancies in the future.

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

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**FOR CITY CLERK ONLY**

**Council Meeting:**

**Disposition:**

**RECOMMENDATION:**

Approve appointment to the Cannabis Industry Tax Oversight Committee

**ATTACHMENT:**

1. Application

#9

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Thursday, October 14, 2021 11:53:41 AM  
**Last Modified:** Thursday, October 14, 2021 12:01:56 PM  
**Time Spent:** 00:08:15  
**IP Address:** 98.37.28.71

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**Q1**

Contact Information

|                     |                |
|---------------------|----------------|
| First and Last Name | Charles Friede |
| Address             | [REDACTED]     |
| City/Town           | San Rafael     |
| State/Province      | CA             |
| ZIP/Postal Code     | 94901          |
| Email Address       | [REDACTED]     |
| Phone Number        | [REDACTED]     |

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**Q2**

Cannabis Industry Tax Oversight Committee

What Board would you like to apply to?

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**Q6**

How long have you lived in San Rafael?

6+ years

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**Q7**

Business Information

|         |         |
|---------|---------|
| Company | retired |
|---------|---------|

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**Q8**

Social Media

How did you hear about this vacant position?

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**Q9**

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

not at this time

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**Q10**

List any civic organizations of which you are a member:

NA

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**Q11**

Education:

College: BA, Econ, Univ of North Carolina

Grad School: MBA, University of Virginia

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**Q12**

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

I want to learn more about about local government operates, and I would like to put my 30+ years of private sector experience to use.

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**Q13**

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

none

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**Q14**

Upload your resume.

**C Friede Resume Aug 2020 v1.pdf (157.4KB)**

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Page 4: Demographics

**Q15**

Ethnicity

[REDACTED]

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**Q16**

To which gender do you most identify?

[REDACTED]

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Q17



How old are you?

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# CHARLES R. FRIEDE, MBA

San Rafael, CA 94901 • Cell: (

• linkedin.com/in/charlesfriede

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## — EXPERIENCED FINANCE LEADER —

Results oriented, hands-on Financial Manager with extensive experience in budgeting, financial analysis, and management reporting in both large and small company environments. Strong analytical and communications skills, coupled with an ability to work closely with senior management on strategic and operational issues. Sees the big picture, able to translate the numbers into clear recommendations for executive action.

## — CORE COMPETENCIES —

- Strategic/Long Range Planning
- Advanced Excel Modeling
- Acquisition Modeling and Analysis
- Executive Presentations
- Team Development
- Hyperion Essbase
- Management Reporting
- Business Support

## — PROFESSIONAL EXPERIENCE —

**BIOMARIN PHARMACEUTICAL** • San Rafael, CA

**2014 – Present**

***Director, Finance***

Provide budgeting, analysis, and decision support for multiple groups within \$1.5 billion+ biotech firm

**Technical Operations Finance:**

Leads Business Support for Quality, Supply Chain, Process Science, and worldwide Capital groups

- Developed generic expense models for use in long-range planning of R&D costs.
- Revamped planning/analytical processes for \$140m+ worldwide capital budget
- Designed an enhanced monthly/quarterly reporting package
- Coordinated planning activities in two manufacturing locations (Novato, CA; Shanbally, Ireland)

**R&D Finance:**

Financial support for Research, Clinical, Regulatory and Medical Affairs functions

- Responsible for financial leadership of cross functional project teams in oncology and gene therapy
- Hired, developed highly functional team of four (seen as role model of financial support team)
- Implemented streamlined clinical accruals methodology
- Improved sophistication and accuracy of budgets and quarterly forecasts.
- Support for M&A activity including product acquisitions and divestitures.

**TEVA, INC.** • Frazer, PA

**2011 – 2013**

***Director, Commercial Financial Planning & Analysis***

Oversaw budgeting, analysis, management reporting, and financial support for largest branded products group of major pharmaceutical company.

- Spearheaded quarterly forecasting and annual budgeting process for \$3.7 billion revenue group.
- Provided financial modeling and support for sales and marketing of five promoted products.
- Led team of four through challenging systems changes and business unit integrations at two locations.

**CEPHALON, INC. • Frazer, PA 1999 – 2011 (Merged with Teva, October 2011)*****Director, Corporate Financial Planning & Analysis***

Directed corporate level budgeting, analysis, and reporting in support of rapid company growth.

- Created and managed quarterly forecasting and annual budgeting process as company expanded from under \$100 million to over \$2.8 billion in revenue, and from one US marketed product to 8.
- Established and led Long Range Planning process, including development of P&L, Balance Sheet, and cash flow models.
- Expanded forecasting and reporting models to integrate four major corporate acquisitions.
- Partnered effectively with senior management to provide presentations and analytical support for monthly Executive Committee meetings and quarterly Board of Directors meetings.
- Developed quarterly sales and earnings guidance for analysts and investors.
- Provided critical financial modeling and support for senior management and investment bankers during successful defense against hostile takeover.
- Key player during due diligence and integration phase of merger with Teva Pharmaceuticals.
- Supported Business Development group in analysis and modeling for potential acquisitions.
- Provided Financial Analysis and support for R&D and Commercial collaborations.

**NOVACARE, INC. • King of Prussia, PA****1995 – 1999*****Manager of Financial Analysis***

Managed budgeting, analysis, and management reporting for largest division of \$1 billion + health care firm.

- Implemented new budgeting/reporting system using Comshare (GEAC) multidimensional database.
- Led redesign of reporting, analytical tools triggered by change in Medicare reimbursement process.
- Designed sophisticated staffing models showing impact of productivity and turnover on revenue, expense, and profitability.

**THE FRANKLIN MINT • Franklin Center, PA*****Manager, Planning and Analysis***

Financial, Systems, and Operations work for a privately held \$700 million direct marketing company.

- Developed revenue and profitability models by product line and marketing channel, including analysis of promotion cost, attrition, and bad debt.
- Managed annual budget process for US and Canada, including development of departmental budgets, P&L's, and capital budget for \$400 million division.

**CONTAINER CORPORATION OF AMERICA • Wilmington, DE*****Plant Controller, Plastics Division***

Managed financial operations of small manufacturing business (division of a \$2 billion international firm), including responsibility for financial accounting, cost accounting, fixed asset management, A/P, and A/R.

**— EDUCATION —**

**MBA, Management • University of Virginia • Charlottesville, VA**  
 Colgate Darden Graduate School of Business Administration

**B.A., Economics • University of North Carolina • Chapel Hill, NC**