




**SAN RAFAEL CITY COUNCIL STAFF REPORT**

**Department: City Clerk**

**Prepared by: Lindsay Lara, City Clerk** **City Manager Approval:** 

**TOPIC: FIRE COMMISSION INTERVIEWS**

**SUBJECT: INTERVIEW APPLICANTS AND MAKE AN APPOINTMENT TO FILL ONE FOUR-YEAR TERM AND ONE ALTERNATE MEMBER FOUR-YEAR TERM TO THE END OF MARCH 2026 ON THE FIRE COMMISSION DUE TO THE EXPIRATION OF TERMS OF STEPHEN MIZROCH AND STAN BURFORD**

**RECOMMENDATION:**  
Interview the following applicants and make an appointment to fill one four-year term and one alternate member four-year term to the end of March 2026 on the Fire Commission due to the expiration of terms of Stephen Mizroch and Stan Burford, Alternate Member.

Name
Donna McCusker
Greg Knell
Jared White
Stan Burford

**BACKGROUND:**  
The terms of Stephen Mizroch and Alternate Member Stan Burford are set to expire at the end of March 2022. In 2014, term limits were established for boards and commissions and members of the Fire Commission are set at two terms. Stephen Mizroch is currently serving in his second and final subsequent term and was ineligible to reapply for the Fire Commission during this round, but would be eligible to reapply for a future vacancy. The City Clerk’s office recruited for applications on January 11, 2022, with an application deadline of January 27, 2022. The City Clerk’s office received a total of four (4) applications and verified each applicant resides in City limits.

The [Fire Commission](#) consists of five members and two alternate members who advise and support the goals and objectives of the San Rafael Fire Department. In concert with the Fire Chief, Fire Commission Members contribute their experience and expertise with department-related initiatives, such as Public Education and Information, Emergency

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**FOR CITY CLERK ONLY**

**Council Meeting:**

**Disposition:**

**SAN RAFAEL CITY COUNCIL AGENDA REPORT / Page: 2**

Preparedness, support of the San Rafael Fire Foundation, Essential Facilities Project, Photography, and documenting Fire Service History. Meetings are held on the second Wednesday of each month at 4:00 p.m. and are currently being held virtually.

**ANALYSIS:**

The deadline for submitting applications was January 27, 2022, and the City Clerk's Office received four (4) applications. Staff recommends the City Council interview the four (4) eligible applicants and make an appointment to fill the terms.

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

**COMMUNITY OUTREACH:**

The call for applications for the Planning Commission was advertised through mass email notification, the City website, Nextdoor, and Facebook social media platforms.

**RECOMMENDED ACTION:**

Interview the applicants and make an appointment to fill one four-year term and one alternate member four-year term to the end of March 2026 on the Fire Commission due to the expiration of terms of Stephen Mizroch and Stan Burford, Alternate Member.

**ATTACHMENT:**

1. Four (4) Applications
2. Municipal Code Excerpt

#3

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Tuesday, January 18, 2022 5:44:29 PM  
**Last Modified:** Tuesday, January 18, 2022 6:03:54 PM  
**Time Spent:** 00:19:24  
**IP Address:** 172.58.36.10

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Page 1

**Q1**

Contact Information

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

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**Q2**

Fire Commission

What Board would you like to apply to?

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Page 3

**Q6**

How long have you lived in San Rafael?

69 years

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**Q7**

Business Information

Company	Morgan Stanley
Address	Suite 235
City/Town	Folsom
ZIP/Postal Code	95630.3455

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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?

San Rafael Fire Foundation  
Marin Needle Arts Guild  
City of Folsom Citizens Academy attendee

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**Q10**

List any civic organizations of which you are a member:

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**Q11**

Education:

Bachelor of Arts

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**Q12**

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

Passionate about the Fire Department; my brother Michael McCusker was a firefighter for the city of Dan Rafael for 34 years.

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**Q13**

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

-0-

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**Q14**

**Respondent skipped this question**

Upload your resume.

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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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#1

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Wednesday, January 05, 2022 3:07:31 PM  
**Last Modified:** Wednesday, January 05, 2022 3:20:34 PM  
**Time Spent:** 00:13:02  
**IP Address:** 73.231.12.198

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Page 1

**Q1**

Contact Information

First and Last Name	Greg Knell
Address	[REDACTED]
City/Town	San Rafael
State/Province	CA
ZIP/Postal Code	93903
Email Address	[REDACTED]
Phone Number	[REDACTED]

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**Q2**

Fire Commission

What Board would you like to apply to?

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Page 3

**Q6**

How long have you lived in San Rafael?

1983

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**Q7**

Business Information

Company Breakpoint - retired

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**Q8**

City Manager's Newsletter

How did you hear about this vacant position?

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Boards and Commissions Application

**Q9**

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

San Rafael Committee for Paramedic Services; Chair-RxSsfe Marin; Digital Marin; Wikfire Measure A steering committee.

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**Q10**

List any civic organizations of which you are a member:

RGM; Pres.Santa Margarita Neighborhood ASSN. Education Rep. San Rafael Drug snd Alcohol Coalition

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**Q11**

Education:

UCLA LAW

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**Q12**

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

Vast experience in governance and budgets; knowledge of fire safety issues.

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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**

Respondent skipped this question

Upload your resume.

---

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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#2

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Thursday, January 06, 2022 1:42:14 PM  
**Last Modified:** Thursday, January 06, 2022 1:46:25 PM  
**Time Spent:** 00:04:10  
**IP Address:** 172.225.89.110

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Page 1

**Q1**

Contact Information

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

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**Q2**

Fire Commission

What Board would you like to apply to?

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Page 3

**Q6**

How long have you lived in San Rafael?

4 years

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**Q7**

Business Information

Company	Apple, Inc
City/Town	San Francisco
ZIP/Postal Code	94123

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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?

No, but I would like to get involved!

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**Q10**

List any civic organizations of which you are a member:

Currently not a member of local organizations, but trying to become more involved in my community

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**Q11**

Education:

Bachelors degree in fine arts : illustration

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**Q12**

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

I believe civic involvement is a cornerstone of a healthy democracy and I believe it is my responsibility to do so - specifically I chose to apply for the fire commission especially after seeing how the wildfires up north affected residents - I supported with some volunteer efforts through my employer up there.

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**Q13**

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

I can't think of any!

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**Q14**

Upload your resume.

**Jared White Resume 2021 3.1.pdf (50KB)**

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Page 4: Demographics

**Q15**

Ethnicity



**Q16**



To which gender do you most identify?

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**Q17**



How old are you?

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## PROFILE

Accomplished and driven manager of large technical team with a keen focus on the customer experience. Dedicated People Leader with a proven track record of measurable and scaleable success around company priorities. Skilled in driving engagement in my team, and developing careers through empowerment. I bring innovation and fresh perspective at the intersection of human connection and technology.

## EXPERIENCE

APPLE, INC - 2014 - 2021

### Manager (Technical Support / B2B Sales) - 2017 - Present :

- Ensure team achieves and maintains all performance goals and metrics, supporting 1100 customers per week.
- Create a performance and self-development culture around ever evolving company priorities. Proven track record delivering and leading high performing team. Goals included on-time %, session duration, business adoption, ownership opportunities, customer satisfaction and other KPIs.
- Responsible for hiring and creating training platform for support team of 60+. Creating scaleable structure to ensure consistent performance, training, and inclusive hiring process. Empowering peer-to-peer development and ownership of company priorities.
- Managed B2B sales team focused around creating sustainable revenue pipeline for Apple@Work Business. Managed technical support team of varying skill levels and technical savvy. Responsible for one of the highest performing teams in technical service accuracy and customer satisfaction in west coast America Market Team.
- Directly responsible for development of an additional 15-20 cross functional team members.
- Responsible for overall performance of 60+ technician organization, both in customer facing queues and repair strategy.
- Manage scheduling, staffing, queuing system strategy, and KPIs in highly ambiguous environment.

### Sales Coaching Lead - 2017 (promoted to Manager):

- In scope duties included developing and driving training platforms, rolling out pilot programs that influenced company strategy, gathering and delivering positive and constructive feedback, and managing Genius Bar technical support queues and sales floor resource management.
- Team Lead focused on driving company sales & experience priorities through development and coaching of sales team. Success supported by establishing and fostering a positive two-way feedback culture.
- Drive for results - team was consistently top performing for company priorities including new program adoptions, ownership opportunities, and services adoption.
- Lead out best practices for sales team and set the standard for performance culture

### Senior Sales Rep & Trainer - 2014 - 2017 (promoted to Sales Coaching Lead):

- Established and set the standard for a new company wide training role.
- Created and delivered internal training that demonstrated new products and services.
- Helped strategize, develop, and execute a community hub in a street side location that integrated Apple products & services priorities into educational sessions based on customer needs both for consumers and businesses.
- Lead training platform for B2B sales team with local businesses to deepen relationship with Apple.
- Sales expert with emphasis on new business account acquirement, loyalty program metrics, and Apple Product Professional with extensive knowledge of Apple ecosystem.
- Apple Business Team Specialist responsibilities included new account outreach, account management, and outreach campaigns focused on reinvigorating previously dormant accounts.
- Established and maintained pipeline goals, new account goals, and holiday gifting campaign.
- Team Lead on corporate marketing and events team. Helped plan and launch significant new product events at Apple headquarters.

## Selected Skills

Drives for Results | Managing through Ambiguity |  
Develops Talent | People Leader  
Limited Front-End Web Development : HTML | CSS | PHP  
Adobe Creative Suite  
Microsoft Office | G-Suite | Apple Suite  
Tableau | Medallia | KRONOS

## Education, Awards & Accolades

Bachelor of Fine Arts : Illustration - California College of the Arts 2014

New York Society of Illustrators Showcase 2014

New York Society of Illustrators Showcase 2015

#4

COMPLETE

Collector: Web Link 1 (Web Link)  
Started: Wednesday, January 19, 2022 4:11:56 PM  
Last Modified: Wednesday, January 19, 2022 4:41:32 PM  
Time Spent: 00:29:36  
IP Address: 98.37.30.181

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Page 1

Q1

Contact Information

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

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Q2

Fire Commission

What Board would you like to apply to?

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Page 3

Q6

How long have you lived in San Rafael?

28 years

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Q7

Business Information

Company	Retired - 51 years Bay Area Media
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Q8

How did you hear about this vacant position?

Other (please specify):  
Notified by City Clerk

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**Q9**

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

Graduation / Promotion ceremonies for SRFD. Other Department functions as requested by the Fire Chief

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**Q10**

List any civic organizations of which you are a member:

San Rafael Fire Commission [first term]  
Ceres Community Project of Marin - 2010 to present  
Homeward Bound - 2015 to present

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**Q11**

Education:

MA - Education 1969 San Francisco State  
BA - Radio/TV/Film 1964 San Francisco State  
AA - General 1962 City College of SF

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**Q12**

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

Continue supporting SRFD in their leading position with the MWPA. Help the public understand the need to participate in fire safety preparedness and vegetation management.

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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.

**TTP Resume copy.pdf (47.3KB)**

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Page 4: Demographics

**Q15**

Ethnicity



**Q16**

To which gender do you most identify?



**Q17**



How old are you?

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Stan Burford is best known for the 36 years he spent at KGO Radio and ABC-7 in San Francisco. In recognition of his service at KGO Radio Stan was inducted into the Bay Area Radio Hall of Fame in 2012.

Stan Burford got his start in August of 1961, at age 18, working for a small FM radio station in San Francisco. It was a delightful place to start, I was there for nearly three years. It was a small station. Its audience could fit into a phone booth.

As a San Francisco native he grew up in the city's foggy Richmond District. He graduated from San Francisco City College and San Francisco State University, where he earned a Bachelor of Arts degree in radio-television-film and a Masters Degree in Education.

Stan has worked for more than 20 media outlets and production companies during his 50+ years in the media. The list includes, KBCO, KBRG, KBAY, KFOG, KSFO, KPIX-TV, KCFT-TV, UCSF, WELLS FARGO, AMPEX, KNEW-TV, KBHK-TV, KBSC-TV, KVZK-TV, KGO-TV, KGO Radio, DISNEY CABLE, SFSU, KTVU-TV, PBS & GERMAN TV.

Stan's first BIG break was joining KSFO in 1963, without a doubt, the radio powerhouse in the Bay Area in the 60's & 70's, headed up by popular, iconic personalities like the legendary Don Sherwood and Jim Lange, among countless others.

In the mid-1970s, with wife, Julie, and two young children, Burford packed up and left the Bay Area. He also left the U.S. mainland. Accepting a job to operate a television facility in American Samoa, Burford was responsible for the simultaneous operation of six different TV channels.

Returning to the Bay Area Burford would be hired by KGO-TV. He would become the station's Executive Producer of programming, in which he oversaw the work of 22 producers, 19 directors and a dozen production assistants. It was the busiest television production house in San Francisco. "I was having the time of my life," he says.

The station had a huge budget for locally-produced programming, and, it didn't hurt that KGO-TV 'owned' the marketplace. The station was in a great position--and ABC was the number one network in the country."

During his tenure as Executive Producer the station won dozens of EMMY awards, eleven of which went to Burford for his contributions. He remained at KGO-TV until 1982.

At 39, he joined Power-Rector, a production company based at KQED Channel 9. The firm had won a contract with the Walt Disney Company in 1982, one of 12 production companies nationally that each would produce a series of television programs for The Disney Channel.

For Power-Rector, they developed a science program, *Scheme of Things*, and Burford was the executive in charge of production. The show was shot all over the country. In nine months, Burford and his crew cranked out 72 half hour episodes.

Burford held down many positions simultaneously. While the Disney contract lasted only a year, Burford had been doing double duty at KGO Radio two years. Beginning in 1980 at the radio station as a traffic reporter, Burford would spend the next 31 years giving traffic reports to the largest audience in Northern California.

In 1989 Burford penned a book, *Rush Hour Relief*, based loosely on a three-ring binder of notes and maps he would take with him when reporting on the traffic from the air. The book was published by Globe Pequot in 1990.

When not working, he spends time with his wife of 56 years, Julie, at their home in Marin, and also helps her with the Ceres Community Project of Marin. [a non-profit organization serving the nutritional needs of cancer patients.] She recently retired from managing the Moscone Center.



## **SAN RAFAEL CHARTER**

### **ARTICLE VIII Executive and Administrative Departments, Section 10. FIRE COMMISSION.**

There shall be a board of fire commissioners 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 chief of the fire department shall be an ex officio member of the commission but shall not be entitled to vote as a member of the commission. The members of the commission 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 commission shall be staggered in the manner provided by resolution of the council. The board of fire commissioners 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.)

#### **2.16.010 Board of Fire Commissioners.\***

A board of fire commissioners is created. (Ord. 889 § 2, 1967: Ord. 825 § 1, 1965: Ord. 422).

\* Fire Commission--See San Rafael Charter, Art. VIII § 10.

#### **2.16.011 Board membership--Compensation.**

The board of fire commissioners shall consist of five members appointed by the city council, one of whom may be a councilman. The chief of the fire department shall be an ex officio member of the commission, but shall not be entitled to vote as a member of the commission. All members of the commission shall serve without compensation. (Ord. 889 § 3 (part), 1967).

#### **2.16.012 Board term of office and removal.**

The members of the board of fire commissioners 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 commission shall be staggered in the manner provided by resolution of the city council. (Ord. 889 § 3 (part), 1967).

#### **2.16.013 Board 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 fire commissioners shall be:

To review and recommend concerning the future needs of the fire department in respect to long-range capital needs, including buildings, training facilities, and water mains and hydrant replacements;

To review the relationship of the fire department with other governmental agencies and private entities concerning topics which the commission feels present a true and pressing need for the city's fire service, i.e., mutual aid and the fire rating system of the Independent Insurance Office;

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

To recommend to the fire chief and the city council action concerning initial adoption and future amendments to the fire prevention code, the building code, and other such ordinances which pertain to the prevention of fires within the community;

To receive monthly reports from the department head concerning the general operations and functions of the department;

To perform such other duties as may be prescribed by the city council.

(Ord. 1131 § 1, 1974: Ord. 889 § 3 (part), 1967).