



AGENDA

SAN RAFAEL CITY COUNCIL SPECIAL MEETING MONDAY, APRIL 11, 2022 AT 4:30 P.M.

Watch Webinar: <https://tinyurl.com/ccsm-2022-04-11>

Listen by phone: (669) 900-9128,

ID: 836-0093-9519#

One Tap Mobile: US: +16699009128,,83600939519#

Members of the public may speak on Agenda Items.

1. **Planning Commission Interviews**

Interview Applicants and Make an Appointment to Fill One Unexpired Four-Year Term to the End of June 2023 on the Planning Commission Due to the Resignation of Mark Lubamersky (CC)

Recommended Action - Make Appointment

ADJOURNMENT:

Any records relating to an agenda item, received by a majority or more of the Council less than 24 hours before the meeting, shall be available for inspection online. Sign Language interpreters may be requested by calling (415) 485-3066 (voice), emailing city.clerk@cityofsanrafael.org or using the California Telecommunications Relay Service by dialing "711", at least 72 hours in advance of the meeting. Copies of documents are available in accessible formats upon request.



SAN RAFAEL CITY COUNCIL STAFF REPORT

Department: City Clerk

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

TOPIC: PLANNING COMMISSION INTERVIEWS

SUBJECT: INTERVIEW APPLICANTS AND MAKE AN APPOINTMENT TO FILL ONE UNEXPIRED FOUR-YEAR TERM TO THE END OF JUNE 2023 ON THE PLANNING COMMISSION DUE TO THE RESIGNATION OF MARK LUBAMERSKY

RECOMMENDATION:

Interview the following applicants and make an appointment to fill one unexpired four-year term to the end of June 2023 on the Planning Commission due to the resignation of Mark Lubamersky.

Name
Brad Gaffney
Dale Newhouse
Doran Bilderman
Kelly Shalk
Michael Alexin
Mindy Anderson
Pamela Reaves
Paul Nave
Sunny Lee
Supriya Menon

BACKGROUND:

The [Planning Commission](#) consists of community volunteers appointed by the City Council to make decisions or advise the Council on land use and property development issues. The Commission assures that new development is consistent with our long-range General Plan, State laws and other public policies that advance the interests of our community. [Meetings](#) are held second & fourth Tuesdays at 7:00 p.m.

FOR CITY CLERK ONLY

Council Meeting:

Disposition:

SAN RAFAEL CITY COUNCIL AGENDA REPORT / Page: 2

Mark Lubamersky submitted his resignation and the City Clerk's office recruited for applications on December 9, 2021 and subsequently extended the application period to 'open until filled'. The City Clerk's office received a total of eight applications for the single vacancy, verified each applicant resides in City limits, and scheduled a Special City Council meeting to conduct interviews for March 14, 2022; however, one applicant withdrew and two other candidates were unable to attend the interviews so the City Clerk's office cancelled the interviews and reopened the application period until a new date could be selected to hold interviews. Three additional applications were submitted, for a total of ten applicants.

ANALYSIS:

The deadline for submitting applications was left open until filled and the City Clerk's Office received ten (10) applications. Staff recommends the City Council interview the ten (10) eligible applicants and make an appointment to fill the one unexpired term.

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 ten applicants and make an appointment to fill one unexpired four-year term to the end of June 2023 on the Planning Commission.

ATTACHMENT:

1. Ten (10) Applications
2. Municipal Code Excerpt

#3

COMPLETE

Collector: Web Link 1 (Web Link)
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Time Spent: 03:27:21
IP Address: 70.36.195.20

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Q1

Contact Information

First and Last Name	Brad Gaffney
Address	██████████
City/Town	San Rafael
State/Province	CA
ZIP/Postal Code	94901
Email Address	████████████████████
Phone Number	██████████

Q2

Planning Commission

What Board would you like to apply to?

Page 3

Q6

How long have you lived in San Rafael?

21 yrs

Q7

Business Information

Company	Brad Gaffney
Address	P.O. Box 150038
City/Town	San Rafael
ZIP/Postal Code	94915

Q8

Friend

How did you hear about this vacant position?

Q9

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

no

Q10

List any civic organizations of which you are a member:

none

Q11

Education:

B.S. Chemical Engineering, University of Wisconsin
B.S. Computer Science, California State University, Los Angeles

Q12

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

I'd like to serve as voice for the community on issues that affect the quality of life for residents of San Rafael as a whole.

Q13

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

none

Q14

Upload your resume.

Brad_Gaffney-SR.pdf (80.7KB)

Page 4: Demographics

Q15

Other (please specify):

Ethnicity

██████████

Boards and Commissions Application

Q16



To which gender do you most identify?

Q17



How old are you?

Brad Gaffney

San Rafael, CA, 94901

WWW:

www.sonic.net/~bgaffney *

Tel.:

Email:

SUMMARY

Experienced UNIX/Linux system administrator.

EDUCATION/TRAINING

6/89 California State University, Los Angeles
B.S. Computer Science GPA 3.6

8/78 University of Wisconsin - Madison
B.S. Chemical Engineering GPA 3.2

Foreign Languages: German

PROFESSIONAL EXPERIENCE

11/2021 - Present Sabbatical, acquiring new skills, enjoying other activities.

6/2008 - 11/2021 **UNIX/Linux IT consultant**

1/2008 - 6/2008 **Senior UNIX Administrator/Configuration Mgt.and Release Engr.**, Symantec
Mountain View, CA

8/2006 - 6/2007 **Senior UNIX Systems Administrator**, Yahoo!
Sunnyvale, CA

12/2005 - 8/2006 **Software Release Engineer**, Copart Auto Auctions
Fairfield, CA

4/2004 - 11/2005 UNIX/Linux Consultant

6/2003 - 2/2004 **Build And Release Mgr.**, New Century Mortgage (Contract)
Irvine, CA

2/2002 - 4/2003 **Webmaster**, Corporate Coach website (Contract, Part Time)

3/2002 - 3/2003 **Sr. Developer**, Neoforma
San Jose, CA

Brad Gaffney

[REDACTED]
San Rafael, CA, 94901

WWW:

www.sonic.net/~bgaffney *

Tel.:

Email:

[REDACTED]

- 1/2001 - 6/2001 **Senior UNIX System Administrator**, Health Net, Pt. Richmond, CA
- 2/2000 - 4/2002 **UNIX (Solaris) Technical Instructor**, San Francisco State University
(Contract, part-time)
College of Extended Learning
San Francisco, CA
- 7/1999 - 1/2000 **UNIX Consultant**
- 9/1997 - 6/1999 **Engineering Specialist**, BAE Systems
San Diego, CA

Experience prior to 1999 available on request.

#6

COMPLETE

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Started: Monday, February 07, 2022 10:52:13 AM
Last Modified: Monday, February 07, 2022 10:57:41 AM
Time Spent: 00:05:27
IP Address: 98.248.164.142

Page 1

Q1

Contact Information

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

Q2

Planning Commission

What Board would you like to apply to?

Page 3

Q6

How long have you lived in San Rafael?

28 years

Q7

Business Information

Company	Retired
---------	---------

Q8

How did you hear about this vacant position?

Other (please specify):
Neighborhood association

Q9

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

Southern Heights neighborhood association

Q10

List any civic organizations of which you are a member:

Southern Heights neighborhood association

Q11

Education:

BA-business

MBA- Small business concentration

Q12

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

I love San Rafael, expect to be here the rest of my life, I'm a real estate broker and interested in our quality of life!

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]

#4

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, March 16, 2022 4:07:49 PM
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Time Spent: 00:09:02
IP Address: 73.71.173.82

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Q1

Contact Information

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

Q2

Planning Commission

What Board would you like to apply to?

Page 3

Q6

How long have you lived in San Rafael?

3 years, plus previously for 3 years

Q7

Respondent skipped this question

Business Information

Q8

Community Center / Library

How did you hear about this vacant position?

Q9

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

Neighborhood Association

Q10

List any civic organizations of which you are a member:

n/a

Q11

Education:

BS CIS

Q12

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

I love San Rafael and have lived here for the second time now, starting a family this time. I'd like to give back to the community and help shape the future of San Rafael.

Q13

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

I am an employee of Palo Alto Networks, and would be limited in any interactions involving cybersecurity consultations or purchasing. I don't see any conflict for the planning commission.

Q14

Upload your resume.

Doran Blinderman Resume - SR.pdf (98.3KB)

Page 4: Demographics

Q15

Ethnicity

[REDACTED]

Q16

To which gender do you most identify?

[REDACTED]

Q17



How old are you?

DORAN BLINDERMAN

San Rafael, CA • [REDACTED] • [REDACTED]
www.linkedin.com/in/doranblinderman

SUMMARY OF QUALIFICATIONS

Seasoned technology leader with over 15 years of diverse experience in cloud technology, large-scale infrastructure programs and engineering leadership. Strong business acumen and execution capabilities with deep expertise in platform modernization. Possess a strong passion for developing high-performing teams and driving cultural change through mentoring, coaching and professional development with a proven ability to lead global teams.

KEY CAPABILITIES

- Talent Management
- Team Culture and Development
- Technical Strategy & Road-mapping
- Department Financial Planning and Budgeting
- Enterprise Architecture
- Cloud Architecture
- Application Architecture
- Agile Software Development
- Continuous Integration
- Continuous Deployment (CI/CD)
- Cyber Security Operations & DevSecOps
- SOC2 and FedRamp Compliance
- Disaster Recovery & Business Continuity
- Infrastructure as Code
- Monitoring & Site Reliability Engineering
- Application & DevOps Automation Development
- Cloud Cost Optimization

EXPERIENCE

Expansive (Acquired by Palo Alto Networks), San Francisco, CA

Head of DevOps & Director Platform Engineering (July 2020 - Current)

- Directed and managed activities and recruiting of DevOps, DevSecOps, and Platform Application Engineering teams
- Lead the agile application development team of company's primary product differentiator, a human in the loop machine learning system providing continuous asset discovery for Expansive's customers and the worlds most critical networks
- Defined and executed company strategy and plan for attaining SOC2 certification
- Started the DevSecOps team at Expansive to manage the security of our own cloud, lead the company to FedRamp High and DoD IL4/5 certification, and shift the security culture of a world leading security company
- Integrated teams, cultures, networks, compute, workflows, and products for the worlds fastest growing cybersecurity company's largest acquisition ever

Revinat, San Francisco, CA

Senior Director, Infrastructure (May 2019 - July 2020)

- Directed and managed activities and recruiting of Cyber Security, Cloud Infrastructure, Developer Tools, Global IT, and Enterprise Program Management functions
- Defined and executed company strategy and plan for attaining SOC2 certification
- Set vision and built Cyber Security Ops team overseeing 24x7 threat detection and response
- Led the company-wide application and infrastructure vulnerability management programs
- Advised C suite Exec team and drove adoption of Enterprise Risk Management policy and Risk Assessment procedures as input for board updates and decisions
- Created Information Security Policy and managed information security and risk management awareness training programs for all employees, vendors, and contractors

- Collaborated with application development and data engineering teams to formalize architecture standards and security requirements to improve security posture
- Identified strategy and executed multiple application modernization programs to migrate off of legacy unsupported technologies to cloud native platforms resulting in \$200k yearly savings
- Reduced AWS cloud computing costs by over \$350k per year through infrastructure re-architecture, vendor negotiations, and instituting a cost optimization program
- Identified KPIs and led improvements in performance and availability of all applications and cloud platform

Anki, San Francisco, CA

Director, Cloud Infrastructure & DevOps (*July 2018 - May 2019*)

- Attracted and hired top technology talent to build a high performing cloud team, develop products and cloud infrastructure services, and launch the worlds largest autonomous consumer robotics cloud platform, all within months of starting.
- Build and scaled cloud platform for always connected robots using gRPC services with low latency bi-directional streaming, cloud enabled artificial intelligence, natural language processing and intent matching, IOT security and token management, and automatic robot firmware updates.
- Drove process improvement and operational readiness for the organization to support 24x7 always on cloud operations with highly available services.
- Became a trusted advisor to founders and executives on their cloud strategy, enterprise architecture, new technology adoption, and helped define their cloud-connected product vision and roadmap.
- Lead an effort to deprecate legacy ansible automation with terraform, enabling end to end infrastructure as code for all services, infrastructure, monitoring, and cloud security.

Oportun, Redwood City, CA

Senior Director, Enterprise Architecture, Platform & Automation, Collaboration (*March 2017 - July 2018*)

- Design and build all enterprise platforms, infrastructure, and cloud solutions to enable the growth of a Silicon Valley Fintech & mission-driven Community Development Financial Institution (CDFI) with 260+ retail locations, 3,000+ employees, 1+ Million unique customers, and \$5+ Billion in disbursements.
- Lead department and mentor a team of 50+ members accountable for system and database administration, Site Reliability Engineering (SRE), DevOps Automation, Developer Tools (CI/CD) to support engineering, Collaboration, Enterprise Applications, and desktop/mobile device support.
- Develop architecture standards and strategic technology roadmaps.
- Improved CI/CD tools and release process to reduce complexity and increase release frequency from once every 2 weeks to several times per week.
- Constructed new machine learning process for data science team saving 18 hours per week.
- Instituted automated code quality checks, and automated infrastructure deployment testing.
- Create, own and execute financial plans to meet business objectives within budget.
- Saved \$1 M in 2017 through process improvements, automation, and contract negotiations.
- Drove cultural change to streamline and standardize IT End User Services' processes across all domestic and foreign headquarters, contact centers, and customer-facing retail outlets.

Director, Platform Services and Automation (*January 2016 - March 2017*)

- Attracted and hired top technology talent to establish infrastructure functions and developed team managers to lead new capabilities supporting 3x environment growth.
- Introduced a DevOps culture of ownership and open collaboration into the technology org.
- Re-Architected applications to enable the migrations to Amazon Cloud with infrastructure as code, immutable infrastructure, auto-scaling, and high availability for all Oportun products and applications.
- Established ability for engineers to create environments on demand in minutes, down from 1+ month manual process.

- Created site reliability (SRE) function and critical monitoring, using metrics to drive increased uptime.

Accenture, San Francisco, CA

Manager, Cloud Infrastructure Strategy and Architecture (2015)

- Built and directed on-shore and off-shore technical teams to develop cloud hosting strategies and architecture, deployment plans, data migration planning, HA testing, go live readiness, and performance for an e-commerce site serving 40+ million active customers and 6,500+ client stores.

Manager, Data Center Technology (2011 - 2012)

- Established PMO function, presented frequent updates and key metrics to executives, negotiated goals, and delivered client-facing project management operations for a year-long program migrating 500+ applications across 5 business segments and 25+ execution teams of a top global media conglomerate.

Consultant, Data Center Technology

- Created and presented high-level data center strategy and migration plans for a top global media client.
- Oversaw B2B e-commerce platform upgrade that generated over \$10 billion revenue annually while cutting backend costs in half for Fortune 20 client; instituted non-functional requirements process, operational readiness, and high availability testing across 15 client teams.
- Identified opportunities and up-sold additional services to client.

Nationwide Insurance, Columbus, OH

Solutions Engineer Consultant (2009 - 2011)

- Led 20+ solutions engineers responsible for the design, build, and delivery of infrastructure and disaster recovery plans for all line of business web apps and data center hosted products.

Systems Engineering Specialist (2007 - 2009)

- Supervised IT engineers a drove delivery for a \$300 million data center migration project.

Senior Analyst (2004 - 2007)

- Oversaw and trained 10 middleware engineers to support, monitor, and improve critical servers and system efficiency, enabling 300% growth over two years and \$1.5 billion direct written premium.

EDUCATION AND CERTIFICATIONS

MIT (Massachusetts Institute of Technology), Cambridge, MA (2016)

Future Commerce: Fin-Tech Certificate Course

Cleveland State University, Cleveland, OH (2003)

Bachelor of Science, Computer and Information Science

#7

COMPLETE

Collector: Web Link 1 (Web Link)
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Last Modified: Wednesday, February 09, 2022 9:39:15 PM
Time Spent: 00:19:44
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Q1

Contact Information

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

Q2

Planning Commission

What Board would you like to apply to?

Page 3

Q6

How long have you lived in San Rafael?

Almost 3 years

Q7

Business Information

Company	Timescale
Address	335 Madison Ave
City/Town	New York
ZIP/Postal Code	10017

Boards and Commissions Application

Q8

How did you hear about this vacant position?

Friend,

Other (please specify):

Shingai is a friend. Both our kids attended the JCC together.

Q9

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

Not as much as I would have hoped to. Having 2 babies during the pandemic has made it challenging but I'm now in a better place to get involved. I was involved in Boulder prior to San Rafael and my entire life have been involved in the local and global community. My husband and I have decided to put down roots here in San Rafael and I care deeply about creating a thriving inclusive and wonderful community.

Q10

List any civic organizations of which you are a member:

Not recently however we are a contributing member to SF Food Bank and the Nines.

Other organizations I've been part of (not local however): Glide, TechWomen, Girls Who Code, Girl Scouts.

Q11

Education:

BA in International Relations and Spanish. Fluent in Spanish.

Q12

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

I care deeply about making San Rafael a great place to live and that we foster an inclusive, diverse, thriving and safe city. I've put roots down here (as has my mom recently), am raising my kids here, and am dedicated and committed to helping my community. I have many years of experience in community development, technology, and marketing that I think would be valuable. I also care deeply about supporting our local businesses and want to see them succeed.

Q13

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

Not sure of any :)

Q14

Upload your resume.

Kelly McMichael - Resume.pdf (91KB)

Q15

Ethnicity

[REDACTED]

Q16

To which gender do you most identify?

[REDACTED]

Q17

How old are you?

[REDACTED]

Kelly McMichael

Results-oriented professional with an entrepreneurial spirit who thrives in creating, implementing, and evolving programs and teams. Areas of focus include: Developer Marketing, Community Management, Diversity Outreach, Event Production, Engineering Recruitment. I'm happiest when helping others.

EXPERIENCE

Slack, Remote (2020 - Present)

Head of Developer Marketing

December 2020 - Present

- Build and lead developer marketing strategy and execution for the Slack Platform which enables prospective and existing Slack developers to build powerful apps and workflows in Slack.
- Program, position and grow all dev content, event, and community initiatives and channels.
- Advocate on behalf of developers across Slack to ensure representation in marketing and we remain focused on building authentic and technically credible developer communications.

Microsoft, Remote [2018 - 2020]

Principal PM Lead

June 2018 - Dec 2020

- Led Microsoft's Developer Relations PM team (4 regional managers, 24 program managers distributed across 15 cities globally.) Team was responsible for local developer relations marketing strategy and execution - consisting of content, events, and community engagement.
- Recruited and onboarded most of the team remotely in 1 year. Developed strategy, playbooks, and planning offsites from the ground up in deep partnership with Developer Advocacy.
- Successfully navigated and partnered across Microsoft's global field marketing organization, accounting for cultural differences in how Microsoft's business is run globally, leadership differences across local work cultures; accounting and advocating for vastly different needs and unique qualities of each developer community and sub-community worldwide.
- Was responsible for local online and offline developer relations events - both 3rd party and 1st.

Twitter, San Francisco, CA [2012 - 2018]

Senior Developer Advocacy Marketing Manager

October 2015 – May 2018

- Created & implemented Twitter's first Advocacy Program [Twitter Developer Communities](#) - organized 50+ community-led meetups and recruited 30+ community leaders worldwide.
- Responsible for all aspects of program - from website creation, volunteer selection and training, swag management, budget allotment, social management, content, and growth.
- Built and managed social strategy for developer focused accounts (mainly @TwitterDev.)
- Plan, promote and execute on community centric developer events: 20 Twitter hosted events, 22 3rd party meetups, 58 speaking engagements. Manage community forum, email, 11 newsletters, and social; resulting in a 91% increase in followers, 40% increase of profile visits and a 260% increase of tweet impressions - strongly exceeding internal benchmarks and goals.
- Co-organized Twitter's [#HelloWorld](#): a global campaign. We toured 12 cities in 6 countries over 16 weeks, reaching 5000 developers, and 35+ community events. Implemented a [thoughtful approach](#) to leadgen - ensuring we were targeting diverse attendees and planned Twitter's [first event in Africa](#). #HelloWorld received an 89% overall favorable experience score.

Recruitment Brand & Events Manager

March 2015 - October 2015

- Manage a team of 3 marketers - responsible for content internally and externally facing: management of careers site, Glassdoor, LinkedIn, and Twitter ([@JoinTheFlock](#)).

- Hosted 15 targeted eng events of 200+ in attendance, 22 meetups and sponsored 13 conferences - increasing pipeline of qualified leads by 65% resulting in 1463 active candidates, 405 phone interviews, 132 onsite interviews, and 39 eng hires.

Lead Recruiting Programs Specialist

April 2014 - March 2015

- Promoted to lead specialist and manager. Organized 15 conferences - maximizing on strong partnerships internally with employee resource groups. Increased recruitment pipeline by 61%.
- Founding member of Twitter's Women in Engineering group, [@WomEng](#). Manage social presence in addition to all women in Tech events, including Twitter's presence at [Gracehopper Conference](#). Planned Twitter's Womeng Hackathon for a 2nd year, [#ChimeHack2](#).
- Organized first engineering events in London and Dublin: [#ScalingTwitter](#).

Recruiting Programs Specialist

March 2013 - April 2014

- Created Twitter's recruiting events and marketing function along with benchmarks for success and an event pipeline of 3,400 engineering leads resulting in 26 critical eng hires.
- Organized Twitter's Seattle Open House, Boston Open house, the first Twitter Organized Hackathon @TwitterHQ [#ChimeHack](#), and Twitter's presence at 10 top-tier eng conferences.

Employee Referral Program Specialist & Coordinator

January 2012 - March 2013

- Created and managed Twitter's 1st Employee Referral Program. Responsible for all aspects: response rate, dashboard, process, and creation of an incentive program to scale.

Groupon, Palo Alto, CA

Engineering Sourcer & Recruiting Coordinator

May 2011 - January 2012

- Primary coordinator for CA office through IPO to ensure candidates' needs were met.

Laufer and Associates, Boston, MA

November 2008 – April 2010

Staffing Manager

- 2nd in command to the CEO - Laufer's sole Recruiter.

Girl Scouts of Northern California, Chico, CA

July 2007 - September 2008

Rural Community Specialist

- Implemented the Challenge Yourself, Change the World social entrepreneurship program.

EDUCATION

California State University, Chico

August 2003 - May 2008

Universidad Católica de Granada

May 2005 - June 2006

Bachelor of Arts in Spanish, Bachelor of Arts in International Relations

AWARDS AND COMMUNITY

Mentor and volunteer, TechWomen Program & Girls Who Code

September 2014 - Present

Bilingual, Cross-cultural, Language and Academic Development (BCLAD) Scholarship

August 2003

SKILLS

Fluent in Spanish. Well versed in: Twitter Ads, Slack, Splashtat, Meetup.com, Eventbrite, Jira, Airtable. Exceptional written and verbal communication skills.

#2

COMPLETE

Collector: Web Link 1 (Web Link)
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Time Spent: 00:26:48
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Page 1

Q1

Contact Information

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

Q2

Planning Commission

What Board would you like to apply to?

Page 3

Q6

How long have you lived in San Rafael?

6 years, 7 months

Q7

Business Information

Company	Alexin Consulting
Address	224 Spring Grove Ave.
City/Town	San Rafael
ZIP/Postal Code	94901

Boards and Commissions Application

Q8

How did you hear about this vacant position?

Other (please specify):

From my City Council Member- Eli Hill

Q9

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

West End Neighborhood Association
San Rafael Downtown Plan-Design Charette

Q10

List any civic organizations of which you are a member:

None currently.

Q11

Education:

Oberlin College, Oberlin, OH: B.A. of Arts in Government, Spanish;
Stanford University D-School: Design Thinking Certification

Q12

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

I have a long history of civic engagement through non-profit board work and college advisory councils. I now am semi-retired, so have time to give back to my community in a capacity that aligns with my passions--especially that of keeping our city a desirable and beautiful place to live for all of our diverse residents. I am also passionate about architecture and design and have always been interested in urban planning. I think I can provide City staff a useful perspective with my extensive background in design, my familiarity with our community, and my passion as a resident to help ensure that San Rafael grows as a special and inviting place to live into the future.

Q13

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

None that I know of.

Q14

Upload your resume.

Michael Alexin V12 DESIGN_2022pdf.pdf (178.1KB)

Q15

Ethnicity

[REDACTED]

Q16

To which gender do you most identify?

[REDACTED]

Q17

How old are you?

[REDACTED]



Visionary design leader and inspiring retail executive with strong track record of product innovation, organizational leadership, and fiscal results. Successes include building multibillion-dollar design and development strategies, global brand management and business reinvention. Respected and collaborative creator of successful architectural color, design, and home-renovation projects.

AREAS OF EXPERTISE

- **Strategy, Execution & Leadership**
- **Product Design & Development**
- **Reinventing & Rebuilding Businesses**
- **Global Brand Management**
- **Organizational Transformation**
- **Staff Mentoring & Advancement**
- **Operations Management**
- **Cost Reduction**
- **Key Partnership Development**
- **Sustainability Leadership**
- **Architectural Color Planning**
- **Interior Renovation and Design**

CAREER HIGHLIGHTS

- **Served as a key architect of Target's differentiation strategy to establish the company as a leading value fashion retailer. Delivered in-house apparel product design & development capability, and built a team of more than 400 staff to double apparel sales from \$6 billion to \$13 billion.**
- **Advanced Nike as a prominent sports apparel retailer. Developed and implemented the strategy for global product line merchandising and achieved 22% increase to apparel net sales within 3 years.**
- **Transformed distressed subsidiary of HSNi, TravelSmith. Re-engineered the corporate strategy, created a new brand, product assortment and marketing/Ecommerce strategy to rebuild the business. Guided the entity through successful sale.**

PROFESSIONAL EXPERIENCE

ALEXIN CONSULTING, San Rafael, CA **Principal/Owner, 2017 - Present**

Architectural Color and Design Focus: Interior/exterior color schemes and interior design projects, including space layout, lighting, flooring finishes and fixtures.

- Built successful partnerships with private clients around the Bay Area.
- Over 60 completed projects across all main architectural styles, including Victorian, Spanish/Mediterranean, Modern, and Mid-Century.

Business Focus: Developed a private consulting practice focused on helping business leaders innovate, excel, and profitably grow their brands and businesses. Recent clients include:

- Indigenous Designs, Inc., Sebastopol, CA (Premium apparel brand based on organic, fair-trade and artisan-made fashion): Role includes brand leadership, merchandising leadership, long-range product planning, market opportunity analysis and strategic advisor to CEO.
- Alvarez & Marsal Private Equity, San Francisco, CA: Senior Advisor for business development team.

TRAVELSMITH (Subsidiary of HSNi), Novato, CA **President, 2015 - 2016**

Recruited to transform this compromised \$60 million eCommerce/catalog retailer and prepare the business for sale. Revamped management, team, operations, branding, product assortment, quality and expenditures. Led the 65-person business in the implementation of an aspirational, travel-inspired creative strategy. Achieved corporate objective within 12 months with a successful acquisition in late 2016.

- Completed business evaluation and recruited key talent to address deficits and transform legacy management team.
- Optimized workflow and business process to reduce employment overhead by 14%.
- Re-positioned brand to engage target consumer through fresh, relevant product and aspirational 'on location' experience.
- Directed marketing and eCommerce teams to establish innovative partnerships and better monetize customer file.
- Implemented new assortment strategy comprised of internal product development and strategic market buys. Reduced style offering by 20% to focus on key items, relevant seasonal fashion, and brand partnerships.
- Evaluated and addressed vendor matrix and sourcing process to increase margins by 200 bps.
- Adjusted market flow of catalog drops to better address market opportunities. Introduced improved circulation models
- Established metrics that included the 'test and read' process for new products and web marketing programs.
- Implemented aggressive social media strategy to grow target customer base by 10%.
- Guided the company through due diligence process to successful conclusion of company sale, in partnership with investment bankers.

TARGET CORPORATION, Minneapolis, MN**Vice President & General Merchandise Manager, Product Design & Development, 2002 - 2014**

Hired to create and implement in-house design and brand strategy and to build Target's Product Design & Development organization from the ground up, including structure, talent and processes. Established product creative direction and provided oversight for brand management strategy and business process development for Target's \$14 billion apparel & accessories division. Built and led a team of more than 400 global staff, and managed a \$31 million budget to drive sales across stores and digital channels.

- Doubled sales for Target's apparel and accessories business during tenure from \$6.3 billion to more than \$13 billion.
- Re-engineered core business and product processes and instituted leading-edge product design and development systems.
- Oversaw recruitment, onboarding, and advancement of more than 350 new team members. Achieved less than 6% average annual staff attrition with 80% of openings filled through internal talent development.
- Expanded internally designed and direct-sourced product from 18% to 60% and increased gross margin by more than 900bps.
- Reduced total lead-time for production process by 25 weeks and converted 20% of assortment to fast track.
- Developed more than 16 internal and partnership brands that included Merona, Mossimo, Circo, Issac Mizrahi, Oshkosh Genuine Kids, Liz Lange, Champion, Converse, Cherokee and Shaun White. Provided oversight for more than 40 designer collaborations such as Liberty of London, Missoni, Calypso St. Barth.
- Revamped product assortments to increase quality and improve taste level, trend relevance, and consumer appeal.
- Created Target's first fabric development process and supplier matrix.
- Built strong creative culture, identity, pride-of-ownership, accountability, and morale within division.
- Tapped by CEO to lead the development of Target's corporate sustainability policy and strategy.

EDDIE BAUER, Bellevue, WA**Senior Vice President of Product Design & Development, 1998 - 2000**

Selected to drive product vision and strategy for the Eddie Bauer global brand across all business segments including Apparel, Home, Gear, Gifts and Accessories. Led the Design & Product Development organization of 107 staff, 3 divisional vice presidents and 9 directors. Modernized and repositioned Eddie Bauer's product image and reengineered entire product development process. Promoted from Vice President to Senior Vice President within 14 months.

- Added more than \$10 million of new business by introducing new product categories.
- Achieved 20% comparative store increase in 2000 for Eddie Bauer Home.
- Instituted a more effective raw materials research and development process to drive 15% improvement in gross margins over 2 years.

NIKE, Beaverton, OR**Global Director of Apparel Merchandising, 1995 - 1998**

Recruited to advance the Nike Apparel Merchandising organization worldwide. Led more than 400 employees across Europe, Asia/Pacific, Latin America/Canada, and the United States, and set strategic direction for global product line development and management in support of regional business plans. Assumed additional responsibility for Global Apparel Marketing in 1997. Set direction for brand evolution and focus.

- Drove 22% increase in global apparel net sales during tenure.
- Increased worldwide line productivity by more than 20% through strategic style/SKU management.
- Boosted Nike's apparel product positioning, drove product innovation, and promoted differentiation. Increased gross margins by 3%.
- Established corporate vision, framework and operating standards for the global merchandising organization. Improved bench strength, talent pool and 'esprit de corps' significantly.
- Developed and managed several new revenue streams including Nike sport golf, snowboarding, and women's sports.

LEVI STRAUSS & CO., San Francisco, CA**Director of Product Design & Development, Dockers Menswear Division, 1986 - 1995**

Promoted to supervise all aspects of seasonal product design and development across Dockers Sportswear, Dockers Golf and Dockers Authentics. Led a team of 42 staff to interpret market direction and implement high-level brand image through merchandising assortments.

EDUCATION

Oberlin College, Oberlin, OH: Bachelor of Arts with Honors, Government and Spanish. Phi Beta Kappa Member.

Stanford University: Design Thinking Bootcamp, 2001. Hyper Island Digital Leaders Master Class, 2013

NOTEWORTHY

The Bridge for Youth, Inc., Chairman of the Board of Directors, 2010-2012, Vice Chairman, 2008 – 2010, Board Member 2004 – 2013.

Oberlin College President's Advisory Council, member, 2006 – 2012.

University of Minnesota College of Design Advisory Board, 2012 – 2019

Experienced panelist and lecturer on design, innovation and sustainability

Fluent in Spanish and conversant in French

#3

COMPLETE

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Started: Thursday, December 16, 2021 7:41:28 PM
Last Modified: Sunday, December 19, 2021 4:29:38 PM
Time Spent: Over a day
IP Address: 76.218.219.229

Page 1

Q1

Contact Information

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

Q2

Planning Commission

What Board would you like to apply to?

Page 3

Q6

How long have you lived in San Rafael?

10 months

Q7

Respondent skipped this question

Business Information

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 fairly new to San Rafael and Marin County in general. I have only recently started investigating opportunities to participate in.

Q10

List any civic organizations of which you are a member:

None, yet given I have only lived in downtown San Rafael since February 2021.

Q11

Education:

Yes.

Q12

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

I want someone in this position to help residents (new, like me) and senior (long life time residents) better than my experience has been with this office. And what better way to do that than be part of the solution.

Q13

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

I live in a historical significant home. Perhaps that may cause you to think I have some conflict. I am unsure.

Q14

Upload your resume.

Mindy Anderson Resume.pdf (31.6KB)

Page 4: Demographics

Q15

Ethnicity

[REDACTED]

Q16

To which gender do you most identify?

[REDACTED]

Q17



How old are you?

Melinda (Mindy) Kaye Anderson

linkedin.com/in/mindyanderson

Creative, charismatic, energetic, self-starting marketing professional offering extensive knowledge in: strategic planning, tactical implementation, messaging, product and partnership development and employee management. Most importantly, I am a builder.

EXPERIENCE

@MAKSpeak, 2007 - Present

Consulting focused on startup companies and early technology entrepreneurs looking to build first product naming, messaging, branding, go to market and capital raise (private or venture).

Kontron, Inc., Fremont, CA - Nov 2020 to Present - Americas Marketing

Manage budget of \$1.5M to attack vertical marketing strategies with technology partners focused on the Americas, rebuild core marketing team including inside sales and, uplevel messaging for company and marketing automation.

NextPlane, Inc., Sunnyvale, CA – Oct 2016 to Dec 2018 - CMO

Crafted first message and use case definitions for engagement with venture, institutional and private investors and aligned with targeted industries for go to market and account-based market communication strategies. Established relationships and product service agreements with enterprise partner programs for the market leading federation messaging solution. Created first budget.

BlackRidge Technology, Santa Clara, CA – Jan 2011 to Dec 2014 - VP of Product Mgmt & Marketing

Responsible for managing, developing and executing the marketing and product management strategy while ensuring consistent message and brand. Defined and built marketing, product management, and IT organization and budget from the ground up. Created value propositions, segmentation and funding materials for venture, institutional and private investors. Lead executive on filings for trademark and copyright protections globally.

Virsto Software (acquired by VMware), Sunnyvale, CA – Nov 2009 to Nov 2010

Produced launch of company and first product, along with roadmap, messaging and go-to-market material. Established first customer council and community engagement ecosystem. Cultivated relationships with market, industry and investor analysts. Developed, implemented look and feel of brand (web, documentation, collateral, social media, event and digital initiatives).

Redhat, Inc., Mountain View, CA – Nov 2006 to Dec 2008 - Storage General Manager

Developed cohesive strategy for storage products, emphasizing their unique value propositions and market strengths to enable sales through value-added channels, OEMs and direct sales teams. Targeted new investment opportunities and recognized new market segments for products. Primary resource for all customer-facing storage activities. Built profit/loss model for the business. Turned ISV community into leveraged tool, moving beyond 'certify and list' to become true advocates of the operating platform.

Hewlett-Packard (HP), Palo Alto, CA – Sept 2001 - Nov 2006 - Chief of Staff

Supported the CTO in articulating the division's technology contribution and customer value proposition. Lead day-to-day management of Office of the CTO staff. Refined strategy and creation of technology vision, including case studies, validation metrics, roadmaps and presentations. Collaborated with development organizations on technology evaluation and venture investments for partnering or merger and acquisition activity.

StorageApps, Inc. (acquired by HP), Bridgewater, NJ – Aug 2000 to Sept 2001 Director Product Mgmt

VERITAS Software, Mountain View, CA – May 1997 to Aug 2000 Senior Product Manager

CLAM Associates, Austin, TX and Cambridge, MA – May 1993 to Mar 1997 Senior Project Manager

IBM Corporation, Austin, TX – Jan 1991 to Apr 1993 Software Contracts Administrator

EDUCATION

- Purdue Global University, West Lafayette, IN 2019 Certificate in Baseball
- University of California, Berkeley, CA 1998 Certificate in Marketing, University Extension
- Ferris State University, Big Rapids, MI 1989

#5

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Thursday, February 03, 2022 6:12:20 PM
Last Modified: Thursday, February 03, 2022 7:08:43 PM
Time Spent: 00:56:23
IP Address: 24.130.61.71

Page 1

Q1

Contact Information

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

Q2

Planning Commission

What Board would you like to apply to?

Page 3

Q6

How long have you lived in San Rafael?

My wife and I have lived in Terra Linda for 24 years.

Q7

Business Information

Company	Retired Psychologist, small business owner
---------	--

Q8

Friend

How did you hear about this vacant position?

Boards and Commissions Application

Q9

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

Yes, over the years here in Marin County and the City of San Rafael, I have volunteered in a variety of ways. Most recently I served on the 2040 General Plan Steering committee, and the San Rafael Climate Action Working Group.

After graduating from the Marin Environmental Form in 2003 three of us formed Safe and Healthy San Rafael to work with the City to create the San Rafael Integrated Pest Management Program Policy. This led me to serve on the Marin County IPM Commission for two terms and participate in updating the County IPM Ordinance.

I have volunteered many hours with the City's effort to keep trash out of the streams, the SF Marin Food Bank, the Farm to Table gleaning nonprofit, One Tam wildlife count, French Broom removal.

I am CERT trained as well as a member of the Marin County Medical Reserve Corp.

Q10

List any civic organizations of which you are a member:

I am a Board of Director of the Marin Conservation League and past chair of the Climate Action Working Group. I have spearheaded the new Marin Green Home Tour virtual tour to take place in October 2022.

I'm a member of Sustainable San Rafael and the Environmental Forum of Marin and an active member of Responsible Growth Marin (RGM).

Q11

Education:

BA from the University of Vermont, 1973

Ph.D. in Clinical Psychology from California School of Professional Psychology 1992

Q12

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

The City has been an amazing place to live, not just for its beauty but because of the possibility of community and civic engagement. We in San Rafael live in a community that partners and collaborates with all stakeholders. The elected officials, City management, and staff have been accessible.

We are living in time of extremes...climate change causing flooding and fires, social and racial inequity, affordable housing shortage, and biodiversity collapse.

I want to serve our community on the Planning Commission to make a difference that helps with the success of the economic vitality of the business community as well as the needs of all of the residents with the guidance of the 2040 General Plan.

Over the years, I have attended scores of Planning Commission meetings and admire the dedication of those that have volunteered their time.

Q13

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

I do not have any conflicts of interest with the City.

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]

#1

COMPLETE

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Started: Saturday, December 11, 2021 10:17:52 PM
Last Modified: Saturday, December 11, 2021 10:45:29 PM
Time Spent: 00:27:36
IP Address: 70.240.203.107

Page 1

Q1

Contact Information

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

Q2

Planning Commission

What Board would you like to apply to?

Page 3

Q6

How long have you lived in San Rafael?

7 years and 4 months

Q7

Business Information

Company	BMW of San Rafael
Address	1599 Francisco Blvd E
City/Town	San Rafael
ZIP/Postal Code	94901

Q8

Social Media

How did you hear about this vacant position?

Q9

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

Previously Intern for County Supervisor Damon Connolly and Marin County Intern of the Year 2021.

Q10

List any civic organizations of which you are a member:

No government related organizations but currently on the Board of Directors for the United Nations Association of Marin.

Q11

Education:

Sir Francis Drake High School/Archie Williams - Degree

College of Marin - Pursuing Political Science Degree

Q12

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

San Rafael and Marin have been my home my whole life. I cherish living here and want to help my community grow and develop properly as time goes on. I've learned from my grandfather (who was a former city councilman) that civic engagement is important. That's why I want to dedicate my life to it. I think this will be a great experience and I'd like to get involved in the city I live in as well as raise a voice for all the younger adults living here in San Rafael.

Q13

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

I work for BMW of San Rafael. Unless there is a proposition to demolish it then there won't be any conflicts.

Q14

Upload your resume.

Resume.pdf.pdf (246.1KB)

Page 4: Demographics

Q15

Ethnicity



Q16



To which gender do you most identify?

Q17



How old are you?

P.J. Nave

EXPERIENCE

Marin County Board of Supervisors (District 1), San Rafael — *Intern*

NOV 2019 - PRESENT

The Board of Supervisors fills the Executive and Legislative branches of the Marin County Government. I work for Supervisor Damon Connolly who represents San Rafael. I do work ranging from data entry to project management to constituent meetings. It's a do-everything job where everything you do affects real people in real ways.

United Nations Association (Marin County), Tiburon — *Board of Directors*

APR 2018 - PRESENT

The United Nations Association (Marin) advocates for the policies and beliefs of the United Nations on a local level. The position requires me to plan public advocacy events, meet with public officials, and contribute creative ideas at our monthly Board of Directors Meetings.

BMW of San Rafael, San Rafael — **BMW Genius (Product Specialist & Sales Assistant)**

SEP 2021 - PRESENT

Communication, multi-tasking, and organization are crucial at this job. I handle important legal documents, show clients how their cars operate, and organize/tend to appointments. This is a formal business setting where I've learned professional business etiquette.

EDUCATION

Sir Francis Drake High School, San Anselmo — *Degree*

AUG 2017 - JUL 2021

*Now called Archie Williams High School. 2021 was the last class to graduate from Sir Francis Drake High School.

QUOTES

“PJ’s enthusiasm is infectious.” — *County Supervisor Damon Connolly*

“PJ is personable, warm, and genuine. He showed initiative and indicated there were no limits on what he was interested in and capable of doing.” — *Mary Sackett, District Aide for County Supervisor Damon Connolly*



SKILLS

Energetic. Can build great rapport very quickly.

Extremely organized.

Speaks a bit of German and Japanese.

Works quickly and with the most efficiency possible.

Tackles every task with dedication and determination.

AWARDS

Marin County Intern of the Year 2020 - I received a resolution of commendation from the County Government as well as being dedicated a portion of time at the Board of Supervisors' Monthly Meeting.

#6

COMPLETE

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Time Spent: 02:37:55
IP Address: 71.198.122.79

Page 1

Q1

Contact Information

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

Q2

Planning Commission

What Board would you like to apply to?

Page 3

Q6

How long have you lived in San Rafael?

23 years

Q7

Respondent skipped this question

Business Information

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?

Volunteering as a secretary and communication manager for a 130 member resident neighborhood association.
Volunteering for a local public school and assist PTO events.
Assist & help a immigrant family with deaf parents.
Volunteer to assist EV educational event run by a local Drive Clean Bay Area non-profit organization.

Q10

List any civic organizations of which you are a member:

Southern Heights Neighborhood Association
WeAreSR!

Q11

Education:

Master of Computer Arts in Computer Animation - School of Visual Arts - NYC
Bachelor of Arts in Communication Art/Graphic Design - Parsons School of Design in NYC

Q12

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

I care for San Rafael deeply. Many current board member and commissioners inspired me to apply after watching them. Volunteering as a long time resident would represent the community and changes could bring a valuable perspective for the future of the city planning. I have lived in many other cities such as NYC, SF, Hong Kong and Seoul and have traveled to many cities in Europe and US. Over the years, I have developed better understanding of projects in San Rafael and learned to analysis the data to project the future outcome.

Q13

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

None

Q14

Upload your resume.

Sunny SR Planning Commission Resume Jan 2022.pdf (70.7KB)

Q15

Ethnicity

[REDACTED]

Q16

To which gender do you most identify?

[REDACTED]

Q17

How old are you?

[REDACTED]

Objective

To serve as a commissioner for Planning Commission at the City of San Rafael.

Experience

Tech Support for Neighborhood Elderly **2010-present**

I have been the go-to tech support for a handful of senior neighbors who are in their 70's or 80's for the past decade. Have helped many seniors when they have difficulties with the internet, TV connections, emails, navigating e-commerce and copying/printing documents and photos as well as relocating old files and upgrading to a new OS or computer. After more than 10 years of assisting the growing elder population in my neighborhood, I have gained the skill, confidence, and patience to guide them with simple solutions that are appropriate to their abilities while treating them with respect and also giving them an opportunity to move forward with their own learning opportunities.

Secretary/Treasurer for Southern Heights Neighborhood Association **2012 to current**

Responsible for organizing the communications of the 150-member neighborhood association. Collecting membership dues and reporting the expenses and budgeting/reporting as a non-profit association. Updating and keeping the directory of 150 members as people move in and out of the neighborhood has taken a great deal of attention and keeping good records.

Parent & Teacher Organization **2010 to 2018**

Working with other parents at helping & supporting teachers, staff, and students, with activities such as an annual fund-raising effort, helping organize PTO meetings and communications and planning/hosting book fairs and open house events at a public elementary school of 500 students.

Computer Graphics Special Effects Artist **1996 to 2009**

Worked as a computer graphic artist/technical director specialized in creature anatomy, muscle movement and hair, clothing, and simulations of solid objects that were added to live action movies, such as Titanic, Star Wars and Harry Potter.

Industrial Light & Magic (San Rafael & San Francisco, CA)

Digital Domain (Los Angeles, CA)

Education

School of Visual Arts, NYC, MFA in Computer Art **1993-1995**

Specialized in Computer Animation. Required an understanding of all aspects of 3D animation from creating a story, modeling, animation, lighting, rendering and editing the short animated film with sound and music.

Parsons School of Design/School of Visual Arts, BFA in Graphic Design **1990-1993**

	Graphic Design, Communication Arts, Advertising, Marketing Campaign, Company Logo Design.
	Skills 2D and 3D computer software (Photoshop, Illustrator, InDesign, MS Words & Office, Google Drive/Spreadsheet, iMovie). Proficient with troubleshooting on MacOS and iOS. Digital Photography

#4

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, December 22, 2021 10:01:23 AM
Last Modified: Wednesday, December 22, 2021 1:23:54 PM
Time Spent: 03:22:31
IP Address: 98.37.21.80

Page 1

Q1

Contact Information

First and Last Name	Supriya Menon
Address	[REDACTED]
City/Town	SAN RAFAEL
State/Province	CA
ZIP/Postal Code	94903-1703
Email Address	[REDACTED]
Phone Number	[REDACTED]

Q2

Planning Commission

What Board would you like to apply to?

Page 3

Q6

How long have you lived in San Rafael?

18 years

Q7

Respondent skipped this question

Business Information

Q8

Social Media

How did you hear about this vacant position?

Q9

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

I have been the School Site Council member for Miler Creek Middle School, was a board member of the Marin Indian American Association for two years.

Q10

List any civic organizations of which you are a member:

None currently.

Q11

Education:

Masters in Computer Emgineering, MBA.
Certified Project Manager and Change Manager

Q12

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

I work for the government and as kids have become older I would like to be more active in my local government.
I am a parent, a public sector employee, a caregiver to a disabled person who lives with me.
I feel I can bring a diverse point of view to the table with my skills and life experiences.

Q13

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

None.

Q14

Upload your resume.

Supriya Menon_Resume_City of San Rafael.pdf (135.1KB)

Page 4: Demographics

Q15

Ethnicity

[Redacted]

Q16



To which gender do you most identify?

Q17



How old are you?

Supriya Menon, PMP CCMP

[REDACTED], San Rafael, CA, 94903 * [REDACTED] M) * e-mail:
[REDACTED]

Summary I will bring with me a keen sense of curiosity, a deep desire to understand and a conviction to do right by the residents of our city. Having lived half my life in another country, being a full-time mom, full-time employee and having a disabled parent whose care I am responsible for, I hope to bring diverse opinions to the City Planning Commission's table.

Experience **IT Manager (02/19 – Present)** – Responsible for leading the County of Marin's Project Management team which is responsible for the intake and execution of County's Technology Infrastructure projects.

Change Manager, County of Marin (01/'15 – 11/'21)

- Successfully ensured employee adoption of the new ERP System across the County of Marin.
- Worked closely with the County's senior leadership to create alignment and visible sponsorship of the project. As a user advocate, was successfully able to create awareness and elicit timely action from them at key decision points.
- Designed communication plans and crafted messages using various media and platforms to create a sense of understanding of the change, encourage ownership and increase adoption of the change. This included producing newsletters, videos, publishing posters and maintaining a website. User feedback after the project indicated that they felt a "sense of connectedness" to the project goals and appreciated the "sense of transparency" evident in the communications".
- Involved in organizing and conducting user engagement events across various county locations to increase involvement and get traction on focused messaging. Organized and conducted kick offs and roadshows for various phases as required. User Interaction and training forums were designed and deployed based on the change impact, readiness and training needs of the various user groups.

Board Member – Marin Indian American Association (2012-2016)

- Served two terms as a director of Marin Indian American Association which serves the needs of the Indian American community in Marin. We organize cultural events/classes, charity drives and any other needs of the members of Indian origin in Marin.

Chapter 2.16 BOARDS AND COMMISSIONS

2.16.040 Planning Commission--Creation--Membership.

There is created a planning commission for the city, consisting of seven members, not officials of the city, appointed by the mayor with the approval of the city council. (Ord. 505).

2.16.050 Terms of Planning Commission Members.

Of the members of the Commission first appointed, two shall be appointed for the terms of one year; two for the terms of two years; two for the terms of three years; and one for the term of four years. Their successors shall be appointed for terms of four years; if a vacancy occurs otherwise than by expiration of term it shall be filled by appointment for the unexpired portion of the term. (Ord. 505).

2.16.060 Advisory Members of Planning Commission.

Advisory members of the Commission shall be the city manager, the city attorney, and the city engineer. The advisory members shall not have the power to vote and their terms shall correspond to their respective official tenure. (Ord. 505).

2.16.070 Chairman and Secretary of Planning Commission.

The Commission shall elect a chairman from its appointed members, and may also elect a secretary who may be an employee of the city. (Ord. 505).

2.16.080 Meetings and Quorum of Planning Commission.

At least one regular meeting shall be held each month on a date selected by the Commission. Four of the appointed members of the Commission shall be required to constitute a quorum for the transaction of the business of the Commission. (Ord. 527: Ord. 505).

2.16.090 Removal from Planning Commission.

Any appointed member of the Commission may be removed by the mayor with the approval of the city council or by a majority vote of the council. (Ord. 505).

2.16.100 Compensation of Planning Commission.

All members of the Commission shall serve as such without compensation. (Ord. 505 (part)).

2.16.110 Powers and Duties of Planning Commission.

It shall be the function and duty of the Planning Commission to prepare and adopt, in accordance with and as provided by the Conservation and Planning Act of the state of California, comprehensive long-term general plans for the physical development of the city of San Rafael, and of any land outside the boundary thereof which bears relation to the city. The plans may be comprised of the following or other and additional plans and maps which may in Commission's judgment relate to the physical development of the city:

streets and highway plan

parking plan
recreation plan
public buildings plan
transit plan

The Planning Commission shall be charged with the duty of making investigations, reports on the design and improvements of proposed subdivisions, and shall have such powers in connection therewith as are outlined in the Subdivision Map Act of the state of California, and the subdivision regulations adopted by the city of San Rafael.

It shall be the duty of the members of the Planning Commission, including advisory members and members of its staff, to inform themselves on matters affecting the functions and duties of the Commission and all planning matters, and, to that end, when authorized by a majority of the Commission, may attend planning conferences, or meetings of planning executives, hearings on planning legislation or matters affecting the master plan or any part thereof, and the reasonable traveling expenses incidental to the attendances shall be charges upon the funds allocated to the Commission.

The Planning Commission shall endeavor to promote public interest and understanding of plans developed, and the regulations relating thereto. It shall be part of its duty to consult with and advise the public officials, agencies, public utilities companies, school boards, civic and other organizations, and with the citizens generally in relation to carrying out the plans.

The Commission shall adopt rules for the transaction of business and shall keep a record of its resolutions, transactions, findings, and determinations, which records shall be a public record. (Ord. 913 (part), 1968: Ord. 505 (part)).