




Special Meeting
Agenda Item No: SM 1
Meeting Date: August 8, 2022

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 APPOINTMENTS TO FILL TWO AT-LARGE FOUR-YEAR TERMS TO THE END OF JUNE 2026 ON THE PLANNING COMMISSION DUE TO THE EXPIRATION OF TERMS OF ALDO MERCADO AND JON HAVEMAN

RECOMMENDATION:

Interview the following applicants and make appointments to fill two at-large four-year terms to the end of June 2026 on the Planning Commission due to the expiration of terms of Aldo Mercado and Jon Havemen.

Name
Aldo Mercado
Jon Haveman
Mark Yatman
Meili Zhao
Sophia McInerney Corbett

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.

The terms of Aldo Mercado and Jon Haveman expired at the end of June 2022. The City Clerk’s office called for applications on April 21st and extended the application period to ‘open until filled’. During the application period, the City Council approved adopted Ordinance 2011, which amended the composition of the Planning Commission to include four district representatives on the Commission, to be implemented by attrition.

FOR CITY CLERK ONLY

Council Meeting:

Disposition:

ANALYSIS:

The deadline for submitting applications was left open until filled and the City Clerk's Office received five (5) eligible applications. Because the call for applications was released prior to the adoption of Ordinance 2011, the recruitment was announced for at-large applicants, and not for district representatives. Staff recommends appointing two at-large Commissioners and plans to recruit for district representatives in the next vacancy cycle in 2023.

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, social media platforms, and physically posted at City facilities.

RECOMMENDED ACTION:

Interview the following applicants and make appointments to fill two at-large four-year terms to the end of June 2026 on the Planning Commission due to the expiration of terms of Aldo Mercado and Jon Havemen.

ATTACHMENT:

1. Five (5) Applications
2. Planning Commission Bylaws

#6

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, April 25, 2022 7:30:20 PM
Last Modified: Monday, April 25, 2022 7:58:33 PM
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IP Address: 23.125.135.201

Page 1

Q1

Contact Information

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

Q3

Planning Commission

What Board would you like to apply to?

Page 3

Q7

How long have you lived in San Rafael?

6 years

Q8

Business Information

Company	County of Sonoma County Counsel Office
Address	575 Administration Drive Room 105A
City/Town	Santa Rosa
ZIP/Postal Code	95403

Q9

Friend

How did you hear about this vacant position?

Q10

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

I currently sit on the Planning Commission and have been a liaison for the Design Review Board. Previously, I participated in the Latino Civic Leadership Initiative (LCLI). LCLI's purpose is to develop and support diverse candidates, focusing on the Latino community, for San Rafael's boards and commissions.

I am a member of the Elks Lodge 1108 in San Rafael. As a member of the Elks we have worked to help our community through charitable works for youth, veterans, special needs, and other areas.

My civic engagement started in high school. I was a member of the Kiwanis club and volunteered in high school. In college I worked with local student groups in promoting civil justice and on campus. In law school I was SBA vice-president my second year and elected as SBA president my third year.

During my career I have made time to work with my community, be it helping families through foreclosures in the HOME Clinics during the great recession or serving on the Historic Landmarks Board for the City of Sausalito. I am proud to have been selected to the Sausalito Legislative Regulations Committee where I worked with the Mayor, Planning Director, City Attorney and members of the Planning Commission on amending and updating the City of Sausalito's Planning Code.

Q11

List any civic organizations of which you are a member:

Association of Latina/o Marin Attorneys

Latino Civic Leadership Initiative

Elks 1108 in San Rafael

Q12

Education:

Christian Brothers High School, Sacramento California

B.A. in Literature from Univ. of California Santa Cruz

J.D. from Univ. of San Francisco School of Law

Q13

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

I am interested in continuing to serve on the planning commission because I enjoy using my land use and real estate skills to help my community and the city San Rafael. I feel a sense of commitment and want to give back to this community that has so warmly welcomed me and my family.

For almost 15 years I have worked on land use and property development issues as a real estate attorney and real estate broker. I have been involved in hundreds of land use and development projects and gained a skill set that I believe is well suited for the planning commission. As such, I want to use these skills to serve the interest of my San Rafael community by assisting in ensuring that projects are consistent with our community's long range plan and in compliance with applicable local and state laws.

I also believe that City Hall should represent its broad-based community. As an original member of the LCLI I realize that civic engagement is one of the most important avenues to assist your community and there is a need for diversity on all boards and commissions. As a first-generation Latino I can provide insight from my diverse background that will enhance the Commission's ability to serve its community.

Moreover, I have a passion for real estate and enjoy project review. I appreciate the importance of the Planning Commission and providing applicants their due process and the community an opportunity to be heard and participate in the completion of projects. As a deputy county counsel for Sonoma County who specializes in real estate and land use, I have the background and understanding of the critical role the planning commission plays in the development of a community.

Q14

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

I live on Elkin Court and would be recused from any project immediately in my vicinity. As a Deputy Counsel for Sonoma County I may have a conflict if the project includes Sonoma County.

Q15

Upload your resume.

Mercado resume 4.25.22.pdf (131.7KB)

Page 4: Demographics

Q16

Ethnicity

[REDACTED]

Q17

To which gender do you most identify?

[REDACTED]

Q18

How old are you?

[REDACTED]

Aldo R. Mercado, Esq.

[REDACTED], San Rafael, CA. 94901

[REDACTED]
<http://www.linkedin.com/pub/aldo-mercado/b/211/8b4>

EXPERIENCE

Sonoma County Counsel's Office, Santa Rosa CA

Deputy County Counsel

01/17 – present

- Work with Permit Sonoma, Public Works, Regional Parks, Auditor Controller and Board of Supervisors on various land use, infrastructure and recovery projects.
- Worked with FEMA, Cal-OES, US Army Corp of Engineers and local agencies in addressing post fire debris removal including coordination of clean up and collection of proceeds to pay for same.
- Work on various service agreements, contracts, leases and other documents related to Covid-19 response and application of CARES Act funding.
- Work with Public Health staff on Project Roomkey.
- Work with Community Development Commission on Project Homekey.
- Prepared and conducted seminars and trainings on Brown Act and Public Records Act.
- Work with Sonoma County Surveyor regarding compliance with Subdivision Map Act and local requirements for development of residential and commercial projects.
- Work with Permit Sonoma staff on project review of new development proposals for compliance with applicable code and county general plan.
- Review and revise conditions of approval for various projects.
- Work with architects, engineers and surveyors regarding planning and building of Behavioral Health Unit.
- Review and revise CC&Rs, BMPs and CEQA documents.
- Work with Sonoma County Agricultural Preservation and Open Space District in drafting conservation easements and associated documents.
- Assist other counsel with multiple complex development and land use projects.

Boss Law Firm APLC, San Francisco CA

Partner

07/10 – 06/18

- Negotiated and drafted leases, easements, option agreements, public right of way dedications, road maintenance covenants, and licenses.
- Directed land use transactions in accordance with subdivision map act, including facilitating boundary adjustment applications and creation of Parcel Maps, compliance with coastal commission, and approval from city councils in southern and northern California.
- Supervised various construction projects from review of plans to issuance of final permits.
- Successfully mediated numerous contract, real estate, insurance and land use disputes.
- Drafted pleadings for quiet title and reformation actions.
- Prepared and conducted seminars on real property, title insurance, and land use law in California.

Boss Law Firm APLC, San Diego, CA

Managing Associate

11/07 – 07/10

- Supervised team of associate attorneys with handling hundreds of insurance claims, escrow disputes and real estate litigation cases.
- Prepared budget planning for cases, including litigation budgets, timelines, and case strategy for clients.
- Member of law firm leadership committee aimed at enhancing law firm's productivity.
- Successfully represented clients in mediations, arbitrations, court ordered settlement conferences, and administrative hearings.

Law offices of David G. Boss, San Diego, CA

Associate

02/05 – 11/07

- Reviewed hundreds of loan files, escrow files including purchase and sale agreement, disclosure statements, escrow instructions, title documents including policies, reports, and maps in remediating title insurance claims.
- Drafted hundreds of insurance coverage analysis opinions on various title, land use, leasing, and lender claim issues for major title companies in California.
- Researched and drafted memorandums and correspondences on complex real estate and title insurance matters in both English and Spanish.

Federal Dept. of Labor Employee Benefits Security Administration, San Francisco, CA

Student Intern

06/03 – 05/04

- Collaborated with federal investigators and US Attorneys in ERISA, COBRA and HIPAA investigations, including reviewed and audited welfare and pension plans, assisted with depositions and drafted advisory letters in English and Spanish to plan fiduciaries and participants.
- Advised hundreds of plan fiduciaries and participants regarding general rights and obligations in qualified pension and welfare plans.

California Rural Legal Assistance, Santa Cruz, CA

Legal Assistant

08/00 - 06/01

- Assisted attorneys with case preparation and intake on unlawful detainers, social security appeals and education expulsion hearings.
- Translated case information for Spanish speaking clients. Assisted attorneys write memorandums and closing letters in both Spanish and English.

American Center For International Labor Solidarity, Philippines and Washington D.C.

Summer Fellow

Summer 2000

- Researched and drafted report of findings on US -AID funded labor, social and political campaigns in the Philippines.
- Coordinated meetings with financial administrators about Philippine working conditions and standards in the export economic zones.

EDUCATION

University of San Francisco School of Law, San Francisco, CA

Juris Doctor,	May, 2004
• CALI Award for Excellence in Advanced Labor & Employment Law	2004
• Elected Class Commencement Speaker	2004
• Student Bar Association President	2003-2004
• Student Bar Association Vice-President	2002-2003
• La Raza Association Vice President	2002-2003
• Maritime Law Journal Editor	2002-2003
• Academic Support Program Torts Tutor	2002-2003

University of California, Santa Cruz, Santa Cruz, CA	
Bachelor of Arts, World and Cross Culture Literature,	June, 2000
• Elected Class Commencement Student Speaker	2000
• Stevenson College Community Service Award	2000

PROFESSIONAL AFFILIATIONS

<i>Member, State Bar of California</i>	11/04 –present
<i>Broker, California Dept. of Real Estate</i>	04/10 - present
<i>Commissioner, San Rafael Planning Commission</i>	07/18 - present
<i>Member, Assoc. Latino Marin Attorneys</i>	07/13- present
<i>Member, Sausalito Historic Landmarks Board</i>	01/15- 10/16
<i>Member, Sausalito Legislative Regulations Committee</i>	07/15 –10/16
<i>Member, USF School of Law Board of Governors</i>	06/04 – 06/05
<i>Member, Ethnic Minority Relations Committee / State Bar of Ca.</i>	10/05 – 10/06
<i>Volunteer, HOME Clinics in San Diego</i>	10/06 – 07/10
<i>Writer, Nolo Press</i>	05/15- 05/18
<i>Member, Elks Lodge 1108, San Rafael CA</i>	10/16- present
<i>Member, San Rafael Toastmasters</i>	08/16 – 08/18

LANGUAGES

Fluent in Spanish conversation, reading, and writing

INTEREST/HOBBIES

Fitness and spending time with my family

#10

COMPLETE

Collector: Web Link 1 (Web Link)
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Page 1

Q1

Contact Information

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

Q3

Planning Commission

What Board would you like to apply to?

Page 3

Q7

How long have you lived in San Rafael?

20 years

Q8

Business Information

Company	National Economic Education Delegation
Address	874 Fourth St, Second Floor #1
City/Town	San Rafael
ZIP/Postal Code	94903

Boards and Commissions Application

Q9

How did you hear about this vacant position?

Other (please specify):

Currently serving on the Planning Commission

Q10

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

Executive Director of the National Economic Education Delegation

Treasurer of the Coleman PTO

Q11

List any civic organizations of which you are a member:

Citizens Climate Lobby

San Rafael Planning Commission

Q12

Education:

Ph.D. in Economics

Q13

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

I have been serving for a year and believe that as an economist I have a unique perspective to bring.

Q14

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

None

Q15

Upload your resume.

HavemanCV.pdf (86.9KB)

Page 4: Demographics

Q16

Ethnicity



Q17



To which gender do you most identify?

Q18



How old are you?

Curriculum Vitae

Jon D. Haveman, Ph.D.

Executive Director

National Economic Education Delegation

San Rafael, CA 94901

Phone: [REDACTED]

E-mail: [REDACTED]

Education

- 1992: Ph.D. in Economics, University of Michigan, Ann Arbor
- 1990: M.A. in Economics, University of Michigan, Ann Arbor
- 1986: B.S. in Economics, University of Wisconsin, Madison

Employment History

- 2018-Current: Founder and CEO, EconSpeak.org
- 2017-Current: Founder and Executive Director, National Economic Education Delegation
- 2013-Current: Principal, Marin Economic Consulting, LLC
- 2013-Current: Senior Research Fellow, Marin Economic Forum
- 2011-2013: Founding Principal, Haveman Economic Consulting, LLC
- 2011-2013: Chief Economist, Bay Area Council Economic Institute
- 2007-2010: Founding Principal, Beacon Economics, LLC
- 2004-2006: Program Director, Economy, Public Policy Institute of California
- 2003-Current: Founder and Executive Director, Forum for Research in Empirical International Trade (FREIT)
- 2001-2004: Research Fellow, Public Policy Institute of California
- 2000-2001: Economist, United States Federal Trade Commission
- 1999-2000: NSF/ASA Visiting Research Fellow, U.S. Bureau of the Census, Center for Economic Studies
- 1999: Visiting Fellow, Public Policy Institute of California
- 1997-1998: Senior Economist, Council of Economic Advisers, Executive Office of the President of the United States
- 1992-2000: Assistant Professor, Purdue University, Krannert School of Management
- 1985-1987: Research Associate, Laurits R. Christensen Associates

Consulting Experience/Major Clients

- 2019: Prosperity Now
- 2017: United States Geological Survey (USGS)
- 2016: Mission Bay Alliance
- 2015: ExtraFood.org Advisory Board, Consulting Economist

- 2015: Ewing Marion Kauffman Foundation
- 2015: Joint Venture Silicon Valley
- 2014: Marin Economic Forum
- 2014: Corporation for Enterprise Development
- 2013: Bay Area Council Economic Institute
- 2012: San Mateo Transportation (SAMTrans)
- 2012: California Endowment
- 2012: Bay Area Joint Policy Committee
- 2010: East Bay Economic Development Alliance
- 2010: San Mateo County Economic Development Association
- 2009: Child and Family Policy Institute of California
- 2008-2009: Port of Oakland
- 2008-2009: City of Oakland, CA
- 2008: City of San Jose, CA
- 2007-2008: William and Flora Hewlett Foundation
- 2006, 2008: American Institute of Certified Public Accountants
- 1991-1998: The Center for Research on Budget and Policy Priorities
- 1991: The Urban Institute

Select Speeches/Talks Given as Consultant (Select List)

- United Way of Silicon Valley
- California High Speed Rail Authority
- San Mateo County
- Presidio Bank
- Marin Forum
- North Bay Leadership Council
- Association of California Community College Administrators
- Walz Group
- Alameda County Finance Officers Group
- Citibank
- City National Bank
- Bay Area Council Economic Institute
- Association of Pacific Ports
- California Maritime Leadership Symposium
- City of Alameda
- Kaiser Permanente
- Monterey County
- Construction Employers Association
- Burr, Pilger, Mayer
- Urban Land Institute
- San Francisco Chamber of Commerce
- South Bay Economic Development Alliance
- Humboldt County
- Colliers International
- Bay Area World Trade Center
- Northern California Trade Corridor Coalition

- Los Angeles Chamber of Commerce
- Port of Los Angeles
- Port of Oakland

Recent Economic Development and Consulting Publications

“Bay Area Employment Changes: Trouble in the Tech World? February, 2017 Update”, SAMCEDA, April 2017.

“The State of Redwood City, California: Indicators and Revenue Forecasts”, March 2017.

“California Regulations and Employment in Silicon Valley”, for Joint Venture Silicon Valley, July 2016.

“Warriors Stadium Economics: Uncertainty and Alternatives”, for the Mission Bay Alliance, November 2015.

“Marin County Comprehensive Economic Development Strategy (CEDs)”, coauthored with Rob Eyler and the Marin Economic Forum, September 2015.

“Inequality in the San Francisco Bay Area”, Joint Venture Silicon Valley, July 2015.

“Poverty in the San Francisco Bay Area”, Joint Venture Silicon Valley, March 2015.

“US Economic Overview”, Marin Economic Forum, October 2015, 2014, and 2013.

“California Economic Overview”, Marin Economic Forum, October 2015, 2014, and 2013.

“Driver-LMC Relationships in Port Drayage: Effects on Efficiency, Innovation, and Rates With Special Attention to Shippers Transport Express,” Marin Economic Consulting White Paper, August, 2014.

“The Economic Impact of the 34th America’s Cup in San Francisco,” Bay Area Council Economic Institute, December 2013.

“The Economic Impact of San Francisco Hotels,” Bay Area Council Economic Institute, October 2013.

“The Bay Area: A Regional Economic Assessment,” Bay Area Council Economic Institute, October 2013.

“Labor Supply and Commute Patterns in San Mateo County,” Bay Area Council Economic Institute, November 2012.

“The Economic Impact of Caltrain Modernization,” Bay Area Council Economic Institute, June 2012.

“The Economic Impact of the Affordable Care Act on California,” Bay Area Council Economic Institute, May 2012.

“Building on our Assets: Economic Development and Job Creation in the East Bay,” contributing author, East Bay Economic Development Alliance, October 2011.

“Deconstructing and Understanding the Employment Dynamics of the San Mateo County Economy,” Haveman Economic Consulting, June 2011.

“The America’s Cup: Economic Impacts of a Match on San Francisco Bay,” Bay Area Council Economic Institute, July 2010.

“Comprehensive Truck Management Program: Economic impact Analysis,” for the Port of Oakland, March 2009.

“Spending on County Human Services Programs in California: An Evaluation of Economic Impacts,” with Eric Fisher and Fannie Tseng, for the Child and Family Policy Institute of California, March 2009.

“Clean Trucks Program: An Economic Policy Analysis,” with Christopher Thornberg, for the William and Flora Hewlett Foundation, February 2008.

“Waiting To Save: A Crisis of the Young,” with Christopher Thornberg, for the American Institute of Certified Public Accountants, November 2008.

“An Economic Backdrop for Fiscal Reform in California,” with Christopher Thornberg, for California Forward, November 2008.

“Container Fees and Commercial Benefits of Improved Waterborne Goods Movement Infrastructure in California,” with Christopher Thornberg, for the Natural Resources Defense Council and the Coalition for Clean Air, August 2007.

“Savings and Asset Accumulation Among Americans 25-34,” with Christopher Thornberg, for the American Institute of Certified Public Accountants, October 2006.

Refereed Publications

“The Container Security Initiative and Ocean Container Threats,” with Howard J. Shatz, Ethan Jennings, and Gregory C. Wright. *Journal of Homeland Security and Emergency Management*, v. 4, no. 1, Mar. 2007.

"U.S. Port Security Policy After 9/11: An Overview and Evaluation," with Howard J. Shatz. *Journal of Homeland Security and Emergency Management*, Vol 2, No. 4, 2005.

"Developed Country Trade Barriers and the Least Developed Countries: The Current Situation," with Howard J. Shatz. *Journal of Economic Integration*, Vol 19, No. 2, 2004.

"Developed Country Trade Barriers and the Least Developed Countries: The Economic Results of Freeing Trade," with Howard J. Shatz. In *The WTO, Developing Countries and the Doha Development Agenda: Prospects and Challenges for Trade-Led Growth*, edited by Basudeb Guha-Khasnobis, Palgrave-Macmillan, 2004.

"Alternative Hypotheses and the Volume of Trade: The Gravity Equation and the Extent of Specialization," with David Hummels. *Canadian Journal of Economics*, Vol. 37, No. 1, 2004.

"How Effective are Trade Barriers? An Empirical Analysis of Trade Reduction, Diversion and Compression," with Jerry Thursby and Usha Nair-Reichert. *Review of Economics and Statistics*, Vol. 85, No. 2, 2003.

"International Integration and Growth: A Survey and Empirical Investigation" with Vivian Lei and Janet S. Netz. *Review of Development Economics*, Vol. 5, Issue 2, June 2001.

"All in The Family: Family, Income and Labor Force Attachment." with Janet S. Netz. *Feminist Economics*, Vol. 5, No. 2, Fall 1999.

"The Influence of Changing Trade Patterns on Displacements of Labor." *International Trade Journal*, Vol. 12, No. 2, Summer 1998.

"Trade Creation and Trade Diversion: Some New Empirical Evidence," with David Hummels. *Journal of Transnational Management Development*, Vol. 3, No. 2, 1998. Reprinted in *Globalization and Regionalization: Strategies, Policies, and Economic Environments*, eds, Jean-Louis Muchielli, Peter J. Buckley, and Victor V. Cordell, 1998.

"The Effects of Protection on the Pattern of Trade: A Disaggregated Analysis," with Jerry Thursby and Usha Nair. In *Business and Economics for the 21st Century*, Vol. 1, 1997.

"Some Welfare Effects of Sequential Customs Union Formation," *Canadian Journal of Economics*, Vol. 29, No. 4, November 1996.

"The Effects of U.S. Trade Laws on Poverty in America," with Alan V. Deardorff, *Journal of Human Resources*, Vol. 30, No. 4, Fall 1995.

“Sectoral Effects of Reductions in NATO Military Expenditures in the Major Industrialized and Developing Countries,” with Alan V. Deardorff and Robert M. Stern, *Open Economies Review*, Vol. 4, No. 3, 1993.

“Some Economic Effects of Unilateral and Multilateral Reductions in Military Expenditures in the Major Industrialized and Developing Countries,” with Alan V. Deardorff and Robert M. Stern, *Journal of Conflict Management and Peace Science*, Vol. 12, No. 1, 1992. Reprinted in *Defense Spending and Economic Growth*, eds, James E. Payne and Anandi P. Sahy, 1993.

Other Publications

“An Overview of U.S. Port Security Programs,” with Howard J. Shatz, in *The Economic Impacts of Terrorist Attacks*, Harry W. Richardson, Peter Gordon, and James E. Moore, II (eds.) Edward Elgar: Northampton MA, 2005.

“The Benefits of Market Opening,” with Mark R. Hopkins, *1998 Economic Report of the President*, Chapter 7, February 1998.

“The Welfare Implications of Trading Blocs Among Countries with Different Endowments: A Comment,” In *The Regionalization of the World Economy*, J. A. Frankel (ed.), 1997.

“Victory for Free Trade and For Indiana,” with Janet S. Netz, *Hoosier Banker*, Vol. 79, No. 2, February 1995.

“New Dimensions in Regional Integration: A Review,” *Journal of International Economics*, Vol. 38, No. 1/2, 1995.

“Computational Analysis of the Sectoral Effects on United States Trade and Employment of Unilateral and Multilateral Reductions in Military Expenditures,” with Alan V. Deardorff and Robert M. Stern, in *The Macroeconomic Dimensions of Arms Reductions*, edited by F. Gerard Adams. Pew Studies in Economics and Security. Boulder and Oxford: Westview Press, 1992.

“State Poverty Rates for Whites, Blacks, and Hispanics in the Late 1980s,” with Sheldon Danziger and Robert D. Plotnick, *Focus*, Vol. 3, No. 1, Spring 1991.

Publications for the Public Policy Institute of California

“Securing the Nation’s Seaports: Balancing Security and cost” with Howard J. Shatz. Public Policy Institute of California, Edited Volume, 2006.

“California and the Global Economy: Recent Facts and Figures, 2006 Edition” with Ethan M. Jennings and Howard J. Shatz. Public Policy Institute of California, Occasional Paper, 2006.

“Recent Trends in Exports of California’s Information Technology Products,” with Howard J. Shatz, in California Economic Policy, Vol. 1, No. 2, Public Policy Institute of California, 2005.

“California and the Global Economy: Recent Facts and Figures,” with Howard J. Shatz and Greg C.Wright. Public Policy Institute of California, Occasional Paper, 2005.

“Services Offshoring: Background and Implications for California,” with Howard J. Shatz, Public Policy Institute of California, Occasional Paper, 2004.

"California’s Global Gateways: Trends and Issues," with David Hummels. Public Policy Institute of California, April, 2004.

"Foreign Tariff Reductions and California’s Exports." Public Policy Institute of California, June, 2003.

“Imports, Exports, and Shipping Services: The Balance Between California and Other States.” Public Policy Institute of California, Occasional Paper, April 2003.

“California and the World Economy: Exports, Foreign Direct Investment and U.S. Trade Policy,” with Howard J. Shatz , and Ernesto Vilchis. Public Policy Institute of California, Occasional Paper, December 2002.

“Expanding California's Technology Sector.” Public Policy Institute of California, Occasional Paper, November 2002.

"California's Vested Interest In U.S. Trade Liberalization Initiatives." Public Policy Institute of California, March 2001.

Testimony and Presentations before Government Bodies

May/17: “A Redwood City Economic Forecast”, Redwood City City Council, Redwood City, CA.

April/17: “A Redwood City Economic Forecast”, Redwood City City Council Finance Subcommittee, Redwood City, CA.

January/17: Economic Forecast Roundtable, California Energy Commission, Sacramento, CA.

March/16: Testimony before the San Francisco Board of Supervisors regarding the America’s Cup, San Francisco, CA.

October/12: “The Economic Impact of Caltrain Modernization,” California High Speed Rail Authority, Sacramento, CA.

November/06: "Securing the Nation's Seaports: Balancing Security and Costs," Presentation before the Port of Los Angeles Harbor Commission, San Pedro, CA.

August/06: "Securing the Nation's Seaports: Balancing Security and Costs," Joint Legislative Committee on Emergency Services and Homeland Security and the Senate Committee on Transportation & Housing Subcommittee on California Ports & Goods Movement, Securing California's Maritime Transportation System: Seamless Operational Security (SOS), Long Beach, CA.

July/06: "Securing the Nation's Seaports: Balancing Security and Costs," luncheon presentation for Congressional Staffers, Washington, DC.

July/04: "California's Global Gateways: Trends and Issues," presented at a meeting of the Port of Los Angeles Citizen's Advisory Commission.

May/04: "Background and Perspectives on Offshoring," presented at a hearing on the Offshoring of Services sponsored by the California Assembly Office of Policy Planning and Research.

August/03: "Foreign Tariff Reductions and Southern California's Small and Medium Sized Exporters," presented to the Subcommittee on Tax, Finance, and Exports of the Committee on Small Business of the United States House of Representatives at a hearing entitled *Small Business Exporting and the Southern California Economy*, Long Beach, California.

July/03: "Foreign Tariff Reductions and California Exports," luncheon presentation for Congressional Staffers, Washington, DC.

April/03: "Imports, Exports, and Shipping Services: The Balance Between California and Other States," luncheon presentation for Congressional Staffers, Washington, DC.

November/02: "Expanding California's Technology Sector," presented to the California Assembly Subcommittee on Information and Technology in Santa Clara, California.

November/01: "California's Vested Interest in U.S. Trade Liberalization Initiatives," luncheon presentation for Congressional Staff, Washington, DC.

Professional Service (2000-Present)

2006-Current: Co-Organizer of professional development conferences in each of the United States, Japan, Canada, and Slovenia each year.

October 2006: Conference Co-Organizer, The Thirteenth Annual Conference on Empirical Investigations in International Trade, with Calgary University, in Banff, Canada.

June 2006: Conference Co-Organizer, The Third Annual Conference on Empirical Investigations in International Economics, Ljubljana University, Slovenia.

November 2005: Conference Co-Organizer, The Twelfth Annual Conference on Empirical Investigations in International Trade, at Purdue University.

June 2005: Conference Co-Organizer, The Second Annual Conference on Empirical Investigations in International Economics, Ljubljana University, Slovenia.

November 2004: Conference Co-Organizer, The Eleventh Annual Conference on Empirical Investigations in International Trade, at The University of California Santa Cruz.

June 2004: Conference Co-Organizer, The First Annual Conference on Empirical Investigations in International Economics, Ljubljana University, Slovenia. Sponsored primarily by the Faculty of Economics, Ljubljana University.

November 2003: Conference Co-Organizer, The Tenth Annual Conference on Empirical Investigations in International Trade, at Purdue University.

November 2000: Conference Co-Organizer, The Seventh Annual Conference on Empirical Investigations in International Trade, at the University of Colorado - Boulder.

Referee: American Economic Review, Economic Journal, Journal of International Economic Integration, Journal of International Economics, Review of International Economics, Review of Economic Statistics, Journal of Industrial Economics, Southern Economic Journal, Canadian Journal of Economics, Journal of Peace Science.

Reviewer: National Science Foundation

Conference Participation/Presentations (2000-current)

November, 1994-March, 2019: 64 conferences organized under the Forum for Research in Empirical International Trade (FREIT)

- Empirical Investigations in International Trade, United States
- Rocky Mountain Empirical Trade, Canada
- Ljubljana Empirical Trade Conference, Slovenia
- Sardinia Empirical Trade Conference, Italy
- Empirical International Trade and Investment, Asia (various)

April/06: Participant, Fresh Voices: The United States and Europe in a New Age, The Hague, Netherlands.

February/06: Presenter: "Seaport Activity and Local Establishment Dynamics," National Urban Freight Conference, Sponsored by USC and CSULB, Long Beach, CA.

December/05: Participant, Fresh Voices: The United States and Europe in a New Age, Austin, TX.

December/03: Participant and Discussant, Regional Integration Network Symposium on Globalization, Punta Del Este, Uruguay.

July/03: Panelist: "The Globalization of California's Economy," Roundtable Discussion, organized by the Bay Area Economic Forum, the Public Policy Institute of California, and the Pacific Council on International Policy, San Francisco, CA.

June/03: Presented: "Foreign Tariff Reductions and California's Exports," Congressional Briefing organized by the California Institute, Washington, DC.

June/03: Presented: "Foreign Tariff Reductions and California's Exports," at a discussion forum organized by the Pacific Council on International Policy, Los Angeles, CA.

November/02: Discussant, Conference on: *Empirical Investigations in International Trade*, Emory University.

October/02: Discussant, Fifth annual Santa Cruz Center for International Economics Conference.

November/01: Discussant, Conference on Empirical Investigations in International Trade, Purdue University.

July/01: Presented: "Trade Reduction, Compression, and Diversion: Empirical Regularities in the Effects of Protective Measures." Industrial Production Group - Federal Reserve Board, Washington, DC

November/00: Discussant, Conference on: *Empirical Investigations in International Trade*, University of Colorado - Boulder.

January/00: Presented: "Trade Reduction, Compression, and Diversion: Empirical Regularities in the Effects of Protective Measures." Bureau of Economic Analysis, Washington, DC

Courses Taught

- Principals of Microeconomics (Undergraduate)
- International Economics (Undergraduate)
- Labor Economics (Undergraduate, Masters)
- Economic Analysis (Undergraduate)
- Managerial Economics (Graduate)
- Empirical International Trade (Graduate)
- International Trade Theory (Graduate)

#5

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, April 25, 2022 11:52:38 AM
Last Modified: Monday, April 25, 2022 12:02:03 PM
Time Spent: 00:09:25
IP Address: 67.161.40.86

Page 1

Q1

Contact Information

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

Q3 Park and Recreation Commission

What Board would you like to apply to?

Page 3

Q7

How long have you lived in San Rafael?

1.5 Years

Q8

Business Information

Company	Drift Inc
Address	153 kearny street 5th floor
City/Town	San Francisco
ZIP/Postal Code	94104

Q9

Friend

How did you hear about this vacant position?

Q10

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

No official connections over the past 2 years due to Covid. Previously fund raising and assisting with the scouts and food kitchens within San Francisco while part of the Elks which I am member of. Now member of the Elks San Rafael organization.

Q11

List any civic organizations of which you are a member:

Elks Club

Q12

Education:

Bachelors in Marketing and Statistics

Q13

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

I enjoy giving back to my community and want to be a part of the decisions making it a great place to live while I build a family here. I run 30+ person teams and believe my analytics problem solving and management skills can get put to use in my community.

Q14

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

None

Q15

Upload your resume.

Resume VNEW.docx.pdf (69.8KB)

Page 4: Demographics

Q16

Ethnicity



Q17



To which gender do you most identify?

Q18



How old are you?

Mark Eugene Yatman

~ San Rafael, CA

Objective

Senior Management professional who excels in building, coaching and leading successful teams within an outstanding organization. In short, I want to make the place where I work better in every way possible.

Skills

- Hiring and Coaching top tier talent
- Process oriented to establish scalable customer experience teams
- Managing with empathy and candor to clearly set expectations
- Strategically leading to ensure success in perpetuity, not just today

Professional Experience

Drift Inc.

Sr. Manager, Enterprise Customer Success, March - 2021 - Present

- Managing the west and central Customer Success team of 13 CSMs
- Strategic account management coaching and talent acquisition
- Partnering with Sales, Marketing and Product to executive high priority initiatives such as the CAI launch, CAB and cross Enablement process.

Demandbase Inc.

Director of Customer Success, Dec 2017 – March - 2021

- Managing 2 CSM teams of high performing Customer Success Managers in the competitive ABM industry
- Focusing on team and talent, keeping a healthy employee pipeline, and training my team
- Creating the Customer Lifecycle and Enablement plan for the Mid-Market CSM segment.
- Leading my team to meet or exceed Renewal and Adoption goals 9 quarters in a row
- Identifying leaders for their first management experience to lead our east and west CSM teams which rolled up to me.

Sr. Manager of Strategic Consulting – May 2015 - 2017

- Lead 2 Managers, 4 Strategic Consultants, and 8 Campaign Strategists with a billable services model
- Created a paid consulting offering within Demandbase for Enterprise Customers

Brafton,

Lead, Customer Strategy – April 2013 - 15

- Lead a team of 6 Account Managers responsible for Customer Success, focusing on account growth and renewal
- Data Analysis and Consulting oriented services sales
- Team Skill Improvement training and coaching

Ricoh Americas Corporation

Account Executive Sept 2010 - 11

- Accomplished salesmen of the month on three separate occasions in current fiscal year, out of 22 Accounts executives and Awarded overachievement award in 2011

- Achieved 2 consecutive years in the presidents club with 162% quota attainment.

Education

California State University, Chico

College Of Business, Marketing and Statistics 2006-10

Wharton Online

Strategic Management Masters Certification Program – 2019-2020

#4

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Thursday, June 16, 2022 8:58:25 AM
Last Modified: Thursday, June 16, 2022 9:05:12 AM
Time Spent: 00:06:47
IP Address: 73.93.82.30

Page 1

Q1

Contact Information

First and Last Name	Meili Zhao
Address	[REDACTED]
Address 2	[REDACTED]
City/Town	San Rafael
State/Province	CA
ZIP/Postal Code	94901
Email Address	[REDACTED]
Phone Number	[REDACTED]

Q3

What Board would you like to apply to?

Board of Library Trustees,
Design Review Board,
Park and Recreation Commission,
Planning Commission,
Public Art Review Board

Page 3

Q7

How long have you lived in San Rafael?

8 years

Q8

Business Information

Company	Meilizhaoart
Address	1515 3rd street San Rafael
City/Town	San Rafael
ZIP/Postal Code	94901

Q9

How did you hear about this vacant position?

Social Media,
City Manager's Newsletter

Q10

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

Not yet

Q11

List any civic organizations of which you are a member:

Not yet

Q12

Education:

Masters degree

Q13

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

I love our area

Q14

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

Art work

Q15

Respondent skipped this question

Upload your resume.

Q16

Ethnicity

[REDACTED]

Q17

To which gender do you most identify?

[REDACTED]

Q18

How old are you?

[REDACTED]

#3

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Thursday, April 21, 2022 12:47:52 AM
Last Modified: Thursday, April 21, 2022 10:08:34 PM
Time Spent: 21:20:42
IP Address: 73.70.81.224

Page 1

Q1

Contact Information

First and Last Name	Sophia McInerney Corbett
Address	[REDACTED]
City/Town	San Rafael
State/Province	California
ZIP/Postal Code	94901
Email Address	[REDACTED]
Phone Number	[REDACTED]

Q3

What Board would you like to apply to?

Design Review Board,
Park and Recreation Commission,
Planning Commission

Page 3

Q7

How long have you lived in San Rafael?

almost 2 years

Q8

Business Information

Company	Colla and Ray LLP
Address	1561 Powell Street
City/Town	San Francisco
ZIP/Postal Code	94133

Q9

Social Media

How did you hear about this vacant position?

Q10

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

Fundraising for schools and other charitable organizations; volunteering and participating in group activities; doing pro bono attorney work for those in need; and just generally looking out for neighbors (whether it is helping with packages if they are out of town or helping their kid after they fell off a bike), reuniting lost pets with owners.

Q11

List any civic organizations of which you are a member:

Sun Valley PTO
State Bar of California

Q12

Education:

U of San Francisco Law School Graduate

University of Southern California Undergraduate, Double major BAs in Philosophy and international relations.

Graduate of Saint Ignatius College Prep in San Francisco.

Q13

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

To help preserve and grow the beautiful town I can now call my forever hometown.

Q14

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

Lawsuits that other attorneys at my firm handle that could be related in any way. I am not aware of any, however I could be ethically screened from those cases, if there are any. I worked at the San Francisco City Attorneys Office for 5 years and am familiar with setting up those walls.

Q15

Respondent skipped this question

Upload your resume.

Page 4: Demographics

Q16

Ethnicity

[REDACTED]

Q17

To which gender do you most identify?

[REDACTED]

Q18

How old are you?

[REDACTED]

PLANNING COMMISSION BYLAWS

ARTICLE I. NAME AND PURPOSE

Section 1.1. Name. The name of this body shall be the City of San Rafael Planning Commission, hereinafter referred to as the “Commission.”

Section 1.2. Purpose. The purpose of the Commission 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.

Section 1.3. Committee Responsibility. The Commission’s authority is decision-making.

It shall be the function and duty of the planning commission to act as a decision-making body on quasi-legislative matters including but not limited to:

- major subdivisions as delegated to the planning commission under Title 15
- conditional use permits delegated to the planning commission
- environmental and design review permits delegated to the planning commission
- appeals made by a lower body and appealed to the planning commission

It shall be the function and duty of the planning commission to act as an advisory body to the city council on legislative matters related to but not limited to the following:

- General Plan updates and amendments
- Zoning Text and Zoning Map Amendments
- Other land use item requiring City Council action

It shall be the duty of the members of the planning commission, to inform themselves on matters affecting the functions and duties of the commission and all planning matters, and, to that end, may attend training and planning conferences and the reasonable traveling expenses incidental to the attendances shall be charged 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. 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.

ARTICLE II. MEMBERSHIP

Section 2.1. Number of Members. The Commission shall consist of a total of seven (7) members as follows:

- District 1 Representative
- District 2 Representative
- District 3 Representative
- District 4 Representative
- At-large Member
- At-large Member
- At-large Member

Section 2.2. Eligibility. The Commission shall be composed of seven (7) regular voting Members, one commissioner from each district, and three at-large commissioners.

Requirements for eligibility:

1. District Representatives: Each district representative must reside in the district they represent.
2. At-Large Members: Must reside in city limits.

Section 2.3. Term Limits. Members of the Committee shall be limited to three (3) consecutive four-year terms. Additional terms may be served if there is a break between terms.

Section 2.4. Absence and Removal. An unexcused absence from two (2) consecutive Commission meetings without notification to the Staff Liaison shall be considered a voluntary resignation from the Commission. Previously dismissed Commission members may be eligible for reappointment to the Commission.

Section 2.5. Compensation. Commissioners shall serve without compensation.

ARTICLE III. MEETINGS

Section 3.1. Time and date of Regular Meeting. Notification of meeting place, date, and time shall be rendered to the public through posting on the City of San Rafael website. Regularly scheduled Commission meetings shall be the second and fourth Tuesday of each month, but these dates may be impacted by holidays. A schedule shall be approved annually by the Commission. The Commission shall meet once per month and shall be scheduled annually. The schedule for the upcoming year will be set by December of the previous year.