



SAN RAFAEL CITY COUNCIL STAFF REPORT	
Department: City Clerk	
Prepared by: Lindsay Lara, City Clerk	City Manager Approval:

TOPIC: PARK AND RECREATION COMMISSION INTERVIEWS

SUBJECT: INTERVIEW APPLICANTS AND MAKE AN APPOINTMENT TO FILL ONE FOUR-YEAR TERM TO THE END OF MAY 2026 ON THE PARK AND RECREATION COMMISSION DUE TO THE EXPIRATION OF TERMS OF ARIEL GUTIERREZ, KATHRYN REISINGER AND STACEY LAUMANN

RECOMMENDATION:

Interview the following applicants and appoint one applicant to fill one four-year term on the Park and Recreation Commission to the end of May 2026.

Names
Ariel Gutierrez
Ceci De La Montanya
Mark Yatman

BACKGROUND:

The terms of Ariel Gutierrez, Kathryn Reisinger and Stacey Laumann were set to expire at the end of May 2022. On June 28, 2022, the City Clerk’s Office called for applications to fill three vacancies of the full voting members. Subsequently, on June 6, 2022, the City Council adopted [Resolution 15090](#), Park and Recreation Bylaws, and on June 21, 2022, the City Council adopted [Ordinance 2010](#) which amended the composition of the Park & Recreation Commission, changing the membership from seven members to five members through attrition. Commissioner Laumann is terming off of the Commission due to meeting the maximum of two terms, and Commissioner Kathryn Reisinger did not reapply.

The Park and Recreation Commission assists the City Council in developing and implementing the long-range plans for City parks and recreation facilities, monitors current service levels and community needs, reviews the performance of City partnerships with community groups in the utilization of facilities and production of programs, and reviews and advises on general policies and procedures in the delivery of park, recreation, child care and cultural services. [Meetings](#) are held on the third Thursday of each month at 6:00 p.m. at the San Rafael Community Center at 618 B Street, San Rafael, CA 94901; however, due to COVID-19, the Commission is currently meeting virtually.

ANALYSIS:

Six (6) applications were received in the City Clerk’s Office by the extended deadline, and the Park and Recreation Commission Council Liaison, Councilmember Hill, and Mayor Kate reviewed the applications

FOR CITY CLERK ONLY

Council Meeting:

Disposition:

and selected three (3) applicants to move forward to be interviewed. Staff recommends holding interviews of the three (3) applicants and appointing one applicant to the Park and Recreation Commission, which would bring membership to five members total.

COMMUNITY OUTREACH:

The call for applications was advertised through mass email notification, the City website, social media platforms, and physically posted at City facilities.

FISCAL IMPACT:

There is no fiscal impact associated with this action.

RECOMMENDED ACTION:

Interview the listed applicants and appoint one applicant to fill one four-year term on the Park and Recreation Commission, with terms to expire at the end of May 2026.

ATTACHMENTS:

1. Three (3) applications
2. Park and Recreation Commission Bylaws

#2

COMPLETE

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Q1

Contact Information

First and Last Name	Ariel Gutierrez
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?

23 years

Q8

Business Information

Company	Rafael Racquet Club
Address	95 Racquet Club Drive
City/Town	San Rafael
ZIP/Postal Code	94901

Boards and Commissions Application

Q9

How did you hear about this vacant position?

Other (please specify):

Currently serving

Q10

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

I have served on the Park and Rec Commission since November, 2019, and hold a position as the liaison to the Pickleweed Advisory Committee.

I am on the Sun Valley Elementary School's PTO and will serve as president in the 2022-2023 school year.

I am on the Board of San Rafael Soccer, serving in the positions of Grade Level Representative and coach.

Q11

List any civic organizations of which you are a member:

San Rafael Parks and Recreation Commission

Sun Valley PTO

San Rafael Soccer

Q12

Education:

Cal Poly State University, SLO - B.S. Economics

San Rafael High School

Q13

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

I am interested in serving on the Park and Rec Commission to continue the work I've been involved in over the past two years. I was appointed to a partial term, and certainly feel like there is much more I can give, leaving me hopeful I will be appointed to a new term. The Park and Rec department is in the midst of very exciting times, between the Master Plan, the Library expansion, and more generally, the post-COVID emergence. In my short experience to date, I was involved with the selection of a firm to draft a library and recreation renovation of the B Street facility and have learned much about the process to date, and prospects for it's future. I have also been eagerly watching the progress of the Master Plan and hope to be able to see this come to fruition as a commissioner, thus, being a part of putting it into action.

I bring decades of residency in San Rafael to the table, most recently as a mother of two kids who spend a lot of time at our parks. I have also spent the last decade+ as the GM of a recreation facility in San Rafael, adding relevant expertise to my service as a commissioner.

If appointed, serving on this commission will allow me to remain involved in the planning and implementation of our community's bright future.

Q14

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

None.

Q15

Upload your resume.

Ariel_Gutierrez_Resume_2019.pdf (199.2KB)

Page 4: Demographics

Q16

Ethnicity

[REDACTED]

Q17

To which gender do you most identify?

[REDACTED]

Q18

How old are you?

[REDACTED]

Summary

An experienced professional with a background in financial management, revenue and membership generation, project management, communications, and facilities operations. Results-focused, solution-oriented, creative-thinker, and ability to work in a fast-paced and multi-faceted environment.

Work Experience

General Manager

January 2010 - Present

Rafael Racquet Club, San Rafael, CA

Manages all aspects of private, member-owned swim and tennis club (500+ members)

- Oversees \$2 million annual budget
 - Monitors monthly budgets and prepares financial statements
 - Manages capital fund allocations, growth and development in accordance with strategic plan
 - Prepares financial reports to Board of Directors
 - Manages cash flow and all operating costs
- Human Resources/Personnel
 - Oversees 35+ year-round staff as well as additional 70+ seasonal staff
 - Recruits, hires, and trains new employees in accordance with Club's personnel policy and in accordance with applicable state and federal laws
- Marketing/Communications
 - Coordinates marketing and membership relations programs to promote Club's services and facilities to current and potential members
 - Implements communications strategy that includes email marketing, website updates, and other outreach
 - Communicates regularly with members to ensure membership satisfaction
 - Maintains web and online content
- Operations
 - Initiates, develops, and implements all operational policies
 - Develops and implements the Club's strategic growth plan
 - Oversees all department heads to ensure each department is following proper personnel procedures
 - Acts as Liaison between membership and Board of Directors
 - Oversees care and maintenance of Club's physical assets and facilities
 - Develops, initiates, and assesses Club programs and services offered to members
 - Manages relationships with all outside vendors, contractors, service providers, and firms
- Construction management
 - Oversaw \$5 Million remodel in multiple phases
 - Gained member approval for funding
 - Worked with Board of Directors to secure bank loans and the selection of the General Contractor
 - Managed daily project progression to ensure project was on time and on budget

Assistant Manager

June 2006 – December 2009

Rafael Racquet Club, San Rafael, CA

- Maintained regular communications with members via newsletters
- Used various marketing strategies to increase visibility in the community and recruit new members (flyers, email marketing, etc.)
- Created and led onboarding process and orientations for new members
- Regular interface with Board of Directors
- Developed summer youth programming: Summer Camps for 6 weeks with 100 participating youth and 8 staff
- Lead strategic planning committee for \$5 million Club remodel
- Supervised 25 seasonal staff including lifeguards and summer camp assistants

Member Services and Communications Liaison

March 2002 – June 2006

Rafael Racquet Club, San Rafael, CA

- Designed monthly newsletters via Adobe Creative Suite to market instructional programs, tournaments, member socials, etc.
- Assisted Swim Coach: communicated with 150+ families regarding practice schedules and athlete progress
- Planned, coordinated and executed regular member events and socials for up to 100 guests
- Supervised 15 lifeguards seasonally

Swim Coach

Seasonally, February-May

San Rafael High School, San Rafael, CA

2003-2006

- Coached the Men's and Women's Varsity Swim Team
- Developed workouts and meet lineups for both teams
- Hosted the MCAL Championship meet in 2005; coordinate for all high schools the rental of pool space and equipment, arranged for dozens of volunteers and meet officials, coordinated media needs, ensured accuracy and fulfillment of meet data

Skills

Microsoft Office Suite (Word, Excel, PowerPoint): expert

G-Suite: proficient

QuickBooks: expert

Constant Contact: expert

Adobe Design Suite: proficient

WordPress: proficient

Education & Trade

Cal Poly State University, San Luis Obispo, CA

Bachelor of Science: Economics 2001

Concentration: International Trade

Professional Member, Club Management Association of America

#3

COMPLETE

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Q1

Contact Information

First and Last Name	Ceci De La Montanya
Address	[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,
Park and Recreation Commission

Page 3

Q7

How long have you lived in San Rafael?

3.5 years

Q8

Business Information

Company	Self Employed
Address	[REDACTED]
City/Town	San Rafael
ZIP/Postal Code	94901

Q9

How did you hear about this vacant position?

Other (please specify):

Email

Q10

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

I am actively looking for more civic activities to participate in outside of volunteering with my child's preschool. I am currently working with the Canal Alliance and other local partners to help establish a new soccer league in the Canal area.

Q11

List any civic organizations of which you are a member:

I am not currently a member of any civic organizations, but would like to be. When I worked at OpenGov, I advised and worked alongside hundreds of local governments across the country to establish fiscal transparency initiatives. I previously worked in the British parliament where I managed constituency correspondence and various parliamentary initiatives including a delegation visit to Latvia.

Q12

Education:

I have dual Bachelor of Arts degrees, summa cum laude, in politics and communication studies from the University of San Francisco and a Master of Science degree in Media and Communication Development from London School of Economics

Q13

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

We love living in San Rafael and I would like to play a role in shaping its future. My young daughters and I visit the parks and library regularly. I believe my personal experience as a young family using these services, coupled with my experience in government will enable me to be a pragmatic advocate for their ongoing administration.

Q14

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

None.

Q15

Upload your resume.

Ceci_De_La_Montanya_AUG 2019.docx.pdf (79.9KB)

Boards and Commissions Application

Q16

Ethnicity

[REDACTED]

Q17

To which gender do you most identify?

[REDACTED]

Q18

How old are you?

[REDACTED]

Ceci De La Montanya

[REDACTED], San Rafael CA 94901
[REDACTED]

SUMMARY OF QUALIFICATIONS

I am a self-starting communications professional with 15+ years of experience in San Francisco, New York City and London across the government, healthcare, and edtech sectors. Key highlights:

- Planned and executed numerous product launches for companies at various growth stages
- Skilled in adapting communications messaging and strategy for local and international audiences
- Keen eye for detail that translates to excellent project management abilities

WORK EXPERIENCE

FREELANCE COMMUNICATIONS CONSULTANT

SEP 2016 – PRESENT

- Work with various mission-driven startups in the digital health, edtech and govtech industries including BetterUp, Benepass, OpenComp, Dignity Health, Ambra Health, Trov, OpenGov, Udemy, and De La Montanya Winery to advise on communications strategy, content marketing, positioning and launches.

VICE PRESIDENT, CLIENT SERVICE

2019 – 2020

Allison+Partners

San Francisco, CA

- Led client service and overall strategy for a portfolio of health and wellness clients totaling \$2m+ in annual revenue.
- Drove integrated communications strategies for clients and worked cross-functionally across A+P service areas.
- Managed junior staff and led by example for exemplary client service.

DIRECTOR, GLOBAL COMMUNICATIONS

JAN 2016 – SEP 2016

Udemy

San Francisco, CA

Udemy is a global learning marketplace connecting expert instructors and students around the world.

- Led and scaled global communication program focusing on US, UK, German and Brazil markets.
- Stewarded a series of corporate announcements including a \$60 million funding round, the company's first acquisition, 10 million student milestone and significant marketplace price change, all within the first six months.

HEAD OF PUBLIC RELATIONS

OCT 2014 – NOV 2015

OpenGov

Redwood City, CA

OpenGov is a fast growing Andreessen-backed government technology start-up that enables governments to more effectively manage and share their budget data.

- Built public relations function from scratch including strategic objectives, tactical timeline and all resources for PR, social media, speaking engagements and awards. Recruited and onboarded PR agency.
- Developed corporate messaging, media trained executives, and secured brand-building pieces including being recognized as a World Economic Forum Technology Pioneer.
- Created scalable media launch kit for government customers to foster steady stream of awareness in local target markets and managed high-profile customer launches including the Treasurer of Ohio, Miami and Pittsburgh.
- Pitched a \$500K grant program to non-profit Innovate Your State and managed project through to media launch.

SR. PR MANAGER

OCT 2012 – SEP 2014

OpenTable

London, UK & San Francisco, CA

OpenTable is the global leader in online restaurant reservations. I oversaw public relations and social media for OpenTable Europe and transferred to the SF headquarters to take on more responsibilities.

- Developed communications strategy, company narrative and objectives in Europe.
- Built foundational news bureau elements including a UK-based press center and blog and manage ongoing cross-platform editorial calendar.
- Nurtured critical media relationships and championed customer success stories resulting in a 100% increase of press coverage in the UK in the first year.
- Adapted and introduced flagship US PR program - Diners' Choice - to UK and German markets.
- Promoted within six months and transferred to San Francisco to expand role to include North America.
- Played key role in the communications strategy and execution of the \$2.6B Priceline acquisition and mobile payments launch to NYC.

PARLIAMENTARY RESEARCHER 2010 – 2012
UK Parliament, Christopher Pincher MP London, UK
Member of Parliament for Tamworth, based in his Westminster office. Held position while completing a graduate degree at the London School of Economics.

- Researched briefs for MP to participate in chamber activities (debates, interventions, speeches and questions) and Energy and Climate Change Committee activities.
- Developed press releases, speeches, statements, and by-lined articles on behalf of MP.
- Created new website for the MP <http://christopherpincher.com> and social media strategy.
- Liaised with various ministerial offices on behalf of constituents including the Home Office, Foreign & Commonwealth office, Ministry of Defense, Work & Pensions, Education, Business Innovation & Skills, etc.
- Oversaw the creation of an All-Party Parliamentary Group to foster bi-lateral relations with Latvia and coordinated group's activities including a delegation visit, liaising with the Embassy of Latvia and Latvian Government.

FREELANCE WRITING & PUBLIC RELATIONS 2010 – 2012
Various clients London, UK

- Freelance public relations work for Airbnb (strategy planning and media outreach surrounding international travel related to the Royal Wedding,) and hotelclub.com.

DIRECTOR, PR & MARKETING 2008 – 2010
Charlie Palmer Group NEW YORK, NY

The Charlie Palmer Group is a collection of 12 restaurants, 2 wine shops, and boutique hotels owned and operated by celebrity chef Charlie Palmer. I was the head of marketing and public relations for this hospitality group.

- Developed and led marketing strategy for two restaurant openings in 2009, including relocating the flagship restaurant Aureole in New York City and oversaw all new branding development.
- Implemented successful new digital marketing strategy to complement central sales office, including Website re-launch and social media; built customer database of 120,000 members in the first year.
- Oversaw development of all marketing, press and internal collateral, including advertisements, partnerships, press releases and flyers in addition to developing creative promotions and events for cross marketing venues.
- Managed stakeholder relationships, including tenants, partners, media agencies, sponsors and charities.

ACCOUNT MANAGER 2004 – 2008
Allison+Partners San Francisco, CA/ New York, NY

Mid-sized public relations agency, <http://allisonpr.com>. Client portfolio included: The Michelin Guides, ZipRealty, Bay Area Air Quality Management District, Hard Rock Hotel & Casino, Cakebread Cellars, Popchips, Everlands Destination Club, C.F. Sauer Food Company, ARAMARK Parks & Resorts, Peter Lik Galleries.

- Managed teams of 4-5 and served as main client contact; specialized in brand positioning/messaging, creative promotions, media outreach, launch events, media training, sponsorships and new business development.
- Developed agency's Food and Beverage practice specialty.
- Led the integrated marketing launch of the Michelin Guides to the western US, including managing campaigns in San Francisco, Los Angeles, and Las Vegas.

EDUCATION

LONDON SCHOOL OF ECONOMICS & POLITICAL SCIENCE 2010 - 2011
MSc (hons) in Media and Communication Development London, UK

UNIVERSITY OF SAN FRANCISCO 2001 - 2005
Dual BA degrees in Politics and Communication Studies San Francisco, CA

- Summa Cum Laude distinction and recipient of the Top Communications Student Award

ACTIVITIES & INTERESTS

- Elected Treasurer of the LSE SU Bacchus Wine Society and selected to represent LSE at Bollinger international university tasting challenge in Champagne, France (2010-11)
- Former member of New York's Citymeals-on-Wheels leadership committee for the development of a new Young Professionals organization; increased membership to 300 in first year (2008-2010)
- Helped to establish family business: De La Montanya Winery & Vineyards and served as brand manager
- Former Ballroom & Latin dance instructor and choreographer at Dance Arts Studios in San Rafael, CA (2001-2004)
- Interests include: dining, international travel (visited all 28 EU member countries), public speaking, snow skiing, softball, and ballroom dancing

#5

COMPLETE

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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

[REDACTED]. ~ San Rafael, CA
[REDACTED]

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

PARK AND RECREATION COMMISSION BYLAWS

ARTICLE I. NAME AND PURPOSE

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

Section 1.2. Purpose. The purpose of the Commission is to assist the City Council in developing and implementing the long-range plans for City parks and recreation facilities; monitor current service levels and community needs; review the performance of City partnerships with community groups in the utilization of facilities and production of programs; and review and advise on general policies and procedures in the delivery of park, recreation, child care and cultural services.

Section 1.3. Committee Responsibility. The Commission’s authority is advisory only. The Commission has no power to act on behalf of the City of San Rafael or any other entity.

Subject to the direction and control of the City Council, as provided in Section 2.04.030 of the San Rafael Municipal Code, the powers and duties of the Commission shall be:

1. To assist in the preparation and adoption of a review annually and revise as necessary a long-range plan for parks including neighborhood parks, community-wide parks, special use facilities and open space lands;
2. To focus public attention upon the need for adequate parks and healthful and creative year-round supervised recreation for all age groups;
3. To assist in promoting the public recreation programs;
4. To solicit to the fullest extent possible the cooperation of school authorities and other public and private agencies interested therein;
5. To assist the Parks and Recreation Director in establishing general policies and procedures in respect to park usage;
6. To receive periodic reports from the department head concerning the general operations and functions of the department;

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

ARTICLE II. MEMBERSHIP

Section 2.1. Number of Members. The Commission shall consist of five (5) members, one of whom may be a Councilmember.

Section 2.2. Eligibility. Committee members shall reside in City limits.

Section 2.3. Term Limits. Members of the Committee shall be limited to two (2) 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. The Commission shall meet once per month, on a consistent day of the month, and shall be scheduled annually. The schedule for the upcoming year will be set by December of the previous year.