



AGENDA

SAN RAFAEL CITY COUNCIL SPECIAL MEETING WEDNESDAY, NOVEMBER 2, 2022 AT 6:30 P.M.

Participate Virtually:

Watch on Zoom Webinar: <https://tinyurl.com/CCSM-2022-11-02>

Listen by phone: (669) 900-9128

ID: 818-4847-7130#

One Tap Mobile: US: +16694449171,,81848477130#

Members of the public may speak on Agenda Items.

1. Bicycle and Pedestrian Advisory Committee Interviews

Interview Applicants and Make Appointments to Fill Two Four-Year Terms to the End of October 2026 on the Bicycle and Pedestrian Advisory Committee Due to the Expiration of Terms of DJ Allison, Kate Powers and Kevin Hagerty (CC)

Recommended Action - Appoint two applicants

2. Voter Approved Tax Oversight Committee Interviews

Interview Applicants and Make an Appointments to Fill Three Four-Year Terms to the End of November 2026 and Two Two-Year Terms to the End of November 2024 on the Newly Established Voter Approved Tax Oversight Committee (CC)

Recommended Action - Appoint five applicants

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 Lindsay.lara@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: BICYCLE AND PEDESTRIAN ADVISORY COMMITTEE INTERVIEWS

SUBJECT: INTERVIEW APPLICANTS AND MAKE AN APPOINTMENT TO FILL TWO FOUR-YEAR TERMS TO THE END OF OCTOBER 2026 ON THE BICYCLE AND PEDESTRIAN ADVISORY COMMITTEE DUE TO THE EXPIRATION OF TERMS OF DJ ALLISON, KATE POWERS AND KEVIN HAGERTY

RECOMMENDATION:

Interview the following applicants and appoint two applicants to fill two four-year terms on the Bicycle and Pedestrian Advisory Committee the end of October 2026.

Names
David Rhoads
Mark Kyle
Sunny Lee
Sylvain Frayer
Thomas Vogl

BACKGROUND:

The terms of DJ Allison, Kate Powers and Kevin Hagerty were set to expire at the end of October 2022. On October 5, 2022, the City Clerk’s Office called for applications to fill two vacancies of the full voting members, leaving one seat unfilled due to the recent change in membership composition [approved by the City Council on June 6, 2022](#), changing the membership from nine members to five members through attrition. Member Allison, Powers and Hagerty are terming-off of the Committee due to meeting the maximum of two terms.

The purpose of the Bicycle and Pedestrian Advisory Committee is to promote bicycling and walking as viable means of transportation throughout San Rafael, to provide conceptual input on public bicycle and pedestrian infrastructure projects, and to support the implementation of the City’s Bicycle and Pedestrian Master Plan. [Meetings](#) are held on the first Wednesday, every other month (even months) at 6:00 p.m. at City Hall, Third Floor Conference Room, 1400 Fifth Avenue, San Rafael, CA 94901. As permitted by AB361, meetings are held virtually at this time.

ANALYSIS:

Eight (8) applications were received in the City Clerk’s Office by the deadline, and the Bicycle and Pedestrian Advisory Committee Council Liaison, Councilmember Llorens Gulati, and Mayor Kate reviewed the applications and selected five (5) applicants to move forward to be interviewed. Staff

FOR CITY CLERK ONLY

Council Meeting:

Disposition:

recommends holding interviews of the five (5) applicants and appointing two applicants to the Bicycle and Pedestrian Advisory Committee, 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 two applicants to fill two four-year terms on the Bicycle and Pedestrian Advisory Committee, with terms to expire at the end of October 2026.

ATTACHMENTS:

1. Five (5) applications
2. Bicycle and Pedestrian Advisory Committee Bylaws

#3

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Thursday, October 27, 2022 2:00:59 PM
Last Modified: Thursday, October 27, 2022 2:04:14 PM
Time Spent: 00:03:15
IP Address: 23.127.165.205

Page 1

Q1

Contact Information

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

Q3

Bicycle and Pedestrian Advisory Committee

What Board would you like to apply to?

Page 3

Q7

How long have you lived in San Rafael?

3.5 years

Q8

Respondent skipped this question

Business Information

Q9

How did you hear about this vacant position?

Other (please specify):
Attending BPAC meetings and the City website

Q10

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

I am an active participant in several groups and committees locally. Most notably, I have attended and actively participated in every San Rafael Bicycle and Pedestrian Committee meeting for the past 2.5 years. Next, I am an active volunteer with the Marin County Bicycle Coalition (MCBC) where I volunteer at events and fundraisers to help their mission. Earlier this year I participated in Climate Ride (climateride.org) where I fundraised nearly \$7,000 - all of which went to the MCBC. Finally, I have volunteered many times for Slow and Say Hello (safetrailsmarin.org), a group that advocates for safe sharing of our trails and public open spaces here in Marin County amongst hikers, bikers and equestrians.

Q11

List any civic organizations of which you are a member:

Marin County Bicycle Coalition
SPUR (spur.org)
Climate Ride

Q12

Education:

Bachelor of Arts in Architecture with a minor in City and Regional Planning from University of California, Berkeley

Q13

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

I want to make San Rafael a safer and better place to get around by walking and biking and I feel the BPAC is an ideal place to start achieving this goal. My lifelong passion for alternative transportation (non-single occupancy automobile) recently kicked into high gear when my wife and I welcomed our baby into the world late last year. I walk him to and from daycare in the West End, navigating streets with no (or poor) sidewalks and getting passed by drivers who blindly speed through our neighborhood. Now that I have a child, my awareness of the lack of safe streets, aggressive and dangerous driving and few facilities for people getting around safely by foot or bicycle is of top concern to me. My family is proudly a one car family and earlier this year we purchased an electric bicycle instead of a second car. I use this bicycle to get to the Larkspur Ferry terminal for work and for most of my nearby errands throughout San Rafael and Central Marin (including grocery shopping!). It's been amazing but also sometimes terrifying. I love how I don't sit in traffic or contribute to it and I'm helping San Rafael achieve its goal to reduce its carbon emissions as part of the City's Climate Action Plan (of which transportation is fully 60%+ of the City's entire footprint). This decade is so important to achieving these goals as a society and San Rafael's BPAC has an important role in it - especially with the next version of the Bicycle and Pedestrian Master Plan. I want to help shape the next plan.

I believe that the BPAC has an amazing opportunity to influence and implement impactful policies and advocate for bicycle and pedestrian interests in local projects - even representing San Rafael's interests in projects by other jurisdictions within the City (such as SMART, Caltrans, TAM, etc.). Should I be appointed to the Committee, I plan to advocate for the Committee to take up agenda items related to these projects on top of the typical agenda items. I feel that the BPAC is well positioned to advocate and advise the City Council on bicycle and pedestrian issues before it and I'm prepared to take on that responsibility should I be appointed. Finally, our City has goals related to other adjacent priorities, such as improving public transportation utilization. By improving the bicycle and pedestrian experience in San Rafael, more people are likely to use alternative transportation resulting in reduced traffic and helping us achieve our climate goals - a future I want to see for my family!

Q14

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

I am not aware of any possible areas of conflicts with the City.

Q15

Upload your resume.

David%20Rhoads%20Resume%20-%20City%20of%20San%20Rafael.pdf (5.5KB)

Page 4: Demographics

Q16

Ethnicity

[REDACTED]

Q17

To which gender do you most identify?

[REDACTED]

Q18

How old are you?

[REDACTED]

Dave Rhoads

Pursuing a new role in real estate development and placemaking with a driven team. Over 15 years of real estate and business experience in leasing, innovative design, construction and operations, high-performance building, and sustainability.

WORK EXPERIENCE

Intercom • San Francisco

Jul 2021 - Present

Director of Workplace and Real Estate

- Managed, strategized and led all elements of 300,000 sf portfolio for 1,000 employees in five global cities including transactions, subleasing, design and construction, operations, and workplace strategy
- Responsible for \$40m capital project budget, scope and schedule including \$23m new Dublin, Ireland HQ. Delivered new SF office 10% under budget and on schedule with expanded scope.
- Implemented new financial planning and analysis standards resulting in more predictable capital and operational spend and better partnership with the business
- Managed and led a team of nine people

Saltmine • San Francisco

May 2020 - Jul 2021

Director Of Customer Success

- Responsible for \$3M ARR across accounts such as Fidelity, BlackRock, Nike, PG&E, Gilead and Intuit
- Successfully managed and led four Customer Success Managers
- Pitched and demoed Saltmine to JLL Technologies resulting in \$5m Series A venture capital investment

WeWork • San Francisco

Feb 2018 - May 2020

Senior Director, Regional Head Of Enterprise Services

- Led team of 14 responsible for successful end to end customer experience from sales/leasing through delivery and occupancy of custom office space
- Successfully oversaw the delivery of a \$48m, 170,000 sf, fully custom office in San Francisco for a major financial tech company. Managed all client relations and expectations, change orders, navigated contract ambiguity and a dynamic client
- Responsible for over \$600m revenue on over 85 deals
- Successfully delivered first WeWork custom office for BlackRock under extreme conditions

Google • Mountain View

Mar 2012 - Dec 2017

Real Estate Business Partner

- Managed all aspects of real estate for the Hardware business of 1,500 employees across 600,000 sf, including design and construction, operations, and strategic space planning
- Responsible for scope, schedule and budget of \$11m of furniture purchase

Green Building Program Manager

- Responsible for LEED certification, sustainability, user experience and IEQ strategies and outcomes on roughly 3.5m sf in Northern California, Asia and Australia
- Managed end to end installation and evaluation of 7.2 KW lightweight solar photovoltaic pilot

Regenerative Ventures • Berkeley

Jun 2009 - Mar 2012

Program Manager

- Responsible for business development, people management and operations for a private business consortium, green building strategy consulting, and advisory services business. Reported directly to David Gottfried, CEO, and Founder of U.S. Green Building Council

EDUCATION

Bachelor of Arts in Architecture and Minor in City Planning • University Of California, Berkeley •

Aug 2005 - May 2009

CERTIFICATIONS

LEED AP

USGBC • Jul 2012

INTERESTS

trail running, cycling, Clean energy and energy efficiency, Transportation systems and city planning, Camping, clean energy and energy efficiency

#1

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, October 25, 2022 5:39:59 PM
Last Modified: Tuesday, October 25, 2022 8:17:00 PM
Time Spent: 02:37:01
IP Address: 76.253.15.124

Page 1

Q1

Contact Information

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

Q3

Bicycle and Pedestrian Advisory Committee

What Board would you like to apply to?

Page 3

Q7

How long have you lived in San Rafael?

22 years

Q8

Business Information

Company	Law Offices of Mark Kyle
Address	25 Cottonwood Drive, Suite A
City/Town	SAN RAFAEL
ZIP/Postal Code	94901

Boards and Commissions Application

Q9

How did you hear about this vacant position?

Other (please specify):

asked at City Clerk's office

Q10

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

1. County election poll worker
 2. Monthly food prep volunteer at St. Vincent de Paul's soup kitchen (each month I make 50 bag lunches; I do all the shopping and preparation)
 3. Participating in 2022 City Council race by serving as campaign treasurer for one of the candidates
 4. Volunteer at West Point Inn
-

Q11

List any civic organizations of which you are a member:

1. member - Marin Cyclists Club
 2. member - Marin County Bicycle Coalition
 3. member and active fundraiser - NAMI Marin
 4. member - MALT
 5. member - Marin Audubon Society
 6. former Board member - Marin County Election Advisory Committee
 7. Member - State Bar of California; American Bar Association; California Political Attorneys Association;
-

Q12

Education:

JD, 1990, School of Law, University of California, Davis CA
BA (Philosophy), 1977, Boston University, Boston MA

Q13

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

I'm an avid cyclist and I want to make a civic contribution.

I cycle for recreation and for running errands. (I work at home so I can't add "commuting"!)

I currently road cycle throughout Marin County as well as other counties in both northern and southern California. I also love bike touring. Last year I did a solo, unsupported ride on my gravel bike from Buffalo NY to Albany NY along the Erie Canal Trail. I also rode unsupported for over 200 miles throughout Cape Cod and the islands of Nantucket and Martha's Vineyard. In my early twenties (several decades ago!) I took a two month bike tour from London, England to Barcelona, Spain. An adventure I'll always cherish. But biking is more than recreation and seeing the world for me. Biking represents an integral part in making San Rafael, Marin County, California, the US, and the world a more sustainable and healthy place(s). The health benefits to individuals who bike are well established. But on a larger scale a significant increase in bicycle use can represent a vital contribution to combating global climate change. Being able to participate at the local level making even modest, beneficial changes to individual and city-wide use of bicycles seems like a very valuable way to contribute to both our city and a larger community.

Q14

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

Can't think of any.

Q15

Upload your resume.

Resume%20of%20MARK%20KYLE%20(2022)%20(2).pdf (103KB)

Page 4: Demographics

Q16

Ethnicity

[REDACTED]

Q17

To which gender do you most identify?

[REDACTED]

Q18

How old are you?

[REDACTED]

MARK L. KYLE

Law Office of Mark Kyle

Private Practice Sole Practitioner

February 2020 - Present

- Representing labor unions, non-profits, electeds, and individuals.

Operating Engineers Local 3

Director of Government Affairs & Public Relations

February 2009 – March 2019

- Oversaw the union's grassroots political efforts, policy work, and legal compliance work.
- Managed a public relations and communications staff charged with the production of a monthly newsletter, various leaflets and letters, public and private websites, and a small, non-profit printing press.
- Coordinated campaign planning, training and staff deployment for various municipal, state and federal electoral races in the Local's four state jurisdiction (Utah, Nevada, California, Hawaii).
- Led state-level policy work involving regulatory or legislative issues directly pertaining to Union membership, including some combination of research and analysis, lobbying, and member and staff education.
- Lead organizer for labor/business coalitional efforts such as High-Speed Rail, Regional Measure AA (SF Bay Restoration Authority), and the Labor in the Climate Transition September 12 Symposium.
- Conducted compliance legal work related to elections and campaigns.
- Defended the union and its members in contract administration arbitrations.
- Communicated union issues and concerns to the Union's 37,000 members through various media sources.

California Labor Federation

Chief of Staff

January 2006 – December 2008

- Direct and indirect responsibility for all programmatic and operational aspects of the California Labor Federation ("CLF").
- Oversaw programs on legislation and policy, campaigns and elections, grassroots issue advocacy, and workforce and economic development.
- Led the production of three major stakeholder events each year - Legislative Conference, Pre-Primary Conference and the Biennial Conference.

Campaign Consultant/Statewide Field Director

July 2005 - December 2005

- Provided strategic, tactical and legal planning on behalf of statewide ballot initiative campaign.
- Oversaw and coordinated 15 local labor councils' grassroots political efforts.
- Recruited, dispatched and supervised 40 full-time and 100 part-time temporary campaign staff throughout California.
- Coordinated the integration of the paid media outreach with the grassroots volunteer efforts including polling, direct mail, telemarketing, website and material production.

California Secretary of State

Special Counsel to the Secretary

October 2004 - March 2005

- Provided expert policy analysis and direction on voting systems.
- Advised on legal, operational and administrative issues.

Under Secretary of State

January 2003 - October 2004

- Managerial responsibility for and oversight of agency administration (including operations, personnel, finance, and budget), policy, legal, legislative, media relations, and scheduling.
- Directed agency staff of 450 through 8 division managers and the Executive Office (Legislative and Constituency Services, Chief Counsel, Press and Communications, Scheduling, Policy).
- Served as Chair of the Voting Systems and Procedures Panel, and as Trustee on the Board of the California State History Museum.

Operating Engineers Local Union No. 3

Director of Operations

2001 – 2002

- Assisted Chief Operations Officer in daily operational oversight and administration of 200 staff in twenty offices in six states.
- Project lead on long-term strategic planning campaign and information technology infrastructure overhaul.

Contracts Manager

1999 – 2001

- Negotiated, researched, drafted, wrote, and edited contracts for private and public sector construction, including multi-employer master agreements and multijurisdictional project agreements.
- Oversaw writing and production of contracts.

California State Assembly

Chief of Staff (12th Assembly District)

April 1998 – December 1998

- Responsible for all operations in legislative and district offices for then Assembly Majority Leader Kevin Shelley.
- Oversaw and directed staff (approximately 20) in all aspects of legislation (research, analysis, drafting), constituent affairs, personnel, and administration.

Operating Engineers Local Union No. 3

Political Organizer

1995 – 1998

- Ran local and statewide initiative and candidate campaigns on behalf of organized labor.
- Worked with numerous union locals, regional and statewide councils throughout the state.
- Conducted numerous trainings on the operations of campaigns for building trades locals throughout California.

Staff Counsel

1991 – 1995

- Represented the union and employees in administrative, state and federal cases regarding contract interpretation, discipline and termination, discrimination, duty of fair representation, TROs, etc.

EDUCATION

JD, 1990, University of California School of Law, Davis
BA in Philosophy, 1977, Boston University

ASSOCIATIONS/MEMBERSHIPS

Member:

- California State Bar; (admitted *December 1990*)
- Operating Engineers Local Union No.3
- American Bar Association
- California Political Attorneys Association

Former Member, Advisory Committee, UC Berkeley Labor Center

Past Chair, California Voting Systems and Procedures Panel

Past Chair, California Secretary Of State Touch Screen Task Force

Former Trustee, California State History Museum

Former Member, Election Advisory Committee, County of Marin

Past Member, Federal Ad Hoc Committee on Fort Baker Transition

#2

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Sunday, October 23, 2022 11:18:08 PM
Last Modified: Thursday, October 27, 2022 12:19:38 PM
Time Spent: Over a day
IP Address: 73.231.160.177

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]

Q3

Bicycle and Pedestrian Advisory Committee

What Board would you like to apply to?

Page 3

Q7

How long have you lived in San Rafael?

24 years

Q8

Respondent skipped this question

Business Information

Q9

How did you hear about this vacant position?

City Manager's Newsletter,

Other (please specify):

Attending BPAC meetings as a public

Q10

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

1. Volunteering as a secretary of a Neighborhood Association since 2011.
 2. Attending Council Meetings as a community member to inform the association members and represent the community.
 3. Organize National Night Out Event for the neighborhood in part with SRPD and SRFD.
 4. Attending City and County Public Safety and Community Meetings, Safe Parking, WildFire Prevention, 3rd Street Improvement, BPAC and the Board of Library Trustees to be informed and also give feedback or/and input as a community when it was asked.
 5. Volunteer/participate for San Rafael High School as a PTO member and all of city schools when my children attended in the past. I was recognized in a school-wide assembly for my volunteering for the 8 years when my children attended the school.
 6. Assist and guide senior neighbors' technology challenges (such as ID-theft, renewing vehicle registration and making Covid Vaccine/Test appointments online).
 7. Attending Community Climate Action Forums and closely working with many of the members/interest groups outside the forums. As a close-knit MarinFreecycle member, we have always actively educating and practicing Recycle, Reuse and Repurpose since 2008.
 8. Participated in the city's workshops for Housing, Library and Economic developments when the community attendance were asked to participate.
 9. Filling out many community surveys in various sectors when it was asked and sharing the links to many friends and neighbors.
 10. Close communication with a few key police officers at SRPD in order to provide home security camera footage and eyewitness encounters to assist in their ongoing investigations/incidents.
 11. Working closely with DPW and many city engineers, CalTrans, Design Firm, project contractor and the construction company for the past 7 years for the Southern Heights Blvd Bridge Project.
-

Q11

List any civic organizations of which you are a member:

Southern Heights Neighborhood Association
Community Climate Action
We Are SR! - San Rafael High School PTO
Federation of San Rafael Neighborhoods
MarinFreecycle
Drive Clean Bay Area

Q12

Education:

School of Visual Arts, NYC, Master of Fine Arts in Computer Graphics & Special Effects
Parsons School of Design/School of Visual Arts, Bachelor of Fine Arts in Communication Arts and Graphic Design

Q13

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

I have worked and lived in San Rafael since 1998. I believe in civic duties and we all need to contribute one way or another to make a difference for the city that I call home.

Growing up as a child of teachers/principals and uncles in civil engineering, the citizen oversight and public participation, input & feedback on many municipal developments were highly regarded. Looking back, it was simply regarded as a noble responsibility. In Last 3 years, I have become very well aware of the safety of pedestrians & bicyclists especially in the San Rafael downtown area where I am most frequent. After attending BPAC meetings as a public for the past 3 years, many of my friends who are parents of school-age kids recommended me to apply. I feel it's an opportunity to serve the community as well. Since I'm very detail oriented visually and my analytical skills to comprehend/visualize/process the project's drawings quickly, due to drafting training. Also being a frequent pedestrian and a motorist in our city streets and beyond, and also having lived in other major cities big and small in the US and World will help me to foresee possibly overlooked safety concerns and contribute what I learned from other cities' successful implementations.

At last, I believe in advancing racial equity and a representation of older residents by a member's age is 55+.

Q14

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

None

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]

Sunny Lee

Objective

Appointment to the City of San Rafael Bicycle and Pedestrian Advisory Committee, where I believe my frequent experience as a pedestrian in SR downtown, West End, Sun Valley, Picnic Valley and Montecito/SRHS will be a valuable new perspective to the committee.

Experience

Worked at George Lucas' Industrial Light + Magic for 11 years and Digital Domain (Titanic) for 2 years. At first this may not seem relevant to BPAC, but it taught me the value of working in a team to reach solutions that adhered to a set of constraints, with each individual contributing something different to the solution. I saw over and over how people with different skills and backgrounds working together produced better results than any one of them could alone. I also learned to work with complex systems (computer graphics simulations instead of traffic patterns), and anticipate how changes meant to fix one problem could produce multiple changes in the outcome, sometimes producing new, undesired results.

Lived and worked for 3 decades in two large (8+ million population), pedestrian-focused cities in North America and Asia, observing traffic and pedestrian policies and practices.

Interested in the Slow Streets program (which I witnessed in practice while visiting Culver City) and implementation of Vision Zero with further research, study and data collection.

Background and training in 3D graphics and architecture gives me an ability to read blueprints and quickly "see" the 3D scene they represent.

24 years living in San Rafael, first in Terra Linda, and for the past 20 years, south of downtown.

After two decades of living in San Rafael and all of the travel that entails for shopping, visiting friends, shuttling kids to and from four different schools, numerous parks, and after school activities, I've developed an extensive familiarity with the roads and layout of our community.

Volunteered as a morning traffic controller at the intersection of 5th Ave and Happy Lane for 2 school years (2016-2018). Approximately 150 vehicles, 100 students & parents on foot, 40 students on bikes and 3 large school buses converge. Volunteered Safe Routes To School program aka Walk 'n Roll at Sun Valley School for most Wednesdays.

10 years volunteering as Secretary of Southern Heights Neighborhood Association. Working closely with 130 households in various agendas and neighborhood matters.

Took behavioral psychology classes in college. How we walk, drive and bike on the shared roadway can be explained through our interactions with the environment. Our actions are always responses to stimuli, which either occur naturally or because of a learned response. This has applications to understanding the interactions between cars, bikes, and pedestrians in our community. As a pedestrian, I'd like to be a voice for pedestrian safety.

Education

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

Computer Animation and Photo Realistic Computer Generated Special Effects. Required an understanding of all aspects of computer generated 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 Art, Advertising, Painting, Illustration, Photography.

#3

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Thursday, October 06, 2022 12:37:57 PM
Last Modified: Monday, October 10, 2022 1:41:56 PM
Time Spent: Over a day
IP Address: 107.136.204.99

Page 1

Q1

Contact Information

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

Q3

Bicycle and Pedestrian Advisory Committee

What Board would you like to apply to?

Page 3

Q7

How long have you lived in San Rafael?

2 years

Q8

Respondent skipped this question

Business Information

Q9

Social Media

How did you hear about this vacant position?

Q10

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

Quail Hill TownHomes - Board of Directors

Q11

List any civic organizations of which you are a member:

N/A

Q12

Education:

Fordham Law School
Attorney admitted in CA and NY

Q13

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

I'm an avid runner, walker, and regularly ride my RadWagon electric bike through our North San Rafael neighborhood with my 16 month old son Gabriel in the back. I think there is so much potential for encouraging walking and biking as alternative mode of transportation to driving in San Rafael. This is an especially critical time for North San Rafael, as the population and traffic is set for a big increase among many housing development projects, including at the Northgate mall. We need to ensure that we make our community, streets and road safer and friendlier for everyone: pedestrians, cyclists and drivers. This is crucial to reduce congestion, pollution and create a healthier environment with a "blue zone" style of living. I want my children to be able to bike safely to school one day and so I would love to help contribute in making this goal happen!

Q14

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

None

Q15

Upload your resume.

Sylvain%20Frayer%20-%20Resume%20(1).pdf (173.9KB)

Page 4: Demographics

Q16

Ethnicity



Q17



To which gender do you most identify?

Q18



How old are you?

SYLVAIN FRAYER



EXPERIENCE

QUAIL HILL TOWN HOMES HOA BOARD, San Rafael, CA

January 2022 – Present

Director

- Develop a fiscally responsible budget and establish reserve funds. Determine assessment rates and collect assessments. Establish, publicize, and ensure compliance of bylaws. Enact legal action or penalties against owners who are non-compliant of bylaws. Review state, county, and local laws for impact on the association and members. Communicate to the association and members regarding legal or bylaw changes, fiscal health and financial reports, and other pertinent information.

STAY AT HOME PARENT, San Rafael, CA

July 2021 – Present

- Manage, entertain, feed and keep safe a happy, thriving toddler—our 18 month old son, Gabriel. Safely ride Radwagon electric bike daily to local parks and playgrounds with Gabriel in the back. Elected “Most Awesome Dad of 2022” by son and wife.

GIRARD SHARP LLP, San Francisco, CA

March 2020 – July 2021

Litigation Associate

- Managed e-discovery in large, complex litigations including oversight of attorney teams in fact investigation, document productions and deposition preparation; third-party discovery and liaison with experts.
- Drafted and prepared confidentiality agreements, motions, discovery requests and responses, expert reports, FOIA requests, pleadings, pre-trial materials, settlement agreements, summary judgment papers, and trial briefs.

FLEX BY FENWICK, San Francisco, CA

June 2019 – March 2020

FLEX Attorney

DATA DRIVEN SAFETY, LLC, Huntersville, NC

September 2016 – June 2019

Privacy Attorney, Head of Government Relations

- Advised and provided daily support to management, operations, data acquisition and product development teams on compliance with the Fair Credit Reporting Act (FCRA), the Driver’s Privacy Protection Act (DPPA) and other federal, state and local laws and regulations. Specific expertise related to the collection and use of personal data in compliance with federal, state and local privacy laws.
- Tracked legislative developments related to privacy and anticipate compliance hurdles upstream. Advised on anticipated requirements of the General Data Protection Regulation (GDPR), the California Consumer Privacy Act (CCPA), the Vermont Data Broker Law, among others.
- Liaised with hundreds of state and local government agencies throughout the United States to make requests for bulk public data and to confirm company compliance with federal, state and local laws as well as contractual terms. Successfully argued and appealed dozens of denials to access public information in front of state Attorneys General, judges, city attorneys and prosecutors. Assisted outside counsel in drafting a complain to argue the right of the company to access and use drivers’ personal information and data under the South Carolina privacy law.
- Negotiated with law enforcement agencies and courts across the United States to make criminal conviction and arrest information available on their websites to increase public access and transparency—for example, convinced over a dozen California Sheriff Departments to update their websites to display public information as required under the California Public Records Act, and convinced several dozen Wisconsin courts to start releasing case disposition data in accordance with the Wisconsin Public Records Law.
- Drafted and negotiated with government entities and commercial partners data exchange, data access and data use agreements.
- Managed team of lobbyists, government relations experts, legal professionals and other consultants.
- Advised on corporate governance and employee matters and drafted and implemented policies and best practices.
- Elected Treasurer of Coalition for Sensible Public Records Access, an industry non-profit organization dedicated to promoting the principle of open public record access to ensure consumers and businesses the continued freedom to collect and use for personal and commercial benefit the information made available in the public record.
- Advised on product development from both a compliance and marketing perspective

FRENCH AMERICAN CHAMBER OF COMMERCE, Seattle, WA

December 2015 – June 2016

Trade Attaché

- Informed, advised and assisted French companies in the process of setting up operations in the region, as well as U.S. companies wishing to expand or start a business relationship with French companies.
- Provided analyses, information and insight into the U.S. market and regulatory framework.

CELERITY CONSULTING GROUP, INC., Seattle, WA

June 2015 – September 2015

Document Review Attorney

- Reviewed documents using the Relativity software in a complex anti-trust case. Completed a three-pass review of documents containing highly technical terminology with over a dozen coding factors. Selected in final review team based on performance and accuracy.

GREENHILLS VENTURES LLC, New York, NY

January 2014 February 2015

Intellectual Property Consultant

- Completed due diligence memoranda and request lists regarding early-stage healthcare, medical device, mobile, wireless and cloud technology companies' legal rights and obligations. Reviewed potential investment companies' intellectual property portfolios. Drafted intellectual property, confidentiality and infringement provisions, as well as division of profit and insurance clauses in portfolio companies' joint venture agreements. Drafted and assisted in negotiating license agreements for portfolio companies.

EADS ASTRIUM SPACE TRANSPORTATION, Saint-Médard, France

April 2012 – October 2012

Trainee Lawyer

- Advised engineers and other internal clients on intellectual property and technology-focused commercial agreements for space system projects including: components of the current and next generation of European satellite launchers; technologies related to the SpacePlane project; a laser-solution to capture and destroy space debris; components of an automated cargo space module servicing the International Space Station; and an innovative green satellite fuel.
- Drafted strategic alliance agreements, teaming agreements, industrial and scientific collaboration agreements, including provisions distributing the rights to use and commercialize the results and products of the collaboration, including software, code, algorithms, chemical formulas, prototypes, materials, patents and technical concepts.
- Drafted and negotiated patent and technology licensing agreements. Prepared a wide variety of corporate legal documents such as commercial contracts, orders and manufacturing agreements. Drafted promotional, marketing and sponsorship agreements related to the promotion of the company.
- Advised on matters of protection of industrial secrets, scientific assets and other intellectual property. Drafted hundreds of non-disclosure agreements and confidentiality and publication clauses in other company agreements.
- Assisted in answering requests for proposals made by the European Space Agency and the Ministry of Defense.
- Advised on matters of corporate compliance and the social media policy of the company.

EDUCATION

FORDHAM UNIVERSITY SCHOOL OF LAW, New York, NY

LL.M. in International Business and Trade Law, *magna cum laude*, May 2014

UNIVERSITÉ TOULOUSE CAPITOLE, Toulouse, France

Master of Law in International Business Law (J.D. equivalent), *magna cum laude*, June 2012

- *Maîtrise* in International and European Law, *valedictorian*, July 2011
- Law School Exchange at the University of Amsterdam, June 2011
- *Maîtrise* in Private Law, May 2010

UNIVERSITÉ DE SAVOIE, Chambéry, France

Licence en Droit (Bachelor of Law), May 2009

ADDITIONAL INFORMATION

Bar Admission: New York (2015); California (2019).
Publication: S. Frayer, P. Ciric, T. Vandenabeele, B. Ader, *French Big Brother: Wiretapping Raises Privilege Concerns*, *New York Law Journal*, June 16, 2015.
Citizenship: American; French.

#4

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, October 10, 2022 8:55:51 PM
Last Modified: Monday, October 10, 2022 10:02:46 PM
Time Spent: 01:06:55
IP Address: 98.37.29.70

Page 1

Q1

Contact Information

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

Q3

Bicycle and Pedestrian Advisory Committee

What Board would you like to apply to?

Page 3

Q7

How long have you lived in San Rafael?

4 years

Q8

Business Information

Company	Canal Alliance
Address	91 Larkspur Street
City/Town	San Rafael
ZIP/Postal Code	94901

Boards and Commissions Application

Q9 Other (please specify):
How did you hear about this vacant position? email, and CEO of Canal Alliance

Q10
Do you participate in any civic activities? If so, what are they?
I served on the Wildfire Advisory Committe in 2019, and I am also an active member of CERT.

Q11
List any civic organizations of which you are a member:
CERT

Q12
Education:
BS in Business; Germany

Q13
Why are you interested in serving on a board or commission?
I enjoy living in San Rafael. I also value opportunities to engage with community and doing my part to make San Rafael an even better and safer place to live. That was the reason to work for Canal Alliance (a local Not-for-Profit), rather than accepting a similar but higher paid position elsewhere. I wanted to work and serve in the same city I live in. I am an avid urban bicyclist since childhood and ride my bike to work and shopping in San Rafael every day. I was an active volunteer with the San Francisco Bicycle coalition for almost 20 years. Originally coming from Germany, I believe I can contribute a lot of extensive and diverse urban bicycle experiences to the board. I also love to walk. In San Rafael, in general. For a year I had a Walk-to-Work group that regularly met to walk to our offices in San Francisco (even got featured in a SF Chronicle Magazine :)) There is still a lot that can be done in SR, to make bicycling and walking more attractive and safer for the public. San Francisco proved, that by providing a safer walking/bicycling experience, people will get on bicycles more often or walk. Would also love to explore what could be done to make bicycling more attractive in the Canal District and encourage members of the immigrant community to get on a bicycle.

Q14
Describe possible areas in which you may have a conflict of interest with the City:
I don't see any

Q15
Upload your resume.
Thomas%20V%20Resume%202022.pdf (66KB)

Q16

Ethnicity

[REDACTED]

Q17

To which gender do you most identify?

[REDACTED]

Q18

How old are you?

[REDACTED]

Thomas T Vogl

Profile

Financial Executive with over 20 years experience in Accounting, Finance, Systems Management, Project Management for Not-for-Profit and For-Profit companies in varied industries. Solution focused, with excellent interpersonal and communication skills, highly valuing personal and business integrity.

Key Skills

Policies & Procedures

Financial Audit/Tax Return

Project Management

Office Management

A/P, A/R,F/A,G/L

Financial Reporting

Compliance

Financial Due Diligence

Month End Closing

HR / Payroll

Financial Analysis

Grant Management

Systems Management

Contracting

Insurances

Experience *

GREATER DETAIL OF JOB DUTIES AND ACCOMPLISHMENTS CAN BE PROVIDED UPON REQUEST, SAME GOES FOR REFERENCES.

ACCOUNTING MANAGER | Canal Alliance | Oct 2021 – Present

Local Not-for-Profit organization breaking the generational cycle of poverty for Latino immigrants

SENIOR ACCOUNTANT | Canal Alliance | Jan 2020 – Sep 2021

- Supervising Accounting team and responsible for all A/R, A/P, Cash Receipt activities
- Responsible for providing monthly financial statements to CFO
- Supporting Director of Finance and CFO with annual audits and other requests

FREELANCE CONTRACTOR | Mar 2019 – Dec 2019

Accounting, Finance support

SNR DIRECTOR OF FINANCE | Teaching Channel | Jan 2017 – Feb 2019

Reason for leaving: Elimination of position due to Acquisition

- Responsible for all ongoing support for Accounting, Finance, HR/Payroll, Insurance, Contracting, Accounting/Office System, Grant Management, Budgeting
- Promoted to participate in Upper Management's Leadership Team
- Instrumental in supporting CFO and CEO to transition Teaching Channel from Not-for-Profit (501)c(3) status to Delaware Inc in a 6-month process involving multiple law firms and government agencies
- Supported CFO and CEO in M&A process that lead to successful Acquisition of Teaching Channel

DIRECTOR OF FINANCE | Teaching Channel | Apr 2012 – Dec 2016

E-Learning Not-for-Profit organization, with best-in-class video library to support over 1m teachers online

- Set up Accounting department from scratch: introduced new Accounting policies and procedures, Month End Closing process and reporting, proper GL reconciliation, hiring bookkeeper, introduced and implemented integrated A/P solution (Bill.com)
- Established new relationship with renowned Audit firm, leading company through very first, and four consecutive Audits and Annual Tax Returns, very effectively organized and

- prepared to minimize cost and time, earning praise from Board of Directors and CEO
- Instrumental in winning \$3m, 3-year Government Grant (NSF): Establishing necessary Accounting policies and procedures, budgets, Indirect Cost calculation, subrecipient monitoring procedures; conducted Grant Management for 3 years until closing of grant.
- Was responsible for HR/Payroll function: Working with PEO firm, handled on-boarding, payroll, benefits, terminations.
- Initiated and renewed all insurance coverage needs for company
- Lead company through multiple Due Diligence Processes
- Supported CFO and CEO: Ad-hoc, monthly, annual financial reports and analysis, budgets
- Managed all Accounting and office related systems

LEAD ACCOUNTANT | On Lok, Inc. | AUG 2011 – Apr 2012 (through Ajilon, a Staffing Agency)
Community-based not-for-profit organization offering All-inclusive Care for the Elderly

- Compiled and input financial data into Solomon and other systems
- Prepared Journal entries and account reconciliation for monthly GL close
- Produced financial statements for internal reporting
- Prepared statements for external reporting (City, State agencies)
- Compiled schedules/reconciliations for annual audit
- Established, maintained and coordinated implementation of accounting control procedures

INDEPENDENT ACCOUNTING BUSINESS | Garden for the Environment, Brown Owl Cafe, Fitness Inside Out | Jun 2010 – Aug 2011

FINANCIAL/ACCOUNTING ANALYST | PASTA POMODORO | Feb 2005 – Aug 2010

Restaurant group with operations in California and Arizona.

43 operating locations 1,400 employees Revenue: 60+ million

- Designed and provided financial analysis, internal/external financial reports for management
- Assisted CFO and Controller in preparing for external Audits
- Compiled the yearly budget for 40+ restaurants (MS Excel)
- Directed project to implement new software for Food Cost Management
- Managed Fixed Assets Accounting System (Sage FAS) including reconciliation with GL and producing Year End Audit Report
- Was responsible for administration and data integrity of web-based Sales Data Management System (CTUIT)
- Assisted with all aspects of bookkeeping tasks (A/P, A/R, POS Sales Upload)
- Supervising/performed Month-End/Year-End closing procedures (Bank, Payroll reconciliation, Financial Statements)

STAFF ACCOUNTANT | PASTA POMODORO | Oct 2001 – Jan 2004

- Performed all A/P, A/R, G/L related tasks and accounting entries
- Conducted Month End Closing and Reconciliation for 40+ locations
- Responsible for Inventory Accounting for 40+ locations

Education

BS in Business Administration | VWA, Germany

Traineeship (3 year) IT/Business Administration Professional | Germany

System Experience

Mac, PC, MS Office, Google Suite Administrator, Salesforce, Accounting Seed (SalesForce), QuickBooks, QuickBooks Online, Sage MAS 90 (Sage), MS Dynamics, Slack, Teams, Zoom Administrator

BICYCLE AND PEDESTRIAN ADVISORY COMMITTEE BYLAWS

ARTICLE I. NAME AND PURPOSE

Section 1.1. Name. The name of this body shall be the City of San Rafael Bicycle and Pedestrian Advisory Committee, hereinafter referred to as the "BPAC," or the "Committee."

Section 1.2. Purpose. The purpose of the Bicycle and Pedestrian Advisory Committee is to promote bicycling and walking as viable means of transportation throughout San Rafael, to provide conceptual input on public bicycle and pedestrian infrastructure projects, and to support the implementation of the City's Bicycle and Pedestrian Master Plan.

Section 1.3. Committee Responsibility. The Committee's authority is advisory only. The Bicycle and Pedestrian Advisory Committee has no power to act on behalf of the City of San Rafael or any other entity. The Bicycle and Pedestrian Advisory Committee's responsibilities shall be in accord with these Bylaws, as amended from time-to-time by the City Council.

The Bicycle and Pedestrian Advisory Committee's advisory and review function on matters related to bicycling and walking include, but are not limited to:

1. Implementation of the Bicycle and Pedestrian Master Plan and other adopted plans

Participating in the development, review, and implementation of comprehensive bicycle/pedestrian goals, objectives and policies in the Bicycle and Pedestrian Master Plan, and/or other City adopted community plans and area specific plans.

2. Existing Conditions

Reviewing and commenting on the functional classification and physical condition of existing pedestrian routes, bicycle paths, bicycle lanes, protected bikeways, and bicycle routes (Caltrans Class I, II, III & IV facilities, respectively) within the City.

3. Review of Major Development and Infrastructure Projects

Reviewing development and infrastructure projects that fall within the City's jurisdiction insofar as they relate to bicycling and walking at their planning and design stages for accommodation of cyclists' and pedestrians' needs.

Members of BPAC will serve as liaisons to City departments, commissions, and committees related to bicycle and pedestrian issues and will report back to BPAC.

4. Project Development and Funding

Making recommendations on capital improvements to increase use and safety of bicycle/pedestrian facilities; and providing recommendations to staff on the prioritization of bicycle/pedestrian projects for funding under Capital Improvements Programs or other district, county, state or federal bicycle and pedestrian grant programs.

5. Educational Efforts

Participating in the City's efforts to promote bicycling and walking as viable forms of urban transportation and recreation.

ARTICLE II. MEMBERSHIP

Section 2.1. Number of Members. The Committee shall consist of a total of five (5) regular members.

The Committee shall have one alternate member who may vote in the absence of any voting member.

Section 2.2. Eligibility. The Committee shall be composed of five (5) regular voting members.

Requirements for eligibility: Shall either reside or work in city limits.

Membership on the Committee shall not be limited based on race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition, marital status, sex, age or sexual orientation. An effort will be made to ensure that the membership is balanced and diverse based on the eligibilities above.

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 Committee meetings without notification to the Chairperson will constitute an immediate vacancy and shall be considered a voluntary resignation from the Committee. Previously dismissed Committee members may be eligible for reappointment.

Section 2.5. Compensation. Committee members 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 Committee shall meet at least every other 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.



SAN RAFAEL CITY COUNCIL STAFF REPORT

Department: City Clerk

Prepared by: Lindsay Lara, City Clerk

City Manager Approval: 

TOPIC: VOTER APPROVED TAX OVERSIGHT COMMITTEE INTERVIEWS

SUBJECT: INTERVIEW APPLICANTS AND MAKE APPOINTMENTS TO FILL THREE FOUR-YEAR TERMS TO THE END OF NOVEMBER 2026 AND TWO TWO-YEAR TERMS TO THE END OF NOVEMBER 2024 ON THE NEWLY ESTABLISHED VOTER APPROVED TAX OVERSIGHT COMMITTEE

RECOMMENDATION:

Interview the following applicants and make appointments to fill three four-year terms to the end of November 2026 and two two-year terms to the end of November 2024 on the newly established Voter Approved Tax Oversight Committee.

Name
Brian Holcomb
Caleb McWaters
Charles Friede
Edward Labarre
Jared White
Sierra Bloyd
Stephen Roth
Susan Clark
Tracey Broadman

BACKGROUND:

The [Voter Approved Tax Oversight Committee](#) was established on [September 6, 2022](#), which consolidated oversight of all of the City’s voter approved measures into one five-member committee, the Voter Approved Tax Oversight Committee, which would provide independent oversight on all voter approved tax measures. The Committee will establish a meeting schedule upon appointment of members.

FOR CITY CLERK ONLY

Council Meeting:

Disposition:

SAN RAFAEL CITY COUNCIL AGENDA REPORT / Page: 2

The City Clerk's office opened the recruitment for applications on September 7, 2022, sent the invitation to submit applications to the members of the Special Library Parcel Tax Committee, Cannabis Industry Tax Oversight Committee, and the Measure E 'TUT' Oversight Committee. The City Clerk's office was in the middle of recruitment for the Special Library Parcel Tax Committee and the Cannabis Industry Tax Oversight Committee, so in addition the applicants for those Committee's were informed of the newly established Voter Approved Tax Committee and asked if they would like to have their application used for the Voter Approved Tax Oversight Committee.

ANALYSIS:

The City Clerk's office received a total of nine (9) applications for the five (5) vacancies, verified applicant eligibility, and scheduled a Special City Council meeting to conduct interviews. Staff recommends interviewing the applicants and making appointments to the Oversight Committee with staggered terms ending in November 2024 and November 2026.

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

COMMUNITY OUTREACH:

The call for applications for the Voter Approved Tax Oversight Committee was advertised through mass email notification, the City website, social media platforms, physically posted at City facilities, sent to members of the Oversight Committee's of Measures D, E and G, and sent to any current applicants for those Oversight Committees.

RECOMMENDED ACTION:

Interview the applicants and make appointments to fill three four-year terms to the end of November 2026 and two two-year terms to the end of November 2024 on the newly established Voter Approved Tax Oversight Committee.

ATTACHMENT:

1. Nine (9) Applications
2. Voter Approved Tax Oversight Committee Bylaws

#1

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Sunday, October 02, 2022 12:48:32 PM
Last Modified: Sunday, October 02, 2022 12:56:33 PM
Time Spent: 00:08:01
IP Address: 76.218.219.229

Page 1

Q1

Contact Information

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

Q3

Voter Approved Tax Oversight Committee

What Board would you like to apply to?

Page 3

Q7

How long have you lived in San Rafael?

2 years

Q8

Business Information

Company	Spikegadgets
Address	883 Sacramento St
City/Town	San Francisco
ZIP/Postal Code	94108

Boards and Commissions Application

Q9 Other (please specify):
How did you hear about this vacant position? City Manager told me on phone

Q10
Do you participate in any civic activities? If so, what are they?
Looking to.

Q11
List any civic organizations of which you are a member:
None

Q12
Education:
Bachelors degree. IT Management

Q13
Why are you interested in serving on a board or commission?
To be involved in my community

Q14
Describe possible areas in which you may have a conflict of interest with the City:
Building permits

Q15
Upload your resume.
[Resume202110310835.pdf \(485.8KB\)](#)

Page 4: Demographics

Q16 
Ethnicity

Q17 
To which gender do you most identify?

Q18



How old are you?

BRIAN S. HOLCOMB

MANUFACTURING MANAGEMENT PROFESSIONAL

Solution and results driven management professional with over 10 years experience that possesses a unique combination of technical expertise and finely tuned business acumen. Innate ability to identify problematic areas and institute innovative processes that improve quality, enhance production, and reduce expenses. Outstanding employee management skills with passion for coaching, training, and tracking individual and team goals, skills, and success. Thrives in fast-paced environments where attention to detail, steadfast leadership, and unsurpassed quality is the key to team and company success.

Technical Skills & Competencies:

Production Management | Team Leadership and Coaching | Technical Innovations | Continuous Process Improvements | Solution Delivery | Quality Assurance | Automotive Production Proprietary Systems | Production Variances | Customer Specifications | Inventory Management | Performance Management | Production Auditing | Defect and Machine Repair | Project Management | Complex Problem Resolution | Safety Management and Improvement | MS SQL Server Management Studio | Java | HTML | CSS | SQL | MS Visio | Parrallels Virtual Studio | Eclipse Java Developer | Adobe Creative Cloud Studio | MS Excel | MS Office | MS Access

PROFESSIONAL EXPERIENCE

PENUMBRA, INCORPORATED

07/2019-Current

Production Supervisor

- Responsible for the productivity, safety, and quality of a high-tech biomedical catheter.
- Leads continuous improvement projects.
- Manages risk mitigation activities, along with product delivery, inventory analysis, and metric analysis.
- Applied training and coaching methodologies to safety, quality, and manufacturing processes.
- Developed training and development plans for manufacturing associates
- Maintains standardized gMP training documents.
- Train and maintain staff to gDP.
- Performed audits of training objectives and process SOPs.
- Interview and hire potential product builders.
- Develop and create manufacturing build plans for the department.
- Coordinate product and engineering work orders.

ATCO INDUSTRIES – Fremont, CA

3/2019 to 6/2019

Operations Manager

- Supervised and built teams at multiple client sites focused on the process of problem resolution.
- These resolution tasks included sorting inspections, material rework and repair, and quality inspection with the goal of delivering these services using the quickest, most efficient methods, along with auditing of standardized work processes and safety practices.

BUSINESS BLENDER – Palo Alto, CA

2018 to 3/2019

Project Manager/ Consultant

- Conducted industry-specific research of autonomous and preventative maintenance technologies within the automotive industry.
- Facilitated client interaction and project schedule creation using domain expertise gained from the automotive industry.

GENERAL MOTORS – Lansing, MI

2012 to 5/2018

Team Leader

Oversee world-class automobile production line utilizing cutting edge technologies with direct oversight for manpower, tooling, resource allocation, safety, and equipment. Successfully manage workforce for the production of 250 to 300 cars daily. Implement continuous process improvements related to quality assurance, tool utilization, and forecasting fluctuations within internal policies and procedures. Identify manufacturing defects and execute repair requirements and maintenance throughout line as needed. Drive cross-functional collaboration and lead interdepartmental communications when implementing process changes and new product introductions. Work closely with union and lead, motivate, and train team to enhance production and maximize efficiencies.

Notable Achievements:

- Continuously drive process improvements with innovative methods and resources; evaluate assembly and production needs 4X annually and implement change throughout workforce to effectively optimize production.
- Identified key defect within 2019 model year automobile; communicated with multiple departments to correct and reduced post-production expenses by correcting defect during production.
- Facilitated entire team training consisting of 50+ assemblers and 4-5 team leaders with minimal production downtime; implemented cross-training modules and educated teams on all aspects of jobs.
- Manage employee performance and maintain metrics on each employee detailing level of knowledge, skills, and training; developed goal attainment board to ensure team goals are tracked, audited, and aligned with company.

DENSO MANUFACTURING OF MICHIGAN – Battle Creek, MI

1991 to 2011

Machine Technician**Crane Operator****Production Assembly**

Progressive success throughout tenure leading to an integral role as Machine Technician. Initially hired to assemble automotive components within fast-paced environments followed by heavy duty crane operation for the manufacture of automotive condensers. Based on success and skill level, promoted to Machine Technician to facilitate the improvement of quality and tools on a daily basis. Continuously implemented innovative processes during machine and tool repair that enhanced productivity. Liaised between production, Journeyman Repair, and Engineering team.

EDUCATION AND PROFESSIONAL DEVELOPMENT

PURDUE UNIVERSITY GLOBAL | CHICAGO, IL

BACHELORS DEGREE, INFORMATION TECHNOLOGY MANAGEMENT**ASSOCIATE DEGREE, APPLIED SCIENCE IN INFORMATION TECHNOLOGY***CONCENTRATION IN MULTIPLATFORM SOFTWARE DEVELOPMENT | SUMMA CUM LAUDE*

KELLOGG COMMUNITY COLLEGE | BATTLE CREEK, MI

MACHINE TECHNICIAN PROGRAM

#1

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, October 12, 2022 8:13:53 AM
Last Modified: Wednesday, October 12, 2022 8:27:13 AM
Time Spent: 00:13:20
IP Address: 165.225.243.89

Page 1

Q1

Contact Information

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

Q3

Voter Approved Tax Oversight Committee

What Board would you like to apply to?

Page 3

Q7

How long have you lived in San Rafael?

Approximately 20 months

Q8

Respondent skipped this question

Business Information

Q9

How did you hear about this vacant position?

Other (please specify):
City of San Rafael Website

Q10

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

I vote! I also have done tutoring and mentoring previously.

Q11

List any civic organizations of which you are a member:

None....yet.

Q12

Education:

BS Civil Engineering

MS Industrial Administration

Q13

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

As a new community member, I'd like to start serving the community in which I live.

Q14

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

None

Q15

Upload your resume.

Caleb-McWaters-Resume.pdf (109.1KB)

Page 4: Demographics

Q16

Ethnicity

[REDACTED]

Q17

To which gender do you most identify?

[REDACTED]

Q18



How old are you?

PROFILE

Leader and Construction Project Executive with experience managing a diverse suite of public and private construction projects largely in Northern California.

- Comprehensive project management experience including estimating, preconstruction, teambuilding of the management team, budgeting/scheduling, and subcontracting for projects greater than \$100M annually.
- Strong leadership, personnel management, and communication skills; 13+ years experience leading wide-range of project engineers, project managers, and field supervisors to create effective project teams.
- Utilize all current CM software including Primavera 6, HCSS (Heavyjob/Heavybid), Bluebeam, AutoCAD, and Sage 100.

EDUCATION

Professional Engineer, Civil Engineering (CA License #84992)
Board for Professional Engineers, Land Surveyors, and Geologists, December 2015

Certified Project Management Professional (PMP #1582962)
Project Management Institute, February 2013

Master of Science, Industrial Management (1-Year MBA)
Krannert School of Management, Purdue University, August 2011

Bachelor of Science, Civil Engineering
US Coast Guard Academy, New London, CT, May 2008

EXPERIENCE

Project Executive (*Anvil Builders Inc.*)

April 2021-Present

- Westside Pump Station Reliability Improvements \$50.5M
3-Year project to improve SFPUC's wastewater reliability by providing new backup power and essential mechanical/HVAC equipment. Work largely consists of installing new bar screen assemblies, 54" knife gate valve and associated steel piping, construction of new concrete CIP electrical building and retaining wall, electrical power systems, equipment, appurtenances including PG&E metering unit and substations with switchgear and transformers, VFD's, rooftop photovoltaic, associated site civil work.
- Alameda Creek Recapture Project \$19.5M
Project to install (4) 350-hp pumps within an existing collection pond to allow future SFPUC use of Alameda Creek runoff throughout the Sunol water distribution network. Project includes new electrical building and all associated power systems and equipment, 36"/16" welded steel pipe and gate valves, 12" HDPE pipe, floating mooring/pump barges and anchorages, and all site security and civil work.

Project Manager (*Anvil Builders Inc.*)

February 2017-April 2021

- *DB-129.2 Bay Corridor Transmission and Distribution Phase II (South)* **\$31M**
2-year Design-Build project for SFPUC to install ~8,000 liner feet of High and Medium Voltage duct bank in San Francisco. Worked with owner and subcontracted engineering firm to execute this design-build project from 35% design through the completion of construction. Work included 5 Pilot-Tube Guided Auger boring operations (36/54") under Union Pacific and SF-Muni railroad tracks and over 60,000 LF of conduit installation. Other associated work included relocation/installation of 12" AWSS pipe and 8" ductile iron (PUC water).
- *Presidio QMR Culvert Installation* **\$10M**
Work was to install new concrete CIP culvert under Mason Street in the Presidio SF to allow tidal flows from Crissy Marsh to communicate to upland areas and storm runoff back through the marsh into the bay. Work consisted of relocation or removal of existing utilities, sheetpile shoring and excavation, temporary bypass water system installation, concrete installation, grading of wetlands, and all associated site civil and restoration work.
- *Paradise Debris Clean-up* **\$81M**
In response to one of the largest wildfire disasters in the history of the US (Camp Fire), managed one of the 3 contractors tasked with performing the debris clean-up efforts. With very little notice assembled a project team and presence onsite and began debris offhaul with 5-crew. At peak production managed 17 crews, over 150 employees, and over 220 truckers daily. Within 4 months the bulk of the work was completed totaling 1.9M tons safely offhauled.
- *Woolsey Fire Debris Clean-Up* **\$14M**
Simultaneously with the Paradise Debris clean-up, managed a second debris clean-up effort in southern California. Although there was obvious overlap, the difficulties in accessibility and local union issues made this project extremely challenging. Work was similarly completed safely and with respect to all homeowners and those affected by the tragedy.
- *Lower Crystal Springs Stilling Basin Outfall* **\$6.5M**
Environmentally friendly project to construct new fish passage for San Mateo Creek and included other mechanical improvements. Enabling work included a temporary creek diversion and biological sensitive species relocation. Mechanical work included new 24" ductile iron pipe, 72" linestop, 12"/24" gate valves and associated piping.
- *Cherry Dam Outlet Works Rehabilitation* **\$7M**
Award Winning project to rehabilitate a remote dam outlet facility (Hetch Hetchy) including replacement of 66" fixed cone valves, repair of 84" butterfly valves, ancillary valves and 18" welded steel piping systems, structural concrete, PLC panel and electrical installation, and underwater diving operations. Project was awarded the San Francisco Collaborative Partnering Award (2018) for infrastructure projects <\$10M for exemplifying excellence in team problem solving.
- *Putnam 48" Welded Steel Pipe Watermain Replacement* **\$5.5M**
Installation of 1300 ft of 48" welded steel pipe, 200 ft of sliplined 36" welded steel pipe, and 1800 ft of 8" ductile iron pipe and water services. Project included steep San Francisco slopes, overhead wires, utility crossings, coordination with sister utilities, and local community interaction throughout.
- *Sunol Valley Water Treatment Plant Powdered Activated Carbon System* **\$6.5M**

Construction of new Powdered Activated Carbon storage and feed system including two 80,000-gallon reinforced concrete tanks, 40-HP mixers, feed and transfer pump systems, mechanical piping and valves, electrical and instrumentation, and civil/site work. Project is under fixed timeline to accommodate scheduled plant shutdowns. Project will successfully integrate new water treatment system into fully operational plant.

- City of Sonoma Watermain Replacement \$2.5M
Installation of 2600 ft of new 8" PVC watermain on HWY 12 in Sonoma including new fire and water services. Night work project required creative and flexible management, successfully completed on time and under budget.
- Potrero Power Plant Underground Utilities \$1M
Work completed for PG&E in support of the remediation of Potrero Power Plant. Scope included demolition and restoration of underground utilities including electrical, storm sewer, and oily water. Additionally, completed reinforced 300-CY concrete slab to accommodate ISS batch plant cement tanks.

Senior Project Engineer (*Anvil Builders Inc.*)

July 2016 – February 2017

- PG&E Shoreline Restoration Project \$17M
Cradle to grave ownership of a time critical and highly sensitive remediation and construction project. Managed tight schedule and design-build architecture program to execute project within competing California wildlife work windows. Self-performed all concrete including architectural flatwork, wall foundations, and architectural seawall construction. Additionally, self performed all underground utility installations including domestic water service and reclaimed irrigation. Leveraged electrical, miscellaneous metals, and grading subcontractors. Developed and managed detailed P6 project schedule and managed biweekly design coordination meeting. Worked closely with PG&E environmental consultants to ensure Naturally Occurring Asbestos controls were successful and sensitive plant and bird communities were protected. Utilized local hire workforce to achieve local community hiring goals.

Civil Design Engineer (*U.S. Coast Guard*)

August 2015 – July 2016

- Perform full suite of project design activities including site investigations, specification and drawing preparation, cost estimating, and environmental/contracting coordination.
- Provide technical engineering support during contract bidding and negotiations.
- As construction manager, ensures strict contract adherence, liaison for all stakeholders, performs QA, evaluates modifications, and manages invoices and payment of contractors.

Managed Large Portfolio of USCG Facilities values at \$25M:

- Waterfront Inspections and Maintenance Program Manager for USCG West Coast (37 facilities).
 - o Ensure contract inspections are complete on all US Coast Guard waterfront assets including piers, wharfs, floating docks, and load bearing structures.
 - o Create commercial maintenance contracts to correct deficiencies discovered.
 - o Generate cohesive response to emergency casualties within tight timelines to ensure critical Coast Guard response operations remain available.
- Tower Program manager for USCG West Coast (186 towers).
 - o Leads maintenance and repair contracts for all towers on rotating schedule.
 - o Leads climber safety courses as primary safety officer, students qualified to climb 90'.

Industrial Manager (*U.S. Coast Guard*)

August 2011 – July 2015

- Led 3 distinct industrial departments through a period of volatile organizational change including the stand-up of a nationally centralized work center, changing organizational structures, and complete overhaul of all business processes. Ensured consistent and high quality work was produced throughout.
- Self performed \$3M in civil construction, repair, and naval repair work annually.
- Contributed valuable recommendations to the improvement of metrics, the efficiency of work processing and how to integrate three separate timekeeping systems.
- Greatly improved processing times for required preconstruction paperwork.
- Supervised 45 diverse tradesmen and administrative staff at 3 geographical sites. For 1 year, managed 8 direct reports, ensuring pay, evaluations, and administrative work was completed in addition to normal responsibilities.
- Led execution of multiple projects at one time, balanced workforce to ensure on-time delivery. - Accountable for final review of all plans and estimates for projects, ensuring cost and scope accuracy prior to award.
- Daily use of Primavera P6 project management software to monitor and de-conflict schedule and resource allocation.

Assistant Engineer Officer (*U.S. Coast Guard*)

May 2008 - June 2010

Onboard a medium endurance Coast Guard cutter, led two engineering divisions with increased responsibility throughout, culminating in command of the engineering department (35 engineers) during a 2-month patrol.

- Ensured proper operation and maintenance of the electrical, HVAC, auxiliary water, sewage, and emergency response machinery on board a 270' Coast Guard Cutter.
- Government contract representative for 17 work items during 3-month dry dock project for a \$50M CG asset. Ensured QA, specification adherence, and drafted contract modifications. Dry dock was completed on time allowing vital Coast Guard asset to return to service.
- Qualified Underway Officer of the Deck and Engineer of the Watch within first year.

#3

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, September 07, 2022 9:17:22 PM
Last Modified: Wednesday, September 07, 2022 9:28:59 PM
Time Spent: 00:11:36
IP Address: 98.37.28.71

Page 1

Q1

Contact Information

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

Q3

Voter Approved Tax Oversight Committee

What Board would you like to apply to?

Page 3

Q7

How long have you lived in San Rafael?

7 years

Q8

Respondent skipped this question

Business Information

Q9

How did you hear about this vacant position?

Other (please specify):
Current member of Cannabis Oversight Committee

Q10

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

Current member of San Rafael Cannabis Oversight Committee

Q11

List any civic organizations of which you are a member:

Coalition of Sensible Taxpayers (COST)

Q12

Education:

BA in Economics; MBA.

Q13

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

I am interested in learning more about how city government works, and I would like to help ensure that tax revenues are spent as intended.

Q14

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

No conflicts

Q15

Upload your resume.

C Friede Resume Sept 2022.pdf (157.4KB)

Page 4: Demographics

Q16

Ethnicity

[REDACTED]

Q17

To which gender do you most identify?

[REDACTED]

Q18



How old are you?

CHARLES R. FRIEDE, MBA

— EXPERIENCED FINANCE LEADER —

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

— CORE COMPETENCIES —

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

— PROFESSIONAL EXPERIENCE —

BIOMARIN PHARMACEUTICAL • San Rafael, CA

2014 – 2020

Director, Finance

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

Technical Operations Finance:

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

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

R&D Finance:

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

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

TEVA, INC. • Frazer, PA

2011 – 2013

Director, Commercial Financial Planning & Analysis

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

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

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

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

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

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

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

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

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

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

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

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

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

— EDUCATION —

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

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

#5

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, September 13, 2022 2:16:06 PM
Last Modified: Tuesday, September 13, 2022 2:43:13 PM
Time Spent: 00:27:06
IP Address: 108.236.115.51

Page 1

Q1

Contact Information

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

Q3

Voter Approved Tax Oversight Committee

What Board would you like to apply to?

Page 3

Q7

How long have you lived in San Rafael?

Thirteen years.

Q8

Business Information

Company	I am a retired attorney. Not in business.
---------	---

Q9

Friend

How did you hear about this vacant position?

Q10

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

Yes. I am an active member and past President of the Sausalito Rotary Club.

Q11

List any civic organizations of which you are a member:

Rotary Club of Sausalito

Q12

Education:

Post graduate: Juris Doctorate. Undergraduate: B.A. Psychology

Q13

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

I would like to be of service to this community, and I believe I have the intellectual skills including the analytical and critical thinking skills to assist with tax oversight.

Q14

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

None.

Q15

Upload your resume.

September 2022 Resume.pdf (24.2KB)

Page 4: Demographics

Q16

Ethnicity



Q17

To which gender do you most identify?



Q18



How old are you?

EDWARD J. LABARRE

Married to Ellen Arbit

Three children: Caroline LaBarre, business management; Elizabeth LaBarre, geophysicist; Zachary LaBarre, Arborist.

Education

Juris Doctorate, California Western School of Law, 1976

B.A. Psychology, San Diego State University, 1973

Profession: Private Practice Attorney

Currently licensed in Colorado and California state and federal courts and admitted to practice in the Ninth Circuit Federal Court of Appeals and the United States Supreme Court..

Previous occupations included: ranch hand, auto mechanic, machinist, carpenter and residential construction superintendent.

Professional Experience:

2003 to Present:

Private practice in California and Colorado. Recent cases include civil litigation including prosecution of civil rights cases, construction contracts, defense and prosecution of civil claims and appeals, criminal cases including assistance with the prosecution and defense of homicide cases, the defense of an employment lawsuit, the prosecution of mechanics liens, and consultation on land development and building construction..

1981-2003 Private law practice in Colorado Springs, CO. The practice included insurance defense of claims brought against building contractors and municipal districts, the prosecution of various civil cases including civil rights cases, criminal defense and workers compensation cases.

1977-1980 Deputy City Attorney for the City of Colorado Springs, Colorado. Responsibilities included misdemeanor prosecution, ordinance drafting, land use enforcement and oversight, civil claim review, and the defense of civil cases.

Noteworthy Published Appellate Cases

Dixon v. Richer and Yarbrough, 922 F2d 1456 (10th Cir. 1991) Application of the Fourth Amendment in police brutality cases was extended and defined.

Carter v. Lovelace, 844 P2d 1288 (Colo. App. 1992). The opinion distinguished assumption of the risk from comparative negligence

Shipley v. People, 45 P3d 1288 (Colo. 2002). The Colorado Supreme Court *en banc* unanimously held that a mandatory 24 year sentence did not preclude a sentence to probation or some other alternative to a prison sentence. After the Colorado Supreme Court's opinion was rendered, the trial court reduced Defendant's 24 year prison sentence to probation.

Rantz v. Kaufman and Levinson, 109 P.3d 132 (Colo. 2005). The Colorado Supreme Court *en banc* unanimously held that a convicted defendant did not have to obtain post-conviction relief before filing a lawsuit against the attorneys who represented him in the underlying criminal case.

Honors and memberships:

Rotary Club of Sausalito, President 2018-2019
Nominated by Rosa Parks for recognition by the National Campaign for Tolerance.
Attended the National Security Seminar at the Army War College, Carlisle Barracks..

Civic Service

Current member of the Board of Directors of the Sausalito Rotary Club.
Former member of the Board of Directors of the Rotary Housing Corporation, overseeing two Sausalito senior housing complexes from 2014 to 2020.
Former member of the Board of Directors of the Rotary Club of Sausalito Charitable Foundation, Inc. 2017 - 2021

Volunteer for ExtraFood delivering food to many Marin County needy recipients including senior centers, Buckelew Programs, Family Center Schools, Saint Vincent de Paul, Whistlestop, Marin Services for Men, Ritter House San Rafael, and New Beginnings, Novato, from May 2018 to present.

Attended and participated in Jared Huffman Town Hall Meetings in San Rafael.

Service on Eagle Board of Review for potential Eagle Scouts, August 2018 to present.
Served on Colorado Springs Teen Court 2000 to 2002.
Served the Sausalito General Plan Advisory Committee and participated in Sausalito City Council meetings regarding the Sausalito General Plan.

Hobbies and Interests

Sailing. Certified by the American Sailing Association to skipper multihull and monohull bareboats offshore, including charter sailboats.
Horses and mules.
Foreign and domestic travel and touring.

#2

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, September 07, 2022 8:20:41 PM
Last Modified: Wednesday, September 07, 2022 8:50:38 PM
Time Spent: 00:29:57
IP Address: 104.28.124.35

Page 1

Q1

Contact Information

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

Q3

Voter Approved Tax Oversight Committee

What Board would you like to apply to?

Page 3

Q7

How long have you lived in San Rafael?

Since 2018

Q8

Respondent skipped this question

Business Information

Boards and Commissions Application

Q9

How did you hear about this vacant position?

City Manager's Newsletter,

Other (please specify):

I've been applying to a few boards to find a place I can add value and serve my community, and originally applied to the cannabis tax board - I was informed that it was being consolidated so I am assuming this is the result of that.

Q10

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

I've been trying too!

Q11

List any civic organizations of which you are a member:

N/A - but I am trying to get involved and am passionate about community change efforts by the community - change comes collectively from within! I am actively participating and a member of some politically neutral "voter information" groups to help get more participation in the civic process nationally as well.

Q12

Education:

Bachelors degree

Q13

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

I believe that everyone has a duty to step up and contribute to their community - I want to be part of affecting change for good for the next generation and I want to be a part of giving back so that the Marin my son inherits is better than the one my wife has grown up in and I have inherited from her - our family has deep roots and I want to honor those by advocating and participating in the process

Q14

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

Nothing I can think of! I am no longer working for Apple, my current employer is a destination services provider that helps people relocate and settle in their new home - I am an Area Operations Manager for Northern Bay Area south through San Francisco.

Q15

Upload your resume.

Jared+White+Resume+2022+a.pdf (1.3MB)

Page 4: Demographics

Q16 [REDACTED]
Ethnicity [REDACTED]

Q17 [REDACTED]
To which gender do you most identify?

Q18 [REDACTED]
How old are you?



JARED WHITE

Relevant Work Experience

APPLE, INC - 2014 - Present

PROFILE

Accomplished and driven People Leader with a keen focus on the customer experience and a proven track record of measurable and scalable success to support company priorities. Skilled in driving engagement in my team, and developing careers through empowerment.

Selected Skills

Driving Results
People Leadership
Data Analysis and Support
Customer Experience
Interviewing, Hiring, Staffing, Onboarding
Scaling Processes and Systems
Limited Front End Dev : HTML / CSS / PHP
Microsoft Office / G-Suite / Apple Hardware & Software
Tableau / Medallia / KRONOS

Education

Bachelors of Fine Arts : Illustration
California College of the Arts

Hobbies & Interests

- Society of Illustrators New York Awards Shows (2014, 2015)
- Carpenter, Woodworker, Craftsman
- Accomplished Drummer, Local Bay Area Music Scene

Manager (Technical Support & Retail Store Operations)

Nov. 2021 - Present

- Manage Operations and Inventory Specialists responsible for back end systems and processes supporting San Francisco Retail location
- Ensure operational readiness and excellence across multiple teams in inventory, systems, and preservations
- Manage critical tasks and key issues over appropriate teams
- Investigate and resolve inventory discrepancies or system outages
- Ensure team is accountable to results in dynamic and complex environment

Manager (Technical Support / B2B)

2017 - Nov. 2021 :

- Managed Technical Support team serving over 1100 customers per week.
- Created a performance and self-development culture around ever evolving company priorities to meet or exceed complex KPIs.
- Created scalable structure for interviewing, hiring and training platform for support team of 60+ technicians.
- Managed B2B sales team focused around creating sustainable revenue pipeline for Apple@Work Business.
- Managed technical support team of varying skill levels and technical savvy. Responsible for one of the highest performing teams in technical service accuracy and customer satisfaction in 33 retail stores
- Directly responsible for 15-20 cross functional team members.
- Responsible for performance and strategy of Support Experience of 60+ technician organization, both in customer facing queues, repairstrategy, and “backstage” systems that support Customer Experience
- Managed scheduling, staffing, queuing system strategy, and KPIs in highly ambiguous environment.
- Acting Senior Manager for largest Retail Location in San Francisco Market 2021-2022
- Retail at Home Experience Manager during COVID-19 pandemic responsible for ensuring clear objectives and performance management for team members supporting customers remotely



JARED WHITE

PROFILE

Accomplished and driven People Leader with a keen focus on the customer experience and a proven track record of measurable and scaleable success to support company priorities. Skilled in driving engagement in my team, and developing careers through empowerment.

Selected Skills

Driving Results
People Leadership
Data Analysis and Support
Customer Experience
Interviewing, Hiring, Staffing,
Onboarding
Scaling Processes and Systems
Limited Front End Dev : HTML /
CSS / PHP
Microsoft Office / G-Suite /
Apple Hardware & Software
Tableau / Medallia / KRONOS

Education

Bachelors of Fine Arts : Illustration
California College of the Arts

Hobbies & Interests

- Society of Illustrators New York Awards Shows (2014, 2015)
- Carpenter, Woodworker, Craftsman
- Accomplished Drummer, Local Bay Area Music Scene

Sales Coaching Lead

2017 - Promoted to Manager

- Developed sales training platforms, lead pilot programs that influenced company strategy, gathering and delivering positive and constructive feedback, and managing Genius Bar technical support queues and sales floor resource management.
- Team Lead focused on driving company sales & experience priorities through development and coaching of sales team.
- Drive for results - team was consistently top performing for company priorities including new program adoptions, ownership opportunities, and services adoption.
- Lead out best practices for sales team and set the standard for performance culture

Retail Team Lead : Marketing and Events Career Experience

- Team Lead for planning and executing large corporate events and product launches.
- Create clear direction for retail teams from continental U.S. for individual roles in executing highly visible Apple Events, both at Apple Campus and other convention centers
- Worked directly with Marcom and Events team around event management strategies including managing crowds, attendee experience, and compliance with privacy policies

Senior Sales Rep & Trainer

2014 - 2017 (promoted to Sales Coaching Lead):

- Established and set the standard for a new company wide training role.
- Created and delivered internal training that demonstrated new products and services.
- Helped strategize, develop, and execute a community hub in a street side location that integrated Apple products & services priorities into educational sessions based on customer needs both for consumers and businesses.
- Lead training platform for B2B sales team with local businesses to deepen relationship with Apple.
- Sales expert with emphasis on new business account acquirement and individual contributor exceeding all KPI goals
- Apple Business Team Specialist responsibilities included new account outreach, account management, and outreach campaigns focused on reinvigorating previously dormant accounts.

#1

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Thursday, September 08, 2022 8:22:10 PM
Last Modified: Thursday, September 08, 2022 8:34:07 PM
Time Spent: 00:11:56
IP Address: 98.45.129.230

Page 1

Q1

Contact Information

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

Q3 Voter Approved Tax Oversight Committee

What Board would you like to apply to?

Page 3

Q7

How long have you lived in San Rafael?

34 years

Q8 Respondent skipped this question

Business Information

Q9 Social Media

How did you hear about this vacant position?

Q10

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

Jury Duty

Q11

List any civic organizations of which you are a member:

N/A

Q12

Education:

BA - UC Davis

Teaching Credential - Cal Poly San Luis Obispo

Paralegal Certification - UC San Diego

Q13

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

I am a lifelong San Rafael resident and want to contribute to my community's well-being. I believe that my combined background in public service, education, and law could be of benefit to the Tax Oversight Committee.

Q14

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

N/A

Q15

Upload your resume.

2022 Resume - S.Bloyd.pdf (110.1KB)

Page 4: Demographics

Q16

Ethnicity



Q17

To which gender do you most identify?



Q18



How old are you?

Sierra S. Bloyd

SUMMARY

- Litigation paralegal with significant experience in class action securities litigation. Experienced in all stages of litigation and filing in state, federal district, and appellate courts. Natural problem solver with excellent interpersonal skills, a strong focus on attention to detail, and a desire to learn and grow from every experience.

PROFESSIONAL EXPERIENCE

Robbins Geller Rudman & Dowd LLP, San Francisco, CA

Litigation Paralegal | **OCTOBER 2018 - PRESENT**

Appellate Paralegal | **MARCH 2019 - PRESENT**

Lead Appellate Paralegal | **JUNE 2021 - PRESENT**

- Support attorneys in all stages of litigation; manage numerous cases simultaneously; ensure all deadlines are met.
- Collaborate and communicate effectively with partners, associates, of counsel, legal assistants, litigation support specialists, and document clerks regarding all assigned cases and court filings.
- Cite check and proofread briefs and discovery documents prior to filing or service; review relevant state or federal and local rules and ensure compliance; draft motions, declarations, proposed orders and additional required ancillary documents; file in state, federal district and appellate courts; facilitate delivery of courtesy copies to courts and service of documents on opposing counsel.
- Facilitate and track service of incoming and outgoing discovery; maintain detailed logs of all discovery related documents and correspondence.
- Case-related research including: eDiscovery content analysis through Relativity platform; identify and track related cases; compile relevant news articles, public disclosures and SEC filings.
- Assist antitrust and derivative teams with cite checking, proofreading, and filing.
- Participate in and actively contribute to frequent meetings with teams for all assigned cases; participate in and actively contribute to monthly paralegal meetings.
- Train new paralegal hires in all aspects of civil litigation and firm best practices; train litigation paralegals in appellate practices.

Del Mar Heights Elementary, San Diego, CA

Sixth Grade Teacher | **AUGUST 2017 - JUNE 2018**

- Prepare curriculum attuned to students' unique learning needs, utilizing a variety of learning tools and modalities, based on appropriate Common Core Standards; collaborate effectively with sixth grade teaching team; participate in continuing education and training; assess student progress.
- Teach students how to use Google applications, including but not limited to: Google Drive, Docs, Sheets, Slides, Forms, and Gmail.

Sierra S. Bloyd



Willow Creek Academy, Sausalito, CA

Fifth & Sixth Grade Teacher | **AUGUST 2015 - JUNE 2017**

- Facilitate learning in all content areas; collaborate with fifth and sixth grade teaching teams to create new curriculum and plan effective, engaging units that meet all students' needs; encourage parent and community engagement.
- Create and implement a curriculum for teaching students how to use Google applications, including but not limited to: Google Drive, Docs, Sheets, Slides, Forms, and Gmail.
- Assist Head of School with planning daily, school-wide morning assemblies.
- Develop an after-school reading intervention program for second grade students.

EDUCATION

- **University of California, Davis** | September 2006 - June 2010
B.A. Sociocultural Anthropology, Communications
- **California Polytechnic State University, San Luis Obispo** | September 2012 - December 2013
Multiple Subject Teaching Credential
- **University of California, San Diego Extension** | June 2018 - September 2018
ABA Approved Paralegal Certificate

#1

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, September 07, 2022 1:59:40 PM
Last Modified: Wednesday, September 07, 2022 2:16:16 PM
Time Spent: 00:16:36
IP Address: 73.222.41.124

Page 1

Q1

Contact Information

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

Q3 Voter Approved Tax Oversight Committee

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	Carmelsoft
Address	1050 Northgate Dr., Suite 360
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 serve on Cannabis Industry Tax Oversight Committee, so heard from Lindsay Lara about the expanded role.

Q10

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

1. Cannabis Industry Tax Oversight Committee since 2020
 2. Treasurer, Marin Swim League youth swimming club: Swimarin
 3. President, San Rafael High School Athletic Boosters
 4. Served on the San Rafael City Schools Measures B & C Committee in 2022
 4. Various leadership positions in organizations dealing with my profession
-

Q11

List any civic organizations of which you are a member:

1. Cannabis Industry Tax Oversight Committee
 2. Treasurer, San Rafael youth swim league: Swimarin
 3. President, San Rafael High School Athletic Boosters
 4. Various leadership positions in organizations dealing with my profession
-

Q12

Education:

Bachelor of Science in Engineering and Business: U. of Pennsylvania

MBA: U. of Cincinnati

Q13

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

I already serve on the Cannabis Industry Tax Oversight Committee (since 2020), and I am interested in continuing to serve in this role in the proposed expanded format.

I like being involved with the community, and this is one way that allows me to help out the City of San Rafael.

Q14

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

None

Q15

Upload your resume.

Resume_SBR.pdf (524.8KB)

Page 4: Demographics

Q16

Ethnicity

[REDACTED]

Q17

To which gender do you most identify?

[REDACTED]

Q18

How old are you?

[REDACTED]

Stephen B. Roth

A seasoned entrepreneur, software product manager, and software engineer.

RELEVANT PROFESSIONAL EXPERIENCE:

Carmel Software, Inc. (<https://www.carmelsoft.com>), San Rafael, CA (November 2009 - Current): President and Owner of Carmel Software. I restarted Carmel Software after selling our desktop software intellectual property to Autodesk. Under my leadership, Carmel has engaged in the following activities:

1. Secured a U.S. Department of Energy Small Business Innovation and Research (SBIR) grant to develop a scalable web-based software tool that will allow Building Information Modeling and building performance tools to communicate with one another, all in the name of making it easier to design energy efficient buildings.
2. Developed and licensed mobile and tablet-based software applications (iOS / Android) for field-based building energy audits and other HVAC engineering analysis. We have licensed 300,000+ mobile apps worldwide to date.
3. Licensed our mobile software intellectual property to Fortune 500 companies in the building services industry, including Mitsubishi Electric, Ingersoll-Rand Trane, DNV GL (formerly KEMA), and Taco, Inc.
4. Developed customized mobile software tools for major U.S. utilities including Duke Energy, PG&E and Southern California Edison. These tools allow building owners whose buildings are serviced by these utilities to perform audits of their mechanical equipment and apply for energy savings rebates and incentives.
5. Developed highly-complex customized mobile and desktop engineering and visualization software for organizations such as Carrier, ASHRAE, Autodesk, Honeywell, Mitsubishi Electric, Rinnai America, Advantix Systems, AG Solutions, DNV GL, the U.S. Department of Energy, Pacific Northwest National Laboratory, and numerous other companies.
6. Developed and currently licensing a patent-pending mobile and web-based BIM (building information modeling) platform for use by technicians and engineers for building and equipment audits.

In the 12-years since Carmel has been developing mobile software, we have licensed and customized over \$4.0 million worth of mobile applications over the Apple App and Google Play stores.

gbXML.org (<https://www.gbxml.org>), San Rafael, CA (November 2009 - Current): Founder and President of the Board of Directors of Green Building XML (gbXML). gbXML is an open XML schema that allows for the exchange of building information from 3D BIM authoring tools to building analysis software tools. As President, I am performing the following functions:

1. Helped to develop and improve the gbXML schema to accommodate the needs of architects and engineers worldwide. Currently the schema includes 500+ types of data elements describing all aspects of a building.
2. Secured over one million dollars in funding rounds from the U.S. Department of Energy, Pacific Northwest National Laboratory, National Renewable Energy Laboratory (NREL), Autodesk, ASHRAE, and Bentley Systems.
3. Worked with 55 software vendors including large organizations such as Autodesk, Bentley, US Department of Energy, Carrier, and Trane to develop gbXML import and export functionality into their software tools.
4. Maintained the non-profit company that supports gbXML: Open Green Building Schema, Inc. (or gbXML.org). This includes conducting quarterly board meetings and performing PR and marketing activities.
5. Conducted quarterly webcasts to 1000s of stakeholders by featuring software tools that integrate with gbXML

6. Developed a web-based validation tool and SDK so BIM authoring tool and building analysis vendors are able to check their gbXML integration
7. Created "test cases" so that software vendors for such tools as Autodesk Revit, NREL's Open Studio and others can successfully create valid gbXML outputs.
8. Successfully created a community of 1000s of architectural/engineering stakeholders to better understand how to utilize BIM and analysis software to model building energy usage.
9. Worked with Autodesk, Georgia Tech University Department of Engineering, and Rensselaer Polytechnic Institute (RPI) to develop a validation website.

Autodesk, Inc., San Rafael, CA (January 2008 to November 2009): Autodesk acquired the software intellectual property of Carmel Software in 2008. I was hired as Senior Product Manager of Revit MEP to aid with the following:

1. Helped integrate the Carmel Software IP into Revit MEP
2. Investigated and created the list of requirements for future versions of Revit MEP
3. Directly and indirectly managed a group of 50 to aid in development, documentation, and marketing of Revit MEP
4. Met with customers to acquire requirements for Revit MEP
5. Worked with management to align the direction of the software tool with corporate goals
6. Worked with the Green Building Studio team to integrate it with Revit MEP
7. Spoke at industry conferences nationwide to promote Revit MEP and related sustainable design software tools

EXTRA-CIRRICULAR ACTIVITIES AND HONORS:

- ASHRAE: Current Chair of ASHRAE SPC-224 (Standards Committee): The Application of Building Information Modeling
- ASHRAE: Prior Chair and Current Voting Member, TC 1.5: Computer Applications
- ASHRAE: Current Voting Member, MTG-BIM: Multidisciplinary Task Group on Building Information Modeling Standardizing and Utilizing ASHRAE Online BIM Data Exchange Protocols
- ASHRAE: Corresponding Member, TC 7.6: Data Interoperability Schemas
- ASHRAE: Corresponding Member, MTG-CYB: Cybersecurity and HVAC
- ASHRAE: Member of ASHRAE RP-1810 project monitoring subcommittee: "Development of Reference Building Information Model (BIM) Test Cases for Improving Usage of Software Interoperability Schemas"
- ASHRAE: Corresponding Member, Building EQ Committee
- ASHRAE: Past Voting Member, SGPC 20: Documenting HVAC&R Work Processes and Data Exchange Requirements
- International Building Performance Simulation Association (IBPSA-USA): Active in Building Data Exchange Subcommittee to establish data modeling standards
- ASHRAE: Past member of ASHRAE SPC-205
- Active member of United States Green Building Council (USGBC)
- Past member of National Society of Professional Engineers (NSPE)
- Active member of working group for the U.S. Department of Energy's Building Energy Data Exchange Specification (BEDES) initiative (<http://energy.gov/eere/buildings/building-energy-data-exchange-specification-bedes>)
- Limited partner in high-technology venture capital fund
- Active member of Toastmasters International (International speaking organization). Winner of numerous speaking awards
- Registered Professional Engineer (PE) in State of California
- Registered LEED AP (Leadership in Energy Efficiency Design – Advanced Placement)
- Currently speak at industry conferences about how architects and engineers use mobile software to design energy efficient buildings

TECHNICAL STRENGTHS:

Software Languages and Related:	C++, C#, Python, PHP, Objective-C, Java, Javascript, HTML, SQL, XML, Solidity
Databases:	MySQL, Microsoft SQL Server
Integrated Development Environments and Related:	Visual Studio Code, Microsoft Visual Studio, XCode, Android Studio, Jupyter Notebook, Anaconda, Git, GitHub, JIRA,
Software Libraries and Frameworks:	Node.JS, Various AI python libraries, Infura
Other:	Microsoft Azure

EDUCATION:

University of Cincinnati, Cincinnati, OH. (9-89 to 5-91)

Master of Business Administration in Finance and Operations Management

University of Pennsylvania, Philadelphia, PA. (9-85 to 5-89)

Bachelor of Science in Mechanical Engineering and Applied Mechanics and Business from the Engineering and Wharton Schools.

#2

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Thursday, February 17, 2022 2:02:46 PM
Last Modified: Monday, February 28, 2022 1:57:16 PM
Time Spent: Over a week
IP Address: 73.170.99.186

Page 1

Q1

Contact Information

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

Q2

Cannabis Industry Tax Oversight Committee

What Board would you like to apply to?

Page 3

Q6

How long have you lived in San Rafael?

7 years

Q7

Business Information

Company	The Shift Network
City/Town	Petaluma
ZIP/Postal Code	94952

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?

Yes, I volunteer for Marin Villages, helping older people age in place.

Q10

List any civic organizations of which you are a member:

Marin Villages

Q11

Education:

Masters in Communication Innovations from Ithaca College.

Q12

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

I've wanted to join a committee for the last couple of years. I'd like to help keep and nurture the great community San Rafael is far into the future.

Q13

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

I don't believe that I have any current conflicts of interest.

Q14

Upload your resume.

Susan B Clark Resume 2022.pdf (434.4KB)

Page 4: Demographics

Q15

Ethnicity



Q16



To which gender do you most identify?

Q17



How old are you?



SUSAN B CLARK

CONTENT CREATOR

ABOUT

I'm a scrappy, nimble, and curious content creator/strategist with a track record of successfully developing and monetizing engaging content for high-profile web properties in news, entertainment, e-commerce, and education.

CONTACT DETAILS

[Redacted contact information]

APPS & TOOLS I USE

Adobe Creative Suite	ClickFunnels	BuzzSumo
AVID	SEMRush	Figma
Final Cut	Salesforce	Trello
Autodesk Fusion 360	Hootsuite	Gain
Asana	Basecamp	Jira

EDUCATION

Ithaca College
Masters of Science - Communications Innovation

Florida-Atlantic University
Bachelor of Arts - Humanities & Journalism

AFFILIATIONS

Writers Guild of America, East
Producers Guild of America
Academy of Television Arts & Sciences
GLAAD - Former Board Member & Treasurer

SKILL SET

CONTENT >

- Write blogs, scripts, ad campaigns, marketing collateral, etc.
- Create video content that drives conversions and engagement
- Lead content marketing creative strategy that reaches targeted audiences in unique and differentiated ways
- Drive content creation by using social intelligence and analytics to inform future topics and optimize engagement
- Vision and ability to translate stories to multimedia
- Passionate about social media with a track record of delivering growth that ties back to the brand
- Understands drivers of engagement and how to tap into social media, user-generated content, and influencer marketing

E-LEARNING >

- Strategize content of new programs with internationally renowned faculty (from Rollin McCraty and Matthew Fox to Russ Hudson and Robert Peng) and write corresponding marketing copy for courses ranging from 'Healing Racism' to 'Bee Shaminism'

WORK HISTORY

The Shift Network - Sr. Campaign Strategist & Copywriter
Petaluma, CA | 8/2020 - Present

WhoWhatWhy.org News Org - Associate Editor
Virtual Location | 4/2020 - 3/2021

Zazzle - Director of Content
Redwood City, CA | 2014 - 7/2020

eBay Advertising / Triad - Director of Content
San Jose, CA | 2011 - 2014

Cluck Productions - Co-Founder / Content Producer
Larkspur, CA | 2007 - 2011

The Tonight Show with Jay Leno - Head of Digital
Burbank, CA | 2001 - 2007

Jay Leno's Garage - Co-Producer
Burbank, CA | 2006 - 2007

Access Hollywood.com - Co-Managing Editor
Burbank, CA | 2001 - 2002

Spiderdance - Senior Producer
Venice Beach, CA | 2000 - 2001

Sony Online - Senior Producer / Game Designer
Culver City, CA | 1999 - 2000

GTE MainStreet Interactive TV - Senior Producer
Santa Monica, CA | 1995 - 1999

NEW YORK WORK EXPERIENCE:

Merkley Newman Harty - Exec. Assistant

WNET / Channel 13 (PBS) - Coordinating Producer

Late Night with David Letterman (NBC) - Assistant

MacNeil/Lehrer NewsHour - Newsdesk Assistant

#5

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Thursday, January 27, 2022 4:28:29 PM
Last Modified: Thursday, January 27, 2022 4:31:32 PM
Time Spent: 00:03:03
IP Address: 98.45.128.173

Page 1

Q1

Contact Information

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

Q2

Cannabis Industry Tax Oversight Committee

What Board would you like to apply to?

Page 3

Q6

How long have you lived in San Rafael?

5 years

Q7

Business Information

Company	Outpost Real Estate
Address	14 Elizabeth Way
City/Town	San Rafael
ZIP/Postal Code	94901

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 volunteer at the Food Bank

Q10

List any civic organizations of which you are a member:

NA

Q11

Education:

BA degree

Real Estate Licensed Broker Certification

Q12

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

I want to be more involved with and in my community.

Q13

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

I can't think of any

Q14

Upload your resume.

Broadman CV 2022.pdf (124KB)

Page 4: Demographics

Q15

Ethnicity



Q16



To which gender do you most identify?

Q17



How old are you?

Tracey Broadman



Experience

2011-Present **San Francisco and Marin**
Broker Associate

Sales, purchases and leases for local clients, both residential and commercial.

2010-2012 **Los Angeles/New York/London/Bahamas**
Owner, President
BGlobal Real Estate

Real estate company catering to high net worth individuals with global needs including luxury residential, vacation and investment opportunities. Manage all aspects of the transaction from identifying the location, assisting in negotiations and managing the project after purchase.

2009-2011 **Beverly Hills, CA**
Associate Broker
Westside Estates Agency (WEA)

Sales, purchases and leases for local clients, both residential and commercial. Up to date on state of the art interactive technology and network sites. Have the breadth of both local and global connections in a variety of capacities, including brokers, owners, attorneys and service providers.

2007-2009 **Los Angeles, CA**
Broker
mint Real Estate (formerly a division of mint Lifestyle)

Created mint Real Estate brokerage with the owners of mint Lifestyle, creating a separate division to handle members' real estate requests worldwide. Managed day-to-day operations and created global contacts in all categories—including residential, hotel/resort, commercial and development. Examined and evaluated prospective opportunities for clients and members. Assisted in development of luxury niche website to display properties to a select market. Managed agents' files and fielded all real estate related inquiries. Negotiated commercial lease.

2004-2007 **West Hollywood/Studio City, CA**
Owner/Broker/Manager
Windermere Properties, Inc.

Created a boutique real estate company in Los Angeles with a business partner, including budgets, P&Ls, build-out, hiring/retention of staff and agents (65), management of day-to-day operations, marketing and advertising. Broker of Record for the company, responsible for all files. Developed and presented all education and training for the company. Maintained knowledge of real estate law, local economies, fair housing laws, and types of available mortgages, financing options and government programs. Acted as an intermediary in negotiations between buyers and sellers over property prices and settlement details, and during the closing of sales. Negotiated commercial lease and project managed build out of 9000 square feet.

2001-2004
Sales Associate
DBL/Sothebys International

West Hollywood, CA

One of the top sales professionals in the Sunset office. Demonstrated consistent ability in negotiating and closing transactions. Built a successful network based on marketing and referrals. Exceptional service and organizational skills with all clients.

Prior Experience

1999-2001
Manager of Business Development
Vivaldi Networks (start-up digital receipt technology company)

Menlo Park, CA

1996-1999
Manager Stars Restaurant

San Francisco, CA/Singapore

Affiliations

2008-2011
Director-Beverly Hills Greater Los Angeles Association of Realtors (BHGLAAR)

Current:
Member NAR
Member CAR

Education

UCLA
Boston University
University of Massachusetts
University of Tennessee

References:

Brent Thomson	415.380.2126	personal and professional
Atul Patel, MD	415.254.0807	personal

Tracey Broadman
[REDACTED]
[REDACTED]
[REDACTED]

October 14, 2017

Dear Soon to be Employer,

I am writing to you and applying for this position knowing that I am disregarding the instruction of having previous five star hotel and or managing house managers experience. I believe I am an exception to this baseline. I was in the five star restaurant management world for 17 years, having started that part of my career in Boston, migrated it to San Francisco and then to Singapore. I managed the day to day operations, including P&Ls, vendors, projects, employees of up to 50, created manuals of operation and conduct, addressed all aspects of hospitality and was the face of the business with the public. After my career in restaurants, I worked in the tech industry for three years for Vivaldi, a digital receipt entity in Menlo Park. The founder of the company saw the value in my point of sales experience and hired me at the manager of business development. In that position, I was able to hone my “do not take no for an answer” skills as I called upon C-level executives to beta test our product with consumers. I learned to listen, both to the client, the customers and the engineers internally, which made me a better communicator in my life, both professionally and personally. I then moved to Los Angeles, where I began my brokerage career. I learned every aspect of the business, received my brokers license, and eventually opened my own brokerage, the Windermere franchise, in an A building on Sunset Boulevard. Here I learned the art of recruiting, educating the agents, managing protocol and compliance, and navigating through immense competition. The opportunity that followed Windermere is one that completed the training I needed for this position. I worked with mint lifestyle, opening up their brokerage division and was involved in all aspects of HNW real estate, travel and purchasing. Mint was a membership based service that gave members access to best minds in travel, retail, unique experiences and real estate—a one stop luxury nexus. I was exposed to hotel, estate, investments on a worldwide scope. I created a network that allowed me to connect members with each other that helped further business and personal goals.

I am tech savvy, understand the lifestyle of HNW families, a clear communicator, kind hearted and generous of spirit, cultured and well-traveled, well spoken with great presentation skills, highly organized, well connected, self-reliant will being resourceful, and a good person. I know the Bay Area extremely well (having lived here from 1989-2001 and 2011-present), including restaurants, venues, service providers, contractors, designers, etc. If I don't know something, I am incredibly resourceful and persistent ... and won't stop until I have found the right fit for any given circumstance. My real estate knowledge, both of the market and of individual homes, will also be a value-add for this position. I am truly ready to jump in and be the liaison that creates a seamless line of communication between the staff of your residences and you.

I welcome the opportunity for an interview at your convenience. I know my resume does not fit in accordance with the guidelines you have outlined but most success stories are created by those that don't conform.

Best,
Tracey

VOTER APPROVED TAX OVERSIGHT COMMITTEE BYLAWS

ARTICLE I. NAME AND PURPOSE

Section 1.1. Name. The name of this body shall be the City of San Rafael Voter Approved Tax Oversight Committee, hereinafter referred to as the “Committee.”

Section 1.2. Purpose. The Committee’s purpose is to review the collection and expenditure of voter approved tax revenues collected under the authority of voter-approved City tax measures and Resolution 15118 adopted by the San Rafael City Council on September 6, 2022.

Section 1.3. Committee Responsibility. The Committee’s authority is oversight only.

The responsibilities and duties of the Committee shall be limited to:

- 1.2 Review expenditures of Measure tax revenues to ensure the monies have been expended in accordance with the authorized municipal purposes of each Measure. To complete this review, the Committee shall:
 - 1.2.1 Understand allowable expenses of each existing Measure’s tax funds (as identified in the enacting Municipal Ordinance)
 - 1.2.2 Review documentation from City Council and from City Council-appointed advisory committees that pertain to the prioritization of use of each Measure’s tax funds.
 - 1.2.3 Review annual reports prepared by the City’s Finance Department that track the receipt and spending of each Measure’s tax funds.
 - 1.2.4 Prepare and submit to the City Council and the community an annual public report on the expenditures of each Measure’s tax revenues for the previous fiscal year.
 - 1.2.5 Fulfill the final responsibilities of each Measure’s responsibilities at the Measure’s termination, repeal or extension: Before submitting a final report: Review and report on the final expenditures of each Measure during the previous fiscal year, through its termination, to ensure that monies have been expended consistent with the authorized purposes of the Measure.

The Committee shall **not**:

1. Have any budgetary decision authority, shall not allocate financial resources, and shall not make budget or service recommendations to the City Council.
2. Have authority to direct, nor shall it direct, City staff or officials.

ARTICLE II. MEMBERSHIP

Section 2.1. Number of Members. The Voter Approved Tax Oversight Committee shall consist of five (5) voting members.

Section 2.2. Eligibility. Members of the Committee shall be at least 18 years of age and reside within the City limits.

Section 2.3. Appointment of Committee Members. Members shall be appointed by the City Council. Appointments shall be published on the website for the City of San Rafael in accordance with Government Code Section 54973, as amended from time to time.

Section 2.4. Terms of Appointment. Each member shall serve a minimum term of four (4) years. An effort will be made to ensure that the terms are staggered, and not all of the appointments expire in the same year.

Section 2.5. Term Limits. Members shall be limited to two (2) consecutive four-year terms. Additional terms may be served if there is a break between terms.

Section 2.6. Absence and Removal. An unexcused absence from two (2) consecutive Committee meetings without notification to the Staff Liaison will constitute an immediate vacancy and shall be considered a voluntary resignation from the Committee. Previously dismissed Committee members may be eligible for reappointment.

Section 2.7. Compensation. Members 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.