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

TOPIC: MARIN/SONOMA MOSQUITO AND VECTOR CONTROL DISTRICT INTERVIEWS

SUBJECT: INTERVIEW APPLICANTS AND MAKE AN APPOINTMENT TO FILL ONE FOUR-YEAR TERM TO THE END OF DECEMBER 2027 ON THE MARIN/SONOMA MOSQUITO AND VECTOR CONTROL DISTRICT DUE TO THE EXPIRATION OF TERM OF PAMELA HARLEM

RECOMMENDATION:
Interview the following applicants and make an appointment to fill one four-year term to the end of December 2027 on the Marin/Sonoma Mosquito and Vector Control District due to the expiration of the term of Pamela Harlem.

| Name |
|-----------------|
| Gerrod Herndon |
| Losalini Reeves |
| Rika Gopinath |

BACKGROUND:
The term of Pamela Harlem is set to expire at the end of December 2023. The City Clerk’s office recruited for applications and received three applications.

The [Marin/Sonoma Mosquito and Vector Control District](http://www.msosquito.com/) protects the health and welfare of the communities it serves from mosquitoes and vector-borne diseases by utilizing cost-effective, environmentally responsible integrated vector management practices. The Marin/Sonoma Mosquito & Vector Control District is governed by a Board of Trustees. Each member represents his or her city of residence or a county at large. Trustees are appointed by their city council or county board of supervisors and serve a two or four year term. Meetings are held on the 2nd Wednesday of each month at 6:00 p.m. and are currently being held virtually. Once they resume in-person meetings, they will be held at District Headquarters, 595 Helman Lane, Cotati. More information: <http://www.msosquito.com/>

FOR CITY CLERK ONLY

Council Meeting:
Disposition:

ANALYSIS:

The City Clerk's office recruited for the Marin/Sonoma Mosquito and Vector Control District vacancies and received three (3) applications. Staff recommends the City Council interview the three (3) eligible applicants and make an appointment to fill the single term.

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

COMMUNITY OUTREACH:

The call for applications for the Marin/Sonoma Mosquito and Vector Control District was advertised through mass email notification, the City website, social media platforms, Marin IJ, and physically posted at City facilities.

ATTACHMENT:

1. Three (3) Applications



SAN RAFAEL

THE CITY WITH A MISSION



Boards and Commissions Application

What board would you like to apply too?

- ADA Access Advisory Committee
- Bicycle and Pedestrian Advisory Committee
- Board of Library Trustees
- Design Review Board
- Fire Commission
- Marin Commission on Aging
- Marin County Hazardous & Solid Waste Management Joint Powers Authority Local Task Force
- Marin/Sonoma Mosquito and Vector District
- Park and Recreation Commission
- Pickleweed Advisory Committee
- Planning Commission
- Police Accountability Advisory Committee
- Public Art Review Board
- Voter Approved Tax Oversight Committee

Applicant Information

Full Name: Gerrod Herndon [Redacted]

*Address: [Redacted]

Street Address Apartment/Unit #

San Rafael, CA 94901

City State ZIP Code

*Phone: [Redacted] Email: [Redacted]

Resident of San Rafael for 11 years.

Employer: self

Occupation: pro bono

Business Address: [Redacted]

Street Address Apartment/Unit #

San Rafael, CA 94901

City State ZIP Code

Education

PASS, Exodus, Freshstart, K-12, Blackstone,
ABA, WELS, Penn Foster, Witkins Legal Institute
Stratford, SRJC, Fresno State University, College of the North Coast
community college

Supplemental Questions

Participation in the following civic activities:
On ballot for 2nd District City Council members

ERC cus walgreens, medical, Medcare

NAMI safeart, AARP, EBT

AA/NIA vitacid, Kaiser, 4120.9 10018

Member of the following civic organizations:

Culture Center 42 CFR 489

USC 28191991 - MC-275 title 2 504

Land and trust title 1 51023

My reasons for wanting to serve are:

I am capable of performing the task and can contribute to the well being of the community. I have faith in God (Jesus Christ) with baptisms/confirmation

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

1485 oversight Sheriff depart

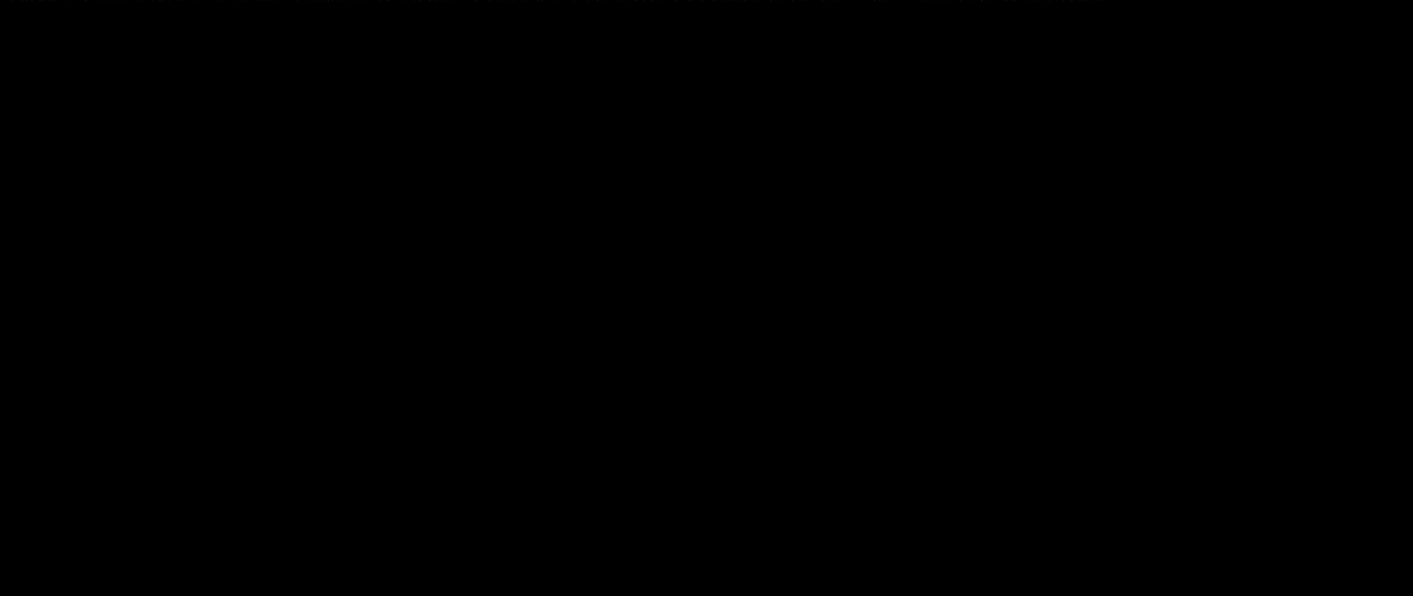
3654 prop 8, 36, 39, 47

56731 56248 2273

109 9/A 2254 2933 4813 PC

Demographics (Optional)

The demographic information you choose to provide is **VOLUNTARY** and **OPTIONAL** and refusal to provide it will not subject you to any adverse treatment. This information will be considered confidential, kept separate from your application and will not be used for evaluating applications or making appointments. The City of San Rafael will use this information solely to conduct research and compile statistical reports regarding the composition of its Board and Commission applicants.





Signature

Signature: Gerrard Herndon

Date: 08-28-23

Mail or Deliver to:

City of San Rafael, City Clerk Department
City Hall, 1400 Fifth Avenue, Room 209
San Rafael, CA 94901

*Information kept confidential, to the extent permitted by law.

San Rafael, CA

Gerrod Herndon

Passionate worker and learner searching for a change in career fields and an opportunity to join a growing team.

SKILLS

Deep knowledge of mental health services
Operational knowledge of computer applications
Exceptional ability to multitask and prioritize work
Sound ability to work independently
Excellent customer services skills
Good communication skills in both oral and written forms
Bilingual (English Farsi Arabic) (Spanish for customer service)

EXPERIENCE

Enterprise Resource Center, San Rafael Marin - *Peer Support Specialist*

Dec 2021 - Present

- Performed heavy and light cleaning, including mopping, sweeping, glass-cleaning, and dusting
- Participated in various self-help groups and provided support to clients.
- Performed various activities on the consumer lounge and ensured a neat and clean area.

Center for Employment Opportunities, San Rafael Marin - *Highway Technician*

Sep 2021 – May 2022

- Provide landscaping and weed eating services along highways, on/off ramps, service roads, and underpasses
- Provide litter abatement services along highways, on/off ramps, service roads, and underpasses
- Beautify highways and ensure their safety for emergency vehicles
- Ensure safe passage on shoulders for emergency vehicles and motorists in distress

Ruby's Valley Care Home, Fresno – Janitor

Mar 2020 - Jan 2021

- Performed maintenance and janitorial duties at several commercial and business sites
- Cleaned, sanitized and supplied restrooms
- Washed windows, glass partitions and mirrors
- Swept, mopped, scrubbed and vacuumed floors to ensure cleanliness
- Collected and transported garbage to sanitation pick-up areas
- Emptied wastebaskets and transported trash to disposal areas

McDonald's, Novato – Server

Jan 2014 - May 2014

- Performed maintenance and janitorial duties at several commercial and business sites
- Cleaned, sanitized and supplied restrooms
- Washed windows, glass partitions and mirrors
- Swept, mopped, scrubbed and vacuumed floors to ensure cleanliness
- Collected and transported garbage to sanitation pick-up areas
- Emptied wastebaskets and transported trash to disposal areas

State of CA - Printing Press

Jan 2006 - Jan 2013

- Collected and inspected random samples during print runs to identify any necessary adjustments.
- Examined job orders to determine quantities to be printed, stock specifications, colors, or special printing instructions.
- Verified that paper and ink meet the specifications for a given job.
- Started presses and pull proofs to check for ink coverage and density, alignment, and registration.
- Fed paper through press cylinders and adjust feed and tension controls.

EDUCATION

HS Diploma, Vallejo High School – 1999

Paralegal Diploma, Blackstone (GATE) – 2010

College of Marin, Marin CA – *Classical Music*
Undergrad cont'd

Santa Rosa Junior College, Santa Rosa CA – *Counseling Health and Philosophy*
Undergrad cont'd

Fresno Pacific University, Fresno, CA

Coastline Community College, Fountain Valley, CA

CERTIFICATES AND LICENSES

Fresh Start Culinary Program
2016

California Psychiatric Transition (CPT)
2016 Graduated

Breaking Barriers
2013 Graduated

PASS – Psychology Academic SF
2013 Graduated

ABA – Occupational Therapy
2013 Graduated

Courses Taken

Exodus Course – graduated

ABA Occupational therapy class – graduated

Counseling – graduated

Health and Philosophy – graduated

Sexual Harassment Certificate – graduated

Psychology – graduated

#2

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Friday, April 07, 2023 11:09:02 AM
Last Modified: Friday, April 07, 2023 11:18:37 AM
Time Spent: 00:09:34
IP Address: 96.86.180.17

Page 1

Q1

Contact Information

| | |
|---------------------|-----------------|
| First and Last Name | Losalini Reeves |
| Address | [REDACTED] |
| City/Town | San Rafael |
| State/Province | CALIFORNIA |
| ZIP/Postal Code | 94901 |
| Email Address | [REDACTED] |
| Phone Number | [REDACTED] |

Q2

District 1/Southern

What district do you currently live in?

Q3

Marin Commission on Aging,
Marin/Sonoma Mosquito and Vector District,
Park and Recreation Commission,
Planning Commission

What Board would you like to apply to?

Page 3

Q7

How long have you lived in San Rafael?

13 years in Hawaii.. 4 and halfyears here in San Rafael

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?

Yes - Marin County Election

Habitat for humanity

Q11

List any civic organizations of which you are a member:

Voting community

Q12

Education:

Bit of College

Q13

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

I loved to helped and volunteered within communities I lived in.

Q14

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

N/A

Q15

Respondent skipped this question

Upload your resume.

Page 4: Demographics

Q16

Ethnicity

[REDACTED]

Q17



To which gender do you most identify?

Q18



How old are you?

#36

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, October 17, 2023 12:50:09 AM
Last Modified: Tuesday, October 17, 2023 2:28:29 AM
Time Spent: 01:38:19
IP Address: 104.28.123.101

Page 1

Q1

Contact Information / Información del contacto

| | |
|---|----------------------|
| First and Last Name / Nombre y Apellido | Rika Gopinath |
| Address / Dirección | [REDACTED] |
| City / Ciudad | San Rafael |
| State / estado | CA |
| ZIP/Postal Code / Código postal | 94903 |
| Email Address / Dirección de correo electrónico | [REDACTED] |
| Phone Number / Número de teléfono | [REDACTED] |

Q2

District 4/Northern / Distrito 4/Norte

What district do you currently live in? ¿En qué distrito vive actualmente?

Q3

How long have you lived in San Rafael?

12 years

Q4

Business Information

| | |
|-----------------|-----------------------|
| Company | YardSmartMarin |
| Address | [REDACTED] |
| City/Town | San Rafael |
| ZIP/Postal Code | 94903 |

Q5

City Council Agenda,

How did you hear about this vacant position?

Friend

Q6

Marin/Sonoma Mosquito and Vector District

What Board would you like to apply to? ¿A cuál te gustaría aplicar?

Page 3

Q10

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

I currently serve on the Marin County Integrated Pest Management Commission, a County BOS appointed position overseeing County Parks and County's IPM ordinance and policy. I've served since 2013. I also lead a nonprofit, YardSmartMarin, YardSmartMarin empowers people to reduce / eliminate pesticide use through awareness and education about safer, effective alternatives. In all my work, I focus on science based solutions and finding common ground among sometimes disparate stakeholders and collaborators.

Q11

List any civic organizations of which you are a member:

YardSmartMarin, Marin County IPM Commission, Organic Land Care Project, NonToxic Communities/ Mons Advocating Sustainability, Marin Conservation League

Q12

Education:

University of Florida, Bachelors in political science/ public policy

Q13

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

I have collaborated with MSMVCD staff and board to learn about the challenges and expand my familiarity with pests our community (and public health face). I respect the principles of transparency and collaboration that I see in the public record and reputation. I am eager to serve and learn more.

Q14

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

No possible conflicts. And in the spirit of full disclosure, I am currently working with national nonprofit Beyond Pesticides to expand local access to their 'Parks for a Sustainable Future' grant program to interested municipalities and school districts in Marin, Sonoma, and Bay Area. The grant program provides funds and technical training and consultation over 2 years to support transitioning 2-3 playing fields or athletic fields to organically maintained natural grass turf. So I don't see any conflict. I approach any problem or issue with a logical approach similar to a systems, IPM framework: identifying issue, evaluating if it exceeded threshold to be a problem, listening to perspective of staff and other Board members to fully understand policy and pest challenges, learning, evaluating solutions and then monitoring results. I do not come in with any agenda, other to learn and avoid preconceived answers, to stay focused on where exposure and use can be balanced against costs and benefits over time and learn!

Q15

Upload your resume.

Resume%20Rika%20Gopinath%202023.pdf (137.4KB)

Page 5: Demographics / Datos demográficos

Q24

Ethnicity / Raza/etnia:

[REDACTED]

Q25

To which gender do you most identify? ¿Con qué género se identifica más?

[REDACTED]

Q26

How old are you? ¿Cuántos años tienes?

[REDACTED]

RIKA CANIN GOPINATH

San Rafael, CA 94903

STRENGTHS AND SKILLS:

- Exceptional communication and advocacy skills
- Excellent critical thinking and problem solving skills
- Strong strategic and collaborative leader, adept at working in a matrix environment to exceed goals
- Leads with integrity, respect and an unwavering positive attitude
- Experienced mentor and manager, empowering others to succeed through engagement and teamwork
- Extensive experience in communications, marketing, business development
- Natural evangelist, driving team results and company growth while supporting brand values and mission

EDUCATION: University of Florida, Bachelor of Arts, Political Science

EXPERIENCE:

[Friedman's Home Improvement](#)

Communications Manager, January 2021 – March 2022

In this key leadership role, I work closely with Friedman's Executive team to identify strategic opportunities to improve internal communications and workflows across the company. My focus is squarely on supporting Team Members' positive work experience and success.

- Create and implement a company-wide comprehensive communication strategy and plan (including methodology, cadence, mode)
- Operationalize general communications functions and oversee implementation of new communication methods (e.g., intranet, Company email, internal social media) while maintaining brand voice
- Write, edit and organize a broad range of Company content and operational items for multiple business channels and teams
- Partner with Training Team to launch new Learning Management System, create a training methodology that includes store
- Partner with Marketing Team to ensure all internal and external communications are coordinated, collaborate to manage external agencies
- Define quantifiable KPIs and metrics to evaluate/measure effectiveness

[YardSmartMarin](#)

Co-Founder, November 2016 – present

From yard weeds and garden bugs to household pests, YardSmartMarin.org has suggestions for safer alternatives to conventional pesticides. Stop before you spray. Think about safer alternatives. Protect what matters.

- Secured funding from Marin County Board of Supervisors to reduce private sector pesticide use
- Co-lead diverse coalition of interested individuals, youth, public agencies, non-profits, private companies
- Lead creation and implementation of [three public awareness campaigns](#) in English and Spanish:
 - [Think Before You Spray](#), [Poison Hurts More Than Rats](#), [Pesticides Are Overkill](#)
- Organized and presented in person events, community activities, radio and TV interviews
- Transitioned organization to a stand alone non-profit in 2019
- Pivoted activities to online communication via social media, [blog](#), adding new short format video content

[Moms Advocating Sustainability, Marin County](#)

Co-Chair, January 2011 – present

The mission of Moms Advocating Sustainability is to create healthy communities for children by reducing their exposure to household and environmental toxins

- Drove local policy change to eliminate glyphosate (Roundup®) and other conventional pesticide use in public parks and school playgrounds ([Marin County Parks](#), Novato, Tiburon, Irvine, multiple school districts, UC Berkeley)
- Developed educational website to support advocates seeking change in their own communities
- Co-founded [Organic Land Care Project](#), a national grassroots coalition to educate landscape contractors, homeowners and public

[Marin County Integrated Pest Management Commission](#)

**Chair, July 2015 – Jan 2019
Commissioner, March 2013 - present**

Integrated Pest Management (IPM) Commission oversees implementation of the Marin County IPM policy and plan, and advises and makes recommendations to County Parks IPM Coordinator and Board of Supervisors

- Chaired IPM Commission during public outcry over glyphosate use and helped mediate between public activists, elected officials and County staff throughout contentious public deliberations.
- A groundbreaking public policy decision was reached and a diverse community coalition continued to work together to eventually form YardSmartMarin.org
- Effectively communicated issues and decisions to both internal constituents and the general public
- Communicate with other regional municipalities to share Marin County IPM success with managing public parks and landscapes without conventional pesticides/herbicides

Southern Marin Mothers' Club

Board of Directors, June 2012 – April 2013

SMMC is an active parent group of over 1,500 families in Marin County. Led by all volunteers, SMMC provides over 100 playgroups, special events and hosts an online private forum for members.

Director of Online Community (June 2012-2013)

and Moderator, June 2011 – April 2018

- Led a team of 7 volunteer moderators (average of 150 posts per day). Revised guidelines, managed controversial threads and de-escalated online disagreements
- Helped devise new revenue stream, partnering with businesses recommended by members
- Continued as member of the Moderating Team, handling complex or difficult situations as needed

Montessori de Terra Linda School

Director of Communications and Marketing

January 2016 - August 2017

- Managed all internal communication to parents (MailChimp, website intranet, electronic message boards)
- Increased admissions leads and enrollments with strategic marketing changes decreasing budget costs
 - Moved print ads to online channels, created email marketing funnel, generated 'advertorial' content
- Increased student retention by improving communication/relationships with current parents
 - Implemented parent-focused, teacher-led events to increase parent engagement
 - Partnered with PA to launch 3 new annual family events, increasing parent engagement
- Supported all school events including annual fundraising auction, heading online donation solicitations
- Managed new website build and launch on 3rd party platform, including internal website for parents
- Improved weekly newsletter, shot and edited photos for website, newsletter and message boards

Parent Volunteer September 2013 - December 2018, August 2017-June 2019

Green Committee, Parent Association, Co-Founder, SEL/Mindfulness Parent Group

Walden University, Senior Field Representative, School of Nursing April 2007 – December 2008

Walden University is a fully accredited online university offering Masters Degree programs
Territory included Northern and Central California, Washington, Oregon, Utah, Alaska, Idaho and Montana

- Exceeded goals in lead generation and revenue, created regional communication tools

Kaplan Medical

Kaplan Medical is a division of Kaplan Test Prep, providing on-line and classroom test preparation for medical professional licensure exams. Clients include medical students and internationally trained physicians and nursing students and internationally trained nurses.

Regional Director, Medical and Nursing Programs

May 2001 – December 2005

Territory: California, Washington, Oregon, Utah, Nevada, Colorado, Arizona, Hawaii and Vancouver, BC
Responsible for all Medical marketing, business development, service delivery in 30 local centers

Exceeded revenue goals by +30% each year with only dotted line responsibility to local teams

- Directly generated new business in each market while prioritizing opportunities
- Identified and fixed operational challenges across locations, increasing customer satisfaction scores
 - Created/delivered staff training on cultural needs of international clients (physicians and nurses)
 - Created tools for consultative sales techniques for local sales staff in all regions
 - Managed escalated customer service issues, retrained local staff when needed
- Effectively lead local teams in implementing regional/national marketing and operations initiatives

- Launched region-wide “boot camp” with all local teams
- Led initiative to create integrated marketing plans for all products across individual markets, sharing best resources regionally
- Provided direct coaching to local staff on products, customer service methods, sales techniques
- Collaborated with national product development teams to drive new product lines and innovations
 - Established partnership with Stanford Medical School and Kaplan’s national curriculum team
 - Successfully marketed and launched new live course for Clinical Skills Assessment, generating over \$500K in new revenue in first year

Area Director Bay Area

April 2000 – May 2001

Territory included: Peninsula and South Bay (Palo Alto, San Jose, Santa Cruz)

- Directly supervised three managers with 50 employees
- Managed budget of \$3.5 million, increased revenue by 65%
 - Identified untapped niche to increase corporate sales
 - Successfully sold and delivered high school district-wide programs (after-school test prep classes)
- Developed improved operational processes, workflow and staff training for high traffic centers
- Created customer training for local staff, improving customer satisfaction and local staff performance
- Resolved escalated customer service issues

Center Director, Jacksonville, Florida

January 1996 – April 2000

- Directly managed all operations, marketing, budgeting, hiring and training for 21 part time staff
- Exceeded budget and revenue goals by an average of 78%
- Revamped delivery of service and operations, ensuring student satisfaction
- Oversaw three location moves with minimum impact to operations, increased customer satisfaction
- Created innovative partnerships:
 - Launched partnership with local state university, resulting in on-campus location for operations
 - Partnered with new, local law school to provide 100% scholarships to high scoring Kaplan students
- Created innovative marketing seminar with law school faculty “Law School In A Day” (later replicated nationally by Kaplan)

Academic and Marketing Manager, University of Florida

October 1990 – December 1995

- Created teacher training program (later adopted in nationally implemented program)
- Recruited/trained new part-time teachers
- Developed partnerships with student groups and clubs, increasing revenue by 43%
- Created partnership with local law and business schools and provided joint marketing seminars
- Taught Kaplan courses for LSAT, GMAT, SAT, ACT, Speed Reading and MCAT Verbal
- Consistently highest rated teacher in student surveys scores

Hobbies:

Hiking Marin County Open Space trails and Parks, pulling invasive French Broom with other volunteers, Learning tennis and mountain biking with my husband and two boys, growing organic vegetables in our garden while fending off deer, raccoons, rats and wayward neighborhood cats.