



<b>SAN RAFAEL CITY COUNCIL STAFF REPORT</b>	
<b>Department: City Clerk</b>	
<b>Prepared by: Lindsay Lara, City Clerk</b>	<b>City Manager Approval:</b> _____

**TOPIC: VOTER APPROVED TAX OVERSIGHT COMMITTEE INTERVIEWS**

**SUBJECT: INTERVIEW APPLICANTS AND MAKE AN APPOINTMENT TO FILL ONE UNEXPIRED FOUR-YEAR TERM TO THE END OF APRIL 2025 ON THE VOTER APPROVED TAX OVERSIGHT COMMITTEE DUE TO THE RESIGNATION OF SIERRA BLOYD**

**RECOMMENDATION:**

Interview the following applicants and make an appointment to fill one unexpired four-year term to the end of April 2025 on the Voter Approved Tax Oversight Committee due to the resignation of Sierra Bloyd.

Name
Carsten Andersen
Gerrod Herndon

**BACKGROUND:**

The term of Sierra Bloyd is set to expire at the end of April 2025, but she submitted her resignation, and this position has been left unfilled due to a lack of applications submitted. The City Clerk’s office continued recruitment and received two applications.

The [Voter Approved Tax Oversight Committee’s](#) purpose is to ensure that all revenues received from voter approved taxes are spent on uses outlined in a manner consistent with the language of the ballot measure that approved the tax. Meetings are held at least four times per year, to be determined.

**ANALYSIS:**

The City Clerk’s office recruited for the Voter Approved Tax Oversight Committee vacancy and received two (2) applications. Staff recommends the City Council interview the two (2) eligible applicants and make an appointment to fill the single term.

**FISCAL IMPACT:**

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**FOR CITY CLERK ONLY**

**Council Meeting:**

**Disposition:**

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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, Marin IJ, and physically posted at City facilities.

**ATTACHMENT:**

1. Two (2) Applications

#90

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Friday, December 29, 2023 9:41:36 AM  
**Last Modified:** Friday, December 29, 2023 9:57:22 AM  
**Time Spent:** 00:15:45  
**IP Address:** 104.28.123.35

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**Q1**

Contact Information / Información del contacto

First and Last Name / Nombre y Apellido	Carsten Andersen
Address / Dirección	[REDACTED]
City / Ciudad	San Rafael
State / estado	CA
ZIP/Postal Code / Código postal	94901
Email Address / Dirección de correo electrónico	[REDACTED]
Phone Number / Número de teléfono	[REDACTED]

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**Q2**

District 3/Eastern / Distrito 3/Este

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

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**Q3**

How long have you lived in San Rafael?

six plus years

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**Q4**

Business Information

Company	Horse Hill Capital Group
Address	[REDACTED]
City/Town	San Rafael
ZIP/Postal Code	94901

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**Q5** Other (please specify):  
How did you hear about this vacant position? The Mayor asked me to apply

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**Q6** **Voter Approved Tax Oversight Committee**  
What Board would you like to apply to? ¿A cuál te gustaría aplicar?

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**Q10**  
Do you participate in any civic activities? If so, what are they?  
I have been President of Chapel Cove HOA for 5 years. I was involved in Marin Cyclist for years, and president as well. I was on the board of Trips for Kids.

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**Q11**  
List any civic organizations of which you are a member:  
I am a board member of CO\$T ( The Coalition of Sensible Taxpayers) and have been since it's inception.

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**Q12**  
Education:  
Degree from Copenhagen Business School

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**Q13**  
Why are you interested in serving on a board or commission?  
I would like to help the city in any way I can. I think my background and experience might be helpful.

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**Q14**  
Describe possible areas in which you may have a conflict of interest with the City:  
None that I can think of.

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**Q15** **Respondent skipped this question**  
Upload your resume.

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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]

## Directors and Officers

**Our Directors and Officers are community leaders who commit substantial ongoing time and expertise to directing CO\$T's activities.**

**Director and Board President Mimi Willard** is CO\$T's founder. A Chartered Financial Analyst, Mimi contributes financial and budgetary expertise accumulated over twenty years as a nationally top-ranked financial analyst at major investment banks including Goldman Sachs and Lehman Brothers. Mimi graduated Phi Beta Kappa from Reed College with a B.A. in biology. She pursued graduate studies in cellular physiology as a Churchill Scholar at the University of Cambridge (England), and as a graduate fellow at the Rockefeller University and Woods Hole Biological Laboratory. Ms. Willard later received from Yale University a MPhil in American History focusing on the political press in the Early American Republic and history of epidemics. She served Reed College as a trustee and member of budget, finance, and investment committees. Mimi is committed to working collaboratively with taxpayers and jurisdictions to find approaches that are fiscally sound, fair, and affordable to Marin's residents.

**Director Carsten Andersen**, has comprehensive financial experience across a broad spectrum of businesses. He is the former President of a publicly traded international logistics company. He currently serves on the Board of two private companies and is President of Horse Hill Capital, a consulting firm assisting companies in the logistics and supply chain space. Carsten worked extensively with the core group on the capital campaign for the Mill Valley Recreation Center and served as Taxpayer Representative for Mill Valley School District. Carsten has been on the Board of "Trips for Kids" and is the former President of Marin Cyclists. Carsten is a graduate of the Copenhagen School of Economics and Business Administration.

**Director Lucy Dilworth**, is a corporate and securities lawyer. She was educated at UC Berkeley, where she graduated as a valedictorian, and at Stanford Law School. After practicing for a number of years at Pillsbury, Madison & Sutro in San Francisco, she moved her practice to Pillsbury's Silicon Valley office where she worked with technology firms and start-up companies. Lucy founded and taught the Start-Up Legal Garage

clinical program at UC Hastings Law School (taking companies from founding to venture funding) as a Visiting Assistant Professor. She also served as Director of the Hastings Law and Biosciences Project. Throughout her working career, Lucy has also represented children on immigration and guardianship issues as a volunteer attorney for Legal Services for Children. In 2018-2019, Lucy served on the Marin County Civil Grand Jury and the 2019-2020 Civil Grand Jury as Foreperson. She is the founder and leader of her local Firewise community. Currently, Lucy is Chair of the Citizens Oversight Committee for the Marin Wildfire Prevention Authority.

**Director Charles Friede, CO\$T's Treasurer**, has a professional background in budgeting, long range planning, financial analysis, and management reporting in the corporate environment. He studied Economics at the University of North Carolina (Chapel Hill) and earned an MBA at the University of Virginia. His experience in the pharmaceutical/biotech world brought him to Marin County in 2014 to work with BioMarin Pharmaceutical, a leader in treatments for rare diseases. His volunteer work includes fundraising and financial oversight work at Westminster Presbyterian Church in Tiburon. He and his wife live in San Rafael, and have daughters in Oakland and Newport Beach, CA.

**Director Doug Kelly** was elected to the Ross Valley Sanitary Board in June 2016 and was reelected in 2020 he is the current President of the Board. Mr. Kelly is a Commissioner and Secretary of the Central Marin Sanitation District. Previously, Doug served as the Vice President of the San Anselmo Chamber of Commerce, and also was a Director on the Governing Board of the Marin Emergency Radio Authority, and was a Member of the San Anselmo Town Council and Vice Mayor. Doug was the co-founder and Vice President of San Rafael based Performance POS, in December of 2020 Doug and his business partner sold Performance POS to SpotOn, the San Francisco based leader in the hospitality business. Mr Kelly served for eight years on the Parks and Recreation Commission and also coached youth baseball, leading his team to the local Championship. Doug is a Director of the Coalition of Sensible Taxpayers.

**Director Laura Effel** is an independent arbitrator, serving on panels of the American Arbitration Association, and a retired member of the New York bar. She has also been business manager of a small food ingredient manufacturing company. She served on the 2013-2014 Marin County Civil Grand Jury and chaired its Law and Justice committee. Laura serves as CO\$T's Vice President.

**Director Kingston Cole**, Director Cole has owned and managed his own telecommunications consulting firm since 1989; specializing in creating revenue streams for large government agencies with dedicated right-of-way that can be developed with

fiber optic systems or cell towers. Cities, departments of transportation, states and most of the largest transit agencies have been clients. During the 1970's Mr. Cole was employed as a political and campaign consultant by various elected officials, including the Speaker of the California Assembly, Willie L. Brown and U. S. Senator Dianne Feinstein. He then worked for AT&T for almost a decade primarily in antitrust, regulatory activities and executive support. Kingston Cole is a graduate of Georgetown University's Foreign Service School and Creighton University's School of Law. He and his family reside in San Rafael, CA.





**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

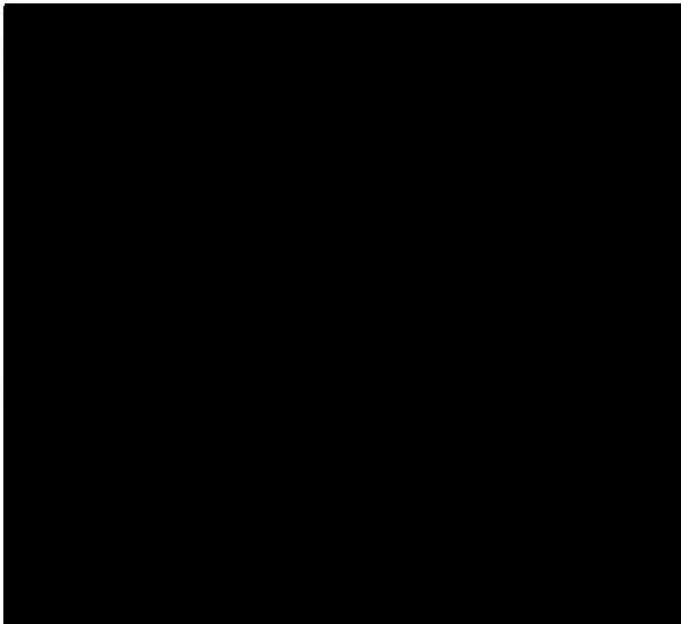
56731 56248 2273

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