



## City of Sonoma

### COMMISSION APPLICATION

**Received Date:** March 16, 2024

**Application Type:** Parks & Rec

**Other Interest:** Potentially. Traffic safety

**NAME:** Catherine McDonough McDonough

**ADDRESS:**

**PHONE:**

**EMAIL ADDRESS:**

**ARE YOU APPLYING FOR A  
YOUTH POSITION?**

No

**EDUCATIONAL BACKGROUND:** (High School, College, Professional, Vocational, or other Schools Attended. Please include Major or Field of Study, Dates attended, Degree and date of Degree)  
BS Sociology, 2005

**OTHER RELEVANT EXPERIENCE:** Currently serving on 2 Boards (non-civic).

**COMMUNITY INVOLVEMENT:** Previous involvement with SF Symphony fundraising, SF Spinsters fundraising for local charitable organizations.

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#### GENERAL QUESTIONS:

**Have you ever attended a meeting of the Commission to which you are applying? If so, how many?**

No

**What is your understanding of the role and responsibility of this Commission?**

Attend meetings and voice important observations that would benefit our community.

**What would be your goal(s) as a Commissioner?**

To increase the quality of our communities, now and looking into the future.

**What do you feel you could contribute to see these goals realized?**

Level and fair opinions and observations. I am able to see the whole picture, and weigh options.

**Have you previously served, or do you currently serve, on a Sonoma Commission or Committee? If yes, which one(s) and for what period of time?**

No

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**Is there anything else you would like us to consider when reviewing your application?**

I will need to submit a resume separately.

*I certify that all of the information contained in my responses to the questions on this application is true and accurate to the best of my knowledge. I further agree that, by checking the box below and*

*submitting this application, online or otherwise, I am affixing my digital signature to this form as of the date submitted. I also agree that if appointed, I will serve on the Commission/Committee for which I have submitted this application.*

☒ I AGREE

\_\_\_\_\_  
Catherine McDonough

\_\_\_\_\_  
March 16, 2024

CA-24-3



## City of Sonoma

### COMMISSION APPLICATION

**Received Date:** February 15, 2024

**Application Type:** PROS Commission with John Donnelly as head of the Commission.

**Other Interest:** Not at this time

**NAME:** Jeffrey Roush

**ADDRESS:**

**PHONE:**

**EMAIL ADDRESS:**

**ARE YOU APPLYING FOR A YOUTH POSITION?**

No

**EDUCATIONAL BACKGROUND:**

High School Graduate Greendale High School, Greendale Wisconsin 1975.  
College Graduate, University of Wisconsin Whitewater, Bachelor of Business Admin. Emphasis in Business Law and Finance, Magna Cum Laude. Callan College of Fiduciary Studies Graduate April 9, 1997.

**OTHER RELEVANT EXPERIENCE:**

Co-founder of Fabric Risk - Risk analysis wealth advisor solution

**COMMUNITY INVOLVEMENT:**

Board Member of Giant Steps

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#### GENERAL QUESTIONS:

**Have you ever attended a meeting of the Commission to which you are applying? If so, how many?**

PROS Commission. Sonoma's Future Vision Gathering.

**What is your understanding of the role and responsibility of this Commission?**

To assist in analysis and decision making recommendations regarding all manner of issues, potential impacts and positive results related to parks, recreational sites, design and implementation for the various other City Council members and organizations in Sonoma county.

**What would be your goal(s) as a Commissioner?**

Finding and working along side like minded and community spirited individuals seeking to make a difference with all walks of life by participating in an area of the environment I love which is the trees, vegetation, parks and all manner walkways and their resulting positive effects on the hearts and souls of Sonoma's fine community.

**What do you feel you could contribute to see these goals realized?**

I am seeking ways to apply my never-ending passion for the outdoors and all positive things related to the environment with my career strengths in helping others to solve a myriad of problems involving every aspect of potential issues arising in ones life and to assist others in helping and reinforcing our communitys ability to become one of the most beautiful, safest and desireable places to live, play and enjoy life to the fullest.

**Have you previously served, or do you currently serve, on a Sonoma Commission or Committee? If yes, which one(s) and for what period of time?**

I just retired and so this would be my first attempt at participating in a community Commission

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**Is there anything else you would like us to consider when reviewing your application?**

In owning a vineyard for almost a decade, I became intimately familiar with the challenges and methods of growing and maintaining land, vegetation and the potential positive and negative results that can occur when making decisions. In making award winning wine from that same vineyard, I experienced the joy and fulfillment from good decision making results. I hope and believe that the same might happen by participating with this particular commission but in the end....I simply want to find a way to help my Sonoma community, neighbors and friends.

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☒ I AGREE

Jeffrey A Roush

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February 15, 2024

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THE CENTER FOR INVESTMENT TRAINING

"CALLAN COLLEGE"

Certificate of Completion

Jeff Roush

is hereby recognized as having successfully completed  
the April 7 - 9, 1997 course of instruction  
on the investment management process.

Executive Director

Donald A. White

Date

April 14, 1997



# CALLAN ASSOCIATES<sup>INC</sup>

April 14, 1997



SAN FRANCISCO

NEW YORK

CHICAGO

ATLANTA

DENVER

Mr. Jeff Roush  
Charles Schwab & Co.  
101 Montgomery Street  
San Francisco, CA 94104

Dear Jeff:

Thank you for attending the April 7-9, 1997 session of the "Callan College" in San Francisco. The enclosed Certificate of Completion acknowledges your attendance and evidences our appreciation of the contribution you personally made to the session's success.

On behalf of my fellow instructors, we all hope you will put your new-found education to good use--both professionally and personally. In this regard, please call me at 312.551.1325 should any questions arise about any of the material that was covered during the class -- I always am delighted to hear from "Callan College" graduates.

Once again, thank you for attending the April session.

Sincerely,

Ronald A. Gold  
Executive Director  
The "Callan College"

Enclosures



## City of Sonoma

### COMMISSION APPLICATION

**Received Date:** February 21, 2024

**Application Type:** Traffic Safety Committee

**NAME:** John D. Newman A.K.A. "J" Newman

**ADDRESS:**

**PHONE:**

**EMAIL ADDRESS:**

**ARE YOU APPLYING FOR A  
YOUTH POSITION?**

No

**EDUCATIONAL BACKGROUND:**

Sacred Heart High School, San Francisco Ca Class of 1982

San Francisco Police Academy, 1987

San Francisco City College

College of Marin

Los Medanos College

Monterey Peninsula College

New Mexico Tech

Sherman Block Supervisory Leadership Institute. Class 362

All transcripts available upon request.

**OTHER RELEVANT EXPERIENCE:**

I entered the San Francisco Police Department on January 12, 1987. During my 31 year career, I have taken several traffic courses related to basic accident investigation.

I was assigned to the San Francisco traffic division twice in my career, once as a "traffic motor officer," and as the Lieutenant in charge of the "traffic division." I was responsible for approximately 65 motor officers, where my duties required me to respond to the scene of vehicle accidents and direct and supervise the scene. I also approved all police reports. During my time as a Lieutenant, I have attended a large number of community meetings involving traffic related issues of all nature. I have conducted several undercover pedestrian sting operations, where drivers fail to stop for a pedestrian in the crosswalk.

I have conducted several radar and lidar speeding operations all throughout the city.

I have worked with several other law enforcement agencies during my years with S.F.P.D.

It should be noted I currently work for the Sonoma Sheriffs Department as an extra help court deputy. I have been with Sonom Sheriffs for over 6 years.

**COMMUNITY INVOLVEMENT:**

I have worked as a volunteer Firefighter for Shell Vista fire for over 9 years. I have responded to countless traffic accidents and administered first aid and extracted victims for accidents scenes. I am still a volunteer today.

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**GENERAL QUESTIONS:**

**Have you ever attended a meeting of the Commission to which you are applying? If so, how many?**

No

**What is your understanding of the role and responsibility of this Commission?**

I understand this role of responsibility for the Traffic Safety Commission to be an advisory role to work with the community, homeowners, tourist and people who work and come to the city of Sonoma along with the city council to help and assist with traffic issues recommendations.

**What would be your goal(s) as a Commissioner?**

My goal as a Commissioner is to listen, understand and try to come up with working solutions for all parties. I will work to make the city of Sonoma an easy place to get around for drivers, pedestraians and those that live in and around the city of Sonoma.

**What do you feel you could contribute to see these goals realized?**

I feel I can make contributions form experience and training from all my years working in Law enforcement and as a Volunteer Firefighter to make sound and resposible decisions around traffic safety. I feel I can foster relationships in this role as a Commissioner as I live, shop and socialize in downtown Sonoma on a daily basis.

**Have you previously served, or do you currently serve, on a Sonoma Commission or Committee? If yes, which one(s) and for what period of time?**

No

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**Is there anything else you would like us to consider when reviewing your application?**

No

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☒ I AGREE

\_\_\_\_\_  
John David Newman

\_\_\_\_\_  
February 21, 2024





## City of Sonoma

### COMMISSION APPLICATION

**Received Date:** March 21, 2024

**Application Type:** Design Review and Historic Preservation

**Other Interest:** Parks and Recreation and Open Space

**NAME:** Julie Goldberg

**ADDRESS:**

**PHONE:**

**EMAIL ADDRESS:**

**ARE YOU APPLYING FOR A  
YOUTH POSITION?** No

**EDUCATIONAL BACKGROUND:** Savannah College of Art and Design, 1985-86  
Ohio University B.S., 1989  
Interior Designers Institute, Newport Beach, CA 2015-2018

**OTHER RELEVANT EXPERIENCE:** Residential Interior Designer 1994-Present

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#### GENERAL QUESTIONS:

**Have you ever attended a meeting of the Commission to which you are applying? If so, how many?**

No

**What is your understanding of the role and responsibility of this Commission?**

Review and evaluate design of proposed changes as they impact overall aesthetics of the area's design and architecture.

**What would be your goal(s) as a Commissioner?**

My goals would be to update, preserve and enhance the city's aesthetics and improve and build upon what we have in place.

**What do you feel you could contribute to see these goals realized?**

I will bring my design sensibilities and my perspective as a working design professional in the area.

**Have you previously served, or do you currently serve, on a Sonoma Commission or Committee? If yes, which one(s) and for what period of time?**

No

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**Is there anything else you would like us to consider when reviewing your application?**

I moved here with my husband 5 years ago because we fell in love with Sonoma's small town feel and community feel rooted in agriculture. We value the relaxed pace and community events that allow us to meet people easily. Recently, we were fortunate enough to be able to purchase our home here after a 5 year search so we can finally put down real roots here. I want to be able to use my talent and interests to contribute to our community.

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☒ I AGREE

Julie Goldberg

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March 21, 2024

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## City of Sonoma

### COMMISSION APPLICATION

**Received Date:** March 25, 2024

**Application Type:** City Commissions/ Committee - Parks, recreation & Open Space Commission

**Other Interest:** Climate Action Commission

**NAME:** Kenneth Farrell

**ADDRESS:**

**PHONE:**

**EMAIL ADDRESS:**

**ARE YOU APPLYING FOR A YOUTH POSITION?**

No

**EDUCATIONAL BACKGROUND:**

UC Davis - Bachelor of Landscape Architecture - 2005

UC Berkeley - Master of Landscape Architecture - 2012

**OTHER RELEVANT EXPERIENCE:**

Registered Landscape Architect - CA, MA, and RI

I have worked in the field of landscape architecture from 2008 - present (Suzman & Cole Design Associates (2008-2010), The Office of Cheryl Barton (2012 - 2014), Ken Kay & Associates (2014 - 2016), LandDesign (2016 - 2019), Carducci & Associates (2019 - 2021), Thomas James Homes (2021 - Present).  
Adjunct Professor at Santa Rosa Junior College (Intro to landscape architecture and drafting) - 2023 - present

LEED AP

**COMMUNITY INVOLVEMENT:**

Volunteer Site Advisor at The National AIDS Memorial Grove (SF) - 2008 - Present

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#### GENERAL QUESTIONS:

**Have you ever attended a meeting of the Commission to which you are applying? If so, how many?**

Not yet. I have been attending the Sonoma General Plan mtgs.

**What is your understanding of the role and responsibility of this Commission?**

It is my understanding that The Parks, Recreation & Open Space Commission advises the City Council on matters pertaining to the preservation and enhancement of the parks, recreational facilities, and open space under the jurisdiction of the city.

One of the primary reasons my wife and I decided to move to Sonoma was so that we could raise our (2) daughters in this community of people and to recreate in the parks and open space. Sonoma has an extensive network of open spaces and it would be with great pleasure and excitement to have the opportunity to help preserve and enhance these amenities.



**What would be your goal(s) as a Commissioner?**

In general, I wish to serve the community and to enhance and preserve our parks and open spaces. I feel that there are opportunities for mindful improvements that can improve the functionality of our parks while also preserving their historic value. I look forward to working with the team to discuss these opportunities

**What do you feel you could contribute to see these goals realized?**

I have a rather extensive training in landscape architecture that I feel can be useful to the commission. Aside from that, I am an active member in the community with two young children (4yrs old and 9 mos old) and I spend a lot of time in our local parks which provides me with first-hand knowledge of how the spaces are used and viewed by the community.

**Have you previously served, or do you currently serve, on a Sonoma Commission or Committee? If yes, which one(s) and for what period of time?**

No

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**Is there anything else you would like us to consider when reviewing your application?**

I live at 19040 Riverside Dr and need clarification on whether or not I am eligible to serve on the commission.

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☒ I AGREE

kenneth c farrell

March 25, 2024

K.C. FARRELL



## EDUCATION |

### **UNIVERSITY OF CALIFORNIA BERKLEY**

Master of Landscape Architecture | 2012

### **UNIVERSITY OF CALIFORNIA DAVIS**

Bachelor of Science | Landscape Architecture | 2005

### **AMERICAN RIVER COLLEGE + COSUMNES RIVER COLLEGE**

Associate of Science | Fire Technology | 2002

## PROFESSIONAL | LICENSES

### **LANDSCAPE ARCHITECTURE LICENSE | CALIFORNIA**

### **LANDSCAPE ARCHITECTURE LICENSE | MASSACHUSETTS**

### **LANDSCAPE ARCHITECTURE LICENSE | RHODE ISLAND**

### **LEED AP | 2012**

## PROFESSIONAL | EXPERIENCE

### **SANTA ROSA JUNIOR COLLEGE | SANTA ROSA, CA**

Adjunct Faculty | August 2023 - Present

- Adjunct Professor – Horticulture 93 : Intro to Landscape Drafting and Landscape Design

### **THOMAS JAMES HOMES | REDWOOD CITY, CA**

Adjunct Faculty | February 2021 - Present

- Department creator / department head
- Set and maintain landscape design and spec standards
- Review all landscape documents / submittals
- Manage landscape design consultants
- Manage arborist consultants
- Manage landscape contractors / landscape installation
- Coordinate permit submittals for 80+ landscape projects annually

### **CARDUCCI ASSOCIATES | SAN FRANCISCO, CA**

Adjunct Faculty | May 2018 – February 2021

- Project manager (supervising 3-4 junior staff)
- Develop conceptual landscape plans
- Plan rendering and plan presentations
- Oversee development and progress of all working drawings
- Client and consultant coordination
- CA / CO
- CAD standards committee member

K.C. FARRELL



PROFESSIONAL |  
EXPERIENCE  
(continued)

**LANDDESIGN | SAN FRANCISCO, CA**

Senior Associate | January 2016 – May 2018

- Project Manager (supervising two junior staff)
- Develop conceptual landscape design
- Develop landscape submittal packages
- Create landscape visioning packages
- Client and consultant coordination + CA / CO
- CAD standards committee member
- Proposal writing (5-10 total)

**KEN KAY ASSOCIATES | SAN FRANCISCO, CA**

Landscape Designer | May 2014 – January 2016

- Develop landscape submittal packages
- Develop construction details
- Research materials and construction codes
- landscape cost estimates
- Create CAD standards and Dimstyles for the firm

**THE OFFICE OF CHERYL BARTON | SAN FRANCISCO, CA**

Landscape Designer | March 2013 – May 2014

- Develop landscape submittal packages
- Develop construction details
- Research materials and construction codes
- Meet with vendors and consultants
- CAD committee member

**SUZMAN & COLE DESIGN ASSOCIATES | SAN FRANCISCO, CA**

Landscape Designer | August 2007 - January 2010

- Draft landscape submittal sets – SD, DD, CD
- Meet with clients, consultants, & vendors to discuss project expectations
- Detail significant project elements with an emphasis on aesthetics and constructability

**VANDERTOOLEN & ASSOCIATES | SACRAMENTO, CA**

Draftsman | January 2007 - August 2007

- Create Materials and Layout plans for model homes
- Create CAD details
- Produce grading and irrigation plans for large-scale community park
- Correct redline revisions on all construction document sets



K.C. FARRELL



## VOLUNTEER |

### **NATIONAL AIDS MEMORIAL GROVE | SAN FRANCISCO, CA**

Site Advisor | April 2007 - Present

- Develop concept drawings for landscape improvements
  - East walkway renovation
  - West walkway renovation
  - North portal waterfall renovation

### **ROCKET DOG RESCUE | SAN FRANCISCO, CA**

Dog Foster Owner | January 2010 – December 2010

### **U.C. DAVIS STUDENT EXPERIMENTAL FARM | DAVIS, CA**

Group Leader | 2003 – 2005

### **AMERICAN RED CROSS | SACRAMENTO, CA**

Disaster services, Shelter Operations, Mass Care | 2005

### **SAN FRANCISCO HOME & GARDEN SHOW | DAVIS, CA**

Designer/Representative | 2004

## TECHNOLOGY |

**AUTOCAD**

**SKETCHUP**

**BLUEBEAM**

**ADOBE PHOTOSHOP**

**ADOBE ILLUSTRATOR**

**ADOBE INDESIGN**

**MICROSOFT OFFICE**

**REVIT (MINIMAL)**

**LAND FX (MINIMAL)**

**VECTORWORKS (MINIMAL)**



## City of Sonoma

### COMMISSION APPLICATION

**Received Date:** March 31, 2024

**Application Type:** Parks, Recreation & Open Space Commission

**Other Interest:** Cultural and Fine Arts Commission

**NAME:** Lucas Wright

**ADDRESS:**

**PHONE:**

**EMAIL ADDRESS:**

**ARE YOU APPLYING FOR A YOUTH POSITION?** No

**EDUCATIONAL BACKGROUND:** North Park University, School of Business, Graduated with BS in Business with concentrations in Finance and Nonprofit Management in 2013

**OTHER RELEVANT EXPERIENCE:** Other experience potentially relevant to the role include; project and event management, board governance, and agricultural work.

**COMMUNITY INVOLVEMENT:** As a Associate Director of a grant-making foundation, I have a great deal of involvement with local, regional and national nonprofits.

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#### GENERAL QUESTIONS:

**Have you ever attended a meeting of the Commission to which you are applying? If so, how many?**

No, I have not attended.

**What is your understanding of the role and responsibility of this Commission?**

My understanding is that the role of commission is to be good stewards of the land and resources under the jurisdiction of the City, balancing preservation and progression. My role as a member outside of the city limits would be to bring voice to those in the Valley.

**What would be your goal(s) as a Commissioner?**

I would want to be a good steward of the resources, meaning keeping an open mind to the desires of the community while maintaining a respect for the land's history. I would like to see increased engagement from the communities of the Valley.

**What do you feel you could contribute to see these goals realized?**

Understanding that I am both a steward and guest of the land, allows for me to more easily be a conduit for the voices of the communities to be heard. I will bring my ability to creative problem solve to find mutually beneficial solutions in the near-term and assist achieve the communities' vision for Sonoma.

**Have you previously served, or do you currently serve, on a Sonoma Commission or Committee? If yes, which one(s) and for what period of time?**

No

**Is there anything else you would like us to consider when reviewing your application?**

As a member of traditionally marginalized communities, I appreciate the opportunity to bring my, and my communities' experiences, to the important work of the commission.

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☒ I AGREE

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Lucas Wright

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March 31, 2024



## **Lucas Wright, 2024 Bio**

Lucas Wright (he/him) is the Associate Director of the Bigglesworth Family Foundation, whose core mission supports programs and projects that help create systemic change by strengthening the capacity of non-profit organizations and addressing inefficient delivery systems. Working together with funder and grantee partners in legal services and interactive technology, the foundation strives to make impactful change that enhances access to underserved and underrepresented communities. Lucas also helps administer the Legal Services Funders Network, which provides a robust community for those who fund legal services and clears a pathway to learn more about how funding legal services can be used as a tool to enhance and maximize impact in almost any grantmaking portfolio.

Driven by his passion for social justice and the pursuit of a fairer and more equitable world, Lucas does his best to leverage his unconventional background, diverse skill set, and experience to be a versatile and valuable resource for those fighting the good fight. Lucas is fueled by the unfamiliar and grows by connecting with new people and cultures. When not reading grant proposals, he loves to travel off the beaten path with his husband (and best friend) Iván. Lucas grew up 'in the sticks' of Oklahoma and is a proud member of the Cherokee Nation and queer community. He graduated from North Park University's School of Business and Nonprofit Management in Chicago and holds a Certified Nonprofit Professional (CNP) credential.



## City of Sonoma

### COMMISSION APPLICATION

**Received Date:** March 27, 2024

**Application Type:** Design Review & Historic Preservation  
Commission

**Other Interest:** Not at this time.

**NAME:**

Peter Drake

**ADDRESS:**

**PHONE:**

**EMAIL ADDRESS:**

**ARE YOU APPLYING FOR A  
YOUTH POSITION?**

No

**EDUCATIONAL BACKGROUND:**

Woodside High School 1974  
Stanford University, Political Science, 1978  
Stanford Graduate School of Business, MBA, 1983

**OTHER RELEVANT EXPERIENCE:**

Owned property in the Sonoma Valley since 1995.  
Planted large scale vineyards, and served on the SVVGA board.  
Donated significant acreage to the Sonoma Land Trust.  
Renovated and restored many historic properties in the Sonoma Valley, San Francisco and Oakland.  
Very experienced in Sonoma County permitting processes, and the requirements for landscape and historic preservation.  
Have served on many boards and committees for schools, community centers, and other civic organizations that have completed renovation and expansion projects.

**COMMUNITY INVOLVEMENT:**

Currently serve on the board of the Sonoma Community Center, a historic building and important community asset.  
Have previously served on over 15 nonprofit boards, including many with historic property projects and acquisitions including the Grace Cathedral, the San Francisco Gay Men's Chorus, Head Royce School, and more.  
Have owned and operated a consulting firm to the nonprofit industry, providing counsel on building and grounds capital development projects and board governance.

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**GENERAL QUESTIONS:**

**Have you ever attended a meeting of the Commission to which you are applying? If so, how many?**

No.

**What is your understanding of the role and responsibility of this Commission?**

To serve as an advisor and steward for the City leadership in the preservation of historic property and

buildings in Sonoma. To assist with the protection of the revered historic nature of our City, and ensure that its culture and heritage are preserved in the renovation and updating of historic properties.

**What would be your goal(s) as a Commissioner?**

To provide help and support to the commission as stated above to ensure wise stewardship and protection of our historic City.

**What do you feel you could contribute to see these goals realized?**

I have significant experience as an owner and project manager for building work done in accordance with building standards and codes, including historic protection. I have worked with many non profits and for profit developers to ensure high quality construction and renovation that respects architectural and landscape goals set by governing bodies. I have a great love for the distinct and historic nature of Sonoma, and a desire to see it's historic character preserved in all ways as a special place to live, and for visitors to enjoy.

**Have you previously served, or do you currently serve, on a Sonoma Commission or Committee? If yes, which one(s) and for what period of time?**

No.

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**Is there anything else you would like us to consider when reviewing your application?**

It would be a privilege and honor to serve Sonoma in this way. I am ready to spend time and energy devoted to the protection of our historic culture as expressed in our buildings and public spaces around the Plaza and town.

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☒ I AGREE

Peter Drake

March 27, 2024



## City of Sonoma

### COMMISSION APPLICATION

**Received Date:** March 19, 2024

**Application Type:** Parks and Rec

**Other Interest:** Traffic Safety

**NAME:** Savannah Wellander

**ADDRESS:**

**PHONE:**

**EMAIL ADDRESS:**

**ARE YOU APPLYING FOR A YOUTH POSITION?** No

**EDUCATIONAL BACKGROUND:** Bachelors in Sociology

**COMMUNITY INVOLVEMENT:** Volunteer work with my church The Fathers House  
Rec Soccer Coach / tack coach

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#### GENERAL QUESTIONS:

**What is your understanding of the role and responsibility of this Commission?**

To provide opportunity to many different groups in Sonoma including, youth programs, athletics, classes, senior services, environmental education, cultural arts, and facilities that operate these programs.

**What would be your goal(s) as a Commissioner?**

To ensure our city is best supporting its citizens through access and opportunity to experience the best of Sonoma parks and recreation.

**What do you feel you could contribute to see these goals realized?**

I grew up heavily involved in recreation programs from soccer to track to the parks and rec program. These experiences have enhanced my life for the better. I believe that youth access to recreation can impact their future in a positive way. I know the senior community is in desperate need of community and support and am looking forward to creative solutions that best suit their needs.

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**Is there anything else you would like us to consider when reviewing your application?**

I am a mother of 3 wonderful and active children who are blessed to be growing up in Sonoma. I believe that our involvement in our community is a civic duty and I have a desire to show my children the impact we can have in our lives when we serve. My husband and I both own and operate our own business here in Sonoma and have all intentions of being here for generations.

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*the date submitted. I also agree that if appointed, I will serve on the Commission/Committee for which I have submitted this application.*

☒ I AGREE

Savannah Wellander

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March 19, 2024

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## City of Sonoma

### COMMISSION APPLICATION

**Received Date:** November 10, 2023

**Application Type:** Parks and Open Space or Citizens Advisory

**Other Interest:** Absolutely

**NAME:** Scott Cohen  
**ADDRESS:** 17110 High Road, Sonoma, California, 95476  
**PHONE:** 5104186786  
**ALTERNATIVE PHONE:** 5104186786  
**EMAIL ADDRESS:** scott@scottmcohen.com  
**ARE YOU APPLYING FOR A YOUTH POSITION?** No

**EDUCATIONAL BACKGROUND:** Master Health Administration  
University of Southern California

Bachelor of Arts - Government  
University of Texas at Austin

**OTHER RELEVANT EXPERIENCE:** 25+ years in healthcare information technology as a vendor servicing physicians and hospitals

**COMMUNITY INVOLVEMENT:** Chair - Casa Blanca Therapeutic Communities - El Paso Texas

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#### GENERAL QUESTIONS:

**Have you ever attended a meeting of the Commission to which you are applying? If so, how many?**

No

**What is your understanding of the role and responsibility of this Commission?**

Represent the wants and needs of my fellow Sonoma citizens.

**What would be your goal(s) as a Commissioner?**

First, seek to quickly better understand the current environment and future plans by reviewing meeting minutes and planning documents, as well as interviewing current and past members. Then, look for opportunities to attend neighborhood gatherings and engage in purposeful conversations across the demographic spectrum.

**What do you feel you could contribute to see these goals realized?**

In my 45+ yrs in the working world I believe I have developed a skill set that would make me an effective representative of my fellow citizenry. I began my career as a member of the staff of a Texas State Senator and Natural Resources Committee, followed by serving as the assistant to the county judge of El Paso County, Texas.

I then entered the private sector for the remainder of my career, with 20+ years in leadership roles.

**Have you previously served, or do you currently serve, on a Sonoma Commission or Committee? If yes, which one(s) and for what period of time?**

no

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**Is there anything else you would like us to consider when reviewing your application?**

My home is in Mission Highlands, so it is possible that I will not qualify for a City commission. However, if there is any way I can serve my new home city, I would love to do so.

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☒ I AGREE

\_\_\_\_\_  
Scott Cohen

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November 10, 2023

# Scott M Cohen

scott@scottmcohen.com • Sonoma, CA • 510-418-6786  
<https://www.linkedin.com/in/scottmcohen/>

## About Me

"Do The Right Thing, Even When It's Hard."

Over two decades, I've exemplified leadership that respects this mantra. From managing significant recurring revenue at athenahealth to shepherding Elemeno Health through Series A as CPP, I bring a unique perspective to business leadership.

## Key Strengths

- Grasping business challenges with a holistic stakeholder viewpoint
- Articulating unique decisions and strategies that challenge established norms
- Building trust by aligning intentions and actions (connecting SAY and DO)
- Deep experience in building the foundational infrastructure to enable growth

## How I can help

**Client-Facing Leadership** – Your company is successful and growing, with established implementation and support teams in place. You are experiencing a leadership transition or organizational challenges. I can rapidly assess and optimize client-facing teams for peak performance to enhance client satisfaction and success and drive revenue growth.

**Early-Stage Executive Leadership** – You have a solid understanding of the problem you intend to solve and a unique approach to solve it. I can provide the leadership to execute your vision, bringing my varied experience in strategy, finance, product, business development, client success, and operations to the endeavor.

**Scaling Bandwidth** - As founders of a growing early-stage company, you are spread thin. You have been personally servicing your early adopters and they rave about your product. I can help you establish client success and implementation teams, with robust business processes, that set a foundation for scale while preserving those critical client relationships.

**Mentoring New Leaders** - Have a talented yet green leader? Let me coach them, not by dictating actions but by instilling structured problem-solving skills (teach them to fish).

**Foundational Infrastructure for Growth** - Your startup has a viable product and is funded. Now is the time for the groundwork. I'll guide you in setting up vital systems, advisors, and processes.



## Experience

### **Scott Marshall Advisors | Sonoma, CA**

June 2023 - Present

### **Personal Goal Pursuit | Camino Frances**

March 2023 – May 2023

~500 miles/35 days

### **Elemeno Health | Oakland, CA**

May 2017 – March 2023

I joined Elemeno when it was little more than an inspired concept, with two visionary founders (a physician and a game developer), one employee, and very little funding. The concept, while still in its infancy, was so compelling to me that I began as a volunteer. I initially focused on implementation and client success, taking on operational responsibilities as we grew.

Elemeno Health's web-based application makes hospital quality and safety a team sport. Our platform collects institutional knowledge and delivers bite-sized microlearning to healthcare providers when and where they need it most-- in context, at the point of care. Best practices are delivered in the form of guidelines, smart checklists, and concise how-to videos. Through social drivers of recognition and gamification, Elemeno's application drives the adoption of targeted best practices. Personal performance metrics are displayed, with real-time benchmarking to peer groups. It's a demonstrated process improvement cycle, accessible from any device, at any time.

## **COO**

September 2019 – March 2023

### **Under my leadership**

- Growth: Experienced solid revenue growth with a 100% increase in ARR in just the past year and a Net Dollar Retention rate >135%
- Team Expansion: Grew from 1 to ~35 dedicated employees.
- Client Base: Grew from scratch to 30 healthcare facilities.
- Funding: Successfully closed our Series A funding round.

### **Key Responsibilities**

- Financial Management: Collaborated with the fractional CFO and accounting team on budget development, financial and management reporting.
- Operational Efficiencies: Introduced and supervised A/R and A/P software processes. Made decisive “buy vs build” decisions for optimal productivity.
- People Management: Established the HR infrastructure, from recruitment to offboarding, ensuring streamlined processes, and leveraging best-in-class software and services.
- Client Relations: Personally handled the onboarding of the first few clients, subsequently leading a client-facing team to ensure satisfaction and growth.
- Product Oversight: Supervised product management and engineering teams, ensuring accountability and alignment with company vision.
- Business Operations: Managed core operations including software selection, employee provisioning and asset management, business insurance, and benefit programs.



**Chief Client Officer**

May 2018 – September 2019

**VP of Operations**

May 2017 – May 2018

**athenahealth | Watertown, MA**

April 2004 – May 2017

**Executive Director – Professional Services Enterprise Division**

January 2015 – March 2017

**Key Responsibilities**

- Provide executive oversight and guidance to project teams engaged in implementing our largest, most strategic clients with the goal of on-time, on-budget implementations that prepare the client for ongoing success.
- Assemble and deploy teams with the appropriate mix of skills and experience to achieve objectives.
- Train and support team members, setting them up for success in their roles and their careers.
- Collaborate with sales executives on implementation approach, staffing, and costs for complex proposals.
- Ensure proper levels of engagement and support by client leadership during implementations.
- Recruit and develop top talent, resulting in promotions for many direct reports.
- Successful implementation of a 200-provider community hospital-owned multi-specialty practice which was abandoning a competitor after less than 2 years for athenaOne.
- Successful implementation of a high-performing 400-provider physician-owned multi-specialty practice replaces a highly customized collection of software products that were once “best of breed” with athenaOne.

**Vice President – Client Development**

April 2004 – December 2014

- Managed over \$80,000,000 in recurring revenue, consistently achieving or exceeding every measurable goal in client satisfaction, sales of new products or upgrades, employee turnover, client attrition, and current client growth.
- Led teams across various geographies and segments.
- Ensured that clients understood the unique athenahealth co-sourcing model, why it was superior to traditional approaches, and how to deploy the organizational and operational best practices to maximize success with athenahealth.
- Assembled teams with members who had the training, experience, and exposure to excel in their service to our clients, grow in their roles, and advance in their career path.
- Advocated for clients within athenahealth with our operational, research, and development teams to ensure our products and services were meeting our clients’ business needs.



## Education

### **University of Southern California**

Master Health Administration

### **University of Texas**

Bachelor of Arts - Government

*This is an abbreviated resume. For full work experience please see: <https://www.linkedin.com/in/scottmcohen/>*



## City of Sonoma

### COMMISSION APPLICATION

**Received Date:** February 18, 2024

**Application Type:** Design review and Historic Preservation or  
Traffic safety

**NAME:** Steve Caniglia

**ADDRESS:** 680 Verano Ave, Sonoma, CA, 95476

**PHONE:** (415) 317-1166

**EMAIL ADDRESS:** canig190@yahoo.com

**ARE YOU APPLYING FOR A YOUTH POSITION?** No

**EDUCATIONAL BACKGROUND:** San Jose State University. BS in Administration of Justice. Minor in psychology

**OTHER RELEVANT EXPERIENCE:** Retired 32 yr police officer for San Francisco Police. Over 30 yr member of The National Trust for Historic Preservation. Member of California Historical Society, Sonoma Valley Historic Society, over 30 yrs experience as a finish carpenter

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#### GENERAL QUESTIONS:

**Have you ever attended a meeting of the Commission to which you are applying? If so, how many?**

No

**What is your understanding of the role and responsibility of this Commission?**

To review projects for their appropriate specifications and to preserve the character of Sonoma. For the traffic commission it would be to review data and ensure a safe traffic flow for both vehicles, bicycles and pedestrians.

**What would be your goal(s) as a Commissioner?**

I would like to ensure that Sonoma keeps its small town charm that so many people love.

**What do you feel you could contribute to see these goals realized?**

My knowledge of construction and all things historical would greatly help in deciding issues here in Sonoma.

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**Is there anything else you would like us to consider when reviewing your application?**

As a police officer for 32 yrs, I really enjoyed working with the public and helping them out. I would really love to help out my fellow citizens in Sonoma.

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☒ I AGREE

Steve Caniglia

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February 18, 2024

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CA-24-4



## City of Sonoma

### COMMISSION APPLICATION

**Received Date:** February 18, 2024

**Application Type:** Design Teview and Historic Preservation

**NAME:** Susan Bugatto  
**ADDRESS:** 654 2nd St E, Sonoma, CA, 95476  
**PHONE:** 650-743-0084  
**ALTERNATIVE PHONE:** 415-517-6045  
**EMAIL ADDRESS:** susanbugatto@gmail.com  
**ARE YOU APPLYING FOR A YOUTH POSITION?** No

**EDUCATIONAL BACKGROUND:** (High School, College, Professional, Vocational, or other Schools Attended. Please include Major or Field of Study, Dates attended, Degree and date of Degree) convent of the Sacred Heart/ SF, CA 1978...uSF School of Nursing BSN 1982 Worchester College, Oxford University via UC Berkeley Extension 1882

**OTHER RELEVANT EXPERIENCE:** Volunteer and floral school graduate of Filoli, Woodside 2001-2004  
Restored and remodeled home in Atherton( 1937)

**COMMUNITY INVOLVEMENT:** Immaculate Conception Academy, San Francisco, CA  
Boys and Girls Club of Sonoma Valley

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#### GENERAL QUESTIONS:

**Have you ever attended a meeting of the Commission to which you are applying? If so, how many?**

Yes

**What is your understanding of the role and responsibility of this Commission?**

Reviewing potential remodel projects/ new builds in our historic town and maintaining historic atmosphere with appropriate design

**What would be your goal(s) as a Commissioner?**

To adhere to our historic heritage and maintain a continuity to our lovely neighborhoods

**What do you feel you could contribute to see these goals realized?**

Research historic significance of projects, logical outcomes in a calm tasteful manner. Goal would be to maintain our historic town with new construction that is functional, yet still fits in design wise with our existing historic structures

**Have you previously served, or do you currently serve, on a Sonoma Commission or Committee? If yes, which one(s) and for what period of time?**

No

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**Is there anything else you would like us to consider when reviewing your application?**

I have lived in this lovely town for six years now and would like to become more active in our community. I have many years of experience with remodeling my own homes and value historic structures in one of the most historically significant towns in our lovely state. Now that I am retired, I can give more time to my passion of California history.

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☒ I AGREE

Susan S Bugatto

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February 18, 2024

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