



**City of Sonoma**  
**COMMISSION APPLICATION**

**Received Date:** October 1, 2017  
**Application Type:** Planning Commission

**NAME:** Veronica Napoles

**ADDRESS:** 18092 Greger Street, Sonoma, CA, 95476

**PHONE:** 415-847-4480

**ALTERNATIVE PHONE:** 415-924-2364

**EMAIL ADDRESS:** vnapoles@comcast.net

**LENGTH OF RESIDENCY:** 2009 (county of Sonoma in the Springs)      **REGISTERED VOTER:** Yes

**EMPLOYMENT STATUS:** Retired

**REASON FOR APPLYING:** I have an active interest in planning, land use and local government. My goal would be to have a voice in the decision making, and serve the community.

**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)

**OTHER RELEVANT EXPERIENCE:** I have a degree in architecture from UC Berkeley with a lifelong passion for design, land use and best practices.

**COMMUNITY INVOLVEMENT:** Docent at the diRosa. Member of the CAT Committee which reports to Sonoma County Planning.

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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 -- many.

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

Planning Commission's responsibilities include the development of the General Plan and Development Code. Additionally to review the environmental impact reports, subdivision and parcel maps, use permit and variance applications.

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

I have an active interest in planning, land use and local government. My goal would be to have a voice in the decision making, and serve the community.

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

I would like to improve the quality of development and am interested in preserving the character of residential neighborhoods. I would ensure that the regulations are clear, fair and consistent with an eye

towards ensuring managed growth.

**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?**

Yes. I serve on the Citizens Advisory Task force that reports to the Sonoma Planning Department.

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**SUPPLEMENTAL QUESTIONS:**

If appointed, you will be required to fill out a disclosure statement, which identifies certain details of your financial interests beginning with the immediate twelve-month period prior to your appointment and annually on or before April 1 of each year thereafter. Please confirm that you have read Fair Political Practices Commission (FPPC) Form 700 Reference Pamphlet and the City's Conflict of Interest Code agree to file the required FPPC Form 700 Statements of Economic Interest, as required by the Political Reform Act and/or the City's Conflict of Interest Code.

I AGREE

**Do you own property in the City of Sonoma? Yes**

**If yes, please list the address(es):**

18092 Greger Street, Sonoma, CA 95476

**Do you rent property in the City of Sonoma? No**

**If yes, is it a month-to-month lease? No**

**Do you have a defined idea about, or have you taken a public stance on, any current or pending projects in the City? If yes, please explain (This includes social media, speaking to a Commission or the Council, letters to the editor, signed a petition etc.)**

None that I can think of.

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

I speak Spanish fluently, as it was my first language.

*I agree that all of the information contained in my responses to the questions on this application are 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

Veronica Napoles

October 1, 2017

**Veronica Napoles**

18092 Greger Street

Sonoma, CA 95476

Phone: 415.847-4480

[vnapoles@comcast.net](mailto:vnapoles@comcast.net)

[www.veronicanapoles.com](http://www.veronicanapoles.com)

**Resume****QUALIFICATIONS**

Thirty years of experience in the field of communications management with an emphasis on brand development and implementation of long-term successful strategic marketing communications programs.

Proven experience in positioning organizations and expertise in executing comprehensive design and marketing systems, including the development of publicity materials, publication development, maintaining working relationships with the media, and working with diverse groups.

Wrote Corporate Identity Design, published by John Wiley. The book has been in print twenty years and provides key points on brand management, design, marketing and creation. It is used by educational institutions as a text as well as public relations and design professionals.

Ran a successful communications firm with eight employees, for over fifteen years.

**EMPLOYMENT*****Napoles Design Group – 1980 until 2005***

Started a firm, which focused on branding and identity strategy.

In the course of twenty five years we:

- Re-invented brands to adjust to a changing business environment.
- Created or changed key audience perceptions in the marketplace.
- Re-named organizations it's products or services.
- Designed and updated graphic identities.
- Developed key messages for conveying value to different audiences.
- Reduced the costs and increased the impact of communications.
- Differentiated an organization, product, or service from its competitors.

We planned, created, executed and managed branding systems which extended to all communications efforts for the following corporations: Autodesk, Broderbund, Truste, Chevron, Marin Municipal Water District, Alhambra, McKesson, Citibank, Fireman's Fund, Oral-B, and other multi-national companies.

## **Veronica Napoles**

## **Resume**

### ***Landor Associates, Project Director – 1977 until 1980***

Responsible for direction and management of international corporate branding programs and systems. Developed communication and marketing tools such as multi-level identity systems, collateral materials, advertising and publicity materials for a variety of multi-national clients.

### **RECENT PROJECTS**

#### ***2005 Pink Ribbon Men of Marin™.***

In less than two months, produced, designed, directed and published a calendar which raised over \$100,000 to benefit breast cancer research in Marin. The project received local, national and international coverage in print, film and radio being featured in: an interview with CNN's anchor Anderson Cooper, NBC News, Fox News, USA Today, appearances on KFOG, KCBS, San Francisco Chronicle, Evening Magazine, Mornings on 2, etc. (DVD of news appearances available upon request).

### **PUBLIC SPEAKING ENGAGEMENTS**

Book Passage - Talk and calendar signing December 2005.

142 Throckmorton - Onstage interview with Joan Ryan of the SF Chronicle.

San Francisco Chronicle Management Retreat - "Identity and the Media."

San Francisco State Commerce Symposium - "Global Brand Design."

### **TEACHING EXPERIENCE**

2014-2015 College of Marin: Contemporary Cuban Art

1988-2005 University of California Berkeley Extension: Brand Identity, 3 units.

1985-1988 Sonoma State University, Course: Design, 3 units.

### **EDUCATION**

University of Miami, 1971 – 1973, Bachelor of Arts.

University of California Berkeley, 1977 – 1979, Bachelor of Architecture.

### **PUBLICATIONS**

Pink Ribbon Men of Marin 2005 Calendar.

Corporate Identity Design, John Wiley, 1987.

### **ADDITIONAL**

Docent at the DiRosa Museum, 2015 – Present

Community Task Force 2015-Present

KRON – Hispanic Business Leader of the Year 1995

Board of Trustees Headlands Center for the Arts 2005 – 2008

Sundance Film Festival Screenplay Semi-Finalist 1993.

Fluent in Spanish.

**References Available Upon Request**

