



City of Sonoma

CA-18-37

COMMISSION APPLICATION

Received Date: November 19, 2018

Application Type: Design Review & Historic Preservation
Commission

NAME: Kelly Amar
ADDRESS: 725 1st St W, Sonoma, CA, 95476
PHONE: 4154122419
EMAIL ADDRESS: kellyamar.design@mail.com

LENGTH OF RESIDENCY: 7 years **REGISTERED VOTER:** Yes

EMPLOYER: Witford

EMPLOYMENT STATUS: Part-time

REASON FOR APPLYING: Design & Historic Preservation is my passion. Life in the City of Sonoma is also my passion. I offer my passion, joined with my experience to protect the architectural heritage of Sonoma, and to promote excellent town design for it's residents and visitors

EDUCATIONAL BACKGROUND: Bachelors of Arts- Anthropology, University of Oregon, Eugene, 2005.
Bachelors of Fine Arts- Interior Architecture & Design, Academy of Art University, San Francisco, 2007.

OTHER RELEVANT EXPERIENCE: Volunteer at the SF Decorator Showcase, annual.
Volunteer at the SF Fall Art & Antiques Show, annual.
Member of Sonoma League for Historic Preservation.
Renovation experience (6 homes).

COMMUNITY INVOLVEMENT: Volunteer at the SF Decorator Showcase, annual.
Volunteer at the SF Fall Art & Antiques Show, annual.
Member of Sonoma League for Historic Preservation.
Volunteer, F.I.S.H. (Friends in Sonoma Helping).
Volunteer, Prestwood Elementary School.

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?

This commission's responsibility is to support and assist the council in regards to the preservation of the heritage and history of Sonoma. We review designs on proposed projects or developments and then provide

them with information, professional insight, and suggestions.

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

My goal as a commissioner is to support my council member with the issues of city design and development, preserving our rich history, while addressing Sonoma's contemporary evolution for safety, efficiency, and a strong community.

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

It would be an honor to contribute the following: My professional knowledge of design and architecture in reviewing projects on the table; My passion for the preservation of Sonoma history and architecture; My ability to think outside of the box; My pleasant and patient attitude toward the work that I do and the people I work with; My commitment to the City of Sonoma as a resident and participating community member.

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.

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? No

Do you rent property in the City of Sonoma? Yes

If yes, is it a month-to-month lease? Yes

Please identify any organizations, associations, corporations, or entities by which you are employed or with which you are associated that might be affected by decisions of one or more of the Commissions, and the positions you hold in these entities.

N/A

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.)

No.

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

It would be an honor to work with you on behalf of our beautiful and cherished city. Thank you for your consideration.

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

Kelly Amar

November 19, 2018

KELLY AMAR

415.412.2419

kellyamar.design@gmail.com

725 1st St W, Sonoma, CA 95476

OBJECTIVE: Design Review and Historic Preservation Commission Member,
City of Sonoma

EDUCATION:

Bachelors of Arts- Anthropology, University of Oregon, Eugene, 2005.

Bachelors of Fine Arts- Interior Architecture & Design, Academy of Art
University, San Francisco, 2007.

EXPERIENCE:

Intern, Donghia, San Francisco, 2006.

Design Assistant, Chang Interiors, Mill Valley, 2007-2008.

Real Estate Investment Partner, Oakland / Wine Country / Gold Country /
Green Valley / Marin, 2008 - 2018.

Designer, Holly A Kopman Interior Design, Mill Valley, 2018.

Showroom Associate, Witford, San Francisco Design Center, 2018 - Present.

Volunteer, San Francisco Decorator Showcase, Annual.

Member, Sonoma League for Historic Preservation

GOAL:

To protect the architectural heritage of Sonoma and promote excellence in
town design through its review of proposed projects and developments.



City of Sonoma

COMMISSION APPLICATION

Received Date: January 3, 2019

Application Type: Design Review & Historic Preservation
Commission

NAME: Christopher Johnson

ADDRESS: 306 First Street East, Sonoma, CA, 95476

PHONE: 707-721-6030

EMAIL ADDRESS: cpjsonoma@gmail.com

LENGTH OF RESIDENCY: 15 years **REGISTERED VOTER:** Yes

EMPLOYER: Classic Car Wine Tours (Owner)

EMPLOYMENT STATUS: Employed

REASON FOR APPLYING: I've been serving on this Commission for a number of years and due to the new appointment policy I'm re-applying to serve.

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)

I graduated with Bachelors in Fine Arts from Eastern Michigan University. I attended and graduated during the period of 1985 to 1990.

COMMUNITY INVOLVEMENT: My free time has been devoted to serving on the DRHPC over the last 5 years or so.

GENERAL QUESTIONS:

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

Yes, I am currently the chair of the the DRHPC.

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

To follow the guides of the city plan and use our best discretion when implementing them as they relates to the projects that come before us and to make sure we are following the proper procedures as they relate to being a certified government .

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

Work with my fellow Commissioners and Council members and be a responsible steward of our special city.

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

I have a number of years of experience on this Commission and I feel I can continue to make lasting positive contributions to the city and it's 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?

Yes, I've held the position of alternate, Vice Chair and currently Chair of the DRHP.

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):

306 First Street East, Sonoma, CA

Do you rent property in the City of Sonoma? No

Please identify any organizations, associations, corporations, or entities by which you are employed or with which you are associated that might be affected by decisions of one or more of the Commissions, and the positions you hold in these entities.

None

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

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

I've enjoyed working with the current commissioners and feel we have worked incredibly well as a group to steward the many projects the come to us and

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

Christopher Johnson

January 3, 2019

CHRISTOPHER JOHNSON

306 First Street East, Sonoma, CA 95476 ✉ saginaw33@hotmail.com ✉ 707-721-6030

Experienced managerial/sales/operations professional with 10+ years of experience within high-stress environments with a keen ability to lead others, grow a business and manage daily operations within a variety of industries. Successfully led coordinating large-scale events, supervising staff members, developing growth strategies, and diffusing difficult customer situations. Equipped with a significant level of communication and selling abilities in addition to a strong background in effectively managing complex projects.

KEY COMPETENCIES

- Sales Leadership
- Customer Service
- Team Leadership
- Vendor Management
- Operations Management
- Strategy Implementation
- Training/Development
- Employee Development
- Business Development
- Attention to Detail
- Complex Problem Solving
- Process Improvement

PROFESSIONAL EXPERIENCE

FOLEY FAMILY WINES/SEBASTIANI WINERY, SONOMA, CA

2008-2015

Senior Hospitality Manager (2010-2015)

- Successfully grew margins from 58% to 74% during tenure through developing creative business initiatives and increasing levels of client satisfaction
- Directed a variety of hospitality related functions within a high stress environment with a focus on improving efficiency, productivity, and customer satisfaction levels
- Created streamlined processes with a focus on improving customer service, reinventing the overall strategy of the tasting room and building brand image.
- Designed and implemented comprehensive programs which included Friday Night Music Series and Food Truck Friday's which resulted in business growth, greater customer satisfaction and community engagement
- Developed both weekly and monthly dashboards which highlighted the success of the tasting room in addition to supervising a staff of 20 which required providing individualized feedback and coaching
- Oversaw all recruitment functions which included searching for and interviewing candidates, making hiring decisions, overseeing onboarding, and providing all training

Tasting Room Lead (2008-2009)

- Utilized superior communication and interpersonal abilities in order to foster positive relationships with both new and existing clients with a focus on increasing sales and retention levels
- Provided both public and private tours of the facilities in addition to coordinating wine tastings which required significant planning acumen and attention to detail

Additional Professional Experience:

- Director of Admission/Financial Aid, Native American Preparatory School, 1995-2002
- Director of Gallery/Partner, Gentle Spirit Gallery, 1991-1995
- Actor, Independent Contractor, 1992-1995

EDUCATION & PROFESSIONAL AFFILIATIONS

BACHELOR OF FINE ARTS, EASTERN MICHIGAN UNIVERSITY

MEMBER, NATIONAL INDIAN EDUCATION ASSOCIATION

APPOINTED MEMBER, DESIGN REVIEW HISTORIC PRESERVATION COMMISSION FOR THE CITY OF SONOMA



City of Sonoma

COMMISSION APPLICATION

Received Date: December 17, 2018

Application Type: Design Review & Historic Preservation
Commission

NAME: Charles Cormany

ADDRESS: 580 Andrieux St., Sonoma, CA, 95476

PHONE: 415 509-1726

ALTERNATIVE PHONE: 707 933-8493

EMAIL ADDRESS: info@cormany.com

LENGTH OF RESIDENCY: Open to discussion - 2 yrs min. **REGISTERED VOTER:** Yes

EMPLOYER: Efficiency First California

EMPLOYMENT STATUS: Employed

REASON FOR APPLYING: I know I have skills that apply and I would like to be more involved in our community.

EDUCATIONAL BACKGROUND: Graduated with Bachelors of Art and Science from Brooks Institute of Photography (1986). Formerly trained in HVAC design and installation - Trane (2009), Building Analyst and Building Envelope Certifications from Building Performance Institute (2011, Residential energy auditing)

OTHER RELEVANT EXPERIENCE: Experienced General Contractor/Builder. Trained in Policy Governance (How to create effective Board of Directors and manage employees). Understand California Energy Codes (title 24) Experienced at reading and review plans.

COMMUNITY INVOLVEMENT: Have been involved with multiple non-profit entities. Boys and Girls Club of Sonoma. Sonoma Valley Holiday Program. Sonoma Valley Education Foundation. Sonoma Community Center.

GENERAL QUESTIONS:

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

No - But I have attended a few other City of Sonoma commission meetings.

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

To help preserve important historic monuments and buildings in Sonoma. I would anticipate it involves some plan checks and reviews of new real estate related proposals. I am interested in helping maintain the character of our town.

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

To work collaboratively with others and discuss what is important to our community. Helping preserve

historically important buildings and features that make up our town.

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

I can bring the experience of a visually trained professional (20 year in the film industry) who understands building construction and has a passion 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

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):

580 Andrieux Street

Please identify any organizations, associations, corporations, or entities by which you are employed or with which you are associated that might be affected by decisions of one or more of the Commissions, and the positions you hold in these entities.

Efficiency First California -EFCA. Non-profit trade organization that represents energy efficiency contractor in the state of California. I am the Executive Director and manage staff and sub-contractors daily.

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.)

I have spoken on record to the council before. I have signed petitions.

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

I understand working in groups involves compromise. I am very experienced with the political process as I frequently am involved in policy related conversations the state and national level. (Regularly involved with California Public Utilities Commission, California Energy Commission, Dept. of Energy, Sonoma Clean Power, Sacramento Munciple Utility District, Pacific Gas & Electric)

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

Charles H Cormany

December 17, 2018

Charles Cormany

curriculum vitae

Executive Director - Efficiency First California, Non-Profit Trade Organization

2015 to Current – Berkeley, Ca.

Efficiency First California is a regional non-profit trade organization that represents energy efficiency contractors in the state of California. In addition to representing the contractor's voice, EFCA provides industry related training and educational services such as BPI certification and Proctoring. Since its inception, EFCA has been the Program Administrator for the Sacramento Municipal Utility District's Home Performance incentive program. EFCA provides in-field program verification and mentoring services for both Pacific Gas & Electric and SMUDs Home Upgrade incentive programs.

I was offered the position of Executive Director in early 2015, after serving on the Board of Directors for several years. My initial task was to restructure the organization, as it was not sustainable in its previous configuration. My primary efforts transformed the organization from a traditional brick and mortar business to an effective virtual office environment. The next efforts were spent on re-negotiating existing contracts and exploring other opportunities including increasing membership. My responsibilities include running a staff of five employees, managing contracts, developing new revenue streams, and membership support and outreach. Today we are moving forward advancing the energy efficiency industry in California and the nation.

Owner Partner - Beanstalk Energy, Home Performance Retrofitting Contractor

2011 to 2014 - Sonoma, Ca.

Involved with every aspect of a small, start-up, Home Performance Contracting company. Wearing many hats, I was responsible for marketing, sales, engineering, human resources, and quality control. Worked to a business plan, and developed process and procedures for the entire company. Developed pricing and job costing structure. Hired, managed, and trained field crews and office employees. Negotiated with vendors and sub-contractors. Conducted in-home Energy Audits with detailed reports. Created effective retrofit solutions based on data collected during the energy audit and clients budget. Generated client proposals and contracts. Explained financing and State wide incentive program options to potential clients. Responded to customer service issues. Worked collaboratively with State and local government to help build an emerging industry.

Construction Manager - Recurve, Home Performance Retrofitting Contractor

2008 to 2010 - San Francisco, Ca.

General manager of remote office of venture capital funded, start-up, company. Duties included daily supervision and training for home performance retrofitting crews. Developed policies and procedures for inter-office communications. Managed multiple crews, tracked job status, productivity and profitability. Did extensive "hands on" training to help build versatile, self-sufficient crews. Served as field engineer to solve on-site problems and streamline procedures. Conducted pre-construction inspections to identify potential problems and educate clients. Involved in scheduling, contracts, change orders, and collections. I was responsible for quality assurance, client communications, and customer satisfaction. Managed a typical workload of 25-35 projects at the same time. I was accountable for 10 to 12 employees and over 2 million dollars in billings per year.

General Manager - RENU, Home Performance Retrofitting Contractor

2006 to 2008 - San Anselmo, Ca.

Worked in a collaborative effort to build new home performance business model. Partnered with sales to create viable home performance solutions. Responsible for all day-to-day production operations including scheduling, material orders, sub-contractors, and crew allocation. Administered contracts, sub-contracts, change orders, invoicing and collections. Worked in-the-field with crews, as needed, to assure job completion. Helped to build crews with on the job training. Managed multiple projects at the same time. Responsible for quality control, client communication, and customer satisfaction.

Charles Cormany

curriculum vitae

Television Producer - Edelman Productions, Reality Television Series

2004 to 2005 - Corte Madera, Ca.

Served as Construction Producer for home improvement television series. Created 26 episodes of "Home Transformations" for the DIY television network. Presented information in a "how-to" format in order to educate and entertain viewers. Responsibilities included project design, building code compliance, and content development. Provided technical and conversational dialog to explain home improvement projects. Facilitated corporate sponsorship and product donations. Worked under tight deadlines and restrictive budgets.

Photography Instructor - Miami Ad School, Advertising Portfolio School

2002 to 2004 - San Francisco, Ca.

Worked with students to help build professional, market ready portfolios. Helped to develop advanced curriculum for Photography department. Conducted classroom, studio, and location instruction. Moderated weekly group critiques'. Class roster included: studio lighting, basic and advanced photography techniques, and Photoshop. Instructed private, one-on-one, special projects for advanced students.

Commercial Photographer - Charles Cormany Photography, Lifestyle and Portraiture

1987 to 2004 - San Francisco, Ca.

Operated a successful Commercial Photography business. Worked for a variety of clients ranging from small design firms to large advertising agencies. Published internationally in magazines, greeting cards, calendars, posters and variety of print advertisements. Multiple International awards and recognitions. Served as owner operator, responsible for all aspects of running a successful small business. Experienced with marketing, project estimating, sales, contracts, change orders, scheduling, digital file organization, money management, and client relations.

Education

Brooks Institute of Photography – Santa Barbara, Ca.

Earned Bachelors degree in Art and Science Graduated with honors.

Achievements

Presenter - A.C.I. – National Conference - 11/13, "How to Hire Operational Superstars"

Presenter - Efficiency First Webinar - 8/13 "Geek Speak: Building Science in Everyday Terms"

Presenter - Dry Climate Forum - 2/13, "Building a Home Performance Crew"

Presenter - A.C.I. - Regional Conference - 6/12, "Selling the Invisible"

Certified - B.P.I., Home Analyst and Building Envelope Specialist

Certified - Build-It-Green, Green Building Professional - Home Retrofitting & Remodeling

Board Member - Advertising Photographers of America, Industry trade organization

San Francisco Chapter - President/Chairman of the Board - 5 years

Organized fund raising events. Served as moderator for panel discussions.

Related Skills

Leadership Training - Board Governance: The Policy Governance Model, By John Carver

Governance model designed to empower boards of directors to fulfill their obligation of accountability for the organizations they govern.

Hobbies / Interests

Classic automobile and motorcycle restoration. Carpentry: project design and fabrication.

Outdoor activities: hiking, camping, swimming. Spending quality time with my family and friends.

References available upon request



City of Sonoma

COMMISSION APPLICATION

Received Date: November 1, 2018

Application Type: Design Review & Historic Preservation
Commission

NAME: Micaelia Randolph

ADDRESS: 869 Fifth St East, Sonoma, CA, 95476

PHONE: 7079337332

ALTERNATIVE PHONE: 7079337332

EMAIL ADDRESS: micaelia@comcast.net

LENGTH OF RESIDENCY: 18 years **REGISTERED VOTER:** Yes

EMPLOYER: Children's Health Council, Director of Marketing and Communications

EMPLOYMENT STATUS: Employed

REASON FOR APPLYING: I have been serving as a member of the Commission since 2012 and the work and responsibility are an important personal contribution to the City of Sonoma and I would like to continue to serve.

EDUCATIONAL BACKGROUND: BA, English, SF State University
MA, Cognitive Development, SF State University
CA Teaching Credential
EdD, Curriculum Development, Educational Statistics, University of the Pacific
Phi Delta Kappa, UOP Alumnus of the Year

OTHER RELEVANT EXPERIENCE: Past Board Member, Sonoma League for Historic Preservation. During my time with the League, we organized several Cottage and Garden Tours to raise funds for the restoration of the Maysonnave House and to help raise awareness of the architectural and cultural history of Sonoma. Close to 1000 guests attended each of the tours. Part of my role during the tours was to interview each of the home owners on the tour about the history of their homes. I subsequently wrote a story about each home. This experience gave me a huge love for the architecture that makes up our town.

The League and The City together raised enough funds to ultimately restore the Maysonnave House (grand opening was in 2009) which now serves as League headquarters. I was also heavily involved in the restoration efforts and subsequent events to keep the house going.

After my work at the League, I decided I wanted to try to contribute to Sonoma on a wider scale and it was recommended that I pursue membership on the Design Review Commission which I did and became a member in 2012, first as an

alternative and then three months later as a regular member. During my time on the Commission, we became a Certified Legal Government which was something many of us in the League knew was critically important for the history and preservation of Sonoma.

I have found my work with the Commission to be very rewarding and I'm proud of many of the projects that have come through our group. We work very well together and have received amazing support from staff as well as a number of committed community members.

COMMUNITY INVOLVEMENT: Sonoma League for Historic Preservation
Sonoma Community Center--Free Spirits Gospel Choir, Fashion Trashion Show
I work for a nonprofit children's mental health agency, Children's Health Council

GENERAL QUESTIONS:

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

Yes. I have been serving on the Commission since 2012.

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

The Commission's role is to help preserve and maintain the visual, cultural and architectural feel of the City of Sonoma, to follow the guidelines of the Secretary of the Department of the Interior and to help community members move their projects forward. Projects that come before us range from signage, to demolition, to private residences, to commercial ventures both small and large.

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

My overall goal as a Commissioner is to keep Sonoma beautiful. For me, this means understanding as much as I possibly can about local and national requirements, listening carefully to the desires of applicants, working with fellow Commissioners and representing the City of Sonoma in the best way possible. This often requires balancing wishes with requirements and using judgment and creativity for the best outcome.

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

My experience on the Commission these last years has been incredibly useful. Our Commission has learned how to work together publicly in a very collaborative way and with the help of staff, we have moved a number of high profile projects forward in a very positive way.

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. Design Review and Historic Preservation Commission, 2012-present

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):

869 Fifth St East

Do you rent property in the City of Sonoma? No

If no, please list the address(es):

N/A

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

I am very open to being interviewed if that option becomes available.

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

Micaelia Randolph

November 1, 2018



Micaelia Randolph, Ed. D.

Children's Health Council

869 Fifth Street East, Sonoma California

micaelia@comcast.net

707-933-7332

Content development and marketing professional with over 20 years experience in both for-profit and non-profit sectors. Proven ability to identify and inspire creative writers, designers and web developers to build innovative and successful materials for teachers, students and parents. Has worked in both product development and marketing in el-hi publishing, non-profit fundraising and is experienced with both digital and print content.

Marketing & Communications • Content Development • Website Strategy & Development • Competitive Market Analysis & Product Positioning • Research • Grant Writing • Fundraising • Online Content Creation
• Specialization in Education for Parents, Teachers, Professionals

PROFESSIONAL EXPERIENCE

Director, Marketing and Communications, Children's Health Council

650 Clark Way, Palo Alto, CA 94303

December 2012 -Present

Responsible for all branding, advertising, web development, social media, PR and communications for complex nonprofit children's mental health agency serving children, teens and young adults with ADHD, Learning Differences, Anxiety&Depression or Autism. Agency composed of two schools and two clinics and a robust parent, teacher and professional education component. Work with tightly-knit Advancement team responsible for raising \$2M annually through fundraising, grants, events and donor stewardship.

www.chconline.org

Vice President, Content Development, RedRock Reports

Menlo Park, California 94025

June 2011 –November 2012

As Vice President of Content Development for RedRock Reports worked with team that built RedRock Online, a web-based sales support engine that provides 24/7 tools and information to companies who sell to the education market. RedRock Online connects the dots between school based products, funding sources and fund managers. Under her direction the small but mighty RedRock content team produced a library of content assets that includes over 1000 pieces of relevant content along with a robust relational database of funding information.

Second Street East Consulting

Sonoma, California 95476

September 2002-Present

Principal

Recent projects and clients include:

- Red Rock Reports project with PBS
- Red Rock Reports, development of professional development services for large client
- Red Rock Reports project with Carnegie Learning
- Red Rock Reports, development of online reading activities for third party client
- Sonoma League for Historic Preservation, (non-profit) web editor, publicity, communications, event planning, fund raising
- Sonoma Country Antiques, publicity, marketing materials, outreach
- Charles Armstrong School, Belmont, California: The CAS Way
- Charles Armstrong School, Belmont, California: Development of Charles Armstrong Teaching Institute, the teacher professional development arm of the school—concept, business plan, marketing
- National Council for Montessori Education: Writing, editing, production of quarterly journal
- Boys and Girls Clubs of America: Development of after school anti-bias program
- Riverdeep: Curriculum development
- Development of online reading courses for Bay Area educational publishing company
- Advising on direction and vision for online education initiative for Northern California independent elementary school

Vice President, Product Development, Classroom Connect

8000 Marina Blvd., Suite 400

Brisbane, California

January 1997-September 2002

- Participated with original finance group (Brentwood Associates) in decision to purchase Classroom Connect
- Responsible for creating vision and strategy for educational materials using the Internet
- Managed \$5M development budget
- Hired and managed 40 creative people--writers, editors, print and web designers
- Key member of management team that sold Classroom Connect to Harcourt Education

Director, Product Development, Creative Publications

Mountain View, California

January 1986-July 1996

- Developed K-8 mathematics program which doubled company sales in one year--\$25M to \$50M
- Managed development staff of 20 and annual budget of \$5+ million
- Key decision-maker in planning company strategy
- Authored over 50 original mathematics education publications
- Supervised development of 25+ groups of products
- Speaker and workshop leader at over 75 national and state mathematics conferences
- Key member of management team that sold Creative Publications to Chicago Tribune

Senior Marketing Manager, Elementary Mathematics

Addison-Wesley Publishing Company, Menlo Park, California
December 1985-January 1986

- Planned all collateral to support the company's #1 product, *Addison-Wesley Mathematics*
- Trained field force of 50 on use of the product
- Acted as main liaison between customers, field force, and development group
- Prepared professional presentations for use by field force
- Completed Xerox sales and presentation training (PSS, SSP)

Senior Editor, Elementary Mathematics

Addison-Wesley Publishing Company, Menlo Park, California
January 1979-December 1985

- Part of development team that created K-8 mathematics program that made company #1 in U.S.
- Introduced new pedagogy that gave the program a distinctive, competitive edge
- Supervised staff of five and budget of \$500K
- Presented at numerous national and state conferences

Early Career (details on request)

Classroom Teacher, San Mateo County
Assistant Professor, San Francisco State University

Education and Training

Doctor of Education, Curriculum and Instruction, Research and Statistics
University of the Pacific, Stockton, California

Master of Arts, Educational Psychology & Cognitive Development
Bachelor of Arts, English
California Elementary Teaching Credential
California Early Childhood Specialist Credential
California Administrative Credential
San Francisco State University, San Francisco, California

Honors and Awards

Alumnus of the Year, University of the Pacific

Organizations

Association for Supervision and Curriculum Development
National Staff Development Council

Council for Exceptional Children

Volunteer Work

Chair, Sonoma Design Review and Historic Preservation Commission, City of Sonoma
Singer, Free Spirits Gospel Choir, Sonoma
Stage Manager, Trashion Fashion Show, Sonoma
Co-Founder, Friends of Maysonnave House, Sonoma
Board Member, Sonoma League for Historic Preservation

Interests

Historic preservation, City of Sonoma, Sonoma Community Center, Singing, Interior Design,
Food and Wine, Gardening, Books, Dogs, Horses,

References upon request