



PLEASE POST

# City of Emeryville

INCORPORATED 1896

1333 Park Avenue, Emeryville, CA 94608-3517  
t (510) 596-4300 | f (510) 596-4389

Chair Courtney Welch  
Member Sukhdeep Kaur

**Actions taken by Advisory Bodies are not official actions of the City Council, but must be considered and potentially ratified at a regular City Council meeting.**

All writings that are public records and relate to an agenda item, which are distributed to a majority of the legislative body less than 72 hours prior to the meeting is noticed, will be made available via email by request to the Committee Secretary. In compliance with the Americans with Disabilities Act, a person requiring an accommodation, auxiliary aid, or service to participate in this meeting should contact the Committee Secretary as far in advance as possible, but no later than 72 hours prior to the scheduled event. The best effort to fulfill the request will be made. Assistive listening devices will be made available for anyone with hearing difficulty and must be returned to the Committee Secretary at the end of the meeting. All documents are available in alternative formats upon request. No animals shall be allowed at, or brought in to, a public meeting by any person except (i) as to members of the public or City staff utilizing the assistance of a service animal, which is defined as a guide dog, signal dog, or other animal individually trained to provide assistance to an individual with a disability; or (ii) as to police officers utilizing the assistance of a dog(s) in law enforcement duties.

## BUDGET AND GOVERNANCE COMMITTEE

Special Meeting

Emeryville City Hall, Garden Level Conference Room  
1333 Park Avenue Emeryville, CA 94608  
**May 21, 2026 – 3:00 PM**

### AGENDA


1. Call to Order
2. Roll Call
3. Public Comment
  - 3.1 *Submit a written comment card at [www.emeryville.org/advisorybodies](http://www.emeryville.org/advisorybodies).*
4. Approval of February 3, 2026 Regular Meeting Action Minutes
5. Action Item
  - 5.1 Advisory Board Appointment Recommendations for Budget Advisory Committee, Economic Development Advisory Committee, Housing Committee and the Public Arts Committee
  - 5.2 FY25-26 and FY26-27 Proposed Budget Amendments
  - 5.3 FY26-27 GANN Appropriations Limit
6. Information Items
7. Future Agenda Items
  - 7.1 Amending the Regular Meeting Schedule of the Budget and Governance Committee
  - 7.2 City Policies Pertaining to Substandard Multifamily Housing and Code Enforcement Inspections
  - 7.3 User Fee Study Update
  - 7.4 Review Fees for Pet License
  - 7.5 Community Grants Subcommittee Composition
8. Announcements / Member Comments
9. Adjournment

Public comment for agenda items can be submitted online via a written comment card at [www.emeryville.org/advisorybodies](http://www.emeryville.org/advisorybodies), or submitted by email to the Committee Secretary. If you would like to support, oppose, or otherwise comment on an upcoming agenda item, please send in your comments prior to the meeting.

**FURTHER INFORMATION** may be obtained by contact Sharon Friedrichsen, Committee Secretary, at 510-596-4352 or [sharon.friedrichsen@emeryville.org](mailto:sharon.friedrichsen@emeryville.org). The next regular meeting is scheduled for October 6, 2026, at 3:30 PM.

**DATED: MAY 13, 2026**

Post On: MAY 15, 2026  
Post Until: MAY 22, 2026

  
Lorrayne Leong, Deputy City Clerk



# City of Emeryville

INCORPORATED 1896

1333 Park Avenue. Emeryville, CA 94608-3517

t (510) 596-4300 | f (510) 596-4389

## BUDGET AND GOVERNANCE COMMITTEE MINUTES

Regular Meeting

Emeryville City Hall, Council Chambers

1333 Park Avenue Emeryville, CA 94608

**February 3, 2026 – 3:30 PM**

### 1. Call to Order

Chair Welch called the meeting to order at 3:35 p.m.

### 2. Roll Call

Present – Kaur, Welch

### 3. Public Comment

0 speakers.

### 4. Approval of October 7, 2025, Meeting Minutes

**Action:** M/S/C (Motion/Second/Carried) Kaur/Welch

**Vote:** All Ayes.

### 5. Action Items

#### 5.1. *Election of Committee Chair*

Mayor Kaur nominated Councilmember Welch as Committee Chair.

**Action: M/S/C (Motion/Second/Carried) Kaur/Welch**

**Vote:** All Ayes.

### 6. Information Items

#### 6.1 *Residential Landlord and Tenant Relations Ordinance Definition of Small Landlord [EMC 5-40.02 (e)(2)]*

Community Development Director Chad Smalley and Economic Development and Housing Manager Valerie Bernardo presented this item and responded to Committee questions.

#### 6.2 *State Law and City Ordinances Pertaining to Substandard Multifamily Housing*

Community Development Director Chad Smalley presented this item. Smalley, Code Enforcement Officer Nicole Ewing and Building Official Jason Willaims responded to questions from the Committee. Director Smalley indicated the Department would review the City's existing policy and procedures related to need-based expanded code

enforcement inspections in multi-family buildings to determine if any changes could be implemented to address the comments from the Budget and Governance Committee.

**7. Future Agenda Items**

No additional agenda items added.

**8. Announcements / Member Comments**

Mayor Kaur requested staff to conduct a poll of the Committee's availability and look at other options for meeting times instead of the current meeting schedule, which is often on the same day as City Council regular meetings.

**9. Adjournment**

The meeting adjourned at 4:39 p.m.



**MEMORANDUM**

**DATE:** May 21, 2026  
**TO:** Budget and Governance Committee  
**FROM:** April Foran, City Clerk  
**SUBJECT:** **ADVISORY BODY APPLICATIONS – BUDGET ADVISORY COMMITTEE, ECONOMIC DEVELOPMENT ADVISORY COMMITTEE, HOUSING COMMITTEE AND PUBLIC ART COMMITTEE**

**RECOMMENDATION**

Staff recommends that the Budget and Governance Committee review the applications for the Budget Advisory Committee (BAC), Economic Development Advisory Committee (EDAC), Housing Committee (HC), and Public Art Committee (PAC), and make recommendations for appointments to the City Council.

**BACKGROUND**

In September of 2025, the City Council approved a new application review process for advisory body applications. The Council Committees now review the applications for designated advisory bodies and make recommendations to the full City Council. The change is intended to increase efficiency, reduce the time spent on appointments at City Council meetings, and make the process less cumbersome for applicants. Additionally, it will allow members a more thorough review of advisory body composition and for applicant review in a less formal setting than a Council meeting.

The annual advisory body recruitment application period was March 20 – May 1, 2026. The deadline was extended by one week during the recruitment as there were insufficient applications for several advisory bodies. Recruitment efforts included social media posts, notices via the City website and an informational booth at the Healthy Families Festival. Additionally, staff created an informational flyer that was available at City Hall.

**DISCUSSION**

***Budget Advisory Committee***

The Budget Advisory Committee consists of 5 members. The Committee's purpose is to provide input and recommendations regarding City policies, priorities and feedback related to the City's budget.

The BAC has 1 Business Representative position and 2 Resident positions that are scheduled to end June 30, 2026. Member terms are for two years. The BAC has received 6 applications for the upcoming vacancies from interested community members.

### ***Economic Development Advisory Committee***

The Economic Development Advisory Committee consists of 9 members. The Committee's purpose is to provide input and recommendations regarding City policies and priorities related to the City's economic development priorities and strategies.

The EDAC has 1 Business Representative position, 1 Large Business Representative or Business Representative position, 1 Non-Profit Workforce Development Organization Representative position, 2 Small Business Representative positions, and 1 Resident position, that are scheduled to end June 30, 2026. Member terms are for two years. The EDAC has received 6 applications for the upcoming vacancies from interested community members.

### ***Housing Committee***

The Housing Committee consists of 7 members. The Committee's purpose is to provide input and recommendation regarding City policies, priorities, and feedback related to the City's housing policies and programs.

The HC has 1 Below Market Rate Recipient or Community Member position, 1 Community Member position, 1 Homeowner or Community Member position, and 1 Renter or Community Member position, that are scheduled to end June 30, 2026. Member terms are for two years. The HC has received 6 applications for the upcoming vacancies from interested community members.

### ***Public Art Committee***

The Public Art Committee consists of 9 members. The Committee's purpose is to provide input and recommendations regarding City policies, priorities, and feedback related to the City's Percent for Art Ordinance, and related matters.

The PAC has 3 Business Representative or Resident positions, and 1 Large Art Representative or Resident position, that are scheduled to end June 30, 2026. These member terms are for two years. The PAC has received 9 applications for the upcoming vacancies from interested community members.

A comprehensive listing of all vacancies and qualified applicants is attached to the report as **Attachment B**.

## **CONCLUSION**

Staff recommends the Budget and Governance Committee review the applications and make recommendations for appointments to the City Council. The City Council will make final appointments at the Council meeting on June 16, 2026.

**PREPARED BY:** Lorryne Leong, Deputy City Clerk

## **ATTACHMENTS**

- Attachment A – Advisory Bodies Rosters
- Attachment B – Applicant Listing
- Attachment C – Advisory Bodies Applications

**BUDGET ADVISORY COMMITTEE**

Committee Type	Community Advisory Standing Committee		
Created	June 9, 1958		
Official Action(s)	Resolution No. 3642 (established as the Finance Committee); Resolution No. 15-20 (Finance Committee divided and re-established as Budget and Governance Committee & Budget Advisory Committee); Resolution No. 17-39 (amended regular meeting schedule); Resolution No. 18-169 (amended regular meeting schedule); Resolution No. 22-160 (discontinue Council Liaison role)		
Definition/Purpose	Provide input and recommendations regarding City policies, priorities and feedback related to the City's budget.		
Committee Composition	5 Members: <ul style="list-style-type: none"> <li>▪ 2 Business Representatives</li> <li>▪ 1 City Labor Representative</li> <li>▪ 2 Residents</li> </ul>		
Committee Facts	Committee members shall receive no compensation. However, members may receive reimbursement for actual expenses incidental to carrying out the duties of the office, provided that they have first received specific City Council authorization for, and can verify, the expenditure and its purpose. City of Emeryville elected officials may not serve on this Committee. The City of Emeryville does not specifically prohibit concurrent service on more than one committee, provided, however, that the Government Code prohibition against incompatible offices shall apply. If a request were made to serve on more than one committee, a determination would be made as to whether that service would be allowable.		
Term(s)	2 Years, Staggered (expiring June 30)		
Regular Meeting	6 Meetings per Year 2nd Thursday of February, March, May, October, November and December 2:00 PM Civic Center (1333 Park Avenue, Emeryville)		
Chairperson Vice Chairperson	Samuel Feldman Fran Quittel		
Secretary	Sharon Friedrichsen, Finance Director <a href="mailto:sharon.friedrichsen@emeryville.org">sharon.friedrichsen@emeryville.org</a>   510-596-4352 <a href="mailto:bac@emeryville.org">bac@emeryville.org</a>		
Members	<i>Samuel Feldman</i>	<i>Business Representative</i>	<i>June 30, 2026</i>
	<i>David Kritzberg</i>	<i>Resident</i>	<i>June 30, 2026</i>
	Navarre Oaks	City Labor Representative	June 30, 2027
	<i>Fran Quittel</i>	<i>Resident</i>	<i>June 30, 2026</i>
	Dora Siu	Business Representative	June 30, 2027
Other Staff	City Manager		

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE**

Committee Type	Community Advisory Standing Committee		
Created	December 4, 2012		
Official Action(s)	Resolution No. 12-219; Resolution No. 15-20 (amended membership composition); Resolution No. 15-128 (amended membership composition); Resolution No. 16-152 (amended regular meeting schedule); Resolution No. 22-160 (discontinue Council Liaison role)		
Definition/Purpose	Provides input and recommendations regarding City policies and priorities related to the City's economic development priorities and strategies.		
Committee Composition	9 Members: <i>*At least one business represented must be a Certified Green Business.</i> <ul style="list-style-type: none"> <li>▪ 1 Business Representative (Any Size)</li> <li>▪ 1 Business Representative or Large Business Representative (&gt;56 employees)</li> <li>▪ 1 Non-Profit Workforce Development Organization Representative</li> <li>▪ 2 Residents</li> <li>▪ 4 Small Business Representatives (&lt;55 employees)</li> </ul>		
Committee Facts	Committee members shall receive no compensation. However, members may receive reimbursement for actual expenses incidental to carrying out the duties of the office, provided that they have first received specific City Council authorization for, and can verify, the expenditure and its purpose. City of Emeryville elected officials may not serve on this Committee. The City of Emeryville does not specifically prohibit concurrent service on more than one committee, provided, however, that the Government Code prohibition against incompatible offices shall apply. If a request were made to serve on more than one committee, a determination would be made as to whether that service would be allowable.		
Term(s)	2 Years, Staggered (expiring June 30)		
Regular Meeting	Every Two Months 3rd Wednesday of January, March, May, July, September and November 11:30 AM Civic Center (1333 Park Avenue, Emeryville)		
Chairperson Vice Chairperson	Mary Lou Thiercof Fran Quittel		
Secretary	Chadrick Smalley, Community Development Director <a href="mailto:csmalley@emeryville.org">csmalley@emeryville.org</a>   510-596-4355 <a href="mailto:edac@emeryville.org">edac@emeryville.org</a>		
Members	<i>Javier Contreras</i>	<i>Non-Profit Workforce Representative</i>	<i>June 30, 2026</i>
	<i>Scott Donahue</i>	<i>Small Business Representative</i>	<i>June 30, 2026</i>
	<i>Rob Fong</i>	<i>Business Representative</i>	<i>June 30, 2026</i>
	Marchelle Huggins	Small Business Representative	June 30, 2027
	David Kritzberg	Small Business Representative	June 30, 2027
	<i>Fran Quittel</i>	<i>Resident</i>	<i>June 30, 2026</i>
	<i>Michael Reed</i>	<i>Business Representative</i>	<i>June 30, 2026</i>
	<i>Mary Lou Thiercof</i>	<i>Small Business Representative</i>	<i>June 30, 2026</i>
	Kyle Weddington	Resident	June 30, 2027
Other Staff	City Manager Community Development Director		

**HOUSING COMMITTEE**

Committee Type	Community Advisory Standing Committee		
Created	January 16, 1990		
Official Action(s)	City Council motion; Resolution No. 18-35 (amend membership composition); Resolution No. 18-169 (amended membership composition); Resolution No. 19-15 (amended membership composition and regular meeting schedule); Resolution No. 21-101 (amended regular meeting schedule); Resolution No. 22-160 (discontinue Council Liaison role); Resolution No. 25-07 (amended membership composition); Resolution No. 25-17 (amended regular meeting schedule)		
Definition/Purpose	Provides input and recommendation regarding City policies, priorities and feedback related to the City's housing policies and programs.		
Committee Composition	7 Members: <ul style="list-style-type: none"> <li>▪ 1 Below Market Rate (BMR) Recipient or Community Member</li> <li>▪ 4 Community Members</li> <li>▪ 1 Homeowner or Community Member</li> <li>▪ 1 Renter or Community Member</li> </ul>		
Committee Facts	Committee members shall receive no compensation. However, members may receive reimbursement for actual expenses incidental to carrying out the duties of the office, provided that they have first received specific City Council authorization for, and can verify, the expenditure and its purpose. City of Emeryville elected officials may not serve on this Committee. The City of Emeryville does not specifically prohibit concurrent service on more than one committee, provided, however, that the Government Code prohibition against incompatible offices shall apply. If a request were made to serve on more than one committee, a determination would be made as to whether that service would be allowable.		
Term(s)	2 Years, Staggered (expiring June 30)		
Regular Meeting	Monthly 1st Wednesday 6:00 PM Civic Center (1333 Park Avenue, Emeryville)		
Chairperson Vice Chairperson	Ellen Strauss Delores Johnson		
Secretary	Valerie Bernardo, Economic Development & Housing Manager <a href="mailto:vbernardo@emeryville.org">vbernardo@emeryville.org</a>   510-596-4354 <a href="mailto:hc@emeryville.org">hc@emeryville.org</a>		
Members	Julia Drummond	Community Member	June 30, 2027
	<i>Tyler Hill</i>	<i>Community Member</i>	<i>June 30, 2026</i>
	<i>Brooks Jessup</i>	<i>Community Member</i>	<i>June 30, 2026</i>
	<i>Delores Johnson</i>	<i>Community Member</i>	<i>June 30, 2026</i>
	Wendy Medeiros	Community Member	June 30, 2027
	Jenn Oakley	Community Member	June 30, 2027
	<i>Ellen Strauss</i>	<i>Community Member</i>	<i>June 30, 2026</i>
Other Staff	Community Development Director		

## PUBLIC ART COMMITTEE

Committee Type	Community Advisory Standing Committee		
Created	December 18, 1990		
Official Action(s)	Ordinance No. 90-20; Resolution No. 17-39 (amended regular meeting schedule); Resolution No. 22-160 (discontinue Council Liaison role)		
Definition/Purpose	Provides input and recommendations regarding City policies, priorities and feedback related to the City's Percent for Art Ordinance, and related matters.		
Committee Composition	9 Members: <i>*Committee composition is determined by the City Council.</i> <i>**Can appoint an additional 4 non-members per art project subcommittee.</i> <ul style="list-style-type: none"> <li>▪ 8 Business Representatives or Residents</li> <li>▪ 1 Large Art Institution Representative or Resident</li> </ul>		
Committee Facts	Committee members shall receive no compensation. However, members may receive reimbursement for actual expenses incidental to carrying out the duties of the office, provided that they have first received specific City Council authorization for, and can verify, the expenditure and its purpose. City of Emeryville elected officials may not serve on this Committee. The City of Emeryville does not specifically prohibit concurrent service on more than one committee, provided, however, that the Government Code prohibition against incompatible offices shall apply. If a request were made to serve on more than one committee, a determination would be made as to whether that service would be allowable.		
Term(s)	2 Years, Staggered (7 positions; expiring June 30) 3 Years (2 positions; expiring June 30)		
Regular Meeting	Monthly 2nd Thursday of January through September; and 1st Thursday of October; and 2nd Thursday of November and December 5:30 PM Civic Center (1333 Park Avenue, Emeryville)		
Chairperson Vice Chairperson	Taryn Walker Ronald Davis		
Secretary	Amber Evans, Community and Economic Development Coordinator II <a href="mailto:aevans@emeryville.org">aevans@emeryville.org</a>   510-596-4382 <a href="mailto:pac@emeryville.org">pac@emeryville.org</a>		
Members	<i>Salma Arastu</i>	<i>Resident</i>	<i>June 30, 2026</i>
	Ronald Davis	Business Rep / Resident	June 30, 2027
	Erica Enriquez	Resident	June 30, 2027
	<i>Michael Haggerty</i>	<i>Resident</i>	<i>June 30, 2026</i>
	David Ridlehuber	Resident	June 30, 2027
	<i>Vickie Jo Sowell</i>	<i>Business Rep / Resident</i>	<i>June 30, 2026</i>
	<i>Rick Tejada-Flores</i>	<i>Business Rep / Resident</i>	<i>June 30, 2026</i>
	Taryn Walker	Resident	June 30, 2028*
	Judith Wetterer	Business Representative	June 30, 2028*
	*Terms designated as 3-year terms per Committee requirements.		
Other Staff	Community Development Director		

**ATTACHMENT B**

<b>BUDGET ADVISORY COMMITTEE</b>							
	<b>Incumbent</b>	<b>Business Rep 2028</b>	<b>Resident 2028</b>	<b>Resident 2028</b>			
Samuel Feldman	Yes						
David Kritzberg	Yes						
Fran Quittel	Yes						
John Van Geffen							
Erica Vasquez							
Deborah Volk							
<b>ECONOMIC DEVELOPMENT ADVISORY COMMITTEE</b>							
	<b>Incumbent</b>	<b>Business Rep 2028</b>	<b>Large Business Rep or Business Rep 2028</b>	<b>Non-Profit Rep 2028</b>	<b>Small Bus Rep 2028</b>	<b>Small Bus Rep 2028</b>	<b>Resident 2028</b>
Carlin Dacey							
Calvin Dillahunt							
Scott Donahue	Yes						
Fran Quittel	Yes						
Michael Reed	Yes						
Mary Lou Thiercof	Yes						
<b>HOUSING COMMITTEE</b>							
	<b>Incumbent</b>	<b>BMR Recipient or Community Member 2028</b>	<b>Community Member 2028</b>	<b>Homeowner or Community Member 2028</b>	<b>Renter or Community Member 2028</b>		
Allison Balberg							
Tyler Hill	Yes						
Brian Lee							
Zachary Logan							
Ellen Strauss	Yes						
Tommy Williams							
<b>PUBLIC ART COMMITTEE</b>							
	<b>Incumbent</b>	<b>Business Rep or Resident 2028</b>	<b>Business Rep or Resident 2028</b>	<b>Business Rep or Resident 2028</b>	<b>Large Art Inst Rep or Resident 2028</b>		
Dave Beeman							
Mariam Biaye							
Theresa Fortune							
Michael Haggerty	Yes						
Michael Murphy							
Stephanie Somersille							
Vickie Jo Sowell	Yes						
Denise Stoeber							
Rick Tejada-Flores	Yes						

# Advisory Body Application

Submitted on 23 March 2026, 8:03am  
Receipt number 2  
Related form version 0

## Applicant Information

Full Name Samuel Feldman

Email Address



Please specify the Advisory Body you are applying for Budget Advisory Committee

I am applying to the Bicycle/Pedestrian Advisory Committee as a/an:

I am applying to the Budget Advisory Committee as a/an: Business Representative (Person representing a business in Emeryville of any size.)

I am applying to the Commission on Aging as a/an:

I am applying to the Economic Development Advisory Committee as a/an:

I am applying to the Housing Committee as a/an:

I am applying to the Parks and Recreation Committee as a/an:

I am applying to the Planning Commission as a/an:

I am applying to the Public Art Committee as a/an:

I am currently a member of the above Advisory Body and am seeking reappointment. Yes

If you are seeking re-appointment, has any of your information changed within the last 12 months? No

## Residency Information

Home Address

City

State

Zip Code

Home/Cell Phone Number

---

How long have you lived in Emeryville?

## Employment Information

---

Employment Status

---

Place of Employment

---

Occupation

---

Business Address

---

City

---

State

---

Zip Code

---

Business Phone Number

---

How long have you worked in Emeryville?

---

Upload Your Resume

## Demographic Information

---

What race/ethnicity do you most closely identify with? Select all that apply. White

---

If not listed above, please specify:

---

Age Group 20-44 years old

---

Household Annual Income Level \$200,000 or more

---

Are there children under the age of 18 in your household? No

## Education

---

High School

---

College

---

Trade or Business School(s)

---

Other Interest

## Advisory Body Experience / Information

---

Are you currently serving on other Boards, Commissions, or Committees?

---

Have you served on a Board, Commission, or Committee before?

---

Please list all past and current City of Emeryville advisory boards.

---

Please list any past and current board, commission or committee memberships outside of Emeryville.

---

Please list all organization memberships and positions held.

---

Please list any relevant work and volunteer experience.

---

Why are you interested in serving on this Board, Commission, or Committee?

## Planning Commission Applicants Only

---

Please provide a short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.

## Board / Committee / Commission Application

### PERSONAL INFORMATION

Full Name:\*

Samuel Feldman

Email Address:\*

sam@fldmn.com

Gender:

Male

Please specify the Board, Commission or Committee you are applying for:\*

Budget Advisory Committee

I am currently a member of the above Committee, and am seeking reappointment.\*

Yes

No

If you are seeking re-appointment, has any of your information changed within the last 12 months?

If your answer is yes, please complete the rest of this form. If your information has not changed within the past 12 months, please only enter your name and email information above. You do not need to complete the remainder of this form.

Yes

No

### RESIDENCY / EMPLOYMENT INFORMATION

Home Address:

1001 47th St

City:

Emeryville

State: Zip Code:

CA 94608

Home/Cell Phone Number:

602-820-1488

How long have you lived in Emeryville?

Less than 1 year

Place of Employment:

EBMUD

Occupation:

Manager of Budget

Business Address:

375 11th St MS 809

City:

Oakland

State: Zip Code:

CO 94607

Business Phone Number:

How long have you worked in Emeryville?

Upload Your Résumé:

[2023 - Resume.docx](#)

### EDUCATION / EXTRACURRICULAR INTERESTS

High School:

College:

Master's of Public Administration with a focus in Urban Management, Arizona State University; BA in Urban and Metropolita

Trade or Business School(s):

Other Interests:

### ADVISORY BODY EXPERIENCE / INFORMATION

Are you currently serving on other Boards, Commissions or Committees?

Yes

No

Have you served on a Board, Commission or Committee before?

Yes

No

Please list all past and current City of Emeryville advisory boards.

Please list any past and current board, commission or committee memberships outside of Emeryville.

Currently serve as a Board member for a small credit union for EBMUD's employees, retirees and relatives thereof. Previously served on a non-profit board that supports LGBTQ+ youth in Phoenix; roles included Secretary, Vice Chair and Chair.

**Please list all organization memberships and positions held.**

**Please list any relevant work and volunteer experience.**

Currently serve as the Manager of Budget for EBMUD, overseeing a small team that supports the \$1.4 billion annual budget. Previous experience includes as a local government analyst for Moody's Investors Service (bond rating agency) as well as previous work directly supporting the City Manager of the City of Phoenix, Arizona (with 14,000 employees including public safety).

**Why are you interested in serving on this Board, Commission or Committee?**

I am most interested in serving on the Budget Advisory Committee given my experience in this area, however I would be happy to support my community in any way that they need. I want to serve Emeryville as I am a new homeowner in the city and would like to do what I can to help my community.

**PLANNING COMMISSION APPLICANTS ONLY**

**Please provide a short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.**

\* indicates required fields.

# Samuel Feldman

1001 47<sup>th</sup> Street, Emeryville, California 94608  
(602) 820-1488 • sam@fldmn.com

## Profile

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- Public sector professional with a record of measurable achievement, process innovation, and positive leadership.
- Passionate about organizing people and process to add value and plan for the long-term with short-term action.
- Demonstrated ability to rapidly learn and adjust to dynamic conditions using a strengths-based approach.

## Experience

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### **EAST BAY MUNICIPAL UTILITY DISTRICT**

Oakland, CA

#### ***Manager of Budget***

**March 2022 – Present**

Manager of the Office of Budget & Performance, a team of six that oversees the District's \$1.4 billion annual expense budget as well as the District's Strategic Plan and Key Performance Indicators. Started in the role as interim manager while still performing the duties of Debt Administrator, including issuing bonds for the first time since 2019, and I was selected as the permanent Manager of Budget in May 2022 in an open recruitment.

- Significantly improved team morale after the retirement of the long-term Manager of Budget and the second-line manager in the division, as well as the challenging implementation of a new financial information system (Oracle ERP) in November 2021 as well as new budgeting software (Oracle EPM-Planning), which was launched during my tenure as the Manager of Budget in June 2022.
- Developed notable technical skills to lead report writing and implementation of EPM-Narrative Reporting, which led to automating elements of budget book preparation, as well as support automating audit writing in future years, in partnership with the Accounting Division.
- Frequently present to the Board on various topics, including the District's Key Performance Indicators, annual budget performance, development of the Biennial Budget.

#### ***Debt Administrator***

**February 2021 – March 2022**

Lead responsibility for EBMUD's debt program, which comprised a combined \$2.7 billion in long-term revenue bonds, \$312.8 million in traditional commercial paper, \$32.9 million in parity state revolving fund loans, and \$9.3 million in extendable commercial paper. Revenue bonds included \$105.3 million in variable rate demand bonds, which were synthetically fixed through LIBOR-indexed interest rate swap agreements. Also oversaw contracts for four liquidity support agreements. Long-term ratings are AAA (S&P), Aaa (Moody's) and AA+ (Fitch) for the Water System, with the same for the Wastewater System except for a Aa1 from Moody's.

- Led the rating process for the Water System during bond issuance that earned the Water System an upgrade to Aaa from Moody's, which meant EBMUD is the first California water agency with a Aaa rating from Moody's, even during a drought and despite above-average leverage and exposure to variable-rate debt.
- Led the concurrent process to issue \$309.9 million in Water System Revenue Bonds and \$35.5 million in Wastewater System Revenue Bonds from selection of underwriters through an RFQ/RFP process to final closing. Additionally, the Water System Revenue Bonds led to the District's final derisking transaction, which eliminated the District's last variable rate swap agreements and converted all revenue bonds to fixed-rate debt. The issuance also produced refunding savings and led to new money proceeds for capital projects.
- Developed and successfully received Board approval for a revised Green Bonds Guidance and issued the 2022 new money bonds for both systems with the Green Bonds designation, which was the fourth issuance of Green Bonds for the Water System and the first issuance of Green Bonds for the Wastewater System.
- Executed, from planning to contract signing, an RFP for Municipal Advisor Services within seven months of starting at the District, ending with two contracts with an expected value of \$2.9 million over seven years. Negotiated costs with both proposers to ensure pay equity and reasonable costs. Worked with others, including Contract Equity and Risk Management, to ensure process and outcomes met the District's goals.
- Successfully managed the concurrent extension process for two liquidity support agreements, working with the District's municipal advisor and bond counsels. Presented and explained the agreements to the Finance and Administration Committee and full Board of Directors in seeking approval to extend the existing agreements, which was determined to be the lowest-cost option through analysis and comparison to similar agreements.
- Worked across Departments and with external advisors and consultants to understand and analyze a Water Infrastructure Finance and Innovation Act (WIFIA) loan, for which the District was invited to apply. After significant new financial and regulatory analysis, led the effort to receive internal agreement to decline to apply given the known cost increases associated with participating in WIFIA compared to the limited potential for financial benefit. Also presented on WIFIA twice to the Finance and Administration Committee and several times to SMT members.

- Carefully estimated debt budget costs in Fiscal Year 2021 (combined budget of \$248 million) to support the successful reduction in outstanding principal on the District's commercial paper programs. Managed the process to complete the pay downs, inform commercial paper dealers and provide notice to stakeholders.
- Served as primary manager of the wire process during the Investment Administrator position vacancy, including working with Accounting staff and the Treasury Manager to develop an interim process, to replace the prior process, during the implementation of a new financial system (Elsie). Training recent hire on wire processes.
- Successfully completed an RFP process, at my recommendation, for Bond Trustee and Related Services to ensure careful, consistent and high-quality service provision of critical services related to the District's debt. Led to changing the vendor from BNY Mellon to US Bank, which is expected to improve record-keeping, reduce long-term costs, and improve service.
- Supported negotiations with labor groups by working with others to estimate proposal costs and contributing to strategy and communication related to economic trends, cost estimates, and long-term affordability.

## **MOODY'S INVESTORS SERVICE**

***Assistant Vice President***

***Analyst***

***Associate Analyst 1***

San Francisco, CA

**October 2019 – February 2020**

**May 2017 – October 2019**

**July 2015 – May 2017**

Assigned local government bond ratings, including quantitative and qualitative analysis, communicating with local government officials and writing high-quality research on major topics in local government credit quality. Working with municipal utilities, cities, counties, school districts and other special districts in the West region.

- Authored notable national research on credit quality for school districts during the coronavirus pandemic.
- Conducted training on measuring capital assets quality and continuing to research and publish on the topic.
- Authored for both the 2019 and 2018 *Local Government Outlooks*, Moody's publications that look forward to the strengths and challenges for local government credit quality in the next 12 months across the US.
- Served as state lead for Oregon, Idaho, Utah and other states, including monitoring legislation, attending and presenting at conferences, and serving as primary resource for local governments.
- Focused on process improvement, mentoring, team engagement, and collaboration across regional offices.
- Served as leadership team member of the San Francisco LGBTQA Employee Resource Group.

## **CITY OF PHOENIX**

***Management Assistant II, City Manager's Office***

Phoenix, AZ

**June 2012 – July 2015**

Served as assistant to City Manager and provided support to other city executives and the Mayor and City Council.

- Led internal pension reform efforts, including work on two ballot proposals. Work included best-practice research, preparing reports for and presenting to the City Council, and working with labor leaders and other stakeholders. Included managing outside legal counsel and actuaries for contracts with a total value of approximately \$250,000.
- Co-chaired the Steering Committee for, and lead the local coordination of, the Transforming Local Government Conference in April 2015, an annual national conference from the Alliance for Innovation.
- Coordinated and conducted briefings of City Council members and members of the media.
- Communicated with various department staff to provide direction on administrative regulations and policy.
- Provided staff support and coordination of two City Council Subcommittees, as well as internal staff meetings.
- Supervised the Secretary to the City Manager and managed a wide variety of other short and long-term projects.

***Project Manager, Community and Economic Development***

**June 2011 – May 2012**

Worked with the Business Retention and Expansion Division to launch new business processes related to outreach and relationship-building with existing Phoenix businesses. Led pilot implementation of Salesforce for two divisions.

Completed training in tax policy from the Arizona Association for Economic Development.

***Phoenix Management Intern***

**July 2010 – June 2011**

One of two interns in the 61<sup>st</sup> class of the City of Phoenix Management Intern Program. Rotation included six months in the City Manager's Office and three months each in Water Services and Public Works. Worked on research and major policy initiatives, including leading the development of the Phoenix Strategic Plan. Actively managed the preparation of reports and responses to customer and City Council concerns during the early 2011 proposed water rate increase.

## **NORTHERN ARIZONA UNIVERSITY**

***Adjunct Faculty, Extended Campus, Public Administration***

Phoenix, AZ

**June 2012 – July 2015**

Taught more than 10 upper-division public administration classes (organization theory, public budgeting, and program planning) for the NAU Extended Campus. Classes were delivered in hybrid format, with both online and in-person activities and assignments.

## **ST. LUKE'S HEALTH INITIATIVES**

### ***Communications and Research Assistant***

Phoenix, AZ

**February 2009 – July 2010**

Planned, managed, and created communication about health policy topics in Arizona. Self-directed work included technology, research, and communications, including framing of health policy issues.

## **ALLIANCE FOR INNOVATION**

### ***Research Assistant***

Phoenix, AZ

**August 2008 – May 2009**

Part of a national membership-supported non-profit that researched innovative local government practices. Researched best practices in various topics, including human resources and public service delivery. Published three articles in print and online newsletters sent to 400 local governments.

## **Education**

### ***Master of Public Administration, Arizona State University***

**May 2010**

#### **Marvin Andrews Fellow in Urban Management**

One of three-member cohort selected for Fellowship program. Fellowship provided full tuition, paid internships, networking with current and former city managers, and travel scholarships to attend state and national conferences.

### ***Bachelor of Arts, Arizona State University***

**August 2008**

Major: Urban & Metropolitan Studies. Member of program's first graduating class.

## **Community**

### **Board of Directors, one•n•ten**

**2010 – 2015**

Served as chair for two years, as well as vice chair and secretary. one•n•ten is an Arizona non-profit whose mission is to serve LGBTQ youth and young adults by providing empowering social and service programs that promote self-expression, self-acceptance, leadership development and healthy life choices.

# Samuel Feldman

## Profile

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Public finance executive with more than 15 years of experience across local government administration, municipal credit analysis, and utility financial management. Consistent record of building high-performing teams, driving organizational transformation, and delivering measurable results in complex fiscal environments.

## Experience

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### EAST BAY MUNICIPAL UTILITY DISTRICT

Oakland, CA

#### *Manager of Budget*

**March 2022 – Present**

Manager of the Office of Budget & Performance, a team of eight responsible for the District's \$1.5 billion annual expense budget, Strategic Plan and Key Performance Indicators, and grants administration. Also oversee research and innovation work and support data science efforts. Took on the role as interim manager while still serving as Debt Administrator — selected as permanent Manager in an open recruitment in May 2022. EBMUD is the 13<sup>th</sup> largest public water utility in the United States, serving 1.4 million customers with clean drinking water and 740,000 customers with wastewater treatment.

- Significantly expanded the strategic visibility of the role. Along with the Treasury Manager and Director of Finance, provide key financial and strategic counsel to the General Manager on major organizational change initiatives to improve the way EBMUD addresses aging infrastructure and rate affordability, while reducing long-term reliance on debt to fund the capital program.
- Led a multi-year effort to redesign the District's Capital Improvement Program prioritization process. Working with the Senior Management Team, developed a two-axis framework weighing urgency and importance across more than 500 projects. Presented the framework at the CIP Forum, a national conference for large water and wastewater utilities, and have since advised peer agencies pursuing similar efforts.
- The new prioritization framework enabled the District to publish and fund a 10-year CIP for the first time, replacing the prior five-year plan. The effort required close coordination with the Treasury Manager on rates and debt modeling, introduced project-level capital budget controls in place of program-level management, and significantly increased transparency and accountability across the District's \$6.8 billion combined CIP. Efforts supporting this work included procuring and implementing InVizion, a cloud-based financial modeling tool, for CIP prioritization and scenario modeling.
- Tasked by the General Manager to build EBMUD's first centralized grants program, launched in August 2025. Procured new grants management software and began implementation in February 2026.
- Tasked by the General Manager to create and hire for a new Principal Management Analyst for Research and Innovation, and have collaborated on a new data science approach to improve operations and reduce long-term costs.
- Overhauled the District's Key Performance Indicators, converting all metrics to measurable targets, introducing a four-level performance system (Exceeded, Full Success, Partial Success, and Needs Attention), and classifying each KPI as Leading or Lagging to improve transparency. Presented the framework at a Government Finance Officers Association webinar on performance measurement, which I organized and moderated alongside peer utilities and cities.
- Stabilized and rebuilt team morale following the retirement of the long-term Manager of Budget and second-line manager, concurrent with a difficult Oracle Cloud ERP implementation. Successfully launched new Oracle EPM-Planning budgeting software on schedule in June 2022 – widely regarded as a more successful implementation than the larger financial system rollout. Developed technical expertise in EPM-Narrative Reporting, automating key elements of budget book preparation.
- Present regularly to the Board on KPIs, budget development, and performance, as well as to the public during budget development. Also present frequently to internal audiences across East Bay and upcountry operations on capital and operating cost controls, working collaboratively with engineering and operations teams to strengthen accountability.
- Served as Finance's lead during union negotiations, overseeing all cost estimating and presenting frequently in Closed Session. Recognized for the ability to rapidly model the cost implications of competing proposals, enabling faster Board decision-making and the quickest conclusion to negotiations in more than a decade.
- Lead and develop the Budget & Performance Team with a focus on morale, capacity-building, and a strengths-based approach to assignments. Have worked to upskill staff in critical thinking and analytics through training and stretch assignments, consistently maintaining high engagement while also holding staff accountable to clear performance standards.

## **Debt Administrator**

**February 2021 – March 2022**

Lead responsibility for EBMUD's debt program, which comprised a combined \$2.7 billion in long-term revenue bonds, \$312.8 million in traditional commercial paper, \$32.9 million in parity state revolving fund loans, and \$9.3 million in extendable commercial paper. Revenue bonds included \$105.3 million in variable rate demand bonds, which were synthetically fixed through LIBOR-indexed interest rate swap agreements. Also oversaw contracts for four liquidity support agreements. Long-term ratings are AAA (S&P), Aaa (Moody's) and AA+ (Fitch) for the Water System, with the same for the Wastewater System except for a Aa1 from Moody's.

- Led the rating process for the Water System during bond issuance that earned the Water System an upgrade to Aaa from Moody's, which meant EBMUD is the first California water agency with a Aaa rating from Moody's, even during a drought and despite above-average leverage and exposure to variable-rate debt.
- Led the concurrent process to issue \$309.9 million in Water System Revenue Bonds and \$35.5 million in Wastewater System Revenue Bonds from selection of underwriters through an RFQ/RFP process to final closing. Additionally, the Water System Revenue Bonds led to the District's final swap-derisking transaction, which eliminated the District's last variable rate swap agreements and converted all revenue bonds to fixed-rate debt. The issuance also produced refunding savings and led to new money proceeds for capital projects.
- Received Board approval for a revised Green Bonds Guidance and issued the 2022 new money bonds for both systems with the Green Bonds designation, which was the first issuance of Green Bonds for the Wastewater System and the fourth issuance of Green Bonds for the Water System.
- Executed, from planning to contract signing, an RFP for Municipal Advisor Services within seven months of starting at the District, ending with two contracts with an expected value of \$2.9 million over seven years. Negotiated costs with both proposers to ensure pay equity and reasonable costs. Worked with others, including Contract Equity and Risk Management, to ensure process and outcomes met the District's goals.
- Successfully managed the concurrent extension process for two liquidity support agreements, working with the District's municipal advisor and bond counsels. Presented and explained the agreements to the Finance and Administration Committee and full Board of Directors in seeking approval to extend the existing agreements, which was determined to be the lowest-cost option through analysis and comparison to similar agreements.
- Worked across Departments and with external advisors and consultants to understand and analyze a Water Infrastructure Finance and Innovation Act (WIFIA) loan, for which the District was invited to apply. After significant new financial and regulatory analysis, led the effort to receive internal agreement to decline to apply given the known cost increases associated with participating in WIFIA compared to the limited potential for financial benefit. Also presented on WIFIA twice to the Finance and Administration Committee and several times to SMT members.
- Carefully estimated debt budget costs in Fiscal Year 2021 (combined budget of \$248 million) to support the successful reduction in outstanding principal on the District's commercial paper programs. Managed the process to complete the pay downs, inform commercial paper dealers and provide notice to stakeholders.
- Served as primary manager of the wire process during the Investment Administrator position vacancy, including working with Accounting staff and the Treasury Manager to develop an interim process, to replace the prior process, during the implementation of a new financial system (Elsie).
- Successfully completed an RFP process, at my recommendation, for Bond Trustee and Related Services to ensure careful, consistent and high-quality service provision of critical services related to the District's debt. Led to changing the vendor from BNY Mellon to US Bank, which is expected to improve record-keeping, reduce long-term costs, and improve service.
- Supported negotiations with labor groups by working with others to estimate proposal costs and contributing to strategy and communication related to economic trends, cost estimates, and long-term affordability.

## **MOODY'S INVESTORS SERVICE**

**Assistant Vice President**

**Analyst**

**Associate Analyst 1**

Promoted twice over about four years, from Associate Analyst to Assistant Vice President. Assigned local government bond ratings, including quantitative and qualitative analysis, communicating with local government officials and writing high-quality research on major topics in local government credit quality. Worked with municipal utilities, cities, counties, school districts and other special districts in the West region.

- Assigned and monitored ratings for hundreds of local governments across 10 Western states and California.
- Selected as the only San Francisco Office analyst to contribute to a new national local government rating methodology.
- Authored both the 2019 and 2018 *Local Government Outlooks*, Moody's publications that look forward to the strengths and challenges for local government credit quality in the next 12 months across the US.

San Francisco, CA

**October 2019 – February 2021**

**May 2017 – October 2019**

**July 2015 – May 2017**

- Served as state lead for Oregon, Idaho, Utah and other states, including monitoring legislation, attending and presenting at conferences, and serving as primary resource for local governments.
- Developed a compliance-improvement framework called Project Zero that aimed to make the San Francisco Office the first of the four regional offices (including New York headquarters) to have zero compliance flags on rating committee documentation in a single month. The effort included a new rotating peer pre-review step, new training and checklists, and an improved workflow, all specific to this office. The effort succeeded despite initial rejection from national management, and was later replicated across all offices, which also included reduced time for analysts.
- Authored notable national research on credit quality for school districts during the coronavirus pandemic.
- Developed and conducted internal training on measuring capital-asset quality.
- Focused on process improvement, mentoring, team engagement, and collaboration across regional offices.
- Served as leadership team member of the San Francisco LGBT+ Employee Resource Group.

## **CITY OF PHOENIX**

Phoenix, AZ

### ***Management Assistant II, City Manager's Office***

**June 2012 – July 2015**

Served as the management assistant to City Managers David Cavazos and Ed Zuercher and provided support to other city executives and the Mayor and City Council.

- Under the leadership of Rick Naimark, Deputy City Manager, led internal pension reform efforts, including work on two ballot proposals. Work included best-practice research, preparing reports for and presenting to the City Council, and working with labor leaders and other stakeholders. Included managing outside legal counsel and actuaries for contracts with a total value of approximately \$250,000.
- Co-chaired the Steering Committee with Ginger Spencer and led the local coordination of the Transforming Local Government Conference in April 2015, an annual national conference from the Alliance for Innovation.
- Coordinated and conducted briefings of City Council members and members of the media.
- Communicated with various department staff to provide direction on administrative regulations and policy.
- Provided staff support and coordination of two City Council Subcommittees, as well as internal staff meetings.
- Supervised the Secretary to the City Manager and managed a wide variety of other short and long-term projects.

### ***Project Manager, Community and Economic Development***

**June 2011 – May 2012**

Worked with the Business Retention and Expansion Division to launch new business processes related to outreach and relationship-building with existing Phoenix businesses. Led pilot implementation of Salesforce for two divisions. Completed training in tax policy from the Arizona Association for Economic Development.

### ***Phoenix Management Intern***

**July 2010 – June 2011**

One of two interns in the 61<sup>st</sup> class of the City of Phoenix Management Intern Program. Rotation included six months in the City Manager's Office and three months each in Water Services and Public Works. Worked on research and major policy initiatives, including leading the development of the Phoenix Strategic Plan. Actively managed the preparation of reports and responses to customer and City Council concerns during the early 2011 proposed water rate increase.

## **NORTHERN ARIZONA UNIVERSITY**

Phoenix, AZ

### ***Adjunct Faculty, Extended Campus, Public Administration***

**June 2012 – July 2015**

Taught more than 10 upper-division public administration classes (organization theory, public budgeting, and program planning) for the NAU Extended Campus. Classes were delivered in hybrid format, with both online and in-person activities and assignments.

## **ST. LUKE'S HEALTH INITIATIVES**

Phoenix, AZ

### ***Communications and Research Assistant***

**February 2009 – July 2010**

Planned, managed, and created communication about health policy topics in Arizona. Self-directed work included technology, research, and communications, including framing of health policy issues.

## **ALLIANCE FOR INNOVATION**

Phoenix, AZ

### ***Research Assistant***

**August 2008 – May 2009**

Part of a national membership-supported non-profit that researched innovative local government practices. Researched best practices in various topics, including human resources and public service delivery. Published three articles in print and online newsletters sent to 400 local governments.

## Education

---

### **Master of Public Administration, Arizona State University**

**May 2010**

#### **Marvin Andrews Fellow in Urban Management**

One of three-member cohort selected for Fellowship program. Fellowship provided full tuition, paid internships, networking with current and former city managers, and travel scholarships to attend state and national conferences.

### **Bachelor of Arts, Arizona State University**

**August 2008**

Major: Urban & Metropolitan Studies. Member of program's first graduating class.

## Community

---

### **Board of Directors, Utility District Credit Union**

**2023 – Present**

*Board President*

*2025 – Present*

*Vice President/Secretary*

*2024*

Serve in leadership of the Board, as Vice President/Secretary (2024) and President (2025-Current). Single-handedly led recruitment for the new CEO, from initiation to start date in less than six weeks, ending with the strongest manager the Credit Union has had in many years. The Credit Union is a closed-membership, 1,900-member bank for EBMUD's employees, retirees and their families, primarily offering checking and savings accounts and auto loans. Established in 1935, the enduring philosophy is "service rather than profit."

### **City of Emeryville Budget Advisory Committee**

**2023 – Present**

*Chair*

*2025 – Present*

*Vice Chair*

*2024*

*Member*

*2023*

Appointed by the council to the City of Emeryville's Budget Advisory Committee, responsible for overseeing the city's financial planning and budgetary processes. Duties include reviewing budget proposals, advising on fiscal policies, and ensuring transparent and efficient use of public funds.

### **FSHD Society**

**2026 - Present**

*Bay Area Chapter Lead & Member*

*Finance & Governance Committee*

Recently increased my involvement with the FSHD Society, a research-focused patient organization for FSH muscular dystrophy.

### **Board of Directors, one•n•ten, Phoenix, Arizona**

**2010 – 2015**

Served as chair for two years, as well as vice chair and secretary. one•n•ten is an Arizona non-profit whose mission is to serve LGBTQ youth and young adults by providing empowering social and service programs that promote self-expression, self-acceptance, leadership development and healthy life choices.

# Advisory Body Application

Submitted on 24 April 2026, 5:36pm  
Receipt number 48  
Related form version 0

## Applicant Information

Full Name David Kritzberg

Email Address

Please specify the Advisory Body you are applying for Budget Advisory Committee

I am applying to the Bicycle/Pedestrian Advisory Committee as a/an:

I am applying to the Budget Advisory Committee as a/an: Resident (Person residing in Emeryville.)

I am applying to the Commission on Aging as a/an:

I am applying to the Economic Development Advisory Committee as a/an:

I am applying to the Housing Committee as a/an:

I am applying to the Parks and Recreation Committee as a/an:

I am applying to the Planning Commission as a/an:

I am applying to the Public Art Committee as a/an:

I am currently a member of the above Advisory Body and am seeking reappointment. Yes

If you are seeking re-appointment, has any of your information changed within the last 12 months? No

## Residency Information

Home Address

---

City

---

State

---

Zip Code

---

Home/Cell Phone Number

---

How long have you lived in Emeryville?

## Employment Information

---

Employment Status

Place of Employment

Occupation

Business Address

City

State

Zip Code

Business Phone Number

How long have you worked in Emeryville?

Upload Your Resume

## Demographic Information

---

What race/ethnicity do you most closely identify with?  
Select all that apply.

If not listed above, please specify:

Age Group

Household Annual Income Level

Are there children under the age of 18 in your household?

## Education

---

High School

---

College

---

Trade or Business School(s)

---

Other Interest

## Advisory Body Experience / Information

---

Are you currently serving on other Boards, Commissions, or Committees?

---

Have you served on a Board, Commission, or Committee before?

---

Please list all past and current City of Emeryville advisory boards.

---

Please list any past and current board, commission or committee memberships outside of Emeryville.

---

Please list all organization memberships and positions held.

---

Please list any relevant work and volunteer experience.

---

Why are you interested in serving on this Board, Commission, or Committee?

## Planning Commission Applicants Only

---

Please provide a short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.

**From:** noreply@civicplus.com  
**Sent:** Wednesday, June 15, 2022 6:16 PM  
**To:** Website DL - Clerk's Office; Brad Farmer; Peggy Xu; Christine Daniel  
**Subject:** [External] Online Form Submittal: Board / Committee / Commission Application

## Board / Committee / Commission Application

### PERSONAL INFORMATION

**Full Name:\*** David Kritzberg  
**Email Address:\*** [REDACTED]  
**Gender:**

**Please specify the Board, Commission or Committee you are applying for:\***  
[Budget Advisory Committee V]

**Which position on the Advisory Body are you applying for?\***  
[Community Member V]

**I am currently a member of the above Committee, and am seeking reappointment.\***  
 Yes  No

**If you are seeking re-appointment, has any of your information changed within the last 12 months?**  
*If your answer is yes, please complete the rest of this form. If your information has not changed within the past 12 months, please only enter your name and email information above. You do not need to complete the remainder of this form.*  
 Yes  No

### RESIDENCY / EMPLOYMENT INFORMATION

**Home Address:** [REDACTED] **City:** [REDACTED] **State:** [REDACTED] **Zip Code:** [REDACTED]

**Home/Cell Phone Number:** [REDACTED] **How long have you lived in Emeryville?**  
12 years

**Place of Employment:** Appian Data Services  
**Occupation:** owner

**Business Address:** 4600 Adeline Street  
**City:** Emeryville **State:** CA **Zip Code:** 94608

**Business Phone Number:** 13038086496  
**How long have you worked in Emeryville?**  
10 years

**Upload Your Résumé:**  
[     ]

### EDUCATION / EXTRACURRICULAR INTERESTS

**High School:**  
Pinole Valley High School

**College:**  
UC Davis BA, CU Boulder PhD

**Trade or Business School(s):**  
**Other Interests:**

### ADVISORY BODY EXPERIENCE / INFORMATION

**Are you currently serving on other Boards, Commissions or Committees?**

Yes

No

**Have you served on a Board, Commission or Committee before?**

Yes

No

**Please list all past and current City of Emeryville advisory boards.**

EDAC

**Please list any past and current board, commission or committee memberships outside of Emeryville.**

BPAC ECDC

**Please list all organization memberships and positions held.**

**Please list any relevant work and volunteer experience.**

business owner healthcare finance consultant economist

**Why are you interested in serving on this Board, Commission or Committee?**

I'm motivated to help keep the city on a solid financial footing

### **PLANNING COMMISSION APPLICANTS ONLY**

**Please provide a short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.**

Emeryville has made strides in meeting its commitments and navigating difficult circumstances over the past several years, building ECCL, adjusting to COVID, the end of Redevelopment, increases in required contributions to CALPERS, building an Arts Center, keeping ECDC running, and many other achievements. Going forward it will be necessary to continue to anticipate and recognize challenges and make choices that will keep things solid. I want to help make that happen from the position of a community member.

# Advisory Body Application

Submitted on 1 May 2026, 12:26pm  
Receipt number 63  
Related form version 0

## Applicant Information

Full Name Fran Quittel

Email Address



Please specify the Advisory Body you are applying for Budget Advisory Committee

I am applying to the Bicycle/Pedestrian Advisory Committee as a/an:

I am applying to the Budget Advisory Committee as a/an: Resident (Person residing in Emeryville.)

I am applying to the Commission on Aging as a/an:

I am applying to the Economic Development Advisory Committee as a/an:

I am applying to the Housing Committee as a/an:

I am applying to the Parks and Recreation Committee as a/an:

I am applying to the Planning Commission as a/an:

I am applying to the Public Art Committee as a/an:

I am currently a member of the above Advisory Body and am seeking reappointment. Yes

If you are seeking re-appointment, has any of your information changed within the last 12 months? No

## Residency Information

Home Address

---

City

---

State

---

Zip Code

---

Home/Cell Phone Number

---

How long have you lived in Emeryville?

## Employment Information

---

Employment Status

Place of Employment

Occupation

Business Address

City

State

Zip Code

Business Phone Number

How long have you worked in Emeryville?

Upload Your Resume

## Demographic Information

---

What race/ethnicity do you most closely identify with?  
Select all that apply.

If not listed above, please specify:

Age Group

Household Annual Income Level

Are there children under the age of 18 in your household?

## Education

---

High School

---

College

---

Trade or Business School(s)

---

Other Interest

## Advisory Body Experience / Information

---

Are you currently serving on other Boards, Commissions, or Committees?

---

Have you served on a Board, Commission, or Committee before?

---

Please list all past and current City of Emeryville advisory boards.

---

Please list any past and current board, commission or committee memberships outside of Emeryville.

---

Please list all organization memberships and positions held.

---

Please list any relevant work and volunteer experience.

---

Why are you interested in serving on this Board, Commission, or Committee?

## Planning Commission Applicants Only

---

Please provide a short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.

**From:** noreply@civicplus.com  
**Sent:** Friday, June 29, 2018 1:31 PM  
**To:** Sheri Hartz; Lorraine Leong; Susan Hsieh  
**Subject:** Online Form Submittal: Board / Committee / Commission Application

## Board / Committee / Commission Application

### PERSONAL INFORMATION

**Full Name:\*** Fran Quittel  
**Email Address:\*** [REDACTED]  
**Gender:** f

**Please specify the Board, Commission or Committee you are applying for:\***

[Budget Advisory Committee V]

**Which position(s) on the Advisory Body are you applying for?**

- |   |  |
|---|--|
| <input type="checkbox"/> Business Representative            | <input type="checkbox"/> Planning Commissioner         |
| <input type="checkbox"/> City Labor Representative          | <input checked="" type="checkbox"/> Resident           |
| <input type="checkbox"/> Community Member                   | <input type="checkbox"/> Resident (Dog Owner)          |
| <input type="checkbox"/> Large Business Representative      | <input type="checkbox"/> Senior Community Member       |
| <input type="checkbox"/> Non-Profit Business Representative | <input type="checkbox"/> Small Business Representative |

**I am currently a member of the above Committee, and am seeking reappointment.\***

Yes  No

**If you are seeking re-appointment, has any of your information changed within the last 12 months?**

Yes  No

*If your answer is yes, please complete the rest of this form.*

*If your information has not changed within the past 12 months, please only enter your name and email information above. You do not need to complete the remainder of this form.*

### RESIDENCY / EMPLOYMENT INFORMATION

**Home Address:** [REDACTED] **City:** [REDACTED] **State:** [REDACTED] **Zip Code:** [REDACTED]

**Phone Number:** [REDACTED] **How long have you lived in Emeryville?**  
35

**Place of Employment:** retired and occasionally working **Occupation:**

**Business Address:** [REDACTED] **City:** [REDACTED] **State:** CA **Zip Code:** [REDACTED]

**Phone Number:** [REDACTED] **How long have you worked in Emeryville?**

### EDUCATION / EXTRACURRICULAR INTERESTS

**High School:** [REDACTED] **College:** B.A. Hunter College, M. Phil, Yale University

**Trade or Business School(s):**

U. of Illinois, Master's

**Other Interests:**

I am a good researcher and business (non-fiction) and children's book author. I am interested in the City of Emeryville from a variety of perspectives. I am also an active hiker, seeking to preserve the livability of our City.

**ADVISORY BODY EXPERIENCE / INFORMATION**

**Are you currently serving on other Boards, Commissions or Committees?**

Yes

No

**Have you served on a Board, Commission or Committee before?**

Yes

No

**Please list all past and current City of Emeryville advisory boards.**

**Please list any past and current board, commission or committee memberships outside of Emeryville.**

**Please list all organization memberships and positions held.**

**Please list any relevant work and volunteer experience.**

Originally, on the faculty at Mills College in the academic discipline of Spanish and Latin American language and literature, I served for many years as a technical recruiter specializing in the software industry. I also wrote business books specializing in technology careers and careers in general. . . . which I still do.

**Why are you interested in serving on this Board, Commission or Committee?**

I have been invited to re-apply because I am viewed as a member who does her homework, is prepared, and faithfully shows up for meetings. I form my own opinions and present the research that supports them.

**PLANNING COMMISSION APPLICANTS ONLY**

**Please provide a short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.**

# Advisory Body Application

Submitted on 15 April 2026, 4:22pm  
Receipt number 16  
Related form version 0

## Applicant Information

Full Name John T. Van Geffen

Email Address

Please specify the Advisory Body you are applying for Budget Advisory Committee

I am applying to the Bicycle/Pedestrian Advisory Committee as a/an:

I am applying to the Budget Advisory Committee as a/an: Resident (Person residing in Emeryville.)

I am applying to the Commission on Aging as a/an:

I am applying to the Economic Development Advisory Committee as a/an:

I am applying to the Housing Committee as a/an:

I am applying to the Parks and Recreation Committee as a/an:

I am applying to the Planning Commission as a/an:

I am applying to the Public Art Committee as a/an:

I am currently a member of the above Advisory Body and am seeking reappointment. No

If you are seeking re-appointment, has any of your information changed within the last 12 months?

## Residency Information

Home Address

City	[REDACTED]
State	[REDACTED]
Zip Code	[REDACTED]
Home/Cell Phone Number	[REDACTED]
How long have you lived in Emeryville?	12years

## Employment Information

Employment Status	Employed
Place of Employment	California Public Utilities Commission
Occupation	Attorney
Business Address	505 Van Ness Ave
City	San Francisco
State	CA
Zip Code	94102
Business Phone Number	4157032005
How long have you worked in Emeryville?	NA (unless you count working from home)
Upload Your Resume	[REDACTED]

## Demographic Information

What race/ethnicity do you most closely identify with? Select all that apply.	White
If not listed above, please specify:	
Age Group	45-64 years old
Household Annual Income Level	\$200,000 or more
Are there children under the age of 18 in your household?	Yes

## Education

High School	St. Mary's (Annapolis MD)
College	Pennsylvania State University (State College PA)
Trade or Business School(s)	Santa Clara School of Law (Santa Clara CA)
Other Interest	I am currently on the Emery Unified School District Board of Trustees. Professionally, I sit on various non-profit industry boards.

## Advisory Body Experience / Information

Are you currently serving on other Boards, Commissions, or Committees?	Yes
Have you served on a Board, Commission, or Committee before?	Yes
Please list all past and current City of Emeryville advisory boards.	(1) School Board Trustee – President (12/24 – 12/26); Vice President (2023-2024); Re-Elected 1/24; Elected 11/20; Appointed 4/20. (2) ECCL Governance Committee – (2020 – Present). (3) Parcel Tax Citizens Oversight Committee - Committee chair (10/18 – 2020). Appointed Feb' 2017 - 2020.
Please list any past and current board, commission or committee memberships outside of Emeryville.	(1) CONFERENCE OF CALIFORNIA PUBLIC UTILITY COUNSEL - Board of Directors (4/25 – Present); Co-Chair Yount Utility Lawyers (2025 – Present) (2) CALIFORNIA LAW ASSOC., INTERN'L LAW AND IMMIGRATION SECTION – Exec. Committee Member (9/22 - Present); Programs Committee Chair (12/24 – Present); Programs Co-Chair (12/23 – 12/24) (3) OAKLAND AVIATION MUSEUM - Board of Trustees (7/11 - 10/21). (4) INTERNATIONAL AIR TRANSPORTATION SAFETY BAR ASSOCIATION - Western Pacific Regional VP (11/09 – 4/21); International Aviation Moot Court Director and Subcommittee Chair (2018 - 2020); Newsletter Editor-in-Chief (10-12).
Please list all organization memberships and positions held.	CA State Bar No. 247084 (12/06); Admissions include: U.S.D.C., Central Dist. of CA (9/07); Federal Court of Claims (11/ 11); Bankruptcy Court, Central Dist. of CA (12/16); U.S.C.A. 9th Cir. (2/16).  Local Representative for CASE Union (California Attorneys, Administrative Law Judges and Hearing Officers in State Employment)
Please list any relevant work and volunteer experience.	20 years of legal experience handling litigation, business transactions, corporate governance, utility regulation, regulatory

compliance and other areas.  
6 years on the Emery Unified School District Board of Trustees.

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**Why are you interested in serving on this Board,  
Commission, or Committee?**

I am an active member of the community and if there are vacancies  
then I want to do my part.

## **Planning Commission Applicants Only**

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Please provide a short (300 words or less) statement  
discussing your ideas and attitudes about planning in  
Emeryville. Please consider issues such as traffic, industrial  
and commercial development density, affordable housing,  
maintaining community diversity and jobs/housing balance.

**John T. Van Geffen, Esq.**



## **EMPLOYMENT**

### ***PUBLIC ADVOCATES OFFICE, CALIFORNIA PUBLIC UTILITIES COMMISSION***

Representing the Commission, researching and analyzing complex and highly technical issues related to regulating public utilities. Serving as lead attorney in litigating investigations, quasi-rulemaking and ratemaking proceedings. Manage subject matter teams and advise enforcement division management. Advising on application of regulatory statutes, defending Commission decisions, performing oral argument, training personnel and acting as lead-person in coordinating the work of other attorneys.

- ATTORNEY IV (11/21 – Present)
- ATTORNEY III (6/20 – 11/21)

### ***AVIALEX LAW GROUP, LLP***

Specializing in civil litigation, commercial transactions and aviation law. The firm is rated as one of the top 100 aviation law firms in the world by the International Air Transport Association. Clients across the United States and throughout the world, including air carriers, maintenance facilities, airports, land developers, leasing and management companies, high net worth individuals and insurance companies. Practice includes business law and commercial contracts, regulatory compliance with a focus on transportation, corporate governance and start-up business development, asset protection, emergency response plans, and multi-district civil litigation. The firm was rebranded from Michael L. Dworkin and Associates to the Avialex Law Group, LLP in the winter of 2018.

- PARTNER (1/18 - 6/20)
- ASSOCIATE (7/07–1/18)

### ***EZ TAX CREDITS, LLC***

Enterprise Zone Tax Credit consulting company. Legislation in the summer of 2013 effectively eliminated the credit's profitability and the decision was made to dissolve. Duties included conducting in-house reviews of employee and corporate information, determining California tax credit qualification based on payroll, processing and filing vouchers with local government agencies, computing hiring tax credit amounts and preparing detailed reports for tax filings.

- MANAGING MEMBER / DIR. OF BUSINESS DEVELOPMENT (2/09 - 8/13)

## **ADMISSIONS**

CA State Bar No. 247084 (12/06); U.S.D.C., Central Dist. of CA (9/07); Federal Court of Claims (11/ 11); Bankruptcy Court, Central Dist. of CA (12/16); U.S.C.A. 9<sup>th</sup> Cir. (2/16).

## **BOARD POSITIONS**

### **EMERY UNIFIED SCHOOL DISTRICT & CITY OF EMERYVILLE**

- School Board Trustee – President (12/24 – Present); Vice President (2023-2024); Re-Elected 1/24; Elected 11/20; Appointed 4/20.
- ECCL Governance Committee – (2020 – Present).
- Parcel Tax Citizens Oversight Committee - Committee chair (10/18 – 2020). Appointed Feb' 2017 - 2020.

### **CONFERENCE OF CALIFORNIA PUBLIC UTILITY COUNSEL**

- Board of Directors (4/25 – Present); Co-Chair Yount Utility Lawyers (2025 – Present)

### **CALIFORNIA LAW ASSOC., INTERN'L LAW AND IMMIGRATION SECTION –**

- Exec. Committee Member (9/22 - Present); Programs Committee Chair (12/24 – Present); Programs Co-Chair (12/23 – 12/24)
- CLE Webinar Presenter and Author: *Guide for Non-US Citizens Who Wish to Register a US Aircraft*. (August 17, 2016); *Aviation Law 101* (Jan 2023)

### **OAKLAND AVIATION MUSEUM**

- Board of Trustees (7/11 - 10/21).

### **INTERNATIONAL AIR TRANSPORTATION SAFETY BAR ASSOCIATION**

- Western Pacific Regional VP (11/09 – 4/21); International Aviation Moot Court Director and Subcommittee Chair (2018 - 2020); Newsletter Editor-in-Chief (10-12).

## **ASSOCIATIONS, PUBLICATIONS, SPEAKING ENGAGEMENTS, AWARDS, Etc.**

- **CA ATTORNEYS, ADMIN. LAW JUDGES, AND HEARING OFFICERS IN STATE EMPLOYMENT (CASE Union)** – Local Rep. for Bay Area (5/22 – Present)
- **NATIONAL BUSINESS AVIATION ASSOCIATION** - Recipient of NBAA's 2019's "Top 40 Under 40" in Business Aviation – business management category.
- **SUPERLAWYERS** – 2020 Northern California Rising Star
- **CA LAWYER, DAILY JOURNAL** – *What impact will the new tax law have on business aviation?* (5.23.18); *Representing Clients (or yourself) when buying preowned aircraft* (6.14.18); *Handling FAA Enforcement Matters* (6.26.18, Part 2 on 7.3.18).
- **BEST LEGAL CHOICE** – *How to Ensure You've Done Your Due Diligence When Buying a Company* and *How to Draft Non-Disclosure Agreements (NDA)*.
- **NORTHERN CALIFORNIA BUSINESS AVIATION ASSOCIATION** - March 2012 keynote speaker, "Dos and Don'ts of Responding to FAA Enforcement Actions".
- **UPCOUNSEL BLOG** – *How to draft Non-Disclosure Agreements* (June 17, 2013); *Unmanned and Unafraid – Unmanned Aerial Vehicles in the National Airspace System* (November 11, 2013).
- **AEROPodium**- Presenter: *Drafting and Implementing Emergency Response Plans for aircraft disasters* (SF Bar Assoc., May 30, 2014) (American Univ. Washington College of Law, November 10, 2014).
- **AIRCRAFT OWNER AND PILOT ASSOCIATION (AOPA)** – January 2020 "Spotlighted" Panel Attorney and "Article of the Month" publisher.
- **FLYCORPORATE MAGAZINE** – *Coming to America: A Guide for Non-US Citizens Who Wish to Register a US Aircraft* (Issue 08 - 2010); *What You Need to Know When Buying a Pre-owned Aircraft* (Issue 01 -2010).

## EDUCATION

### SANTA CLARA UNIVERSITY SCHOOL OF LAW

Juris Doctorate 06'

- **Santa Clara Computer & High Tech Law Journal, Technical Editor** - One of the Nation's Top 5 intellectual property law reviews.
- **Certified Law Clerk.** Six months with the Santa Cruz Public Defenders office.
- **International Law Concentration.** In-person classes at Univ. of Singapore (NUS) & Internship @ Skrine Legal Firm in Kuala Lumpur, Malaysia (Summer 04').
- **2005 Manfred Lachs Space Law Moot Court Competition.** Team Capt. & Lead Oralist. Won best brief & placed 3rd both in oral argument and overall.
- **ABA Negotiation Competition** – Placed 7<sup>th</sup> in Fall 2005 San Diego Regionals.
- **Phi Alpha Delta** – (President 05'-06')(Founding Vice President 03'-05') Legal service fraternity. Organized charity fundraisers, social events, membership drives and educational seminars for fellow students.

### PENNSYLVANIA STATE UNIVERSITY, MAIN CAMPUS

B.A. 03'

B.A. in Advertising and Public Relations with a Minor in Business. National Collegiate Scholar. Cumulative GPA 3.6. Dean's List 6 semesters. John held several jobs in college, including LSAT instructor for both Kaplan and Powerscore and was Kaplan's "on-site principal" for 347 high school students and 31 college-aged teachers at an on-campus summer study program. John spent his senior year as the "Campus Bud Man", i.e. an Anheuser Busch Contemporary Marketing Team Member.

## PERSONAL INTEREST

John reads at least two SciFi/Fantasy books a month, enjoys the art of cooking, boardgames and riding anything board-shaped. John has traveled every continent except Antarctica, personally met Fidel Castro, repeatedly summited Yosemite's Half Dome, jumped out of a perfectly good plane, dove with Great White sharks in South Africa, is an ordained minister (officiate weddings + free parking) and was mugged in India, twice. In Highschool John played bass guitar in an 11-member Ska band and unsuccessfully tried to learn piano, harmonica and trumpet. John's wife found all the above things charming until they got married. They have a lovely 10yr old daughter who is pure gasoline and vinegar.

# Advisory Body Application

Submitted on 21 April 2026, 12:33pm  
Receipt number 26  
Related form version 0

## Applicant Information

Full Name Erica Gabriela Vazquez

Email Address

Please specify the Advisory Body you are applying for Budget Advisory Committee

I am applying to the Bicycle/Pedestrian Advisory Committee as a/an:

I am applying to the Budget Advisory Committee as a/an: Resident (Person residing in Emeryville.)

I am applying to the Commission on Aging as a/an:

I am applying to the Economic Development Advisory Committee as a/an:

I am applying to the Housing Committee as a/an:

I am applying to the Parks and Recreation Committee as a/an:

I am applying to the Planning Commission as a/an:

I am applying to the Public Art Committee as a/an:

I am currently a member of the above Advisory Body and am seeking reappointment. No

If you are seeking re-appointment, has any of your information changed within the last 12 months?

## Residency Information

Home Address

City	
State	
Zip Code	
Home/Cell Phone Number	

How long have you lived in Emeryville? 44 years

## Employment Information

Employment Status	Employed
Place of Employment	City of Oakland
Occupation	Management Assistant
Business Address	7101 Edgewater Dr, Building 2
City	Oakland
State	CA
Zip Code	94621
Business Phone Number	5106155491
How long have you worked in Emeryville?	0
Upload Your Resume	

## Demographic Information

What race/ethnicity do you most closely identify with? Select all that apply.	Hispanic or Latino
If not listed above, please specify:	
Age Group	20-44 years old
Household Annual Income Level	\$100,000 - \$149,999
Are there children under the age of 18 in your household?	Yes

## Education

High School

Bishop O'Dowd

College

University of California, Davis and University of Phoenix

Trade or Business School(s)

Other Interest

## Advisory Body Experience / Information

Are you currently serving on other Boards, Commissions, or Committees?

No

Have you served on a Board, Commission, or Committee before?

No

Please list all past and current City of Emeryville advisory boards.

N/A

Please list any past and current board, commission or committee memberships outside of Emeryville.

I have volunteered as a note taker for a few meetings for the Oakland Police Commission.

Please list all organization memberships and positions held.

Please list any relevant work and volunteer experience.

Tax preparation volunteer for City of Oakland

Why are you interested in serving on this Board, Commission, or Committee?

I am interested in serving on the Budget Advisory Committee because I want to apply my professional experience in municipal finance and operations to the community I have called home my entire life. As a lifelong resident of Emeryville, I am committed to supporting thoughtful, sustainable financial decision-making that reflects the City's long-term needs.

Over more than 20 years with the City of Oakland, I have worked across multiple departments, including public safety, public works, and finance. This experience has given me a practical understanding of how budget decisions impact service delivery, infrastructure, and overall fiscal health. I have seen firsthand the importance of balancing immediate community needs with long-term financial stability.

With a Master's degree in Public Administration and extensive fiscal experience, I would bring a perspective grounded in both technical knowledge and real-world application. I am particularly interested in promoting fiscal responsibility and long-term planning to help ensure that Emeryville remains financially resilient and well-positioned to meet future challenges.

## Planning Commission Applicants Only

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Please provide a short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.

# ERICA VAZQUEZ



## PROFESSIONAL SUMMARY

Experienced municipal administrative services professional with over 20 years of progressively responsible experience supporting City of Oakland departments. Demonstrated expertise in fiscal operations, personnel supervision, contracts administration, City Council agenda coordination, public information projects, and policy development within a unionized Civil Service environment. Proven ability to work independently and collaboratively, manage competing priorities, ensure regulatory compliance, and deliver accurate, high-quality work products. Bilingual Spanish/English with a strong commitment to equity, accountability, and public service.

### Education

UNIVERSITY OF PHOENIX

**Master of Public Administration**

- Delta Mu Delta, Business Honor Society
- Public Finance, Public Budgeting, Data Analysis, Capital Development

UNIVERSITY OF CALIFORNIA, DAVIS

Bachelor of Art – Psychology and Spanish

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## PROFESSIONAL EXPERIENCE

City of Oakland

**Management Assistant** | July 2023 – Present

- Manage and analyze division fiscal operations, including budgets, payroll coordination, accounts payable and receivable, purchase orders, and financial reporting.
- Develop, review, and implement departmental and divisional fiscal and administrative policies and procedures to ensure compliance with City, state, and federal regulations.
- Supervise and direct administrative staff, providing guidance, training, workload prioritization, and performance oversight.
- Prepare, review, and analyze complex fiscal, operational, and administrative reports, including budget documents and staff reports.
- Review, coordinate, and prepare City Council agenda materials in accordance with City requirements and critical deadlines.
- Facilitate procurement activities and coordinate agenda processes across administrative staff.
- Administer and manage over 100 contracts for the department and City, ensuring compliance with contractual terms and regulatory requirements.
- Direct and participate in public information projects, collaborating with internal departments, external agencies, and community stakeholders.
- Demonstrate adaptability and sound judgment while managing multiple priorities in a fast-paced, public-facing environment.

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Administrative Analyst II | October 2017 – July 2023

- Administered service and maintenance contracts; monitored expenditures to ensure compliance with agreements and funding restrictions.
- Served as primary agenda report writer, ensuring accuracy, clarity, and adherence to City standards.
- Responded to Public Records Act requests, balancing transparency with legal and regulatory requirements.
- Reconciled grants and special projects; analyzed financial data to ensure compliance and fiscal accountability.
- Prepared financial reports for management review.

- Processed payroll-related reimbursements, including travel, petty cash, professional development, and automobile allowances.
  - Utilized and trained staff on Oracle Financials, supporting accurate data entry and reporting.
  - Applied critical thinking and attention to detail to resolve fiscal discrepancies and improve processes.
- 

Accounts Payable Supervisor / Acting Accountant II / Acting Administrative Analyst II  
October 2012 – October 2017

- Supervised Accounts Payable staff, including workload management, training, and performance oversight.
  - Managed fiscal operations for grants and projects; ensured compliance with contracts, labor agreements, and accounting policies.
  - Prepared trial balances, audit schedules, and financial statements; implemented audit recommendations.
  - Processed reimbursements, refunds, buy-backs, and allowances for 900+ employees.
  - Created and processed departmental contracts and issued new projects to maintain accurate financial records.
  - Applied City purchasing and accounting policies to complex fiscal transactions.
  - Demonstrated ownership and accountability in meeting deadlines and maintaining service standards.
- 

Lead Administration & Fiscal Clerk | December 2006 – October 2012

- Performed full Accounts Receivable operations for the Oakland Police Department.
  - Served as lead troubleshooter for POS cashiering systems supporting 20+ users.
  - Created daily deposits and department-wide invoices.
  - Utilized Oracle Financials (Payables, Invoicing, General Ledger, BD Access).
  - Verified purchasing card transactions and performed HR-related administrative duties.
  - Provided responsive customer service to internal staff and the public.
- 

KEY COMPETENCIES

- Personnel & Performance Management
  - Fiscal Operations & Budget Oversight
  - Contracts & Grant Administration
  - City Council Agenda & Staff Reports
  - Policy Development & Compliance
  - Public Information & Stakeholder Coordination
  - Analyzing & Interpreting Financial Data
  - Attention to Detail & Quality Control
  - Managing Competing Priorities
  - Oracle Financials & Advanced Excel
- 

ADDITIONAL QUALIFICATIONS

- Bilingual: Spanish / English
- Extensive experience working with Oakland departments, employees, and constituents
- Deep knowledge of Civil Service rules, unionized environments, and City policies

# Advisory Body Application

Submitted on 30 March 2026, 1:30pm  
Receipt number 7  
Related form version 0

## Applicant Information

Full Name Deborah Volk

Email Address

Please specify the Advisory Body you are applying for Budget Advisory Committee

I am applying to the Bicycle/Pedestrian Advisory Committee as a/an:

I am applying to the Budget Advisory Committee as a/an: Resident (Person residing in Emeryville.)

I am applying to the Commission on Aging as a/an:

I am applying to the Economic Development Advisory Committee as a/an:

I am applying to the Housing Committee as a/an:

I am applying to the Parks and Recreation Committee as a/an:

I am applying to the Planning Commission as a/an:

I am applying to the Public Art Committee as a/an:

I am currently a member of the above Advisory Body and am seeking reappointment. No

If you are seeking re-appointment, has any of your information changed within the last 12 months?

## Residency Information

Home Address

City

State

Zip Code

Home/Cell Phone Number

---

How long have you lived in Emeryville? 25 years

## Employment Information

---

Employment Status Employed

---

Place of Employment Identigral, Inc

---

Occupation Principal

---

Business Address 1224 66th Street

---

City Emeryville

---

State CA

---

Zip Code 94608

---

Business Phone Number 415-996-6126

---

How long have you worked in Emeryville? 20 yrs

---

Upload Your Resume

## Demographic Information

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What race/ethnicity do you most closely identify with? Select all that apply. White

---

If not listed above, please specify:

---

Age Group 45-64 years old

---

Household Annual Income Level \$200,000 or more

---

Are there children under the age of 18 in your household? No

## Education

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High School SC Governor's School of Science and Mathematics, Hartsville, SC

---

College Wofford College, Spartanburgh, SC

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Trade or Business School(s)

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Other Interest I have been on and am currently on Education organization boards, primarily serving as Treasurer and Finance Committee membership. I also am a robotics coach for elementary aged easy bay community members.

## Advisory Body Experience / Information

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Are you currently serving on other Boards, Commissions, or Committees?	Yes
Have you served on a Board, Commission, or Committee before?	Yes
Please list all past and current City of Emeryville advisory boards.	N/A
Please list any past and current board, commission or committee memberships outside of Emeryville.	The Berkeley School Board Treasurer and Head of the Finance Committee, 2019-2023 TinkerCoop Board Treasurer, 2023-current
Please list all organization memberships and positions held.	
Please list any relevant work and volunteer experience.	I am the founder of Identigral, Inc and we continue to run it as a part time job. I have been a robotics coach for 3 years, participating in First Robotics. I also volunteered at Bishop O'Dowd as a Lead Parent Ambassador.
Why are you interested in serving on this Board, Commission, or Committee?	My family loves Emeryville, and through my volunteer and work experience, I have become passionate about fiscal responsibility and education of such. I believe I can be a participating member of the Budget Advisory Committee.

## Planning Commission Applicants Only

Please provide a short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.

# Advisory Body Application

Submitted on 29 April 2026, 1:57pm  
Receipt number 54  
Related form version 0

## Applicant Information

Full Name Carlin Dacey

Email Address

Please specify the Advisory Body you are applying for

Economic Development Advisory Committee

I am applying to the Bicycle/Pedestrian Advisory Committee as a/an:

I am applying to the Budget Advisory Committee as a/an:

I am applying to the Commission on Aging as a/an:

I am applying to the Economic Development Advisory Committee as a/an:

Resident (Person residing in Emeryville.)

I am applying to the Housing Committee as a/an:

I am applying to the Parks and Recreation Committee as a/an:

I am applying to the Planning Commission as a/an:

I am applying to the Public Art Committee as a/an:

I am currently a member of the above Advisory Body and am seeking reappointment.

No

If you are seeking re-appointment, has any of your information changed within the last 12 months?

## Residency Information

Home Address

City

State

Zip Code

Home/Cell Phone Number

How long have you lived in Emeryville?

3 years

## Employment Information

Employment Status

Employed

Place of Employment

Uber Eats

Occupation

Sr. Strategic Operations Manager

Business Address

1725 3rd Street

City

San Francisco

State

CA

Zip Code

94158

Business Phone Number

8575449124

How long have you worked in Emeryville?

Upload Your Resume

## Demographic Information

What race/ethnicity do you most closely identify with?  
Select all that apply.

White

If not listed above, please specify:

Age Group

20-44 years old

Household Annual Income Level

\$150,000 - \$199,999

Are there children under the age of 18 in your household?

Yes

## Education

---

High School	Choate Rosemary Hall
College	Northwestern University
Trade or Business School(s)	UC Berkeley Haas, Full Time MBA Program
Other Interest	Currently also serving on the Parks and Recreation Advisory Committee

## Advisory Body Experience / Information

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Are you currently serving on other Boards, Commissions, or Committees?	Yes
Have you served on a Board, Commission, or Committee before?	Yes
Please list all past and current City of Emeryville advisory boards.	Currently serving on the Parks and Recreation Advisory Committee
Please list any past and current board, commission or committee memberships outside of Emeryville.	
Please list all organization memberships and positions held.	
Please list any relevant work and volunteer experience.	Volunteer at Los Angeles LGBT Center in Hollywood, CA
Why are you interested in serving on this Board, Commission, or Committee?	As a citizen of Emeryville, I am invested in the economic progress and success of my city. With an MBA in Business Administration, I believe that I can contribute to the committee, while also adding a resident's perspective to the committee.

## Planning Commission Applicants Only

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Please provide a short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.

# CARLIN DACEY

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## EDUCATION

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**University of California, Berkeley, Haas School of Business, Berkeley, CA** **2022**  
*Master of Business Administration: Certificates in Business Analytics and Corporate Sustainability*

**Northwestern University, Evanston, IL** **2012**  
*Bachelor of Science: Major, Communication; Minor, English*

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## EXPERIENCE

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**Uber Eats, \$20B on-demand food delivery company, San Francisco, CA** **Feb 2025-Present**  
**Senior Strategic Operations Manager, US & Canada**

- Lead strategic analytics for Starbucks and Subway business reviews, deep-diving on brand-specific growth and operational trends to inform clear Product asks and enable GTM execution on key global initiatives
- Design and launch scalable, self-serve dashboards that equip Commercial partners to proactively identify trends, uncover root causes, and prioritize high-impact actions, driving more data-driven decision-making across US & Canada
- Deconstruct Uber Eats Manager order accuracy into actionable drivers for merchant partners, enabling targeted fixes, transforming reporting from compliance-focused to improvement-driven, ultimately reducing refunds and chargebacks
- Develop clear menu price inflation narratives for Commercial teams by aligning short-term XP learnings with long-term Feed and affordability strategy, enabling more credible, Data Science-backed merchant pricing conversations

**Kyte, Series C rental car start-up, San Francisco, CA** **2022-2024**

**General Manager, West Coast (2023-2024); Market Manager, San Francisco (2022-2023)**

- Led West Coast Markets team of 20+ full-time operations managers and fleet coordinators, supervising fleet of ~1,600 gas and electric vehicles; directed Operations for 2-sided marketplace of customers and 500+ gig "Surfer" drivers
- Owned P&L for 7 markets that reached ~\$18M in revenue for FY '24; scaled revenue, operations and costs pre and post Series B, enabling a \$60M Series B fundraise and \$250M in asset debt financing
- Spearheaded pilot and development of a new product category, Pick Up At Lot, resulting in ~80% increase in first time customers and capturing ~35% of overall Kyte business within 1 year; allowed for upsell opportunity of premium delivery
- Managed contracts and relationships with national parking vendors worth \$2M+/year; personally acquired leases with municipal transportation agencies leading to savings of \$350K/year despite 20% YoY increase in fleet size
- Proposed and implemented an in-app Damage Checklist; collaborated with cross-functional teams to standardize inspection, reporting, and claims processes, reducing total unrecoverable damage/day by 255%, saving ~\$550K/year
- Cut Operations cost/trip by 40% YoY, while driving success metrics like defect rate and out of service % to all-time lows

**SPIN, micro mobility subsidiary of TIER Mobility, San Francisco, CA** **2021**

**Business Operations and Technology MBA Intern**

- Parachuted into struggling cross-functional Demo Task Force as Project Manager for critical city demonstrations; oversaw 18 demonstrations in 3 months, increasing city contract success rate from 50% to 100%
- Analyzed fleet logistics of 80+ EVT and DVT e-scooters, revamped processes for tracking and positioning fleet prior to demonstrations, increasing Spin's capacity to seek government operational approval and subsequent speed to market
- Pinpointed and resolved operational growing pains in fledgling partnership with mobility AI firm Drover, increasing their IoT module's uptime so it accurately provided sidewalk riding detection and parking validation during demonstrations

**Jimmy Kimmel Live!, ABC's late-night talk show, Hollywood, CA** **2016-2020**

**Special Projects Coordinator (2019-2020); Special Projects Assistant (2016-2019)**

- Negotiated transportation logistics with 15+ agents per week for A-list talent and musical guests; saved show \$30K+ per season by successfully upholding studio-wide policies during high pressure exchanges and tight deadlines
- Created relocation strategy for 275 staff & crew to Brooklyn (2017, 2018, 2019) and Las Vegas (2019); prioritized and streamlined information directly to managers in 20+ departments to facilitate two concurrent production schedules

**The Second City, improvisational theater company, Chicago, IL** **2013-2015**

**Executive Assistant to Executive Vice President (2015); Event Coordinator (2014); Production Intern (2013)**

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## ADDITIONAL

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- *Skills:* advanced Microsoft Office (+ Analytic Solver); SQL; Airtable; Mode; Smartsheet; PilotWare; SAP Concur; Slack
- *Interests:* avid WNBA and NWSL fan, vanilla chai tea enthusiast, doting canine parent

## Board / Committee / Commission Application

### PERSONAL INFORMATION

Full Name:\*

Calvin Dillahunty

Email Address:\*

[REDACTED]

Gender:

M

Specify the Board, Commission or Committee you are applying for:\*

Economic Development Advisory Committee

Are you currently a member of the Committee?\*

Yes

No

Home Address:\*

City:\*

State:\*

Zip Code:\*

Home / Cell Phone Number:\*

[REDACTED]

How long have you lived in Emeryville?

2 years

Place of Employment:

T-Mobile

Occupation:

Telecom Manager

Business Address:

City:

State:

Zip Code:

Business Phone Number:

How long have you worked in Emeryville?

Upload Your Résumé:

No file chosen

What race/ethnicity do you most closely identify with? Select all that apply.

White

Black or African American

Hispanic or Latino

Asian or Asian American

American Indian or Alaska Native

Native Hawaiian or Other Pacific Islander

Middle Eastern or North African

Not listed.

If not listed above, please specify:

[REDACTED]

Select Your Age Group:

20-44 Years

Select Your Household Annual Income Level:

\$150,000 - \$199,999

Are there children under the age of 18 in your household?

Yes  No

### EDUCATION / EXTRACURRICULAR INTERESTS

High School:

Edmond North

College:

Arizona State

Trade or Business School(s):

Other Interests:

[REDACTED]

### ADVISORY BODY EXPERIENCE / INFORMATION

Are you currently serving on other Boards, Commissions or Committees?

Yes

No

Have you served on a Board, Commission or Committee before?

Yes

No

Please list all past and current City of Emeryville advisory boards.

NA

Please list any past and current board, commission or committee memberships outside of Emeryville.

NA

**Please list all organization memberships and positions held.**

NA

**Please list any relevant work and volunteer experience.**

Ran for Emeryville City Council in 2024 election

**Why are you interested in serving on this Board, Commission or Committee?**

I'm interested in learning more about the community and having an impact on Emeryville

**How do you think your unique lived experience will benefit or inform the Committee's recommendations?**

I've worked in finance as a retirement planner and have a strong business and development background.

#### **PLANNING COMMISSION APPLICANTS ONLY**

**Please provide a short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.**

Emeryville stands out as one of the few cities in the East Bay without essential tenant rights and protections. To truly revitalize our community, we must diversify our industrial and commercial strategies to attract a broader spectrum of businesses. The current planning approach has proven ineffective, leading to an alarming number of vacancies. By rethinking our strategies, we can create a vibrant, thriving economy that benefits all residents and business owners in Emeryville.

\* indicates required fields.

# Advisory Body Application

Submitted on 17 April 2026, 1:27pm  
Receipt number 21  
Related form version 0

## Applicant Information

Full Name Scott Donahue

Email Address



Please specify the Advisory Body you are applying for Economic Development Advisory Committee

I am applying to the Bicycle/Pedestrian Advisory Committee as a/an:

I am applying to the Budget Advisory Committee as a/an:

I am applying to the Commission on Aging as a/an:

I am applying to the Economic Development Advisory Committee as a/an: Small Business Representative (Person representing a business in Emeryville with 55 or less employees.)

I am applying to the Housing Committee as a/an:

I am applying to the Parks and Recreation Committee as a/an:

I am applying to the Planning Commission as a/an:

I am applying to the Public Art Committee as a/an:

I am currently a member of the above Advisory Body and am seeking reappointment. Yes

If you are seeking re-appointment, has any of your information changed within the last 12 months? No

## Residency Information

Home Address

---

City

---

State

---

Zip Code

---

Home/Cell Phone Number

---

How long have you lived in Emeryville?

## Employment Information

---

Employment Status

---

Place of Employment

---

Occupation

---

Business Address

---

City

---

State

---

Zip Code

---

Business Phone Number

---

How long have you worked in Emeryville?

---

Upload Your Resume

## Demographic Information

---

What race/ethnicity do you most closely identify with?  White  
Select all that apply.

---

If not listed above, please specify:

---

Age Group  65 years and over

---

Household Annual Income Level  \$50,000 - \$99,999

---

Are there children under the age of 18 in your household?  No

## Education

---

High School

---

College

---

Trade or Business School(s)

---

Other Interest

## Advisory Body Experience / Information

---

Are you currently serving on other Boards, Commissions, or Committees?

---

Have you served on a Board, Commission, or Committee before?

---

Please list all past and current City of Emeryville advisory boards.

---

Please list any past and current board, commission or committee memberships outside of Emeryville.

---

Please list all organization memberships and positions held.

---

Please list any relevant work and volunteer experience.

---

Why are you interested in serving on this Board, Commission, or Committee?

## Planning Commission Applicants Only

---

Please provide a short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.

## Board / Committee / Commission Application

### PERSONAL INFORMATION

Full Name:\*

Thomas Scott Donahue

Email Address:\*

Scott@sdonahue.com

Gender:

Please specify the Board, Commission or Committee you are applying for:\*

Economic Development Advisory Committee

I am currently a member of the above Committee, and am seeking reappointment.\*

Yes

No

If you are seeking re-appointment, has any of your information changed within the last 12 months?

If your answer is yes, please complete the rest of this form. If your information has not changed within the past 12 months, please only enter your name and email information above. You do not need to complete the remainder of this form.

Yes

No

### RESIDENCY / EMPLOYMENT INFORMATION

Home Address:

City:

State: Zip Code:

Home/Cell Phone Number:

How long have you lived in Emeryville?

47 years

Place of Employment:

1420 45th St., #49

Occupation:

Design and fabricate public art

Business Address:

1420 45th St., #49

City:

Emeryville

State: Zip Code:

CA

Business Phone Number:

510-435-1861

How long have you worked in Emeryville?

47 years

Upload Your Résumé:

Choose File

No file chosen

### EDUCATION / EXTRACURRICULAR INTERESTS

High School:

College:

MFA

Trade or Business School(s):

Other Interests:

Leading a balance to life.

### ADVISORY BODY EXPERIENCE / INFORMATION

Are you currently serving on other Boards, Commissions or Committees?

Yes

No

Have you served on a Board, Commission or Committee before?

Yes

No

Please list all past and current City of Emeryville advisory boards.

Bike ped committee  
City Council  
Edac  
Public safety committee  
Public art committee

Please list any past and current board, commission or committee memberships outside of Emeryville.

**Please list all organization memberships and positions held.**

**Please list any relevant work and volunteer experience.**

Emeryville commerce connection board member

**Why are you interested in serving on this Board, Commission or Committee?**

We need a Balance of business and residential interests to create a livable city

**PLANNING COMMISSION APPLICANTS ONLY**

**Please provide a short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.**

\* indicates required fields.

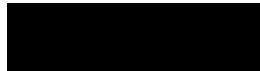
# Advisory Body Application

Submitted on 1 May 2026, 12:28pm  
Receipt number 65  
Related form version 0

## Applicant Information

Full Name Fran Quittel

Email Address



Please specify the Advisory Body you are applying for Economic Development Advisory Committee

I am applying to the Bicycle/Pedestrian Advisory Committee as a/an:

I am applying to the Budget Advisory Committee as a/an:

I am applying to the Commission on Aging as a/an:

I am applying to the Economic Development Advisory Committee as a/an: Resident (Person residing in Emeryville.)

I am applying to the Housing Committee as a/an:

I am applying to the Parks and Recreation Committee as a/an:

I am applying to the Planning Commission as a/an:

I am applying to the Public Art Committee as a/an:

I am currently a member of the above Advisory Body and am seeking reappointment. Yes

If you are seeking re-appointment, has any of your information changed within the last 12 months? No

## Residency Information

Home Address

---

City

---

State

---

Zip Code

---

Home/Cell Phone Number

---

How long have you lived in Emeryville?

## Employment Information

---

Employment Status

Place of Employment

Occupation

Business Address

City

State

Zip Code

Business Phone Number

How long have you worked in Emeryville?

Upload Your Resume

## Demographic Information

---

What race/ethnicity do you most closely identify with?  
Select all that apply.

If not listed above, please specify:

Age Group

Household Annual Income Level

Are there children under the age of 18 in your household?

## Education

---

High School

---

College

---

Trade or Business School(s)

---

Other Interest

## Advisory Body Experience / Information

---

Are you currently serving on other Boards, Commissions, or Committees?

---

Have you served on a Board, Commission, or Committee before?

---

Please list all past and current City of Emeryville advisory boards.

---

Please list any past and current board, commission or committee memberships outside of Emeryville.

---

Please list all organization memberships and positions held.

---

Please list any relevant work and volunteer experience.

---

Why are you interested in serving on this Board, Commission, or Committee?

## Planning Commission Applicants Only

---

Please provide a short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.

## Board / Committee / Commission Application

### PERSONAL INFORMATION

Full Name:\*  
Fran Quittel

Email Address:\*  
[REDACTED]

Gender:  
F

Please specify the Board, Commission or Committee you are applying for:\*

Economic Development Advisory Committee

I am currently a member of the above Committee, and am seeking reappointment.\*

- Yes  No

If you are seeking re-appointment, has any of your information changed within the last 12 months?

If your answer is yes, please complete the rest of this form. If your information has not changed within the past 12 months, please only enter your name and email information above. You do not need to complete the remainder of this form.

- Yes  No

### RESIDENCY / EMPLOYMENT INFORMATION

Home Address:  
[REDACTED]

City:  
[REDACTED]

State: Zip Code:  
[REDACTED]

Home/Cell Phone Number:  
[REDACTED]

How long have you lived in Emeryville?

30+ years

Place of Employment:  
retired

Occupation:  
[REDACTED]

Business Address:  
[REDACTED]

City:  
[REDACTED]

State: Zip Code:  
CA

Business Phone Number:  
[REDACTED]

How long have you worked in Emeryville?  
[REDACTED]

Upload Your Résumé:

No file chosen

### EDUCATION / EXTRACURRICULAR INTERESTS

High School:

Christopher Columbus High School

College:

Hunter College B.A., U. of Illinois M.A., Yale University M. Phil

Trade or Business School(s):

I am providing my linked in profile in lieu of resume: <https://www.linkedin.com/in/profilefq/>

Other Interests:

I am a business non-fiction writer and the author of a book about Central Park, America's first urban public park so important to park, climate change and community initiatives throughout the country. I have served on Emeryville's budget advisory committee for 8+ years and helped improve sanitation at the Ashby Avenue off ramp and the Powell Street underpass. I have addressed City Council focusing on our statewide insurance crisis and the importance of older housing accountability. I am known for doing my homework and doing things the right way.

### ADVISORY BODY EXPERIENCE / INFORMATION

Are you currently serving on other Boards, Commissions or Committees?

- Yes  No

Have you served on a Board, Commission or Committee before?

- Yes  No

Please list all past and current City of Emeryville advisory boards.

Budget Advisory Committee, member and former Vice Chair

Volunteer and Donor, Emeryville Celebration of the Arts

(I have also served on the Board of the Watergate HOA, been a member of and served as chair and co-chair of the HOA's Finance Committee)

Please list any past and current board, commission or committee memberships outside of Emeryville.

YANA (Yale Alumni Non-Profit Association) and Hunter College, literacy efforts for children. I sometimes help teach reading in schools.

**Please list all organization memberships and positions held.**

see above

**Please list any relevant work and volunteer experience.**

I began my career on the faculty of Mills College as an academic in the field of Spanish and Latin American Literature and decided to switch into the software industry about 35 years ago. I recruited and built many successful software startups and large companies, working with senior staff to attract and retain key talent, building these organizations to leading competitive positions while creating an inclusive, employee friendly environment. This was my work. I thrived on always learning something new.

I also wrote career and business books, was ComputerWorld's Career columnist, with interviews on Good Morning America, radio, newspapers and other media. I ran Microsoft's first Career Forum on MSN®, spoke at conferences, installed software and wrote documentation. In 2008, I was instrumental in creating a grass roots effort that in 2010 - through the final efforts of then Congressional Representative Jane Harman, wound up restoring \$270 million to 9500 bank depositors by amending the Dodd Frank Financial Reform Bill. This amendment increased depositor insurance to \$250,000 (up from \$100,000 and applied the insurance lift in limits retroactively to January 1, 2008, when the FDIC began taking over insolvent banks, thereby effecting this massive restoration of depositor funds.

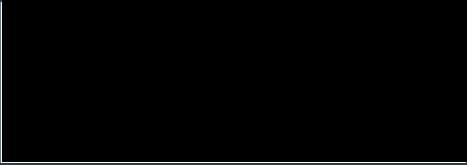
**Why are you interested in serving on this Board, Commission or Committee?**

On a broad basis, Emeryville's General Fund is about \$50 million annually of which roughly 46% is due to these four elements: Transit Occupancy Tax, Sales Tax, Business License Tax, and Card Room Tax. Among our East Bay neighbors, our City enjoys a positive reputation which I am keenly interested in retaining and improving. Bill Reuter who recruited me to the Budget Advisory Committee also served on the Economic Development Advisory Committee as does Dave Kritzberg currently. I want to help ensure that people who work, live, shop and establish large and small businesses here enjoy a positive, safe, thriving, forward-looking environment that will help keep our City's economy, leadership, and creativity moving forward.

**PLANNING COMMISSION APPLICANTS ONLY**

**Please provide a short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.**

\* indicates required fields.



Top Skills

- Networking
- Mentoring
- literacy

# Fran Quittel

Author, The Central Park Lost Mitten Party, updated edition.  
New York, New York, United States

## Summary

Author of the classic "The Central Park Lost Mitten Party" - dedicated to all those who love urban public parks. Transformative story for children - and grownups - with a deep Notes section about Central Park's founders, sculptures, and architects and why urban public parks are important. My signature lifetime achievement: I spearheaded a pro bono grassroots campaign which resulted in amending the Dodd Frank Financial Reform Act retroactively upping the insured limits to \$250k which helped restore \$270 million to 9500 depositors.

ME: Fran Quittel SF/NYC based Yale M. Phil and Hunter College B.A.; not quite retired after software industry career now working on something entirely else. Volunteer work: Served on the Board of Governors of Yale's Alumni Association and very active in my small city. Current Volunteer Work: various committees, young readers at Hunter College and & bilingual volunteer County Court translator. Strong supporter of helping kids read and the institutions that educated me.

PS: If you love reading with children, want to find your lost cellphone or just love urban public parks, "The Central Park Lost Mitten Party" is classically told wonderfully illustrated story with a deep Notes section that celebrates the history of the Park, its founders and its beautiful architecture. Selected by the Central Park Conservancy for Central Park's visitor centers, sold nationally, and at your local bookstore, the artwork incorporates the sculptures and architectural motifs of the Park into the design of the "characters" and NYC vintage mementos. Check AMAZON which sometimes offers a 20% off coupon.

---

## Experience

Self-Employed

## Non-fiction Technology and Children's Author

January 2005 - Present (19 years 8 months)

Join Author Fran Quittel as she shares the creation of The Central Park Lost Mitten Party, a delightful tale about Central Park that also celebrates the Park's iconic history, beautiful architecture and magical sculptures. Featured in Central Park's Visitor Centers, at FAO Schwarz's flagship store at Rockefeller Center, and at puppet-making workshops for teachers, parents and children, Fran's story may just inspire you to bring your very own children's story to life.

Prior book signings and workshops: FAO Schwarz/Rockefeller Center, Materials for the Arts/ (part of New York City's Cultural Affairs Department) in Queens - making art from reusables, Sun Gallery, Summer Camp. Remember; The Central Park Lost Mitten Party creates a magical, beautifully illustrated story for whatever we lose no matter how old or where we are. If you enjoy Central Park, quintessential New York (the Rockettes, the New York Public Library, MMA, or even the MTA/Subway), you will love this magical book

## Fran Quittel & HERSELF

Willing to help out on any project needed during this extraordinary time  
January 1985 - Present (39 years 8 months)

[San Francisco Bay Area](#)

Love to help kids learn to read and read with grownups! By profession, I was first a university faculty person and moved into the world of technology in the software industry as a recruiter and apps sales and support person. During that time, I wrote ComputerWorld's Career column and other business non-fiction for a number of years. In 2018, Central Park brought my children's book The Central Park Lost Mitten Party - with an extensive Notes section - into its visitor centers, and I am a regular author guest at the delightful FAO Schwarz at Rockefeller Center, particularly at the Holidays. Extensive financial experience as an NASD arbitrator, years of committee experience for small city budget reviews and analysis and leading a grass roots effort that ultimately restored \$270 million to 9500 bank depositors and led the FDIC to raise its account insurance coverage from \$100K to \$250K. I would be happy participating in or leading any reading or career advisory task needed.

I am very hands on, and understand the "high touch" that creates effective interactions.. I hope someone takes me up on my offer.

## Central Park literature for children and grownups

Author/Storyboard/Historian

January 2017 - Present (7 years 8 months)

Board Member - Women's National Book Association-SF Chapter, City and volunteer committees. Ambassador, the Frances Perkins Center (FDR's Secretary of Labor and the first woman to serve on the U.S. Cabinet).

After a lifetime working in technology and business, I am returning to my strong academic and literary roots with a well-researched story that celebrates urban public parks with this imaginative premise: that whatever you lose in New York City and beyond goes to Central Park for a wonderful nighttime fiesta before magically returning home. Richly annotated, a great read for anyone who loves kids, reading, making art from "lost and found" and Central Park. A great gift for anyone who loves New York, the history of Central Park and its founders, and the art of creating "transformation" wherever you are. One idea I had was to incorporate the architectural elements of the Park into the design of the "characters". You'll recognize the famous trefoil from Bethesda Terrace in the Wizard's Gown and Gothic Bridge in the pink/red mitten and maybe the Rockettes Hats as well as vintage NY objects: NYPL library card, old subway tokens, the MMA metal button.

## Sportvision

Recruitment Lead

September 2011 - January 2016 (4 years 5 months)

Mountain View, CA

Located in Mountain View, CA this Emmy Award-winning company is a great place for technology professionals with strong content management, software engineering, database and Q/A backgrounds PLUS a keen interest in sports (baseball, football, hockey, the Americas Cup.) After all, who doesn't know that famous "yellow line?" Our challenges involve taking large amounts of data from multiple video feeds, enhancing, analyzing and adding to it and sending it out to fans, teams, etc.

Sportvision openings are listed on linkedin at:



Key positions: Sr. Systems and Data Architect, Quality Assurance, Software Engineer (Augmented Reality), Software Engineer (Motorsports)

[REDACTED]

Principal

2000 - January 2016 (16 years)

I applied my background rich in language and literature, plus the ability to learn, research, write and communicate, to work successfully in the software industry recruiting and building companies and installing and documenting software. I created and ran the Career Forum on the Microsoft Network (MSN), wrote ComputerWorld's Career Column, and also have written business non-fiction on the subject of technology - and other - careers, I added key staff to many small and larger organizations on busy trajectories. Working with fascinating CEO's, COO's and other key staff, I love everything I learn . . . Beautiful application of the ability to learn, work and contribute, as well as share that knowledge with others.

FDIC pro-bono recovery of \$270 million for 9500 depositors (July 2010)

Group founder and co-leader

July 2008 - September 2011 (3 years 3 months)

In the spirit of what is now called "Occupy Wallstreet," successfully advocated to add an amendment to Dodd Frank that restored \$270 million in bank deposited funds to 9500 depositors whose accounts were debited by 50% of their funds on deposit in 2008 thanks to OTS and FDIC failures to supervise.

Created a website and workplan; recruited grassroots team leaders and led marketing and other major functions; interacted with Congress, the Treasury, OTS, FDIC and IRS. Created news releases, determined their distribution, and constantly updated journalists interested in the FDIC's functioning.

Conducted constant research; analyzed reports, depositions and testimony.

Effectively attracted the attention of Rep. Jane Harman to add an amendment to the Dodd-Frank consumer financial reform bill which restored in full the funds of 9,500 depositors whose accounts had been debited by 50% over the then existing insurance limit of \$100,000 by making the new limit of \$250,000 retroactive to all banks taken over in 2008.

[REDACTED]

Centro LLC,

### Recruitment Lead/ Business Partner

February 2007 - September 2009 (2 years 8 months)

CENTRO, LLC is a fast-growing aggregator of local, online, interactive advertising. My responsibilities include growing this company across all sales, marketing, customer support, technical, campaign and account management, and administrative functional areas on a national basis, while implementing a recruitment infrastructure, including the applicant tracking systems component. As the company began to productize its technology platform, I re-wrote and revamped the recruitment website to function more accurately to support the CTO's technology/IT functions and other growing areas.

### IndyMac Bank

#### Systems Project Manager

January 2004 - May 2006 (2 years 5 months)

I am a business journalist and also a systems and staffing/recruitment person. On the journalism side: Computerworld columnist, various contributing columns, The IT Career Guide for New Grads (Prentice Hall), FirePower! (10 Speed Press), etc.

In addition to being an applicant tracking systems project manager, on the staffing side, I grow young companies, principally in the online space. Starting with recruitment for MSN, I implement and manage multiple long-term in-house projects for clients including AIGFA, CTB/McGraw-Hill, IndyMac Bank, ArcLight Systems, NetManage, MyPoints, Ditto, and Microsoft CityScape, Set Top Box and MSN divisions, Kaiser Permanente, and Sybase.

### CTB McGraw Hill

1 year

#### recruitment lead

2004 - 2005 (1 year)

#### recruitment lead

2004 - 2005 (1 year)

### MyPoints.com

#### Recruitment Lead (contractor)

1999 - 2000 (1 year)

### Computerworld

#### Columnist

1996 - 2000 (4 years)

Microsoft

MSN forum manager and recruitment lead

1992 - 1997 (5 years)

Recruitment lead for engineering, software development, product support, and product marketing talent for Set Top Boxes, CityScape, and MSN. Created and ran the first Career Forum on MSN. Worked at Microsoft on campus in Redmond and also remotely. Team lead, trained junior recruiters.

---

## Education

Yale University

M Phil

Hunter College

B.A.

Hunter College High School

B.A.

Hunter College

B.A.

Hunter College

B.A.

# Advisory Body Application

Submitted on	20 April 2026, 11:09am
Receipt number	25
Related form version	0

## Applicant Information

Full Name Michael Reed

Email Address

Please specify the Advisory Body you are applying for Economic Development Advisory Committee

I am applying to the Bicycle/Pedestrian Advisory Committee as a/an:

I am applying to the Budget Advisory Committee as a/an:

I am applying to the Commission on Aging as a/an:

I am applying to the Economic Development Advisory Committee as a/an: Large Business Representative (Person representing a business in Emeryville with over 56 employees.)

I am applying to the Housing Committee as a/an:

I am applying to the Parks and Recreation Committee as a/an:

I am applying to the Planning Commission as a/an:

I am applying to the Public Art Committee as a/an:

I am currently a member of the above Advisory Body and am seeking reappointment. Yes

If you are seeking re-appointment, has any of your information changed within the last 12 months? No

## Residency Information

Home Address

---

City

---

State

---

Zip Code

---

Home/Cell Phone Number

---

How long have you lived in Emeryville?

## Employment Information

---

Employment Status

---

Place of Employment

---

Occupation

---

Business Address

---

City

---

State

---

Zip Code

---

Business Phone Number

---

How long have you worked in Emeryville?

---

Upload Your Resume

## Demographic Information

---

What race/ethnicity do you most closely identify with? Black or African American  
Select all that apply.

---

If not listed above, please specify:

---

Age Group 45-64 years old

---

Household Annual Income Level \$150,000 - \$199,999

---

Are there children under the age of 18 in your household? Yes

## Education

---

High School

---

College

---

Trade or Business School(s)

---

Other Interest

## Advisory Body Experience / Information

---

Are you currently serving on other Boards, Commissions, or Committees?

---

Have you served on a Board, Commission, or Committee before?

---

Please list all past and current City of Emeryville advisory boards.

---

Please list any past and current board, commission or committee memberships outside of Emeryville.

---

Please list all organization memberships and positions held.

---

Please list any relevant work and volunteer experience.

---

Why are you interested in serving on this Board, Commission, or Committee?

## Planning Commission Applicants Only

---

Please provide a short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.

## Board / Committee / Commission Application

### PERSONAL INFORMATION

Full Name:\*

Michael Reed

Email Address:\*

[REDACTED]

Gender:

[REDACTED]

Please specify the Board, Commission or Committee you are applying for:\*

Economic Development Advisory Committee

I am currently a member of the above Committee, and am seeking reappointment.\*

Yes

No

If you are seeking re-appointment, has any of your information changed within the last 12 months?

If your answer is yes, please complete the rest of this form. If your information has not changed within the past 12 months, please only enter your name and email information above. You do not need to complete the remainder of this form.

Yes

No

### RESIDENCY / EMPLOYMENT INFORMATION

Home Address:

[REDACTED]

City:

State: Zip Code:

Home/Cell Phone Number:

[REDACTED]

How long have you lived in Emeryville?

[REDACTED]

Place of Employment:

Hyatt House Emeryville/San Francisco Bay Area

Occupation:

General Manager

Business Address:

5800 Shellmound Street

City:

Emeryville

State: Zip Code:

CA 94501

Business Phone Number:

15106015880

How long have you worked in Emeryville?

4 years

Upload Your Résumé:

[REDACTED]

### EDUCATION / EXTRACURRICULAR INTERESTS

High School:

[REDACTED]

College:

[REDACTED]

Trade or Business School(s):

[REDACTED]

Other Interests:

[REDACTED]

### ADVISORY BODY EXPERIENCE / INFORMATION

Are you currently serving on other Boards, Commissions or Committees?

Yes

No

Have you served on a Board, Commission or Committee before?

Yes

No

Please list all past and current City of Emeryville advisory boards.

N/A

Please list any past and current board, commission or committee memberships outside of Emeryville.

**Please list all organization memberships and positions held.**

**Please list any relevant work and volunteer experience.**

**Why are you interested in serving on this Board, Commission or Committee?**

I would like to further represent and help develop the City of Emeryville. As a hotelier, I'd like to offer my insights and do what I can to better understand and promote the needs of this great community.

**PLANNING COMMISSION APPLICANTS ONLY**

**Please provide a short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.**

\* indicates required fields.

# MICHAEL A. REED JR.

## PROFESSIONAL SUMMARY

Experienced leader with a passion for creating exceptional guest experiences within the hotel industry. Proven success in leadership, operational excellence and organizational development. Recognized for inspiring both management and line level associates to excel, encouraging positive, creative work environments.

## SKILLS

- Strong proficiency in all Microsoft Office programs, Medallia Guest Service, OPERA, Birchstreet Purchasing, and Envision forecast and budgeting tool
- Budgeting
- Adept at creating unparalleled guest experiences
- Hiring, staff development and training
- Self-motivated and goal oriented
- Servant leadership
- Loss Prevention
- Strategic planning and analysis
- Revenue management
- Payroll management

## WORK HISTORY

### General Manager

**Hyatt House Emeryville/San Francisco Bay Area** 9/2020-Present

- Oversee the daily operations of a 234 room property, including Sales and Marketing, Revenue Management, Guest Services, Food and Beverage, Housekeeping, and Engineering
- Drive positive results in the areas of financial performance, goal achievement, associate engagement, and overall year over year growth
- Develop, facilitate and manage hotel improvement projects, such as capital expenditure, renovations, and various other property enhancements
- Develop direct reports and maintain a culture of positive synergy, growth, and success

### Director of Rooms

**Omni San Francisco Hotel**

12/2016 - 3/2020

- Oversaw all operational aspects of the Rooms Division, including the Front Office, Guest Services, Housekeeping, Loss Prevention and Engineering departments.
- Developed annual budgets and performance goals to increase revenues, effectively manage expenses, and foster a culture of service excellence.
- Assisted in the planning, management, and execution of various hotel improvement projects, such as capital expenditure, renovations, and technological upgrades.
- Motivated, managed, and developed a team of department heads, assistant managers, and line associates through servant leadership.

### Rooms Division Manager

**Crowne Plaza Atlanta at the Perimeter**

08/2015 - 12/2016

- Oversaw daily operations for the Front Office, Housekeeping, and Guest Services departments.
- As part of the Executive Committee, worked closely the General Manager to develop and achieve budgeted hotel goals by effectively managing payroll and expenses within the Rooms Division.
- Developed high impact guest service and financial initiatives to improve overall guest satisfaction and profitability.
- Created a more structured environment to better train and onboard associates, support and improve employee engagement, and decrease turnover.
- Hired and trained new employees, demonstrating best methods for serving clients and guests.

### Assistant Director of Rooms

**Grand Hyatt Atlanta**

07/2014 - 06/2015

- Assisted the Director of Operations with the management of the Rooms Division, including Housekeeping, Front Office, Guest Services and Security.
- Trained and developed managers, supervisors, and associates, fostering an environment of growth and improvement in overall performance.
- Re-structured the Housekeeping Department to improve overall efficiency by implementing various programs, such as deep cleaning guestrooms, professional carpet and tile care, performance incentives and associate recognition, and usage factor/par level analysis for supply budgeting, and daily payroll analysis to improve housekeeping hours worked and cost per occupied room.
- Worked closely with all departments and members of the Executive Committee to achieve financial, associate engagement, and guest satisfaction related hotel goals.
- Served as a member of the hotel's Guest Satisfaction Team, responsible for the development and implementation of service initiatives to further enhance the guest experience and improve brand loyalty.

#### **Director of Front Office**

##### **Hyatt Regency San Francisco Airport**

05/2012 - 06/2014

- Managed Front Office department and assisted the Assistant Director of Rooms with the management of Guest Services team that included Bell/Door Staff, Guest Services Hosts, Regency Club, and Concierge.
- Responsibilities included: scheduling, payroll and expense control, brand compliance, creating programs and initiatives to enhance guest experience, hiring new associates, coaching, and promoting the growth and development of associates seeking career advancement.
- Company certified Service Trainer responsible for the facilitation and implementation of corporate initiatives throughout the hotel.
- Established and developed highly efficient and dependable administrative team by delivering ongoing coaching and motivation and fostering career advancement.

#### **Director of Housekeeping**

##### **Hyatt Regency San Francisco Airport**

01/2010 - 05/2012

- Managed a Housekeeping Department with approximately 120 full time employees.
- Drove continuous commitment to product quality and safety, reducing downtime and overtime with effective budgeting and assignment of talents as well as resources.
- Ensured payroll and expenses were maintained, and either met or exceeded goals outlined in monthly and annual budgets.
- Facilitated new contracts for vendors in the areas of carpet care, laundry services, and public areas maintenance, significantly improving the quality and service in each of these areas.
- Improved overall safety, leading to the significant reduction of work-related incidents and frequency. Implemented a new deep cleaning program improving quality, performance, and brand compliance by 35% year over year.
- Developed and implemented employee incentive programs to promote top performance.

**\*Previous positions held from 2006-2009 are available upon request\***

#### **ACCOMPLISHMENTS**

- Maintained the #1 property ranking in within Omni Hotels and Resorts for overall experience and service
- Awarded the Torch Award (Manager of the Month) for May 2015 in recognition of outstanding commitment to fellow associates, exemplary guest satisfaction, and commitment to the overall success of the hotel.
- Received Manager of the Quarter and Department of the Year honors (2011).
- Continuously improved overall guest satisfaction scores by a minimum of 3% or better year over year.
- Improved employee engagement and accountability grand means significantly year over year (4.20 to 4.61 and 4.21 to 4.74 respectively with 5.00 as the highest possible rating) as measured by the Gallup Q12 Survey.

#### **EDUCATION**

**Bachelor of Science Degree:** Psychology  
**University of Houston** - Houston, Texas

# Advisory Body Application

Submitted on 16 April 2026, 6:52pm  
Receipt number 18  
Related form version 0

## Applicant Information

Full Name Mary Lou Thhiercof

Email Address

Please specify the Advisory Body you are applying for Economic Development Advisory Committee

I am applying to the Bicycle/Pedestrian Advisory Committee as a/an:

I am applying to the Budget Advisory Committee as a/an:

I am applying to the Commission on Aging as a/an:

I am applying to the Economic Development Advisory Committee as a/an: Business Representative (Person representing a business in Emeryville of any size.)

I am applying to the Housing Committee as a/an:

I am applying to the Parks and Recreation Committee as a/an:

I am applying to the Planning Commission as a/an:

I am applying to the Public Art Committee as a/an:

I am currently a member of the above Advisory Body and am seeking reappointment. Yes

If you are seeking re-appointment, has any of your information changed within the last 12 months? No

## Residency Information

Home Address

---

City

---

State

---

Zip Code

---

Home/Cell Phone Number

---

How long have you lived in Emeryville?

## Employment Information

---

Employment Status

Place of Employment

Occupation

Business Address

City

State

Zip Code

Business Phone Number

How long have you worked in Emeryville?

Upload Your Resume

## Demographic Information

---

What race/ethnicity do you most closely identify with? White  
Select all that apply.

If not listed above, please specify:

Age Group 65 years and over

Household Annual Income Level

Are there children under the age of 18 in your household? No

## Education

---

High School

---

College

---

Trade or Business School(s)

---

Other Interest

## Advisory Body Experience / Information

---

Are you currently serving on other Boards, Commissions, or Committees?

---

Have you served on a Board, Commission, or Committee before?

---

Please list all past and current City of Emeryville advisory boards.

---

Please list any past and current board, commission or committee memberships outside of Emeryville.

---

Please list all organization memberships and positions held.

---

Please list any relevant work and volunteer experience.

---

Why are you interested in serving on this Board, Commission, or Committee?

## Planning Commission Applicants Only

---

Please provide a short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.

**From:** noreply@civicplus.com  
**Sent:** Thursday, May 5, 2022 3:34 PM  
**To:** Website DL - Clerk's Office; Chadrick Smalley  
**Subject:** [External] Online Form Submittal: Board / Committee / Commission Application

## Board / Committee / Commission Application

### PERSONAL INFORMATION

<b>Full Name:*</b> Mary Lou Thiercof	<b>Email Address:*</b> [REDACTED]	<b>Gender:</b> F
<b>Please specify the Board, Commission or Committee you are applying for:*</b> [Economic Development Advisory Committee <input checked="" type="checkbox"/>		
<b>Which position on the Advisory Body are you applying for?*</b> [Small Business Representative <input checked="" type="checkbox"/>		
<b>I am currently a member of the above Committee, and am seeking reappointment.*</b> (X) Yes ( ) No		
<b>If you are seeking re-appointment, has any of your information changed within the last 12 months?</b> <i>If your answer is yes, please complete the rest of this form. If your information has not changed within the past 12 months, please only enter your name and email information above. You do not need to complete the remainder of this form.</i> (X) Yes ( ) No		

### RESIDENCY / EMPLOYMENT INFORMATION

<b>Home Address:*</b> [REDACTED]	<b>City:*</b> [REDACTED]	<b>State:*</b> [REDACTED]	<b>Zip Code:*</b> [REDACTED]
<b>Home/Cell Phone Number:*</b> [REDACTED]	<b>How long have you lived in Emeryville?*</b> N/A		
<b>Place of Employment:</b> self	<b>Occupation:</b> Public Relations & Marketing		
<b>Business Address:</b> same	<b>City:</b>	<b>State:</b> CA	<b>Zip Code:</b>
<b>Business Phone Number:</b> same	<b>How long have you worked in Emeryville?</b> N/A		
<b>Upload Your Résumé:</b> SF On The Bay Bio .pdf			

### EDUCATION / EXTRACURRICULAR INTERESTS

**High School:**  
Santa Catalina School for Girls  
**College:**  
UCLA, UC Berkeley  
**Trade or Business School(s):**  
Golden Gate Univdrstity  
**Other Interests:**  
See my websites below.

### ADVISORY BODY EXPERIENCE / INFORMATION

**Are you currently serving on other Boards, Commissions or Committees?**

Yes

No

**Have you served on a Board, Commission or Committee before?**

Yes

No

**Please list all past and current City of Emeryville advisory boards.**

Emeryville Chamber of Commerce - 8 years City of Emeryville Economic Development Advisory Committee - 10 years (started as Destination Emeryville committee)

**Please list any past and current board, commission or committee memberships outside of Emeryville.**

Public Relations Society of America, East Bay & SF - 20 years combined Solana Beach Chamber of Commerce - 4 years

**Please list all organization memberships and positions held.**

Solano Avenue Stroll

**Please list any relevant work and volunteer experience.**

Destination Emeryville 2012-2013 for the America's Cup in SF Emeryville's Shortest Triathlon Ever - 5 yrs or more Working Images <a href="https://urldefense.proofpoint.com/v2/url?u=http-

3A\_\_workingimages.com&d=DwQGaQ&c=euGZstcaTDllvimEN8b7jXrwqOf-

v5A\_CdpnVfiiMM&r=9MI\_ykxxPbBp9AUsnuVc2CBWs0Lccvvy9vPcD7eUQM&m=c3vhA\_PT7Krdh\_yWfeEa3Ch1fpu1BMrpmKV55ED6DA&s=\_jTjj7\_X8\_Kpq-YTwR\_HhMntC7x-nsoF7BBbqmayh-o&e=">http://workingimages.com</a>

I promote Emeryville through: San Francisco on the Bay (including Emeryville on the Bay <a href="https://urldefense.proofpoint.com/v2/url?u=http-3A\_\_sfonthebay.com&d=DwQGaQ&c=euGZstcaTDllvimEN8b7jXrwqOf-

v5A\_CdpnVfiiMM&r=9MI\_ykxxPbBp9AUsnuVc2CBWs0Lccvvy9vPcD7eUQM&m=c3vhA\_PT7Krdh\_yWfeEa3Ch1fpu1BMrpmKV55ED6DA&s=plADmvcNHJOoljWa7j\_K7n0mgvbXAs\_v0brlWqpPBas&e=">http://sfonthebay.com</a>

**Why are you interested in serving on this Board, Commission or Committee?\***

I am currently chair and in the middle of our marketing plan implementation. Been on the committee for a long time and have a real interest in promoting the businesses in Emeryville and promoting tourism.

#### PLANNING COMMISSION APPLICANTS ONLY

**Please provide a short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.**



# Background

## Malaga & Mary Lou:

Malaga and Mary Lou met up as board members at the Emeryville Chamber of Commerce, hit it off and started working on projects together. They were asked to help the City of Emeryville create a *Destination Emeryville* program for the 34<sup>th</sup> America’s Cup in 2013. Our story unfolds.

We strategized, designed and produced the banners that brand Emeryville as a fun place to visit and also branded Emeryville as “On the Bay.” In 2012 we created an online tourism hub, [Emeryville on the Bay](#), to help bring visitors to Emeryville for the America’s Cup races as part of our *Destination*

*Emeryville* campaign. We worked with the City of Emeryville, our Bay friends, charter members like IKEA, Bay Street, Townhouse Bar and Grill, Marriott, P.F. Chang’s and both marinas to position Emeryville as a travel destination. People, even residents, did not know Emeryville had 2 marinas and 850 slips in that 1.2 sq. mi. of a town.



Strategic advertising drove the sailing community to the website and filled hotels, key restaurants and both marinas. Some sailors even moved their boats permanently to Emeryville after visiting.

Our efforts were so successful, we expanded to include twelve more cities around the Bay in 2016 – all with marinas and all with hidden gems we share with visitors to our sites. We provide curated content and listings for locals, visitors and the sailing community. Our **Dock, Stay, Dine, Shop and Play** directory includes over 3000 businesses and is growing every day.

We poured our energy into [Richmond on the Bay](#) and created a Richmond Trail Guide so visitors know where to dine, stay, drink & play. It was a big hit at the [Pacific Sail & Power Boat Show](#) and we now have produced our third edition. We created a dynamic new 85+ page website for [VisitRichmondCa.com](#), Richmond’s Visitors Bureau and currently serve as communications firm for [Sail America’s](#) annual boat show. We produce [trail guides](#) for communities around the Bay.



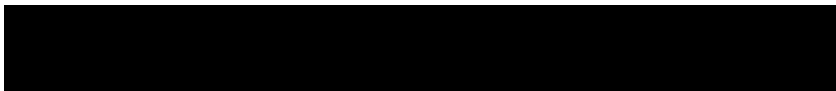
### **About On the Bay:**

San Francisco On the Bay is a lifestyle brand and online visitors hub for locals and the sailing community. We work to build real connections between our advertisers and readers, through news stories, social media and offline events and relationships. Our original, on-the-ground reporting provides local human-interest stories, city news, Bay Area sailing news and America's Cup reporting. We have a network of 13 websites and 16 social media channels. Our Gentle Winds eblast newsletter has an email list of VIPs from cities around the Bay, including city officials, yacht club members, marinas, residents, visitors, business owners and people we have highlighted in our stories.

We bring complimentary talents of strategic counsel and planning, image building, branding, web development, graphic design, writing, web & database programming, video, global marketing, social media marketing, community & public relations, plus much more expertise to the table. Both of us have built our own companies and when we met and created a successful solution for *Destination Emeryville* together, we continued as a creative team for other cities and projects.

### **Services:**

- *Integrated marketing & PR plans*
- *Strategic counsel*
- *Image development & branding*
- *Web development*
- *Graphic design*
- *Content development*
- *Writing*
- *Web & database programming*
- *Community & public relations*
- *Social media marketing*
- *Video production*
- *Event production*



# Advisory Body Application

Submitted on 30 April 2026, 5:12pm  
Receipt number 59  
Related form version 0

## Applicant Information

Full Name Alyssa Tomfohrde

Email Address



Please specify the Advisory Body you are applying for Economic Development Advisory Committee

I am applying to the Bicycle/Pedestrian Advisory Committee as a/an:

I am applying to the Budget Advisory Committee as a/an:

I am applying to the Commission on Aging as a/an:

I am applying to the Economic Development Advisory Committee as a/an: Non-Profit Workforce Development Organization Representative (Person representing a local non-profit workforce development organization.)

I am applying to the Housing Committee as a/an:

I am applying to the Parks and Recreation Committee as a/an:

I am applying to the Planning Commission as a/an:

I am applying to the Public Art Committee as a/an:

I am currently a member of the above Advisory Body and am seeking reappointment. No

If you are seeking re-appointment, has any of your information changed within the last 12 months?

## Residency Information

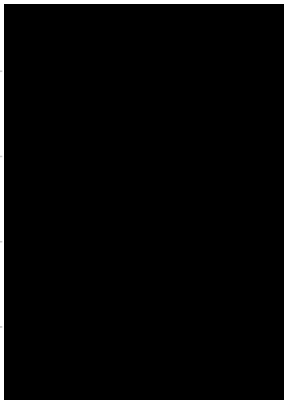
Home Address

City

State

Zip Code

Home/Cell Phone Number



How long have you lived in Emeryville?

I've spent most of my life in the 94608 and recently moved nearby in Oakland

## Employment Information

Employment Status

Employed

Place of Employment

Alameda County Workforce Development Board

Occupation

Business Services Coordinator

Business Address

24100 Amador St

City

Hayward

State

CA

Zip Code

94544

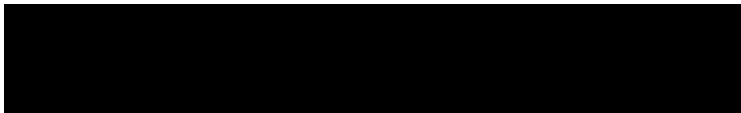
Business Phone Number

5105079372

How long have you worked in Emeryville?

I worked at Bayer as a biotech intern, and at the Public Market.

Upload Your Resume



## Demographic Information

What race/ethnicity do you most closely identify with?  
Select all that apply.

White

If not listed above, please specify:

Age Group

20-44 years old

Household Annual Income Level \$200,000 or more

---

Are there children under the age of 18 in your household? Yes

## Education

---

High School Berkeley High

---

College Peralta Colleges & SF State

---

Trade or Business School(s) Women's Initiative for Self Employment

---

Other Interest

## Advisory Body Experience / Information

---

Are you currently serving on other Boards, Commissions, or Committees? No

---

Have you served on a Board, Commission, or Committee before? Yes

---

Please list all past and current City of Emeryville advisory boards.

---

Please list any past and current board, commission or committee memberships outside of Emeryville. I was on the Fisherman's Wharf BID for a while as well at City of Alameda Chamber of Commerce.

---

Please list all organization memberships and positions held. Piedmont Avenue Elementary School PTA President

---

Please list any relevant work and volunteer experience. My family has always been closely involved with economic development in Emeryville and I was thrilled when Alameda County Workforce Development Board recommended that I apply for this.

---

Why are you interested in serving on this Board, Commission, or Committee? I would love to support Emeryville's growth using my experience with marketing, economic and workforce development.

---

## Planning Commission Applicants Only

---

Please provide a short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.

## **Summary**

Over fifteen years of expertise in economic and workforce development, operations, marketing, and communications with a strong focus on community revitalization and Bay Area destination development. Alyssa comes highly recommended by the former Economic Development Manager and Mayor of Alameda. She has successfully led numerous real estate developments and citywide programs that have enhanced economic vitality and community engagement. She excels in building strategic partnerships, driving economic growth, and business attraction.

## **Key Skills**

- Workforce and Economic Development
- Small Business & Start Up Marketing
- Budget and Process Management
- Real Estate Development
- Business Attraction and Retention
- Marketing, Publicity, and Communications
- Project Management
- Leadership & Mentoring

## **Experience**

### **Alameda County**, *Workforce Development Board, December 2021 – Present*

- Coordinate no cost business services such as complimentary HR hotline, DIY handbook, and on the job training if eligible.
- Perform ongoing outreach to businesses and participate in relevant regional networking opportunities.
- Align employer partnerships in support of the two year strategic plan goals.
- Innovate career pathway and industry sector solutions while leveraging different funding sources and partners.

### **City of Alameda**, *Economic Development Contractor, December 2021 – Present*

- Main communications and marketing advisor and PR for the City of Alameda
- Work directly with the Economic Development Manager to create and drive the department programs supporting local businesses and workforce, including Job Fairs, Business Expos, Tours, Grants, Restaurant Week, and cultural events

- Well-attended Open House included presentations on affordable housing development, historic navy base redevelopment, sustainable tech, biotech, shopping centers, arts districts, and business attraction efforts.
- Increased year-over-year participation in City programs
- Educated and trained new hires in the Economic Development Department
- Develop and manage program budgets and report results
- Marketing, public relations, internal and external communications

**Sunset Development** Senior *Marketing Director, City Center Bishop Ranch, 2019 – 2021*

- Marketing and operations for the City of San Ramon's first downtown
- Directed strategy for ICSC, arranging meetings and marketing materials
- Cut the ribbon at 24 retail shops and restaurants in one year
- Worked closely with the Mayor and City Council to bring more housing, public events, and job opportunities to the City of San Ramon
- Chamber of Commerce representative
- Manager on Duty, supervised cross-functional teams including marketing, operations, engineers, concierge, waste management, and construction to deliver a high standard of service and increase tenant retention
- Created programs to drive foot traffic from office parks and residential communities to restaurants and retail
- Produced 180 annual public events, backed by state-of-the-art AI and satellite technology to quantify the path of travel for mobile devices on campus and gather data to inform strategy. This included a Tree Lighting with Cirque Du Soleil, attended by 16K, and a Shop Local campaign to incentivize holiday shoppers, which resulted in \$60K in revenue in one day
- Grew newsletter from 0 to 25K subscriptions and social media following 200%
- Curated strategic partnerships with brands such as Marriott Hotels, SF Business Times, Aston Martin, KPIX, and Kristi Yamaguchi.
- Delivered event sponsorship revenue exceeding \$100,000 in year one.

**CIM/ Port of Oakland / Jack London Square** Senior *Marketing Director, 2018 – 2019*

- Developed and implemented marketing and operations strategies for Oakland's landmark waterfront, attracting 5.5 million visitors annually.
- Managed stakeholder relations, including the City of Oakland, Port of Oakland, Chamber of Commerce, and Jack London BID
- Directed all advertising and PR initiatives, earning \$12 million in media coverage in year one
- Earned National Geographic's designation as a "Best Place to Visit."

- Repositioned Jack London Square with a new website, logo, monument signage, digital billboard, wayfinding, and placemaking initiatives to enhance public perception, business attraction, and retention.
- Brought in CUESA Farmers Market and Ayesha Curry's first retail shop.
- Managed an internal team and third parties to deliver over 200 events annually while supporting the Jack London Square district's retail, hotels, restaurants, offices, port, and residential tenants.

**Jamestown LP** Manager, *Creative and Marketing (Regional)* 2012 – 2018

- Managed and developed cross-functional and diverse teams at an extensive portfolio of California destinations, with a strong focus on business attraction and retention in San Francisco, Alameda, and Larkspur.
- Research and develop ICSC collateral and strategy for deal-making
- Trusted liaison to the Mayor of Alameda, Economic Development Manager, Chamber of Commerce, and BIDs
- Board Member of Fisherman's Wharf Business Improvement District
- Brought the Ghirardelli Square vacancy rate to less than 5% with proven increases in local customers, tourism, and favorable media coverage
- LEED sustainability champion earning certifications and reducing carbon footprint at nationwide properties
- Investor relations, ensuring alignment with reputation and revenue goals
- Took initiative to set standards for new asset acquisitions, construction management, permitting process, leasing, placemaking, wayfinding, and community engagement in office, retail, and residential communities.
- Prepared, proposed, and managed multiple complex budgets

**Anshen + Allen Architects** Studio Operations/ Research Manager 2006-2009

- Created standard operating procedures used to onboard new hires
- Developed presentations and project proposals
- Leadership workshops and webinars
- Best practices and architectural textbook contributor
- Projects included UCSF, the Cleveland Clinic, and Peace Health Hospital

**Affordable Housing Associates** Regional Property Manager 2004-2007

- Managed twelve mixed-use and multifamily affordable housing complexes in Berkeley and Oakland, ensuring housing law compliance
- Implemented solutions for leasing and maintenance requests
- Worked closely with food banks, police, and city council members on community management issues

## **Education & Recognitions**

- Bachelor of Arts, San Francisco State University
- Certified by the California State Senate in Business Plan Development
- Double Associate Degrees, Peralta Colleges
- LEED Green Associate Certification
- President of PAES PTA 501 (c) (3)

# Advisory Body Application

Submitted on 29 April 2026, 3:42pm  
Receipt number 55  
Related form version 0

## Applicant Information

Full Name Allison Balberg

Email Address

Please specify the Advisory Body you are applying for Housing Committee

I am applying to the Bicycle/Pedestrian Advisory Committee as a/an:

I am applying to the Budget Advisory Committee as a/an:

I am applying to the Commission on Aging as a/an:

I am applying to the Economic Development Advisory Committee as a/an:

I am applying to the Housing Committee as a/an: Renter (Person renting a home in Emeryville.)

I am applying to the Parks and Recreation Committee as a/an:

I am applying to the Planning Commission as a/an:

I am applying to the Public Art Committee as a/an:

I am currently a member of the above Advisory Body and am seeking reappointment. No

If you are seeking re-appointment, has any of your information changed within the last 12 months?

## Residency Information

Home Address

City	
State	
Zip Code	
Home/Cell Phone Number	
How long have you lived in Emeryville?	2 years

## Employment Information

Employment Status	Employed
Place of Employment	PG&E
Occupation	Business Analyst
Business Address	300 Lakeside Dr
City	Oakland
State	CA
Zip Code	94612
Business Phone Number	
How long have you worked in Emeryville?	
Upload Your Resume	

## Demographic Information

What race/ethnicity do you most closely identify with? Select all that apply.	Not Listed
If not listed above, please specify:	
Age Group	20-44 years old
Household Annual Income Level	\$100,000 - \$149,999
Are there children under the age of 18 in your household?	No

## Education

---

High School

G.W. Hewlett High School, NY

---

College

Indiana Unviersity

---

Trade or Business School(s)

---

Other Interest

## Advisory Body Experience / Information

---

Are you currently serving on other Boards, Commissions, or Committees?

Yes

---

Have you served on a Board, Commission, or Committee before?

No

---

Please list all past and current City of Emeryville advisory boards.

---

Please list any past and current board, commission or committee memberships outside of Emeryville.

I'm Vice President of the Pacifica Chapter (local to bay area) of the Viola da Gamba Society of America.

---

Please list all organization memberships and positions held.

---

Please list any relevant work and volunteer experience.

For the Pacifica Chapter, I coordinate the monthly play days in which members gather in El Cerrito to play music.

---

Why are you interested in serving on this Board, Commission, or Committee?

I want to contribute to my community, and I'm a renter in Emeryville so I share community members' stakes in housing matters in the City of Emeryville.

## Planning Commission Applicants Only

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Please provide a short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.

# ALLISON BALBERG

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## OBJECTIVE

Driven data analyst with twelve years experience in data analysis and reporting. Looking to contribute to my community by serving on an Advisory Body for the City of Emeryville.

## WORK EXPERIENCE

**Expert Business Analyst**, Pacific Gas & Electric, Oakland, CA 2023-Present  
Created custom reports of interval, billing, customer and program data for internal and external stakeholders. Liaised with project managers to refine scope of data requests. Crafted SQL and SAS scripts to compile the data. Analyzed and QA-checked datasets for accuracy, privacy and relevance. Created and maintained Tableau dashboards on customer programs.

**IT Business Analyst**, Indiana University, Bloomington, IN 2022-2023  
Created business intelligence dashboards in Tableau to inform IT leadership about University-wide implementation of IT systems. Liaised with data owners, automated data collection with Python scripts, managed importation into data warehouse, and produced dashboards to meet user needs. Projects included telephony, endpoint management, the software selection process and other services.

**Geography Research Assistant**, Indiana University, Bloomington, IN 2019-2021  
Supervised two employees' work on groundwater data formatting in R, as part of a research project on climate-driven shifts in water-balance partitioning in Indiana. Provided instructions, reviewed work and gave feedback. Prepared the soil and weather data in ArcGIS in advance of analysis and statistical modelling in R. Co-author of report on this groundwater research for the Indiana Department of Environmental Management. Co-author of encyclopedia chapter on watershed hydrology.

**Benchmark Project Officer**, Research Portfolio, The University of Sydney, NSW, Australia 2015-2018  
Led annual data submissions to global rankings. Designed the data collection process for research-related and teaching-related indicators. Delivered data collection training to administrators across all Faculties. Presented collective results to Faculties upon project completion. Supervised work of several colleagues. Received 2016 *Shine* award from Deputy Vice Chancellor of Research for outstanding service.

**Water Savings Engineer**, WaterGroup, Pymble, NSW, Australia 2009-2014  
Managed Smart Metering installations nationally for tracking clients' water, electricity, solar and gas usage. Wrote proposals and delivered presentations to prospective clients. Managed projects, coordinated site visits and customized the installation specifications for different sites. Provided technical support to contractors during installations. Analyzed data and identified further savings opportunities for clients.

## EDUCATION

**Bachelor of Music**, *cum laude* (Historical Performance: Viola da gamba) 2018-2022  
Indiana University, Bloomington, IN

**Master of Engineering Science** (Environmental Engineering) 2007-2009  
The University of New South Wales, Sydney, NSW, Australia

**Bachelor of Science**, *cum laude* (Major: Physics | Minors: Linguistics, Math) 2003-2007  
Brandeis University, Waltham, MA

## SKILLS

Software: MS Office, SharePoint, G Suite, Tableau, ArcGIS  
Computer Languages: SQL, Python, SAS, R, HTML, CSS, JavaScript  
Languages: Spanish, French

# Advisory Body Application

Submitted on 26 April 2026, 10:15pm  
Receipt number 51  
Related form version 0

## Applicant Information

Full Name Tyer Hill

Email Address

Please specify the Advisory Body you are applying for Housing Committee

I am applying to the Bicycle/Pedestrian Advisory Committee as a/an:

I am applying to the Budget Advisory Committee as a/an:

I am applying to the Commission on Aging as a/an:

I am applying to the Economic Development Advisory Committee as a/an:

I am applying to the Housing Committee as a/an: Homeowner (Person owning and occupying a home in Emeryville.)

I am applying to the Parks and Recreation Committee as a/an:

I am applying to the Planning Commission as a/an:

I am applying to the Public Art Committee as a/an:

I am currently a member of the above Advisory Body and am seeking reappointment. Yes

If you are seeking re-appointment, has any of your information changed within the last 12 months? No

## Residency Information

Home Address

---

City

---

State

---

Zip Code

---

Home/Cell Phone Number

---

How long have you lived in Emeryville?

## Employment Information

---

Employment Status

Place of Employment

Occupation

Business Address

City

State

Zip Code

Business Phone Number

How long have you worked in Emeryville?

Upload Your Resume

## Demographic Information

---

What race/ethnicity do you most closely identify with?  
Select all that apply.

Black or African American

If not listed above, please specify:

Age Group

20-44 years old

Household Annual Income Level

\$200,000 or more

Are there children under the age of 18 in your household?

No

## Education

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High School

---

College

---

Trade or Business School(s)

---

Other Interest

## Advisory Body Experience / Information

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Are you currently serving on other Boards, Commissions, or Committees?

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Have you served on a Board, Commission, or Committee before?

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Please list all past and current City of Emeryville advisory boards.

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Please list any past and current board, commission or committee memberships outside of Emeryville.

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Please list all organization memberships and positions held.

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Please list any relevant work and volunteer experience.

---

Why are you interested in serving on this Board, Commission, or Committee?

## Planning Commission Applicants Only

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Please provide a short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.

## Board / Committee / Commission Application

### PERSONAL INFORMATION

**Full Name:\*** Tyler Hill **Email Address:\*** [REDACTED] **Gender:** F

**Please specify the Board, Commission or Committee you are applying for:\***

Housing Committee

**I am currently a member of the above Committee, and am seeking reappointment.\***

Yes  No

**If you are seeking re-appointment, has any of your information changed within the last 12 months?**

*If your answer is yes, please complete the rest of this form. If your information has not changed within the past 12 months, please only enter your name and email information above. You do not need to complete the remainder of this form.*

Yes  No

### RESIDENCY / EMPLOYMENT INFORMATION

**Home Address:** [REDACTED] **City:** [REDACTED] **State:** [REDACTED] **Zip Code:** [REDACTED]

**Home/Cell Phone Number:** [REDACTED]

**How long have you lived in Emeryville?**

2022

**Place of Employment:**

Instacart

**Occupation:**

Attorney

**Business Address:**

50 Beale Street, Suite 600

**City:**

San Francisco

**State:** **Zip Code:**

CA 94105

**Business Phone Number:**

**How long have you worked in Emeryville?**

0

**Upload Your Résumé:**

[REDACTED]

### EDUCATION / EXTRACURRICULAR INTERESTS

**High School:**

[REDACTED]

**College:**

UC Berkeley

**Trade or Business School(s):**

The George Washington University Law School

**Other Interests:**

Pilates, Weight Training, Reading, Podcasts, Wine Tasting, Live Music, International Travel, Walking my dog

### ADVISORY BODY EXPERIENCE / INFORMATION

**Are you currently serving on other Boards, Commissions or Committees?**

Yes  No

**Have you served on a Board, Commission or Committee before?**

Yes  No

**Please list all past and current City of Emeryville advisory boards.**

None

**Please list any past and current board, commission or committee memberships outside of Emeryville.**

None

**Please list all organization memberships and positions held.**

Welcome Team Lead, Vive Church

**Please list any relevant work and volunteer experience.**

See attached resume

**Why are you interested in serving on this Board, Commission or Committee?**

Serving on the housing committee provides me with an opportunity to give input on policies, priorities and feedback related to the City's housing policies and programs. These responsibilities are very similar to my day to day role at Instacart and therefore provides me with an unique opportunity to merge my housing passion and skillset to serve the City of Emeryville.

**PLANNING COMMISSION APPLICANTS ONLY**

**Please provide a short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.**

\* indicates required fields.

**EDUCATION & CREDENTIALS**

**Bar Admissions:** Washington, DC | California Registered In-House Counsel (eligible)

**The George Washington University Law School, *Juris Doctor***

*Activities/Awards:* Member, GW Moot Court Board

Regional Champion, Frederick Douglass Moot Court Competition

National Champion (Best Oral Advocate), Frederick Douglass Moot Court Competition

Recipient, Eugene Hamilton Scholarship (Washington Bar Association)

**University of California, Berkeley, *Bachelors of Arts***

**WORK EXPERIENCE**

**Instacart**

San Francisco, CA

*Public Policy Manager*

September 2024 – Present

- Lead on public policy analysis across US (state and federal) and Canada
- Identify trends across policy issues at the local, state and federal levels, educate colleagues, and build, manage and execute strategies to address and respond to those trends
- Represent Instacart with trade associations and cross-functional partners on Instacart’s legal, communications and other teams to develop and contribute to comments on proposed regulations and other policy documents from regulatory agencies
- Develop and produce policy positioning reports and other public-facing analyses

**Google**

San Francisco, CA

*Public Policy Manager, AI and Emerging Tech, Gov't Affairs & Public Policy*

May 2023 – Sept. 2024

- Educated federal, state, and local policymakers on AI, its drawbacks, and responsible use
- Developed legislative strategies in the United States and emerging markets
- Scaled and supported third party partnerships on federal skilling

**YouTube**

San Bruno, CA

*Scaled Abuse Analyst, Trust & Safety*

July 2021 – May 2023

- Review substantive content for consistency with internal policy, procedure, and the law
- Draft recommendations for clients in noncompliance with YouTube’s Partner Program policies
- Analyze large scale data, create systems to address that data, and develop policies to circumvent future network issues

**Lyft**

San Francisco, CA

*Compliance Lead, Legal*

August 2019 – June 2021

- Managed and set policies for civil law responses to third-party request for Lyft data
- Negotiated with domestic and Canadian counsel regarding pending state and federal civil and criminal litigation
- Prepared hundreds of responses to exigent public health orders, court orders, search warrants, and subpoenas from law enforcement and state agencies
- Prepared briefs and memoranda regarding privacy, geolocation tracking, the CCPA, and the ECPA

**California Department of Justice**

Sacramento, CA

*Employment and Administrative Mandate Section*

September 2018 – August 2019

- Drafted motions to compel, motions in limine, answers, meet and confer letters, request for special interrogatories, request for production of documents, and request for admissions
- Met with and prepared witnesses for litigation, and compiled witness statements
- Corresponded with clients and opposing counsel on issues related to pending litigation in state and federal court
- Organized and compiled discovery in preparation for production using Relativity
- Prepared exhibit binders, scheduled hearings, and conducted legal research

**California State Senate**

Sacramento, CA

- Staffed Senator Hancock on Elections & Constitutional Amendments Committee, Student Allocation Board, and Budget Subcommittee 5 (Public Safety)
- Drafted legislation and wrote talking points, press releases, fact sheets, and committee and floor statements for five of the eighteen bills introduced that year
- Analyzed pending bills in preparation for the Senator’s committee and floor vote

**Superior Court of California, Alameda County**

Alameda County

*JusticeCorps Fellow*

August 2013 – August 2014

*JusticeCorps Intern*

August 2012 – May 2013

- Provided legal information to pro se litigants on family law, small claims, unlawful detainer, restraining order, and limited/unlimited civil matters at the Self-Help Center
- Developed and facilitated 13 training and volunteer programs to assist pro se litigants complete court documents in preparation for filing

**VOLUNTEER EXPERIENCE**

**Family Violence Law Center Oakland, CA**

*Volunteer Attorney*

**Fresh Lifelines for Youth Oakland, CA**

*Legal Advocate*

**INTERNSHIP EXPERIENCE**

**Correia & Puth, PLLC**

Washington, DC

*Law Clerk*

August 2017 – May 2018

- Prepared memos on behalf of potential clients outlining discriminatory actions and harm caused by their current or former employer

**United Food & Commercial Workers, Office of General Counsel**

Washington, DC

*Peggy Browning Fellow*

May 2017 – July 2017

- Researched and drafted memos on matters related to paid sick leave (state), substantially equivalent work positions, restriction of salary inquiries (state), union membership (minors/parental consent), and collective bargaining for public employees

**United States Sentencing Commission**

Washington, DC

*Intern*

January 2017 – April 2017

- Reviewed and analyzed the application of federal sentencing guidelines in appellate criminal proceedings

**United States Marshals Service, Office of General Counsel**

Arlington, VA

*Intern*

August 2016 – December 2016

- Drafted recommendations for retaliation, wage and hour, and Federal Torts Claims Act disputes and interviewed U.S. Marshals on related matters

**U.S. District Court for the Central District of California**

Los Angeles, CA

*Extern, Judge Philip S. Gutierrez*

May 2016 – August 2016

- Researched relevant case law and drafted orders on motions for dismissal, reconsideration, attorney’s fees, and default judgment

# Advisory Body Application

Submitted on 1 May 2026, 7:00pm  
Receipt number 68  
Related form version 0

## Applicant Information

Full Name Brian Lee

Email Address

Please specify the Advisory Body you are applying for Housing Committee

I am applying to the Bicycle/Pedestrian Advisory Committee as a/an:

I am applying to the Budget Advisory Committee as a/an:

I am applying to the Commission on Aging as a/an:

I am applying to the Economic Development Advisory Committee as a/an:

I am applying to the Housing Committee as a/an: Below Market Rate (BMR) Recipient (Person residing in an Emeryville-designated BMR Rental or BMR Ownership unit.)

I am applying to the Parks and Recreation Committee as a/an:

I am applying to the Planning Commission as a/an:

I am applying to the Public Art Committee as a/an:

I am currently a member of the above Advisory Body and am seeking reappointment. No

If you are seeking re-appointment, has any of your information changed within the last 12 months?

## Residency Information

Home Address

City

State

Zip Code

Home/Cell Phone Number

How long have you lived in Emeryville?

25 years

## Employment Information

Employment Status

Retired / Unemployed

Place of Employment

Occupation

Business Address

City

State

Zip Code

Business Phone Number

How long have you worked in Emeryville?

Upload Your Resume

## Demographic Information

What race/ethnicity do you most closely identify with?  
Select all that apply.

Asian or Asian American

If not listed above, please specify:

Age Group

45-64 years old

Household Annual Income Level

Less than \$50,000

Are there children under the age of 18 in your household? Yes

## Education

High School San Leandro

College UC Berkeley

Trade or Business School(s)

Other Interest Gardening, redevelopment

## Advisory Body Experience / Information

Are you currently serving on other Boards, Commissions, or Committees? No

Have you served on a Board, Commission, or Committee before? No

Please list all past and current City of Emeryville advisory boards. n/a

Please list any past and current board, commission or committee memberships outside of Emeryville. n/a

Please list all organization memberships and positions held. n/a

Please list any relevant work and volunteer experience. IT background

Why are you interested in serving on this Board, Commission, or Committee? As a long time Emeryville resident, I want to be more involved in housing issues for the City. I have not had the opportunity to take part in something like this but now that I have more time, I'd love to be more involved with the community.

## Planning Commission Applicants Only

Please provide a short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.

# Board / Committee / Commission Application

Submitted on 22 September 2025, 10:24am  
Receipt number 22  
Related form version 0

## Applicant Information

Full Name Zachary Logan

Email Address

Please specify the Board, Commission or Committee you are applying for Housing Committee

I am currently a member of the above Committee, and am seeking reappointment. No

If you are seeking re-appointment, has any of your information changed within the last 12 months?

## Residency Information

Home Address

City

State

Zip Code

Home/Cell Phone Number

How long have you lived in Emeryville? MAY 2025


## Employment Information

Employment Status

Place of Employment US Army

Occupation Army Officer

Business Address 1001 12th street

City	Dublin
State	Ca
Zip Code	94568
Business Phone Number	5127391884
How long have you worked in Emeryville?	8 months
Upload Your Resume	

## Demographic Information

What race/ethnicity do you most closely identify with? Select all that apply.	White Hispanic or Latino
If not listed above, please specify:	
Age Group	20-44 years old
Household Annual Income Level	\$150,000 - \$199,999
Are there children under the age of 18 in your household?	No

## Education

High School	Austin high school
College	Syracuse university
Trade or Business School(s)	Defense language institute
Other Interest	Biking, parks, nature

## Advisory Body Experience / Information

Are you currently serving on other Boards, Commissions, or Committees?	No
Have you served on a Board, Commission, or Committee before?	No
Please list all past and current City of Emeryville advisory boards.	None
Please list any past and current board, commission or committee memberships outside of Emeryville.	None

Please list all organization memberships and positions held.

Rotary-member

---

Please list any relevant work and volunteer experience.

Rotary

---

Why are you interested in serving on this Board, Commission, or Committee?

I want to invest in my community. Ensure that it remains sustainable, and build an area where I know it and can make an impact.

## **Planning Commission Applicants Only**

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Please provide a short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.

# Zachary Logan

## EDUCATION

<b>Syracuse University / CSIS</b> <i>MA, International Relations, GPA: 3.8</i> Coursework: Data Visualization, Policy Strategy, Data Analysis, China-US Competition, Forecasting	<b>Jun 2025</b> <i>Washington, D.C.</i>
<b>Defense Language Institute</b> <i>Associates in Mandarin Chinese</i>	<b>Feb 2023</b> <i>Monterey, CA</i>
<b>Texas A&amp;M University</b> <i>BA, Political Science</i>	<b>May 2013</b> <i>College Station, TX</i>

## SKILLS / CERTS / QUALIFICATIONS

**Intel:** Active TS/SCI, Classified Network Systems and Tools, Chinese: DPLT 2/2+/2, DISA STIG familiarity, account and SSO concepts, ticketing systems on class/unclass  
**Ops Planning/Exercises:** HQDA COOP Exercise Design, CO/BDE/HQDA level AARs  
**Organizational product adoption:** IC product analysis collaboration, HQDA briefing template adoption, enterprise change management, building Co. process playbook

## EXPERIENCE

### US ARMY

<b>Company Commander (Reserve)</b> <i>368<sup>th</sup> MI BN (TSB)</i>	<b>May 2025 - Present</b> <i>Camp Parks, CA</i>
<ul style="list-style-type: none"><li>• Built a stakeholder map across the company, identified bottlenecks, and directed near total usage by January 2026 with implementation of AAR system</li><li>• Standardized data inputs for BN decision briefs, created validation checks a dashboard pipeline</li><li>• Facilitated MDMP working sessions for Movement and Communication Ops, producing a consolidated COA brief accepted by the BN commander, and created a joint company OPORD</li></ul>	
<b>China Desk Manager / Watch Production Manager</b> <i>Headquarters Department of the Army, G2</i>	<b>Mar 2023 – Mar 2025</b> <i>Pentagon, DC</i>
<ul style="list-style-type: none"><li>• Orchestrated weekly PRC analysis across IC partners to feed senior leader briefs; delivered 50+ executive threat updates and achieved consistent on-time delivery against the HQDA battle rhythm</li><li>• Built planner trust at O-4 to O-6: embedded with Army Operations Center staff to align G-2 workflows, log friction, and close the loop with product owners, reducing overall rework by 50%</li><li>• Exercise and WOG engagement: represented Army and DoD in CSIS Whole of Government mobilization events and translated findings into [N] actionable improvements for HQDA processes</li><li>• Governance and methods: served on the IC Advanced Analysis Program board and contributed to three policy adoptions and methodology approvals</li></ul>	
<b>Mobilization Officer</b> <i>505<sup>th</sup> MI BDE</i>	<b>2018 - 2021</b> <i>Camp Bullis, TX</i>
<ul style="list-style-type: none"><li>• Planned and executed 7 mobilization rotations for 100+ soldiers: synchronized mob pipeline and training shop timelines, lifting on-time readiness 25%</li><li>• Network mapped stakeholders across MOB stations and higher HQ, maintaining continuity and relationships that shortened cycle time by 2-3 days</li><li>• Carried additional duties as Executive Officer, Language Program Manager, and Training Planner</li></ul>	

## ADDITIONAL EXPERIENCE

<b>Team Leader - Defense Language Institute</b> , led 18 joint service members	2021- 2023
<b>Mayoral Campaign Manager - Strategic Campaign Consultant</b> , launched 25 pax team	2021
<b>Executive Assistant / Officer Manager – Blue Water Fund</b>	2016 - 2018
<b>Executive Assistant – Texas House of Representative</b>	2015
<b>China / Mexico Fraud Analyst – Apple Inc.</b>	2013 - 2015

# Advisory Body Application

Submitted on	24 April 2026, 4:27pm
Receipt number	47
Related form version	0

## Applicant Information

Full Name Ellen Strauss

Email Address



Please specify the Advisory Body you are applying for Housing Committee

I am applying to the Bicycle/Pedestrian Advisory Committee as a/an:

I am applying to the Budget Advisory Committee as a/an:

I am applying to the Commission on Aging as a/an:

I am applying to the Economic Development Advisory Committee as a/an:

I am applying to the Housing Committee as a/an: Below Market Rate (BMR) Recipient (Person residing in an Emeryville-designated BMR Rental or BMR Ownership unit.)

I am applying to the Parks and Recreation Committee as a/an:

I am applying to the Planning Commission as a/an:

I am applying to the Public Art Committee as a/an:

I am currently a member of the above Advisory Body and am seeking reappointment. Yes

If you are seeking re-appointment, has any of your information changed within the last 12 months? No

## Residency Information

Home Address

---

City

---

State

---

Zip Code

---

Home/Cell Phone Number

---

How long have you lived in Emeryville?

## Employment Information

---

Employment Status

---

Place of Employment

---

Occupation

---

Business Address

---

City

---

State

---

Zip Code

---

Business Phone Number

---

How long have you worked in Emeryville?

---

Upload Your Resume

## Demographic Information

---

What race/ethnicity do you most closely identify with?

White

Select all that apply.

---

If not listed above, please specify:

---

Age Group

65 years and over

---

Household Annual Income Level

Less than \$50,000

---

Are there children under the age of 18 in your household? No

## Education

---

High School

---

College

---

Trade or Business School(s)

---

Other Interest

## Advisory Body Experience / Information

---

Are you currently serving on other Boards, Commissions, or Committees?

---

Have you served on a Board, Commission, or Committee before?

---

Please list all past and current City of Emeryville advisory boards.

---

Please list any past and current board, commission or committee memberships outside of Emeryville.

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Please list all organization memberships and positions held.

---

Please list any relevant work and volunteer experience.

---

Why are you interested in serving on this Board, Commission, or Committee?

## Planning Commission Applicants Only

---

Please provide a short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.

### Board / Committee / Commission Application

#### PERSONAL INFORMATION

Full Name:\*

Ellen R Strauss

Email Address:\*

[Redacted]

Gender:

Female

Please specify the Board, Commission or Committee you are applying for:\*

I am currently a member of the above Committee, and am seeking reappointment.\*

- Yes
- No

If you are seeking re-appointment, has any of your information changed within the last 12 months?

If your answer is yes, please complete the rest of this form. If your information has not changed within the past 12 months, please only enter your name and email information above. You do not need to complete the remainder of this form.

- Yes
- No

#### RESIDENCY / EMPLOYMENT INFORMATION

Home Address:

City:

State: Zip Code:

Home/Cell Phone Number:

How long have you lived in Emeryville?

12

Place of Employment:

N/A

Occupation:

Business Address:

City:

State: Zip Code:

CA

Business Phone Number:

How long have you worked in Emeryville?

Upload Your Résumé:

No file chosen

#### EDUCATION / EXTRACURRICULAR INTERESTS

High School:

MBHS Isabel Pakasble Award Memorable for education

College:

FSU BFA Children's Theatre/Creative dramatics

Trade or Business School(s):

N/A

Other Interests:

Theatre, reading, helping others any way I can

#### ADVISORY BODY EXPERIENCE / INFORMATION

Are you currently serving on other Boards, Commissions or Committees?

- Yes
- No

Have you served on a Board, Commission or Committee before?

- Yes
- No

Please list all past and current City of Emeryville advisory boards.

Vice Chair of COA

Vice President of Friends at the Senior Center

Please list any past and current board, commission or committee memberships outside of Emeryville.

N/A

---

**Please list all organization memberships and positions held.**

N/A

---

**Please list any relevant work and volunteer experience.**

Summit Medical Center in Oakland --- Volunteer in Family Resource Center  
Meditation Center in Oakland --- Various roles

---

**Why are you interested in serving on this Board, Commission or Committee?**

I would like to see how I can help Seniors and Families secure affordable housing.

---

**PLANNING COMMISSION APPLICANTS ONLY**

**Please provide a short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.**

\* indicates required fields.

# Advisory Body Application

Submitted on 22 April 2026, 4:20pm  
Receipt number 39  
Related form version 0

## Applicant Information

Full Name Tommy Williams

Email Address

Please specify the Advisory Body you are applying for Housing Committee

I am applying to the Bicycle/Pedestrian Advisory Committee as a/an:

I am applying to the Budget Advisory Committee as a/an:

I am applying to the Commission on Aging as a/an:

I am applying to the Economic Development Advisory Committee as a/an:

I am applying to the Housing Committee as a/an: Renter (Person renting a home in Emeryville.)

I am applying to the Parks and Recreation Committee as a/an:

I am applying to the Planning Commission as a/an:

I am applying to the Public Art Committee as a/an:

I am currently a member of the above Advisory Body and am seeking reappointment. No

If you are seeking re-appointment, has any of your information changed within the last 12 months?

## Residency Information

Home Address

City	
State	
Zip Code	
Home/Cell Phone Number	
How long have you lived in Emeryville?	1.5 years

## Employment Information

Employment Status	Employed
Place of Employment	City and County of SF
Occupation	Behavioral Health Clinician/Health Program Coordinator III
Business Address	1380 Howard St.
City	SF
State	CA
Zip Code	94103
Business Phone Number	
How long have you worked in Emeryville?	
Upload Your Resume	

## Demographic Information

What race/ethnicity do you most closely identify with? Select all that apply.	White
If not listed above, please specify:	
Age Group	45-64 years old
Household Annual Income Level	\$150,000 - \$199,999
Are there children under the age of 18 in your household?	No

## Education

---

High School

---

College

University of Missouri-Kansas City

---

Trade or Business School(s)

---

Other Interest

Music, golf, biking, outdoor activities

## Advisory Body Experience / Information

---

Are you currently serving on other Boards, Commissions, or Committees?

No

---

Have you served on a Board, Commission, or Committee before?

No

---

Please list all past and current City of Emeryville advisory boards.

---

Please list any past and current board, commission or committee memberships outside of Emeryville.

---

Please list all organization memberships and positions held.

Registered with Board of Behavioral Sciences as an LPCC.  
Member of the NCGA.

---

Please list any relevant work and volunteer experience.

I have worked in social services as a licensed mental health clinician in both Alameda County and SF County for the past 10 years. While working in Alameda County, I supported unhoused residents with obtaining housing.

---

Why are you interested in serving on this Board, Commission, or Committee?

I am interested in joining the housing committee because I am interested in developing housing for all income levels. I am interested in learning about Emeryville's housing plans, regulations, and policies.

## Planning Commission Applicants Only

---

Please provide a short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.

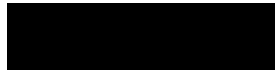
# Advisory Body Application

Submitted on 24 April 2026, 10:47pm  
Receipt number 49  
Related form version 0

## Applicant Information

Full Name Dave Beeman

Email Address



Please specify the Advisory Body you are applying for Public Art Committee

I am applying to the Bicycle/Pedestrian Advisory Committee as a/an:

I am applying to the Budget Advisory Committee as a/an:

I am applying to the Commission on Aging as a/an:

I am applying to the Economic Development Advisory Committee as a/an:

I am applying to the Housing Committee as a/an:

I am applying to the Parks and Recreation Committee as a/an:

I am applying to the Planning Commission as a/an:

I am applying to the Public Art Committee as a/an: Resident (Person residing in Emeryville.)

I am currently a member of the above Advisory Body and am seeking reappointment. No

If you are seeking re-appointment, has any of your information changed within the last 12 months?

## Residency Information

Home Address



City

State

Zip Code

Home/Cell Phone Number

How long have you lived in Emeryville?

9+ years

## Employment Information

Employment Status

Employed

Place of Employment

California College of the Arts

Occupation

Assistant Director

Business Address

145 Hooper Street

City

San Francisco

State

CA

Zip Code

94107

Business Phone Number

415-551-9213

How long have you worked in Emeryville?

Never

Upload Your Resume

## Demographic Information

What race/ethnicity do you most closely identify with?  
Select all that apply.

White

If not listed above, please specify:

Age Group

45-64 years old

Household Annual Income Level

\$150,000 - \$199,999

Are there children under the age of 18 in your household?

No

## Education

High School	Capital High School, Olympia, WA
College	BA: The Evergreen State College, Olympia, WA   MFA: California College of the Arts, San Francisco, CA
Trade or Business School(s)	
Other Interest	

## Advisory Body Experience / Information

Are you currently serving on other Boards, Commissions, or Committees?	No
Have you served on a Board, Commission, or Committee before?	No
Please list all past and current City of Emeryville advisory boards.	N/A
Please list any past and current board, commission or committee memberships outside of Emeryville.	N/A
Please list all organization memberships and positions held.	
Please list any relevant work and volunteer experience.	I have worked supporting artists and their work since 2001. In 2017, I went back to school for an Master of Fine Arts, receiving it in 2019. Since then, I've continued to help artists achieve their goals, while maintaining a painting, photography, and installation art practice of my own.
Why are you interested in serving on this Board, Commission, or Committee?	Emeryville has such a rich collection of historic and public art projects. From its amazing array of murals, to the former mud flats sculptures featured in Chris Marker's "Junkopia," to Sofia Ramos' "Chocolate Cake with Rainbow Sprinkles," to Scott Donohue's "History of PG&E." I would love to be a part of ensuring future projects, while honoring and promoting the great works of the past.

## Planning Commission Applicants Only

Please provide a short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.

# David A. Beeman

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## QUALIFICATIONS AND CAPABILITIES

- 35 years of experience in high-pressure, deadline-oriented academic and corporate environments
- Highly experienced in data-driven enrollment management as former Vice President and Associate Dean
- Skilled in long- and short-term strategic planning, creative problem solving, and information organization
- Accomplished in building and maintaining lasting student, faculty, colleague, alumni, and client relationships
- Adept at the use of Workday, MailChimp, Ellucian Colleague, PowerFAIDS, Slate, Apply Yourself, Hobsons EMT, Office, SIS, Infomaker, Advance, and basic HTML
- Strong liberal arts background in fine arts, literature, grammar, and creative writing.

## EXPERIENCE

*California College of the Arts (“CCA”), San Francisco, California*

**Senior Project Manager**, Graduate Affairs & Community Engagement (August 2023 - present)

**Senior Program Manager**, Graduate Fine Arts (December 2020 - August 2023)

**Program Manager**, Graduate & Undergraduate Film and Undergraduate Painting & Drawing (July 2019 - December 2020)

- **Planned and implemented several high-profile events**, including Graduate Fine Arts Open Studios, Graduate Fine Arts thesis receptions, and, most recently, the school-wide admitted student reception at SFMoMA and Yerba Buena Center for the Arts in July 2024 (repeating again in July 2025).
- **Served as main academic advisor** for students in various combinations of seven graduate programs (Fine Arts, Curatorial Practice, Visual & Critical Studies, MFA Design, Writing, Dual Fine Arts / VCS, and Dual Writing / VCS). Coordinated advancement and final reviews for all Graduate Fine Arts students.
- **Analyzed and tracked student enrollments** in two undergraduate and several graduate programs. Assisted chairs and other colleagues in determining course needs. Created and corrected course administrative listings in Workday. Helped solve course scheduling and space issues. Served as primary academic advisor for up to eighty graduate students.
- **Managed and monitored annual budgets for two undergraduate programs and two graduate programs.** Worked to improve and streamline budget tracking processes between Workday and Excel. Processed and tracked honoraria for around 200 speakers.
- **Coordinated and attended the Graduate Film Program’s annual trip to the Sundance Film Festival** in Park City, Utah (with one faculty), including group ticket purchases, flights, accommodations, release forms, local transportation, written itineraries, and other logistical documents. Familiarized students with Sundance resources and processes. Served as onsite troubleshooter and guide.
- **Coordinated and served as onsite support for numerous field trips, artist lectures, screenings, and other on- and off-campus events**, including the ordering of food, space reservations, visiting artist communication, setup of technical presentation equipment, and pre-event publicity. Working with the Film Program chair, faculty, and the film cage studio manager, assisted with the coordination and logistical planning of the first-ever Film Program “Film Week,” dedicated to exploring the relationship between film and social and racial justice.
- **Worked with students, faculty and supervisor to coordinate and implement assignments of Teaching Assistantship positions**, including the posting of positions, international student communications (working with the International Student Services Office) regarding the visa process, and

approval of time entries. Worked with supervisor on Individual Studio Critique assignments, including the collecting of student preferences and subsequent faculty assignments.

**Student, Master of Fine Arts, Fine Arts Program**  
(September 2017 - May 2019, degree conferred)

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*Pacific School of Religion ("PSR"), Berkeley, California*  
**Vice President for Admissions and Enrollment Management**  
(August 2016 – July 2017)

- **Served as senior enrollment management officer**, developing and implementing long- and short-term enrollment plans determining appropriate incoming student numbers and likely tuition income. Strategized the awarding of financial aid (both federal and institutional) to meet or exceed tuition targets, achieve student mix, and maximize current student retention.
  - **Developed and implemented outreach strategies** to increase the pool of applicants, including email communication, outreach to denominational partners, development of informational weekends for prospective students. In addition, planned conference and other convention promotional attendance, social media strategization and other marketing to increase school visibility and promote its accessibility.
  - **Served on the President's Executive Team**, which included the president, chief business officer, chief financial officer, and the vice president for academic affairs and dean. Met regularly with the Board of Trustees to provide updated enrollment information and strategic plans.
- 

*School of the Arts ("SoA"), Columbia University in the City of New York*  
**Associate Dean for Admissions and Financial Aid (2010-2016)**  
**Associate Dean for Student and Alumni Affairs (2007-2010)**  
**Assistant Dean for Student Affairs and Admissions (2005-2007)**  
**Director of Student Affairs (2003-2005)**  
**Student Affairs Officer (2001-2003)**

- **Served as senior enrollment management officer**, working in consultation with deans, lateral senior staff (student affairs, academic affairs, and the office of development), four department chairs, and 17 faculty concentration directors. Developed and implemented long- and short-term enrollment plans determining appropriate incoming student numbers and likely tuition income. Strategized the awarding of financial aid to meet or exceed tuition targets, achieve student mix, and maximize current student retention.
- **Directed and managed student allocation of financial aid funds totaling nearly \$11 million** (approximately \$9.2M in institutional aid and \$1.5M in campus-based aid). In concert with the directors of 17 concentrations, developed separate institutional aid-awarding methodologies. Worked closely with central university to ensure federal and state compliance.
- **Devised comprehensive annual marketing and recruitment plans**, working with the SoA communications offices to procure advertising in numerous publications, including Variety, Poets and Writers, e-flux, American Theatre, Filmmaker, Backstage, Artforum, The Paris Review, and many others. Implemented "Thought Leader Letters" from faculty to their colleagues across the U.S. to cultivate prospective applicants. Organized program information sessions, admitted student nights, and other events. Tracked prospective student engagement.

- **Served as chief analyst of data around prospective students, admitted students, current students and alumni.** Developed tuition and enrollment analyses, assessments, and reports for use in setting admissions and tuition targets for periodic reports and long-range planning by the deans, chairs, and the development office. Maintained student database and student files. Prepared various other reports and surveys based on database information for use by deans, chairs, and other university offices.
- **Developed, implemented, and analyzed recruitment plans to attract a diverse student population** with emphasis on the institution's goals of student excellence, growth, diversity, and sustainability.
- **Developed and implemented new initiatives**, including: standardized pay tiers for instructional and non-instructional student officers and employees; admitted student packets containing complete admissions and aid information; continuing student notification letters containing award terms, conditions, and stewardship guidelines; and a financial need assessment application.
- **Provided comprehensive management of the entire SoA Admissions Office in the annual processing of 2,400 applications** for approximately 260 places in each year's entering class. Oversaw the accurate and timely production of the School of the Arts admissions materials. Working closely with faculty and alumni affairs, developed regular email blasts to 25,000 prospective students detailing alumni, student, and faculty accomplishments, important deadlines, and opportunities for engagement.
- **Managed staff of up to four full-time employees**, including Director of Admissions Operations & Assistant Director of Financial Aid, Student and Alumni Affairs Officer, Assistant Director of Career Services / Artists' Resource Center Manager, and one administrative assistant (union). Provided administrative guidance to the admissions, recruitment, scholarship, career, and retention operations.
- **Established and/or enhanced school policies** regarding registration, satisfactory academic progress, records retention, financial aid, billing, disciplinary procedures, and accreditation requirements to correspond with university policy and national best practices.
- **Managed schoolwide alumni affairs serving and utilizing 7,000 alumni**, including communications, events, and online resources. Worked closely with the Columbia Office of Alumni and Development and the school events team to create an integrated approach to alumni relations.
- **Served as primary liaison between the SoA and Columbia Student Services offices**, including the Registrar, Student Financial Services/Planning, Billing, Health Services (including the offices of Immunization, Insurance Enrollment, Disability Services, and Counseling and Psychological Services), International Students and Scholars Office, University Apartment Housing, the University Ombuds Office, and the University Commencement Operations group.
- **Administered all student-affairs-related issues** for 850 current students and 400 admitted students per year, ranging from housing, registration, billing, and health services. Responsible for maintenance of financial aid records and for processing awards, federal work-study and coordination of federal aid packaging with the office of Student Financial Planning. Coordinated most non-academic student-related issues for the SoA and worked closely with each of the division chairs and directors of academic administration to ensure student awareness and compliance.
- **Disseminated SoA administrative information to new and continuing students** through websites, webinars, information packets, newsletters, postings, e-mails, mailings, and individual counseling. These addressed topics including housing, immunization, health services and insurance, school policies, graduation requirements, university resources, and student activities. Served as "portal" support to students in areas of depression, suicide, and other mental health-related issues. Provided counseling to over 400 prospective and over 600 continuing students about financial aid policies and procedures, special grants, federal, institutional, and private loans, student life issues, and housing.
- **Monitored student registration** each semester to assure compliance with school policy and meet tuition targets. Assisted students in resolving registration problems. Oversaw cross-registration process

with other programs and schools. Assured correct certification of full-time status in student database. Tracked students' progress toward fulfillment of graduation requirements and counseled students regarding their progress. Reviewed extension, withdrawal, and leave requests.

- **Served as primary event planner for SoA and university events**, including New Student Orientation, the SoA Commencement ceremony, and the annual SoA Kickoff Party. Coordinated School of the Arts participation in the Columbia University-wide Commencement Ceremony, including cap and gown distribution, diploma coordination, graduation certification, catering coordination, and event space and equipment. Served as student advisor for annual student shows and events, as well as regular student "happy hours," parties and mixers.
  - **Developed and implemented the SoA Artists' Resource Center ("ARC")** for outside scholarships and fellowships, including the planning of a comprehensive ARC database and website.
  - **Allocated all SoA student University Apartment Housing ("UAH")** to incoming students based on need. Acted as liaison to UAH. Provided information to students about non-Columbia housing resources. Acted as moderator in issues relating to UAH.
  - **Worked with the Columbia Center for Career Education in developing and maintaining arts-related career development programs**, including panel discussions, networking events, and job and internship resources.
  - **Served as primary advisor to SoA student organizations**, including the Arts Student Council. Convened meetings, managed budgets, and advised student groups on university policies.
  - **Served as first-person hearing officer in dean's disciplinary procedures.**
  - **Served on several Columbia committees** including Financial Aid Directors group, Deans of Students group, SoA Executive Committee, Gender-Based Misconduct Adjudication Panel, Council of Venue Managers, and the Columbia Online Calendar Development team.
- 

### **Real Estate Paralegal / Title Insurance Consultant**

*Mayer, Brown & Platt (now Mayer, Brown, Rowe & Maw), New York, NY,*  
(2000-2001 (perm), 1999-2000 (temp))

*Sullivan and Cromwell, New York, NY (1999-2000)*

- **Assisted attorneys in numerous high-pressure high-profile commercial Real Estate and corporate transactions.** Responsibilities included acting as liaison between clients and attorneys, large-scale document organization for numerous multi-state, multi-site closings, closing document review, creation and maintenance of transaction calendars, updating and maintaining lists of closing requirements, procurement of appropriate document signatures, and general property research.
  - **Reviewed commercial title insurance and survey documents and advised attorneys on findings**, including property boundaries and legal descriptions, easements, restrictions, reservations, air rights, leases, encroachments, and other matters.
- 

### **Title Insurance Officer / Examiner**

*Evergreen Title Company, Seattle, WA (Examiner: 1993-1998 / Officer: 1996-1997)*

*Chicago Title Insurance Company, Seattle, WA (Examiner: 1989-1993)*

- **Researched and composed residential and commercial title insurance reports**, included reading and interpreting property descriptions, ownership, easements, agreements, restrictions, reservations, surveys, taxes, assessments, leases, loan documents, judgments, liens, corporate matters, inspections, courtwork, and plat, condominium and co-op matters.
- **Assisted lenders, realtors and escrow agents in closing transactions.** Responsibilities included acting a liaison between underwriters and clients, reviewing title insurance policies, risk analysis and knowledge of real estate laws and practices.

## **EDUCATION**

**Bachelor of Arts**, The Evergreen State College, 1989

**Master of Fine Arts in Fine Arts**, California College of the Arts, 2019

## **OTHER EXPERIENCES / ACTIVITIES**

**Exhibitions Photographer**, California College of the Arts, 2018-2019 (work-study position)

**Teaching Assistant**, California College of the Arts, 2018-2019,

(Tools III: Digital Workflow and Tools IV: Large-Format Photography & Studio Lighting)

**Production Photographer**, The Bridge Theater Company, 2003-2004

**Co-founder and Producer**, Sore Thumb Productions, 1996-1998

**Student**, Northwest Actors Studio, 1993-1996

# Advisory Body Application

Submitted on	22 April 2026, 1:31am
Receipt number	36
Related form version	0

## Applicant Information

Full Name

Email Address

Please specify the Advisory Body you are applying for

I am applying to the Bicycle/Pedestrian Advisory Committee as a/an:

I am applying to the Budget Advisory Committee as a/an:

I am applying to the Commission on Aging as a/an:

I am applying to the Economic Development Advisory Committee as a/an:

I am applying to the Housing Committee as a/an:

I am applying to the Parks and Recreation Committee as a/an:

I am applying to the Planning Commission as a/an:

I am applying to the Public Art Committee as a/an:

I am currently a member of the above Advisory Body and am seeking reappointment.

If you are seeking re-appointment, has any of your information changed within the last 12 months?

## Residency Information

Home Address

City	
State	
Zip Code	
Home/Cell Phone Number	
How long have you lived in Emeryville?	25 years

## Employment Information

Employment Status	Employed
Place of Employment	Emeryville Child Development Center
Occupation	Assistant teacher
Business Address	1220 53rd Street
City	Emeryville
State	California
Zip Code	94608
Business Phone Number	4155964343
How long have you worked in Emeryville?	11 months
Upload Your Resume	

## Demographic Information

What race/ethnicity do you most closely identify with? Select all that apply.	Black or African American
If not listed above, please specify:	
Age Group	20-44 years old
Household Annual Income Level	Less than \$50,000
Are there children under the age of 18 in your household?	No

## Education

---

High School

Emery high school

---

College

University of San Francisco

---

Trade or Business School(s)

---

Other Interest

## Advisory Body Experience / Information

---

Are you currently serving on other Boards, Commissions, or Committees?

No

---

Have you served on a Board, Commission, or Committee before?

No

---

Please list all past and current City of Emeryville advisory boards.

---

Please list any past and current board, commission or committee memberships outside of Emeryville.

---

Please list all organization memberships and positions held.

---

Please list any relevant work and volunteer experience.

-academic researcher and writer  
-arts educator for multiple ages  
- conceptual design and curation  
-teacher and teacher assistant  
-bachelors degree in art history and master's degree in museum studies

---

Why are you interested in serving on this Board, Commission, or Committee?

I am a passionate and dedicated academic and arts educator. I love my community and would to share, create, and motivate change and creativity.

## Planning Commission Applicants Only

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Please provide a short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.

# Mariam Biaye



## Key Skills

---

Academic writing and research  
Curriculum development  
Content creation and Copywriting  
Teaching- Art, English

---

## PROFESSIONAL EXPERIENCE

### Assistant Teacher

City of Emeryville-Emeryville Child Development Center

June 2025-present

- Curriculum planning
- Support with classroom instruction for ages 1 to 3
- Facilitate group activities and individualized lesson plans

### Organizer/Stager

Tangerine Staging LLC

March 2025- May 2025

- Organize prop stop
- Curate client decks
- Assist with interior design projects

### Gallery Intern

American Bookbinders Museum

June 2023 - August 2023

- Assistant to museum director
- Greet customers, ticket and merch sales
- Catalog and archive bookbinding materials
- Independent research and study

### Teacher Assistant

YMCA

August 2022 – December 2022

- Supported classroom instruction by assisting lead teachers with lesson implementation and student engagement.
- Facilitated small group activities and provided individualized attention to students as needed.

### **Art Gallery Intern**

*Joyce Gordon Gallery, Oakland, CA*

*June 2021 – September 2021*

- Assisted in creating and managing content for gallery events, website updates, and social media platforms.
- Supported exhibition preparation and gallery maintenance to ensure a positive visitor experience.

### **6th Grade Teacher**

*Aim High, Oakland, CA*

*June 2019 – July 2019*

- Delivered a 5-week summer academic program focused on student development and academic enrichment.
- Created lesson plans and activities tailored to the needs of 6th-grade students.

### **Art Teacher (K-1 Grade)**

*Adventure Time, Oakland, CA*

*August 2015 – April 2019*

- Developed and implemented art curriculum for kindergarten and 1st-grade students.
- Encouraged creativity and artistic expression through hands-on activities and projects.

### **Receptionist**

*African Beauty Salon and Supply, San Francisco, CA*

*June 2015 – August 2015*

- Managed front desk operations, including scheduling appointments, greeting clients, and handling phone inquiries.
- Maintained a clean and organized reception area to enhance the client experience.

### **Learning Coach/Teaching Assistant**

*Gateway to College, Oakland, CA*

*August 2013 – May 2014*

- Provided academic support to students, assisting with homework and classwork.
- Designed and taught an afternoon class focused on college preparedness, including lesson planning and activity coordination.

### **Seasonal Sales Associate**

*Buffalo Exchange, Berkeley, CA*

*December 2013 – January 2014*

- Assisted customers with merchandise selection and provided excellent customer service during peak holiday season.

Maintained product displays and ensured a clean and organized sales floor.

**Seasonal Sales Associate**

*Urban Outfitters, Emeryville, CA*

*November 2012 – January 2013*

- Provided customer assistance and processed sales transactions efficiently.
- Supported inventory management and product placement during the holiday season.

**Secretary**

*Emery Secondary School, Emeryville, CA*

*May 2012 – July 2012*

- Assisted with community service projects and event planning for school activities.
- Managed clerical tasks, including filing, data entry, and document preparation.

**Vice President of Manufacturing and Design**

*Heaven Sent Jewelz, Oakland, CA*

*August 2009 – May 2011*

- Co-founded and managed a customizable jewelry business as part of the BUILD program.
- Led design and production efforts, ensuring high-quality products and customer satisfaction.

---

**EDUCATION****Master's Degree in Museum Studies**

*University of San Francisco, San Francisco, CA*

**Bachelor's Degree in Art History**

*San Francisco State University, San Francisco, CA*

**Associate Degree in Creative Writing**

*Berkeley City College, Berkeley, CA*

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**SKILLS**

**Organizational Skills:** Strong ability to manage multiple tasks and prioritize effectively.

**Teaching & Classroom Management:** Experience in lesson planning, student engagement, and maintaining a positive learning environment.

**Time Management:** Adept at balancing responsibilities and meeting deadlines.

**Creative Writing & Content Creation:** Proficient in producing written content for various platforms.

**Social Media Marketing:** Trend research and conceptual design for brand campaigns, advertisements, partnerships

**Research:** Strong research skills across all subjects, Specialize in art history and museum studies.

**Google Docs:** Proficient in using Google Docs for document creation and collaboration.

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# Advisory Body Application

Submitted on 21 April 2026, 7:31pm  
Receipt number 34  
Related form version 0

## Applicant Information

Full Name theresa fortune

Email Address

Please specify the Advisory Body you are applying for Public Art Committee

I am applying to the Bicycle/Pedestrian Advisory Committee as a/an:

I am applying to the Budget Advisory Committee as a/an:

I am applying to the Commission on Aging as a/an:

I am applying to the Economic Development Advisory Committee as a/an:

I am applying to the Housing Committee as a/an:

I am applying to the Parks and Recreation Committee as a/an:

I am applying to the Planning Commission as a/an:

I am applying to the Public Art Committee as a/an: Resident (Person residing in Emeryville.)

I am currently a member of the above Advisory Body and am seeking reappointment. No

If you are seeking re-appointment, has any of your information changed within the last 12 months?

## Residency Information

Home Address

City

State

Zip Code

Home/Cell Phone Number

How long have you lived in Emeryville?

3 years

## Employment Information

Employment Status

Retired / Unemployed

Place of Employment

Occupation

Business Address

City

State

Zip Code

Business Phone Number

How long have you worked in Emeryville?

Upload Your Resume

## Demographic Information

What race/ethnicity do you most closely identify with?  
Select all that apply.

Black or African American

If not listed above, please specify:

Age Group

20-44 years old

Household Annual Income Level

\$50,000 - \$99,999

Are there children under the age of 18 in your household?

Yes

## Education

---

High School

Albany High School

---

College

---

Trade or Business School(s)

---

Other Interest

## Advisory Body Experience / Information

---

Are you currently serving on other Boards, Commissions, or Committees?

No

---

Have you served on a Board, Commission, or Committee before?

No

---

Please list all past and current City of Emeryville advisory boards.

---

Please list any past and current board, commission or committee memberships outside of Emeryville.

Alameda Health Alliance - Patient Advocacy board

---

Please list all organization memberships and positions held.

---

Please list any relevant work and volunteer experience.

Filmmaker  
Mixed media artist  
Curator

---

Why are you interested in serving on this Board, Commission, or Committee?

I am passionate about the arts and very big on making sure that there are equitable opportunities for all people.

## Planning Commission Applicants Only

---

Please provide a short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.

# Advisory Body Application

Submitted on 20 March 2026, 2:27pm  
Receipt number 1  
Related form version 0

## Applicant Information

Full Name Michael Haggerty

Email Address

Please specify the Advisory Body you are applying for Public Art Committee

I am applying to the Bicycle/Pedestrian Advisory Committee as a/an:

I am applying to the Budget Advisory Committee as a/an:

I am applying to the Commission on Aging as a/an:

I am applying to the Economic Development Advisory Committee as a/an:

I am applying to the Housing Committee as a/an:

I am applying to the Parks and Recreation Committee as a/an:

I am applying to the Planning Commission as a/an:

I am applying to the Public Art Committee as a/an: Resident (Person residing in Emeryville.)

I am currently a member of the above Advisory Body and am seeking reappointment. Yes

If you are seeking re-appointment, has any of your information changed within the last 12 months? No

## Residency Information

Home Address

City

State

Zip Code

Home/Cell Phone Number

---

How long have you lived in Emeryville?

## Employment Information

---

Employment Status

---

Place of Employment

---

Occupation

---

Business Address

---

City

---

State

---

Zip Code

---

Business Phone Number

---

How long have you worked in Emeryville?

---

Upload Your Resume

## Demographic Information

---

What race/ethnicity do you most closely identify with? Select all that apply. White

---

If not listed above, please specify:

---

Age Group 45-64 years old

---

Household Annual Income Level \$100,000 - \$149,999

---

Are there children under the age of 18 in your household? No

## Education

---

High School

---

College

---

Trade or Business School(s)

---

Other Interest

## Advisory Body Experience / Information

---

Are you currently serving on other Boards, Commissions, or Committees?

---

Have you served on a Board, Commission, or Committee before?

---

Please list all past and current City of Emeryville advisory boards.

---

Please list any past and current board, commission or committee memberships outside of Emeryville.

---

Please list all organization memberships and positions held.

---

Please list any relevant work and volunteer experience.

---

Why are you interested in serving on this Board, Commission, or Committee?

## Planning Commission Applicants Only

---

Please provide a short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.

**Board / Committee / Commission Application**

**PERSONAL INFORMATION**

**Full Name:\***  **Email Address:\***  **Gender:**

**Please specify the Board, Commission or Committee you are applying for:\***

**I am currently a member of the above Committee, and am seeking reappointment.\***  
 Yes  No

**If you are seeking re-appointment, has any of your information changed within the last 12 months?**  
*If your answer is yes, please complete the rest of this form. If your information has not changed within the past 12 months, please only enter your name and email information above. You do not need to complete the remainder of this form.*  
 Yes  No

**RESIDENCY / EMPLOYMENT INFORMATION**

**Home Address:**  **City:**  **State:**  **Zip Code:**

**Home/Cell Phone Number:**  **How long have you lived in Emeryville?**

**Place of Employment:**  **Occupation:**

**Business Address:**  **City:**  **State:**  **Zip Code:**

**Business Phone Number:**  **How long have you worked in Emeryville?**

**Upload Your Résumé:**

**EDUCATION / EXTRACURRICULAR INTERESTS**

**High School:**

**College:**

**Trade or Business School(s):**

**Other Interests:**

**ADVISORY BODY EXPERIENCE / INFORMATION**

**Are you currently serving on other Boards, Commissions or Committees?**  
 Yes  No

**Have you served on a Board, Commission or Committee before?**  
 Yes  No

**Please list all past and current City of Emeryville advisory boards.**

**Please list any past and current board, commission or committee memberships outside of Emeryville.**

**Please list all organization memberships and positions held.**

**Please list any relevant work and volunteer experience.**

As professional Creative Director and artist, I hope I can bring some useful experience to the committee. In my work, I'm responsible for large scale Creative project scoping, budgeting, contract negotiations, procurement, client and vendor relationship management, and ultimately creative development and execution. Volunteering experience I was an active member of the SF Bicycle coalition for many years. Volunteering and advocating on behalf of the community for safer streets.

**Why are you interested in serving on this Board, Commission or Committee?**

I've been a resident of emeryville for over 7 years. In that time, I've seen our city evolve and thrive in so many inspiring ways. Much of that has come from the commitment of the people in our community stepping up and doing their part. The Public Art committee has done such incredible work for the people of Emeryville. Now I want to do my part, and help make sure this committee continues to thrive and inspire our community.

**PLANNING COMMISSION APPLICANTS ONLY**

**Please provide a short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.**

\* indicates required fields.

# Mike Haggerty

San Francisco, California, United States



## Summary

Working at the speed of conversation – I help lead creative projects to their strongest possible outcome and carrying it through any manner of mediums. Whether leading teams or building entire projects from the ground up – there is nothing more exciting than seeing creative ideas come to life.

## Experience

### **Creative Director**

Factor San Francisco

Jan 2016 - Present (8 years 4 months)

As a lead Creative Director I'm responsible for guiding large teams of talented creatives to produce amazing work for demanding clients. Currently overseeing all our aspects of lifecycle marketing initiatives for Google Store / Google Local Guides / Stadia / and more I probably can't say.

Creative Direction:

Leading overall direction, vision, and strategy on multiple accounts. Developing lasting client relationships at all levels. Building strong creative teams that exceed client expectations. And mentoring and developing those creative leads so as an Agency, we continue to deliver for the long term.

Management:

Key client relationship point of contact. Creative team management and performance development. Work closely with account teams on resourcing, scoping, and planning.

Businessness Development:

Through strong client relationships I've significantly grown accounts year over year. Responsible for new business pitches and client development.

### **Associate Creative Director (TVC)**

Google

Aug 2014 - Jan 2016 (1 year 6 months)

Creative Lead on the Google Ads Marketing and Android teams. Responsible for guiding and creating marketing efforts to support deeper relationships with users and these vitally important brands for the company.

Google Ads Marketing:

Leading work on the macro ecosystem consolidation effort. 40 different Google ads products marketing identities needed to be rebrand, reimagined, and redeployed under one consistent Google brand. This included everything you could imagine an effort like that would take. Websites, visual design, photography, illustration, tone of voice. It was all reexamined and brought under one consistent master brand guideline.

Android:

Leading work for Android marketing consisted of a rigorous balance of strategy and creative. An ever expanding ecosystem of devices had to feel unique in their own right, while still being part of the Android family. Add to this the arms length relationship of Google to Android, it required an exacting tone to insure the platform retained its own identity. Projects included creative and strategy for all of Android.com.

ORGANIC

## **Associate Creative Director**

Organic

Jun 2014 - Aug 2014 (3 months)

Contract creative on the Nike, Wells Fargo, and Beats by Dre accounts.



## **Associate Creative Director**

Leo Burnett

Jul 2010 - Jul 2014 (4 years 1 month)

Clients: Symantec, Nature Made, Visa, Nintendo

-Responsible for the conception, design, and execution of visually innovative integrated and cross channel campaigns including: large online initiatives, broadcast and online advertising, online video, retail, social, and digital marketing.

- Leading a team of creatives through project concept to execution.

- Manage relationships with clients, vendors and creative teams ensuring the best quality creative possible.

## **Creative Merc**

HIRED GUN LIMITED

Jun 2010 - Jul 2014 (4 years 2 months)

Freelance hired gun

Clients include:

Amazon; Nature Made; Bluewolf; Innotas; Microsoft; Ebay;



## **Associate Creative Director**

Amazon Advertising Community

Aug 2013 - Jun 2014 (11 months)

ACD on the Nature Made account overseeing digital advertising, broadcast video campaigns, brand and packaging redesign efforts.



## **Senior Art Director**

Arc Worldwide

Sep 2007 - 2010 (3 years)



## **Art Director**

Jack Morton Worldwide

Apr 2007 - Sep 2007 (6 months)

## **Lead Designer**

Staples

Jul 2005 - Apr 2007 (1 year 10 months)

- Part of the lead design team developing the creative for the Staples Brand.
- Responsible for translating marketing strategies into concepts and final executions.
- Projects for the Staples brand included: advertising; promotions; packaging; point of sale; sub-branding; market communications and convention booths.
- Art directing creative: photo shoots, working collaboratively with design managers and copy writers, directing junior staff.

## **Designer**

JCDecaux

Jul 2004 - Jul 2005 (1 year 1 month)

- Developing business to business marketing promotions.
- Lead designer for user interface of JCDecaux airport information kiosk.
- Creating digital sales tools for sales managers.

## **Jr Designer**

H&A Marketing

May 2003 - Dec 2004 (1 year 8 months)

Working with senior designers to develop creative for: advertising; promotions; direct response; and many other types of communications.

## **Education**

**New England school of Art**

BFA, Design

## **Skills**

Art Direction • Advertising • Digital Marketing • Marketing Communications • Photography • Creative Direction • Retail Marketing • Integrated Brand Marketing • Digital • Online Advertising

# Advisory Body Application

Submitted on 17 April 2026, 12:20pm  
Receipt number 20  
Related form version 0

## Applicant Information

Full Name Michael Murphy

Email Address



Please specify the Advisory Body you are applying for Public Art Committee

I am applying to the Bicycle/Pedestrian Advisory Committee as a/an:

I am applying to the Budget Advisory Committee as a/an:

I am applying to the Commission on Aging as a/an:

I am applying to the Economic Development Advisory Committee as a/an:

I am applying to the Housing Committee as a/an:

I am applying to the Parks and Recreation Committee as a/an:

I am applying to the Planning Commission as a/an:

I am applying to the Public Art Committee as a/an: Large Art Institution Representative (Person representing an art institution in Emeryville with over 56 employees or serving over 35 artists.)

I am currently a member of the above Advisory Body and am seeking reappointment. No

If you are seeking re-appointment, has any of your information changed within the last 12 months?

## Residency Information

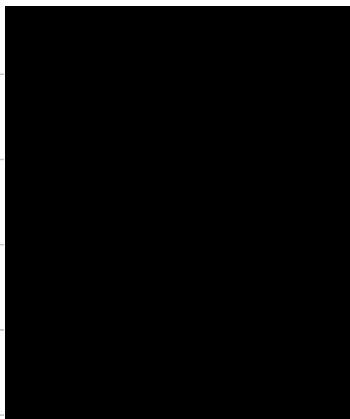
Home Address

City

State

Zip Code

Home/Cell Phone Number



How long have you lived in Emeryville?

53 years

## Employment Information

Employment Status

Employed

Place of Employment

Emeryville Artist's Coop

Occupation

artist/painter

Business Address

4250 Horton St Unit 1

City

Emeryville

State

CA

Zip Code

94608-3562

Business Phone Number

5106544349

How long have you worked in Emeryville?

53 years

Upload Your Resume



## Demographic Information

What race/ethnicity do you most closely identify with?  
Select all that apply.

White

If not listed above, please specify:

Age Group

65 years and over

Household Annual Income Level

Less than \$50,000

Are there children under the age of 18 in your household? No

## Education

High School	Narbonne in Los Angeles
College	BA, Long Beach State U. MA in drawing, Central Washington State U. MFA in painting: Washington State U.
Trade or Business School(s)	Art Center in Los Angeles
Other Interest	Art history, Music, Kayaking, Hiking

## Advisory Body Experience / Information

Are you currently serving on other Boards, Commissions, or Committees?	No
Have you served on a Board, Commission, or Committee before?	
Please list all past and current City of Emeryville advisory boards.	
Please list any past and current board, commission or committee memberships outside of Emeryville.	Chairman of the Emeryville Artist's Coop and a variety of committees.
Please list all organization memberships and positions held.	Founded the Emeryville Artist's Coop and served it in various capacities over the course of 53 years. Served the Washington State Arts Commission for a year
Please list any relevant work and volunteer experience.	Professional artist for over 50 years.
Why are you interested in serving on this Board, Commission, or Committee?	As a participant and contributor to the flourishing of art in Emeryville since its beginning in 1973, I identify strongly with its evolution and progress here and feel I can make a contribution to its furtherance.

## Planning Commission Applicants Only

Please provide a short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.

I am the ONLY founder of the Emeryville Artists Coop (now the 45<sup>th</sup> Street Artist's Coop) left in residence at the Coop.

I have worked there continuously and exclusively as a professional painter for fifty three years, with my work sold all over the world, and purchased and displayed by the city of Emeryville and local businesses in Emeryville. A banner featuring my work hangs in the entrance to the Emeryville city hall, and has for years.

Local shows at the deYoung museum, Axiom Gallery in San Francisco (now closed) and every Emeryville Annual Art Exhibition since they began, following three years teaching art at two universities in Washington State, and one year as an Artist In Residence with the Washington State Art Commission, have contributed to the background I would bring to the task.

I look forward to participating in the vibrant art world of Emeryville as a reflection of my respect and appreciation for Emeryville's contribution to the arts in Emeryville.

Michael Murphy 2026

# Advisory Body Application

Submitted on 19 April 2026, 1:53pm  
Receipt number 19  
Related form version 0

## Applicant Information

Full Name Stephanie

Email Address

Please specify the Advisory Body you are applying for Public Art Committee

I am applying to the Bicycle/Pedestrian Advisory Committee as a/an:

I am applying to the Budget Advisory Committee as a/an:

I am applying to the Commission on Aging as a/an:

I am applying to the Economic Development Advisory Committee as a/an:

I am applying to the Housing Committee as a/an:

I am applying to the Parks and Recreation Committee as a/an:

I am applying to the Planning Commission as a/an:

I am applying to the Public Art Committee as a/an: Resident (Person residing in Emeryville.)

I am currently a member of the above Advisory Body and am seeking reappointment. No

If you are seeking re-appointment, has any of your information changed within the last 12 months?

## Residency Information

Home Address

City

State

Zip Code

Home/Cell Phone Number

How long have you lived in Emeryville?

I have lived here for a total of 15 years. It has been on and off since 2004. I leave but I always get drawn back. :)

## Employment Information

Employment Status

Employed

Place of Employment

Somersille Math & Data Consulting

Occupation

Consultant

Business Address

5648 Bay Street Apt 522

City

Emeryville

State

CA

Zip Code

94608

Business Phone Number

14154804390

How long have you worked in Emeryville?

15 years

Upload Your Resume

## Demographic Information

What race/ethnicity do you most closely identify with?  
Select all that apply.

If not listed above, please specify:

Age Group

Household Annual Income Level

Are there children under the age of 18 in your household?

## Education

---

High School

Woodlands High School in Hartsdale, NY

---

College

Economics degree from Yale

---

Trade or Business School(s)

---

Other Interest

PhD in Mathematics, UC Berkeley

## Advisory Body Experience / Information

---

Are you currently serving on other Boards, Commissions, or Committees?

No

---

Have you served on a Board, Commission, or Committee before?

Yes

---

Please list all past and current City of Emeryville advisory boards.

---

Please list any past and current board, commission or committee memberships outside of Emeryville.

I was a board member, Board Secretary, Board Chair of IMPACT Bay Area

---

Please list all organization memberships and positions held.

American Mathematical Society  
Institute for Mathematics and Democracy  
Bay Area Tutoring Summit

---

Please list any relevant work and volunteer experience.

I've worked and volunteered in arts organizations for over 10 years. Primarily SF Ballet Resource and Volunteer Organization, SF Symphony and SF Jazz.

---

Why are you interested in serving on this Board, Commission, or Committee?

Work in the arts complements my work in mathematics and data science by engaging a different kind of creativity and community connection. That balance is what initially drew me to volunteer, and ultimately to work more closely with arts organizations. Through that experience, I have developed a deep appreciation for how public art shapes shared spaces, fosters community identity, and makes creativity accessible in everyday life.

I am especially inspired by the vibrancy of Emeryville's artistic community. Events like the Annual Arts Exhibition highlight the depth and diversity of talent within a relatively small geographic area, and reflect a community that actively values and supports the arts. That energy is something I would be proud to help sustain and grow.

Serving on the Public Arts Commission would give me the opportunity to contribute to that effort in a meaningful way. I am interested in supporting initiatives that both maintain the quality of existing public art and thoughtfully expand opportunities for new

work. I would bring a collaborative mindset, a strong sense of stewardship, and an appreciation for both artistic vision and community impact.

## Planning Commission Applicants Only

---

Please provide a short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.

# Stephanie Somersille



Mathematical data scientist and researcher with a focus on redistricting, voting systems, and statistical modeling. I run a consulting practice in mathematics and data science, leading projects that include gerrymandering analysis, evaluating alternative electoral systems, and a broader range of data-driven work across finance, research, and applied analytics.

My work also includes math education consulting and coaching, with an emphasis on clear communication and practical application of complex ideas. I bring a rigorous, problem-solving approach to research and analysis, and I am particularly interested in collaborations that combine mathematics, data, and policy to support informed decision-making.

## **Math and Data Experience**

### **Somersille Math & Data Consulting Services**

*Researcher · Consultant · Educator* | 2015–Present

- Lead independent consulting practice specializing in mathematics, data science, finance, and statistical analysis
- Conduct research and applied analysis on redistricting, including gerrymandering metrics and alternative voting systems
- Provide math education consulting, including curriculum development and instructional strategy
- Deliver individualized math coaching and tutoring, supporting students across a range of levels and goals (2005–Present)
- Manage all aspects of the business, including client relations, project scoping, hiring, and budgeting

### **Simons Laufer Mathematical Sciences Institute (SLMath) — Berkeley, CA**

*Research Member, Algorithms, Fairness and Equity Program* | Fall 2023

- Conducted research at the intersection of mathematics, data science, and redistricting
- Collaborated with interdisciplinary scholars on questions of fairness and representation

### **Black Pine Circle School — Berkeley, CA**

*Consultant, Math Education Specialist* | 2018–2020

- Advised on math curriculum and instructional practices
- Supported teachers through coaching and program development

**Dartmouth College** — Hanover, NH

*Visiting Professor, Department of Mathematics* | 2013–2014

- Taught undergraduate mathematics courses including mathematical finance and programming
- Conducted research

**Instituto Superior Técnico** — Lisbon, Portugal

*Research Fellow, Department of Mathematics* | Fall 2012

- Conducted research in mathematics in an international academic setting

**Mathematical Sciences Research Institute (SLMath)** — Berkeley, CA

*Postdoctoral Instructor, Mathematical Finance Program* | Summer 2011

- Taught and developed coursework in probability and mathematical finance for undergraduate participants

**University of Texas at Austin** — Austin, TX

*Postdoctoral Researcher, Department of Mathematics* | 2009–2012

- Conducted research in mathematics and collaborated on academic publications
- Taught courses in mathematics and statistics

**Front of House Experience**

**SFJAZZ** — San Francisco, CA

*House Manager (Part-Time)* | 2022–Present

- Lead front-of-house operations for performances, supervising staff and volunteer ushers and assigning positions to ensure efficient coverage
- Communicate show-specific information, policies, and expectations to FOH teams to maintain consistency and preparedness
- Serve as primary point of contact for escalated patron concerns, resolving issues with professionalism and sound judgment under time pressure
- Coordinate closely with box office, production, and artistic teams to support smooth performance execution

*Manager on Duty (Part-Time)* | 2024–Present

- Provide on-call leadership support across FOH operations, stepping in as needed during performances and events

- Assist House Managers with complex patron issues, operational challenges, and emergency response
  - Liaise with box office, production, and artistic staff to ensure alignment and continuity during live events
- 

## Education

Ph.D., Mathematics — University of California, Berkeley (2009)

Dissertation: *Biased Tug of War, The Biased Infinity Laplacian and Comparison with Exponential Cones*

B.A., Economics — Yale University (1995)

---

## Professional Activities

- **San Francisco Ballet** — BRAVO Member (Volunteer Organization) | 2016–Present
- **The Marine Mammal Center** — Volunteer, Rescue & Response and Animal Care | 2015–Present
- **IMPACT Bay Area** — Board Member and Board Chair | 2018–2020

## Memberships:

American Mathematical Society; Institute for Mathematics and Democracy; Bay Area Tutoring Summit

# Advisory Body Application

Submitted on 7 April 2026, 11:49am  
Receipt number 12  
Related form version 0

## Applicant Information

Full Name Vickie Jo Sowell

Email Address



Please specify the Advisory Body you are applying for Public Art Committee

I am applying to the Bicycle/Pedestrian Advisory Committee as a/an:

I am applying to the Budget Advisory Committee as a/an:

I am applying to the Commission on Aging as a/an:

I am applying to the Economic Development Advisory Committee as a/an:

I am applying to the Housing Committee as a/an:

I am applying to the Parks and Recreation Committee as a/an:

I am applying to the Planning Commission as a/an:

I am applying to the Public Art Committee as a/an: Resident (Person residing in Emeryville.)

I am currently a member of the above Advisory Body and am seeking reappointment. Yes

If you are seeking re-appointment, has any of your information changed within the last 12 months? No

## Residency Information

Home Address

City

State

Zip Code

Home/Cell Phone Number

---

How long have you lived in Emeryville?

## Employment Information

---

Employment Status

---

Place of Employment

---

Occupation

---

Business Address

---

City

---

State

---

Zip Code

---

Business Phone Number

---

How long have you worked in Emeryville?

---

Upload Your Resume

## Demographic Information

---

What race/ethnicity do you most closely identify with? Select all that apply. White

---

If not listed above, please specify:

---

Age Group 65 years and over

---

Household Annual Income Level \$100,000 - \$149,999

---

Are there children under the age of 18 in your household? No

## Education

---

High School

---

College

---

Trade or Business School(s)

---

Other Interest

## Advisory Body Experience / Information

---

Are you currently serving on other Boards, Commissions, or Committees?

---

Have you served on a Board, Commission, or Committee before?

---

Please list all past and current City of Emeryville advisory boards.

---

Please list any past and current board, commission or committee memberships outside of Emeryville.

---

Please list all organization memberships and positions held.

---

Please list any relevant work and volunteer experience.

---

Why are you interested in serving on this Board, Commission, or Committee?

## Planning Commission Applicants Only

---

Please provide a short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.

## Lorrayne Leong

---

**From:** noreply@civicplus.com  
**Sent:** Wednesday, June 1, 2022 9:35 AM  
**To:** Website DL - Clerk's Office; Amber Evans; Chadrick Smalley  
**Subject:** [External] Online Form Submittal: Board / Committee / Commission Application

If you are having problems viewing this HTML email, click to view a [Text version](#).

### Board / Committee / Commission Application

#### PERSONAL INFORMATION

**Full Name:\*** Vickie Jo Sowell  
**Email Address:\*** [REDACTED]  
**Gender:** F

**Please specify the Board, Commission or Committee you are applying for:\***

[Public Art Committee V]

**Which position on the Advisory Body are you applying for?\***

[Resident (94608) V]

**I am currently a member of the above Committee, and am seeking reappointment.\***

Yes  No

**If you are seeking re-appointment, has any of your information changed within the last 12 months?**

*If your answer is yes, please complete the rest of this form. If your information has not changed within the past 12 months, please only enter your name and email information above. You do not need to complete the remainder of this form.*

Yes  No

#### RESIDENCY / EMPLOYMENT INFORMATION

**Home Address:\*** [REDACTED] **City:\*** [REDACTED] **State:\*** [REDACTED] **Zip Code:\*** [REDACTED]

**Home/Cell Phone Number:\***

[REDACTED]

**How long have you lived in Emeryville?\***

40 years

**Place of Employment:**

3618 Peralta Street

**Occupation:**

Public Art Sculptor

**Business Address:**

3618 Peralta Street

**City:**

Emeryville

**State:**

CA

**Zip Code:**

94608

**Business Phone Number:**

15106557374

**How long have you worked in Emeryville?\***

40 years

**Upload Your Résumé:**

VJSresume.txt

#### EDUCATION / EXTRACURRICULAR INTERESTS

**High School:**

C.M. Russell HS, Great Falls, MT

**College:**

MFA, Mills College, BA, Montana State University

**Trade or Business School(s):**

**Other Interests:**

Organic community gardening, public art / sculpture, environmental art, community service

#### ADVISORY BODY EXPERIENCE / INFORMATION

**Are you currently serving on other Boards, Commissions or Committees?**

Yes

No

**Have you served on a Board, Commission or Committee before?**

Yes

No

**Please list all past and current City of Emeryville advisory boards.**

Current member of Emeryville Housing Committee, Board member for ECAP (Emeryville Citizens Alliance Program), Board member for Emeryville Organic Community Garden

**Please list any past and current board, commission or committee memberships outside of Emeryville.**

Former Board of Directors member for WEAD (Women Eco-Art Dialog), Board member for Pro Arts in Oakland

**Please list all organization memberships and positions held.**

Pacific Rim Sculpture Group member

**Please list any relevant work and volunteer experience.**

Founder and Coordinator of Big Daddy's Complete Rejuvenating Community Garden on the south end of Emeryville, fundraiser for ECAP (so far this year have raised \$280,000 for 2022)

**Why are you interested in serving on this Board, Commission or Committee?\***

As a public artist myself, with a number of pieces in Emeryville, I bring a strong understanding of all of the issues and stakeholders involved in selecting and installing public art in our city. The longer I have been on the Board, the more passionate I feel about distributing public art funds into the artists and projects focusing on small, educational, environmentally-focused work with direct impact on all Emeryville community members, specifically our most marginalized community members like seniors, housing insecure, and youth.

#### PLANNING COMMISSION APPLICANTS ONLY

**Please provide a short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.**

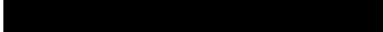
\* indicates required fields.

View any uploaded files by [signing in](#) and then proceeding to the link below:

<http://www.ci.emeryville.ca.us/Admin/FormHistory.aspx?SID=18503>

The following form was submitted via your website: Board / Committee / Commission Application

Full Name:: Vickie Jo Sowell

Email Address:: 

Gender:: F

Please specify the Board, Commission or Committee you are applying for:: Public Art Committee

Which position on the Advisory Body are you applying for?: Resident (94608)

I am currently a member of the above Committee, and am seeking reappointment.: Yes

**If you are seeking re-appointment, has any of your information changed within the last 12 months?**

*If your answer is yes, please complete the rest of this form. If your information has not changed within the past 12 months, please only enter your name and email information above. You do not need to complete the remainder of this form.: Yes*

:

**Home Address::** [Redacted]

**City::** [Redacted]

**State::** [Redacted]

**Zip Code::** [Redacted]

**Home/Cell Phone Number::** [Redacted]

**How long have you lived in Emeryville?:** 40 years

:

**Place of Employment::** 3618 Peralta Street

**Occupation::** Public Art Sculptor

**Business Address::** 3618 Peralta Street

**City::** Emeryville

**State::** CA

**Zip Code::** 94608

**Business Phone Number::** 15106557374

**How long have you worked in Emeryville?:** 40 years

[Redacted]

:

**High School::** C.M. Russell HS, Great Falls, MT

**College::** MFA, Mills College, BA, Montana State University

**Trade or Business School(s)::**

**Other Interests::** Organic community gardening, public art / sculpture, environmental art, community service

:

**Are you currently serving on other Boards, Commissions or Committees?:** Yes

**Have you served on a Board, Commission or Committee before?:** Yes

**Please list all past and current City of Emeryville advisory boards.:** Current member of Emeryville Housing Committee,

Board member for ECAP (Emeryville Citizens Alliance Program), Board member for Emeryville Organic Community Garden

**Please list any past and current board, commission or committee memberships outside of Emeryville.:** Former Board of Directors member for WEAD (Women Eco-Art Dialog), Board member for Pro Arts in Oakland

**Please list all organization memberships and positions held.:** Pacific Rim Sculpture Group member

**Please list any relevant work and volunteer experience.:** Founder and Coordinator of Big Daddy's Complete Rejuvenating Community Garden on the south end of Emeryville, fundraiser for ECAP (so far this year have raised \$280,000 for 2022)

**Why are you interested in serving on this Board, Commission or Committee?:** As a public artist myself, with a number of pieces in Emeryville, I bring a strong understanding of all of the issues and stakeholders involved in selecting and installing public art in our city. The longer I have been on the Board, the more passionate I feel about distributing public art funds into the artists and projects focusing on small, educational, environmentally-focused work with direct impact on all Emeryville community members, specifically our most marginalized community members like seniors, housing insecure, and youth.

:

**Please provide a short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.:**

Additional Information:

Form submitted on: 6/1/2022 9:34:34 AM

Submitted from IP Address: 73.170.220.97

Referrer Page: No Referrer - Direct Link

Form Address: <http://www.ci.emeryville.ca.us/Forms.aspx?FID=115>

# Advisory Body Application

Submitted on 22 April 2026, 2:51pm  
Receipt number 38  
Related form version 0

## Applicant Information

Full Name Denise Leader Stoeber

Email Address

Please specify the Advisory Body you are applying for Public Art Committee

I am applying to the Bicycle/Pedestrian Advisory Committee as a/an:

I am applying to the Budget Advisory Committee as a/an:

I am applying to the Commission on Aging as a/an:

I am applying to the Economic Development Advisory Committee as a/an:

I am applying to the Housing Committee as a/an:

I am applying to the Parks and Recreation Committee as a/an:

I am applying to the Planning Commission as a/an:

I am applying to the Public Art Committee as a/an: Resident (Person residing in Emeryville.)

I am currently a member of the above Advisory Body and am seeking reappointment. No

If you are seeking re-appointment, has any of your information changed within the last 12 months?

## Residency Information

Home Address

City

State

Zip Code

Home/Cell Phone Number

How long have you lived in Emeryville?

1.5 years

## Employment Information

Employment Status

Retired / Unemployed

Place of Employment

Occupation

Business Address

City

State

Zip Code

Business Phone Number

How long have you worked in Emeryville?

Upload Your Resume

## Demographic Information

What race/ethnicity do you most closely identify with?  
Select all that apply.

White

If not listed above, please specify:

Age Group

65 years and over

Household Annual Income Level

\$50,000 - \$99,999

Are there children under the age of 18 in your household?

No

## Education

---

High School	Beverly Hills High School
College	University of California, Santa Cruz -BA
Trade or Business School(s)	University of Southern California - MBA
Other Interest	Fine Art, Performance Art, Public Art, Architecture & Preservation

## Advisory Body Experience / Information

---

Are you currently serving on other Boards, Commissions, or Committees?	No
Have you served on a Board, Commission, or Committee before?	No
Please list all past and current City of Emeryville advisory boards.	
Please list any past and current board, commission or committee memberships outside of Emeryville.	TeenLine Board Leadership SLO SLO Library Foundation Board
Please list all organization memberships and positions held.	League of Women Voters (Current Member)
Please list any relevant work and volunteer experience.	The Bookmark (bookstore of the Oakland Public Library) - V volunteer
Why are you interested in serving on this Board, Commission, or Committee?	I have always sought to contribute to the area in which I live. Being retire, I now have more time to do so.

## Planning Commission Applicants Only

---

Please provide a short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.

# Denise Leader Stoeber

Entrepreneurial manager with excellent interpersonal and problem-solving skills; experienced motivator, coordinator, and catalyst; able to focus the efforts of diverse groups onto common goals; skilled and experienced team leader with training in project development and documentation; administrator with a history of successful project completion in academic, entertainment, and technology environments. Successful fundraiser with excellent donor management skills. Superior verbal and written abilities; extensive sales and marketing experience; able to access key decision-makers and benefactors, build effective networks, and create synergistic relationships to ensure the strength of the organization. Highly energetic.

Experienced contract negotiator w/vendors. Adept at developing relationships w/sponsors, donors, & funders, for both general & outreach programs.

## **Strengths**

- Management, Leadership & Organizational Development
- Greatest strength is team building, bringing together individuals with complimentary skills to create a whole that is greater than its parts
- Public/Private Partnering
- Have worked in private, academic, and civic environments
- Budgeting and Financial Reporting
- Design and implementation of strategic planning, new program development and program funding strategies
- Technical Skills
- Broad understanding of current uses of Internet cultural networking as well as digital delivery systems
- Proven Fundraiser and Grant Writer
- Proven ability to initiate and extend critical relationships; experience with planning and directing major special events; track record of successful grant writing and awards
- Authorized to work in the US for any employer

## Work Experience

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### **Programming/Development Specialist**

Cal Poly Arts - San Luis Obispo, CA  
August 2010 to 2023

#### **Accomplishments:**

- Submitted NEA grant applications and received total funding of \$100K+ for Jazz Masters Series, Jumpbrush Dance, and La Guitarra Festivals
- Submitted grant applications and received annual funding from City of San Luis Obispo since 2011
- Received two WESTAF grants annually 2010-2020
- Designed and developed Poly Arts for Youth (PAFY) outreach program for seasons 2011-2021
- Managed two week-long Missoula Children's Theatre Drama Workshops, including all interaction with parents, lodging and hospitality for visiting teachers
- Created collaboration between Library Foundation and Cal Poly Arts for the purpose of presenting an expanded Book and Author Series.

#### **Responsibilities:**

- Assist Department Director, with Negotiating and Contracting for annual seasons
- Design and execute in-school and community outreach coordination with visiting artists and PAC Outreach.
- All Artist Services, including housing, travel, and hospitality
- In-kind Sponsor relations
- Donor/Sponsor Development
- Donor/Sponsor Services: including intermission receptions, personalized merchandise, meet and greet, and sponsor pre- and post-show parties
- "Spotlight" fundraising event coordination, including catering, decorations, script-writing
- Grant writing (see above)

## **Consultant**

Denise Leader Consulting  
September 2001 to Present

### **Clients:**

Lula Washington Dance Company – Development and Capacity Building  
Santa Monica College –of Vendini Ticketing System; Staff Training  
Earthly Ark Music - Sales and Performance Production  
Larmore Literary Agency - Editor and Layout Artist “My Remembrance of Things Past”; Margaret Atwood theatrical tour for “Year of the Flood”.  
La Petit Soirée – Event Planning and Production

## **Managing Producer**

The Broad Stage - Santa Monica, CA  
March 2008 to July 2009

### **Accomplishments:**

- Supervised all productions in close collaboration with Broad Stage technical staff
- Developed 4-year budget to include \$10M Broad gift; finalized Season One presenting budget
- Created Business Plan for the organization
- Completed all contracting for Summer Soft Openings and Season One and Second Season
- Handled all production duties for Season One, including liaising with artists and Broad Stage Technical Director to determine execution of technical riders
- Developed and supervised production team to handle show day duties, including artist hospitality, front of house, security, parking

### **Responsibilities:**

- Artistic production of all Broad Stage performances in close collaboration with SMC technical staff to ensure best result within budget
- Final negotiations and contracting
- Manage staff build-up and supervise production staff for Broad Stage, including Operations Director, Box Office Manager, Technical Director, Concessions Manager, etc.
- Managed all daily business affairs and fiscal responsibilities for the organization (annual operating budget: \$1.2M) until the engagement of Interim CFO in September 2008
- Report to Board of Directors (prior to CFO)
- Assist SMC in hiring technical staff
- Liaise with SMC to complete and open the building
- Facilitate Gala and all special events including 3 separate “Soft Openings” in 2008

## **Operations Manager**

The Madison Project (The Broad Stage) - Santa Monica, CA  
January 2007 to July 2008

### **Accomplishments:**

- Completed procurement and set up operations systems during the final year of a nine-year capital campaign and creations of a multi-theater, world-class performance space.
- Researched and completed requisitioning for furnishings within the new theater, including dressing room and green room furnishings, concessions, lobby, stage risers and podia, etc.
- Developed manuals and contracts for stage use including Booking Packet, Production Packet, Tech Packet, Volunteer Manual, and Application for Rental
- Increased community awareness by establishing community presence with local arts and civic organizations
- Established a model for co-production
- Oversaw installation of a campus-wide Choice Ticketing System

### **Responsibilities:**

- Managed all daily business affairs for the organization
- Began negotiations with potential concessions providers
- Coordinated public safety and parking concerns with SMC staff
- Worked closely with the Assistant Director on calendaring and scheduling, and interfaced with the Technical Director regarding Madison Project technical production requirements and providing support, as needed
- Developed individual, corporate and foundation support base; worked with grant writer
- Developed and maintained volunteer relationships
- Maintained all licenses and permits. Developed health insurance plan

## **General Manager**

Valley Cultural Center's Madrid Theatre - Canoga Park, CA  
September 2003 to September 2006

The Madrid Theater is the designated hub of the renaissance in the Canoga Park neighborhood. Active 300 days out of the year with either performance or rehearsal, The Madrid provides a cultural center for the community as well as a highly visible activity center to deter gang and criminal activity.

### **Accomplishments:**

- Managed a \$500,000 account including collecting and distributing ticket revenue for theatre renters
- Increased audience and community awareness by establishing community presence with local arts and civic organizations
- Increased operating budget from \$165,000/year to \$325,000/year, with the assistance of a \$60,000 salary grant from California Community Foundation
- Programming increased from 50 performance days/year to 202 performance days/year
- Established a model for co-production that provided an additional \$23,000.00 in revenue during its first year
- Snail-Mailing list grew from 500 to 7500+; email-blast list grew to 2500+
- Established an endowment fund
- Developed the theatre lobbies as space for revolving art exhibits

### **Responsibilities:**

- Managed all daily business affairs for the organization
- Managed permanent and as-needed staff of 20
- Developed and maintained program and organization budgets
- Initiated and completed all contacts for theatre rental
- Designed and executed annual marketing campaigns for the theatre, as well as campaigns for in-house and co-productions
- Forged relationships with local, national, and international performers for participation in upcoming productions
- Developed ongoing relationship with Los Angeles Unified School District to provide low and/or no-cost cultural programs for local school children
- Ensured regular building maintenance and improvements; maintained sound and lighting equipment
- Developed individual, corporate and foundation support base; worked with grant writer
- Developed and maintained volunteer relationships
- Maintained all licenses and permits

## **General Manager**

Arroyo Heritage Theatre - Pasadena, CA  
February 2001 to July 2003

Arroyo Heritage Theater established itself as a recognized community performance space with two seasons of revenue-producing events and productions and continuing private and public funding.

### **Accomplishments:**

- Developed strategic plan by which the organization could become self-sufficient through grants and revenue-producing alliances with other local arts producers
- Researched and submitted grant proposals resulting in 100% increase in funding
- Developed audience and community awareness campaign by establishing community presence with local arts and civic organizations

### **Responsibilities:**

- Managed all daily business affairs for the organization
- Designed planned giving program
- Board development
- Developed and maintained program and organization budgets
- Created press kits and release schedule for each event; developed ongoing relationships with local press
- Forged relationships with local performers for participation in upcoming productions
- Developed ongoing relationship with Pasadena Unified School District to ensure continuation of program within their facility
- Ensured regular building maintenance and improvements
- Maintained sound and lighting equipment
- Developed individual, corporate and foundation support base
- Developed and maintained volunteer relationships
- Maintained all licenses and permits

## **Technical Resources Project Manager**

United Internet Technologies - Los Angeles, CA  
January 2000 to February 2001

### **Accomplishments:**

- As a result of build-out and development of the high-tech conference room for product demonstrations, the company was able to secure long-term contracts with several highly visible media partners.
- Created long-term plan for company workspace expansion.
- Developed life-cycle plan for infrastructure, workplace design, hardware, and software build out
- Implemented stages of long-term plan including all purchasing, T-1 installation, and telecomm
- Created and maintained project documentation and budget
- Completed on time and within budget range
- Designed and developed graphics department office space for 22 staff members, including individual workstations, meeting areas, video production room, and kitchen
- Designed and developed Conference/Demo Room, including high-tech, outer-space wall- treatment and décor, voice and data wiring, audio/visual equipment installation, and "smart" conference table

### **Responsibilities:**

- Maintained daily operations for three-story office building
- Developed and managed all vendor relationships, including telecomm, electrical, furnishings, office equipment, security, etc.
- Negotiated contract with telecomm carrier, and oversee installation of new telephone system, cabling
- Monitored company projects and product development to anticipate and meet growth
- Create "performance events" to showcase company products

## **Project Manager**

Entertainment Technology Center, University of Southern California - Los Angeles, CA  
September 1997 to January 2000

Project Manager for CINEMASCOUT online location-scouting database.

### **Accomplishments & Responsibilities:**

- As a result of this tool, filming in several counties increased by at least 50% and in California increased approximately 23 % thereby slowing runaway production.
  - Managed creation, development, and population of \$2M digital image database under contract to the State of California, at the California Film Commission
  - Secured funding over 3 years from California State Legislature
  - Managed collaboration between USC, JPL, and APPLE Computer to develop search criteria and engine
- Responsibilities:
- Hired and supervised professional staff of twelve
  - Developed teaching tools and conduct program installation and training for 60 local film commissioners
  - Represented State of California at symposia and national and international film and technology conferences

## **Owner/Operator**

Denise Leader Jewelry – New York, NY & Los Angeles, CA  
January 1983 to September 1997

### **Accomplishments and Responsibilities:**

- Developed self-owned jewelry manufacturing company
- Coordinated all aspects of production, including design, manufacture, marketing, and sales
- Developed and executed marketing plans, including creation of all press releases, advertising copy, product description tags, etc.
- Generated sales and managed customer relations, including cold calling, trade shows, etc.
- Managed all financial reporting, including general bookkeeping and quarterly and annual reporting

## **Education**

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### **MBA**

Marshall School of Business, University of Southern California - Los Angeles, CA

### **Bachelor of Arts in Theater & Education**

University of California at Santa Cruz - Santa Cruz, CA

## Skills

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- Management, Leadership & Organizational Development o Greatest strength is team building, bringing together individuals with complimentary skills to create a whole that is greater than its parts
- Public/Private Partnering o Have worked in private, academic, and civic environments
- Budgeting and Financial Reporting o Design and implementation of strategic planning, new program development and program funding strategies
- Technical Skills o Broad understanding of current uses of Internet cultural networking as well as digital delivery systems
- Proven Fundraiser and Grant Writer
- Proven ability to initiate and extend critical relationships; experience with planning and directing major special events; track record of successful grant writing and awards
- Event Planning

## Certifications and Licenses

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Association of Fundraising Professionals Certification

Graduate of Leadership SLO Class XXII

Center for Non-Profit Management Certification: Grant-Writing

## Additional Information

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Board Service:

- Both Secretary & Treasurer, Foundation for San Luis Obispo County Public Libraries (2015-19)
- Advisory Board Member: Los Angeles Women's Theatre Festival (LAWTF)
- Board Member (Secretary-Retired): Main Street, Canoga Park

The Main Street program is a national program recognizing local public/private economic partnerships throughout the United States.

- Board Member (Retired): Teen Line

Teen Line is a Los Angeles-based telephone hotline for teenagers at risk. Luncheon Committee Chairperson for 4 years, during which time revenues increased by 120%.

References upon request

# Advisory Body Application

Submitted on 29 March 2026, 1:52pm  
Receipt number 6  
Related form version 0

## Applicant Information

Full Name Rick Tejaa-Flors

Email Address



Please specify the Advisory Body you are applying for Public Art Committee

I am applying to the Bicycle/Pedestrian Advisory Committee as a/an:

I am applying to the Budget Advisory Committee as a/an:

I am applying to the Commission on Aging as a/an:

I am applying to the Economic Development Advisory Committee as a/an:

I am applying to the Housing Committee as a/an:

I am applying to the Parks and Recreation Committee as a/an:

I am applying to the Planning Commission as a/an:

I am applying to the Public Art Committee as a/an: Resident (Person residing in Emeryville.)

I am currently a member of the above Advisory Body and am seeking reappointment. Yes

If you are seeking re-appointment, has any of your information changed within the last 12 months? No

## Residency Information

Home Address

City

State

Zip Code

Home/Cell Phone Number

---

How long have you lived in Emeryville?

## Employment Information

---

Employment Status

---

Place of Employment

---

Occupation

---

Business Address

---

City

---

State

---

Zip Code

---

Business Phone Number

---

How long have you worked in Emeryville?

---

Upload Your Resume

## Demographic Information

---

What race/ethnicity do you most closely identify with? Select all that apply. Hispanic or Latino

---

If not listed above, please specify:

---

Age Group 65 years and over

---

Household Annual Income Level \$50,000 - \$99,999

---

Are there children under the age of 18 in your household? No

## Education

---

High School

---

College

---

Trade or Business School(s)

---

Other Interest

## Advisory Body Experience / Information

---

Are you currently serving on other Boards, Commissions, or Committees?

---

Have you served on a Board, Commission, or Committee before?

---

Please list all past and current City of Emeryville advisory boards.

---

Please list any past and current board, commission or committee memberships outside of Emeryville.

---

Please list all organization memberships and positions held.

---

Please list any relevant work and volunteer experience.

---

Why are you interested in serving on this Board, Commission, or Committee?

## Planning Commission Applicants Only

---

Please provide a short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.

**From:** noreply@civicplus.com  
**Sent:** Sunday, March 7, 2021 10:51 AM  
**To:** Website DL - Clerk's Office; Amber Evans; Chadrick Smalley  
**Subject:** [External] Online Form Submittal: Board / Committee / Commission Application

## Board / Committee / Commission Application

### PERSONAL INFORMATION

**Full Name:\*** Rick Tejada-Flores  
**Email Address:\*** [REDACTED]  
**Gender:** M

**Please specify the Board, Commission or Committee you are applying for:\***

[Public Art Committee

**Which position on the Advisory Body are you applying for?\***

[

**I am currently a member of the above Committee, and am seeking reappointment.\***

Yes  No

**If you are seeking re-appointment, has any of your information changed within the last 12 months?**

*If your answer is yes, please complete the rest of this form. If your information has not changed within the past 12 months, please only enter your name and email information above. You do not need to complete the remainder of this form.*

Yes  No

### RESIDENCY / EMPLOYMENT INFORMATION

**Home Address:** [REDACTED] **City:** [REDACTED] **State:** [REDACTED] **Zip Code:** [REDACTED]

**Home/Cell Phone Number:** [REDACTED] **How long have you lived in Emeryville?**  
24 years

**Place of Employment:** self **Occupation:** TV producer

**Business Address:** 1286 61st Street **City:** Emeryville **State:** CA **Zip Code:** 94608

**Business Phone Number:** 510 910-1875 **How long have you worked in Emeryville?**  
5

**Upload Your Résumé:**  
[REDACTED]

### EDUCATION / EXTRACURRICULAR INTERESTS

**High School:** Pasadena High School

**College:** San Francisco Art Institute

**Trade or Business School(s):**

**Other Interests:** Printmaking, photography, human rights

**ADVISORY BODY EXPERIENCE / INFORMATION**

**Are you currently serving on other Boards, Commissions or Committees?**

Yes

No

**Have you served on a Board, Commission or Committee before?**

Yes

No

**Please list all past and current City of Emeryville advisory boards.**

Public Art Committee

**Please list any past and current board, commission or committee memberships outside of Emeryville.**

Board Member of KRCB TV, Rohnert Park; KGUA FM Gualala; Western Public Radio, San Francisco; Global Exchange; Intersection for the Arts, Interfaze Educational Productions and San Francisco

Telecommunications Advisory Committee

**Please list all organization memberships and positions held.**

Director Latino Public Television Consortium, KCET LA; , Station Manager KALW San Francisco, Program Director KCSM, San Mateo; Staff Photographer United Farmworkers Union,

**Please list any relevant work and volunteer experience.**

Printed for artists Emmy Lou Packard and Byron Randall, painted mural for UFW office in Los Angeles, directed films on artists Diego Rivera, Jose Clemente Orozco and Jasper Johns, have written many successful grant applications for film and media projects, served on film festival juries and funding panels for the National Endowment for the Arts and the National Endowment for the Humanities.

**Why are you interested in serving on this Board, Commission or Committee?**

I care deeply about art, especially public art. I studied art, have painted a mural, worked as a fine art printer and made films on artists Diego Rivera, Jose Clemente Orozco and Jasper Johns, all for the PBS American Masters series. Emeryville has a wonderful history of supporting artists and encouraging public art, and I believe that I can contribute to the process. In these difficult times art is more important than ever. It is not a luxury, but something that can help us nourish our spirits

**PLANNING COMMISSION APPLICANTS ONLY**

**Please provide a short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.**



R I C K T E J A D A - F L O R E S

TV/FILM  
PRODUCTION:

*Producer/Director*

M Y B O L I V I A ,  
R E M E M B E R I N G W H A T I N E V E R K N E W

One-hour documentary on the history of Bolivia seen through the lens of my family, funded by Latino Public Broadcasting, NEA and BFF, 2016

*Editor*

I N T H E I M A G E

One-hour documentary on young Palestinians who work with an Israeli human rights organization to document human rights abuses in the West Bank, 2014

*Editor*

W I L L T H E R E A L T E R R O R I S T P L E A S E S T A N D U P

80-minute documentary on the violent history of attacks on Cuba from exiles in Miami, directed by Saul Landau, 2010

*Editor*

T R I M P I N , T H E S O U N D O F I N V E N T I O N

82-minute documentary on Trimpin, MacArthur Award winner, who creates installations that make environmental music, directed by Peter Esmonde, 2008

*Co-Producer, Co-Director*

O R O Z C O , M A N O F F I R E

One hour documentary on the Mexican muralist Jose Clemente Orozco, shot in high definition, funded by NEH, LPB, and ITVS, a co-production with KERA TV, aired on American Masters on PBS in 2007

*Co-Producer, Co-Director*

R A C E I S T H E P L A C E

One hour performance documentary featuring poets, actors, comedians and performance artists, shot in high definition, funded by CPB Diversity Fund, ITVS, LPB, a co-production with KERA TV, aired on *Independent Lens* in 2005

*Producer/Director:*

C A M I N A N T E

Three 30-minute programs for series on religious festivals in Latin America; including *Day of the Dead* in Mexico, *Pastorelas Indigenas* in Mexico, and *The Fiesta de Yamor* in Ecuador. Produced by HTN for the Maryknoll Order, aired on Galavision and PBS in 2004

*Co-Producer/Co-Director:*

T H E G O O D W A R ... A N D T H O S E  
W H O R E F U S E D T O F I G H T I T

One hour documentary on conscientious objectors during World War II, funded by ITVS and the MacArthur Foundation, aired on PBS in 2002

*Co-Producer/Co-Director:*

T H E F I G H T I N T H E F I E L D S , C E S A R C H A V E Z

AND THE FARMWORKERS' STRUGGLE

Two hour documentary on the history of the United Farmworkers Union and its founder Cesar Chavez, funded by ITVS and NEH, aired on PBS 1997

*Program Director:* KCSM-TV and SAMNET CABLE

Responsible for program development, selection, acquisition and scheduling for PBS affiliate licensed to the San Mateo Community College District, and for its governmental and educational cable service for San Mateo County, 1994-95

*Producer/Director/Editor:*

CORN IS WHO WE ARE  
ONLY DEATH WILL TAKE ME FROM THIS PLACE  
SPREADING BEAUTY WHEREVER I GO

Three 20-minute interpretive films on multicultural history in New Mexico, produced for the American Encounters project, National Museum of American History, Smithsonian Institution, 1994

*Producer/Director:* THE GREAT DEPRESSION

One hour in an eight-hour series, produced by Blackside, Inc.,  
aired on PBS in 1992

*Producer/Director/Editor:* MANY VOICES,  
HISPANO RESISTANCE, LOS MATACHINES

Three 10-minute exhibition films on multicultural history for American Encounters, a permanent exhibit on New Mexico, National Museum of American History, Smithsonian Institution, 1992

*Producer/Director/Editor:* NUESTROS HIJOS

30-minute docu-drama on child abuse issues among rural Hispanics, produced for the State of California, Office of Child Abuse Prevention, 1991

*Producer/Director/Editor:* STORIES FROM DECOTO

30-minute experimental drama and documentary on the legends and history of a small Mexican American town, based on the play by Roberto Bedoya, commissioned and presented by Festival 2000, San Francisco CA, 1991

*Producer/Director/Editor:* JASPER JOHNS, Ideas In Paint

One-hour documentary on the art and life of painter Jasper Johns, produced by WHYY TV, aired on American Masters on PBS, 1989

*Director/Editor:* ELVIA, The Fight for Land and Liberty

30-minute documentary profile of a peasant organizer involved with agrarian reform in Honduras, aired on Vistas on PBS, 1989

*Producer/Director/Editor:* RIVERA IN AMERICA

One-hour documentary on the life and work of the Mexican artist Diego Rivera in the U.S. during the 1930s, aired on American Masters on PBS, 1988

*Co-Producer/Editor:* GO CHANTING, LIBRE

30-minute documentary on four Chicano poets who teach in the Poetry in the Schools Program. Aired on KRCB (PBS), 1986

*General Manager:* KALW FM, San Francisco

Responsible for overall management of NPR affiliate licensed to the San Francisco Unified School District. Duties included staff supervision; programing development, acquisition, and scheduling; budgeting; underwriting; and contact with

school district and the general public, 12/84 - 12/85

*Producer/Director/Editor:* L O W ' N S L O W, The Art of Lowriding  
30-minute documentary on lowriding as folk art, aired on PBS, 1984

*Writer:* V O I C E S F R O M T H E E D G E O F A D R E A M  
30-minute documentary on farm labor programs, produced by the E.H. White Co. for the  
U.S. Department of Labor, 1983

*Programing Consultant:* Buena Vista Cable, Los Angeles,  
Research and strategic planning for the development of a national Latino cable service, 1981

*Co-Producer/Co-Host:* N A T I O N A L C O U N C I L  
O F L A R A Z A C O N V E N T I O N R E P O R T  
One-hour special report for PBS News produced by KLRN, Austin, Texas, and  
the Latino Consortium, aired on PBS, 1981

*Coordinating Producer:* L A T I N O C O N S O R T I U M  
Administrator for the Latino Program Consortium, an organization of 100 PBS stations  
throughout the U.S. Duties included production and distribution of the weekly series  
*PRESENTE!*, production of program support materials, staff supervision, underwriting, and  
contact with member stations, PBS, CPB, and the general public, 6/79 - 11/81

*Unit Manager/Production Supervisor:* K N B C, Los Angeles  
Supervised live and taped studio and remote programs from pre-production  
through broadcast and show costing, 3/77 - 6/79

*Cinematographer/Editor:* K L C S, Los Angeles;  
K C E T, Los Angeles; K Q E D, San Francisco  
Shot and edited documentaries and educational programs, 1971-1976

*Director/Cinematographer/Editor:* S I S E P U E D E !  
45-minute documentary film in English and Spanish for the  
National Farmworkers Service Center, 1973

*Film Editor:* K G O, San Francisco  
News film editor for local news and national news inserts, 1970

*Associate Filmmaker:* N E W S R O O M, K Q E D, San Francisco  
Shot and edited in-depth news on daily local news program under  
Ford Foundation grant to train minority filmmakers, 1969-1970

A W A R D S :

*The Good War*

John O'Connor Award, American Historical Association  
Erik Barnouw Award, Organization of American Historians  
Best documentary , Ojai Film Festival  
Special jury award, Moab Film Festival  
Honorable mention Columbus International Film Festival  
Honorable mention, Ann Arbor Film Festival

*The Fight in the Fields:*

CINE Golden Eagle  
Gold Apple, Natl. Ed. Media Network,  
Best Documentary, San Antonio CineFestival  
Golden Plaque, Chicago Intl. Film Festival  
Gold Medal, Charleston International Film Festival  
ALMA award, National Council of La Raza  
Joody award, The Working Group

*Spreading Beauty Wherever I Go*

Gold Apple, Natl. Ed. Media Network  
Golden Gate Award, SF International Film Festival

*Corn Is Who We Are*

Silver Apple, Natl. Ed. Media Network

*Rivera In America*

Best TV Documentary, National Latino Film & Video Festival

*Sí Se Puede!*

CINE Golden Eagle

*James Phelan Award for Video Art*

*Residency in video at the Rockefeller Conference Center in Bellagio Italy*

TEACHING:

*Instructor in broadcasting, film, and mass communications:*

Berkeley City College, 2009 to present  
Los Medanos College, Pittsburgh, 2006-2009  
Diablo Valley College, Pleasant Hill, Fall 2006  
Mass Comm Department, Cal State University Hayward, 1995-2004  
BCA Department, San Francisco State University, 1987  
Broadcasting Department, San Francisco City College, 1983-1985  
Broadcasting Department, College of San Mateo, 1984  
Communications Department, St. Mary's College, 1982-1984  
Communications Program, Third College, UCSD, 1972-1973

PHOTO:

*News and feature freelance photography:*

The Washington Post, Newsweek, Realidades, Bay Guardian,  
Westways, El Malcriado, S.F. Progress

EXHIBITS:

MULTICULTURAL FOCUS

Group Photo Exhibition for the Los Angeles Bicentennial  
Los Angeles Municipal Art Gallery, 1981

REFOCUS

Santa Monica Art Studios, part of Pacific Standard Time, 2012

PANELS / JURIES:

US Artists, 2006

Creative Work Fund, 2006

Independent Television Service, 2007

National Endowment for the Humanities, 1999

Moderator, San Francisco Art Institute Salon Series, 1993

Jerome Foundation Artists Travel Grants, 1991

California Arts Council, 1991

CINESANJUAN, San Juan, Puerto Rico, 1990

Festival of New Latin American Film, Havana, Cuba, 1989

San Francisco International Film Festival, 1985-1987, 1990-1992, 1995

Program Fund, Corporation for Public Broadcasting, 1984

NEA Regional Film Production Grants, 1984

AFI Independent Filmmakers Grants, 1982

NPR Program Evaluation Panel, 1981

Independent Documentary Fund, WNET, 1981

BOARDS:

Global Exchange, Film Arts Foundation, Western Public Radio,

Bay Area Multicultural Telecommunications Association, Intersection for the  
Arts, California Telecommunications Policy Committee,

City of San Francisco, KRCB

EDUCATION:

University of California, Berkeley

San Francisco Art Institute

B.F.A in printmaking, 1968



**MEMORANDUM**

**DATE:** May 21, 2026  
**TO:** Budget and Governance Committee  
**FROM:** Sharon Friedrichsen, Finance Director  
**SUBJECT:** FY25-26 and FY26-27 Proposed Budget Amendments

**RECOMMENDATION**

Staff recommend that the Budget and Governance Committee receive a summary of FY25-26 and FY26-27 Proposed Mid-Year Budget Adjustments and provide a recommendation to the City Council to approve the proposed amendments.

**BACKGROUND**

City Council approved the biennial budget for Fiscal Years 2025-2026 and 2026-2027 on June 3, 2025. Throughout the course of the fiscal year, unanticipated expenditures arise that require an amendment to the adopted budget. In addition, as part of a two-year budget cycle, City staff analyze revenue trends and update expenditure projections for the upcoming fiscal year based upon cost increases and critical departmental operational needs. The proposed changes are considered as part of the Mid-Biennial Budget Update.

The proposed expenditure increases in FY26-27 primarily focus on public safety, with minor operational increases across most other departments. The attachments to the staff report reflect proposed amendments for both Fiscal Year 25-26 and Fiscal Year 26-27 for revenues and expenditures for the General Fund and Other City Funds respectively.

**DISCUSSION**

*Fiscal Year 2025-2026*

**General Fund:** The General Fund is the main operating fund of the City. The General Fund revenue budget for FY25-26 is \$41.6M. As the fiscal year ends on June 30, 2026, staff are not proposing adjustments to the budgeted amounts for the major revenue sources of property tax, residual tax increment, business license tax, or transient occupancy tax. However, based on recent sales tax data and projections, sales tax is proposed to increase by \$367,000 and the increase in sales tax will mostly offset the additional expenditures of \$368,000. In addition, there are minor upward adjustments totaling \$39,000 in several revenue sources within the Police Department that will also offset some of the additional \$140,000 in expenses within the Department in FY25-26. These expenditures are related to evidence testing, POST training, wellness program and vehicle maintenance.

Other expenditures include \$199,000 in the Finance Department for increased costs for business license discovery audits and consultant costs related to the revenue measure feasibility project and a special project related to new federal legislation on overtime, the City Manager contract (\$21,00), and temporary help in the Community Services Department (\$5,000) offset by a reduction of \$30,000 in the Community Development Department.

**Other Funds:** A majority of the proposed adjustments in other funds are related to timing and the carryover of capital project funds and delays in loans to developers. Notable adjustments in the other funds include:

- Decreased revenue of \$456,000 from parent fees market cost as a result of the State implementing Universal Transitional Kindergarten, which provides high-quality, school-based education for all 4-year-old children, regardless of income. The loss of the revenue requires an additional transfer of \$200,000 from Measure F revenue to support the childcare center.
- Increase of \$148,000 in Measure F sales tax due to increased consumer spending.
- With the dissolution of MESA, the transfer of \$8.1M in revenue to cover expenditure is no longer required. However, this is not a savings as the expenditure budget has also been reduced by the same amount.

#### *Fiscal Year 2026-2027*

**General Fund:** The FY26-27 budget for the major revenue sources remains as originally adopted in the FY25-27 biennial budget except for sales tax. Following the trend in FY25-26, sales tax is revised by \$507,000 for a total of \$7,920,000. The increased projection in sales tax will help offset additional expenditures in FY26-27. Expenditures for FY26-27 were kept to a minimum and total \$764,000. The majority of the additional cost pertain to public safety, included a larger than anticipated increase of \$475,000 in the contract for fire services with the Alameda County Fire Department and expenses totaling \$207,000 in the Police Department primarily associated with costs related to new hires and filling vacant positions, expenses in the K-9 unit and the increased cost for animal control services.

**Other Funds:** The budget for citywide revenues for FY26-27 remain largely unchanged. However, there are two significant changes in Fund 230 and Fund 267. Similar to FY25-26, the impact of Universal T-K is projected to result in a loss of nearly \$370,000 in revenue from parent market fees in FY26-27 to the Child Development Center Fund (Fund 230). However, staff anticipate that some of the decreased revenue may be mitigated by grants or other revenues and therefore no increase in the amount of the Measure F transfer is proposed at this time. The transfer will remain as budgeted at \$1.4 million, and staff will be monitoring this Fund should an additional transfer be needed later in FY26-27. Fortunately, Measure F sales tax is projected to remain strong in FY26-27, with a proposed increase of \$167,000 in Measure F Fund (Fund 267) for updated sales tax revenue and the proposed use of \$154,000 in Measure F fund balance in FY26-27. The proposed use of Measure F fund balance is to offset the cost of two new positions with the Police Department that are budgeted at \$321,000.

One proposed position is a Police Evidence Technician (\$127,000) that will increase the efficiency of evidence processing and purging, resulting in limiting delays in response to requestors, safeguarding the chain of custody and protecting investigative integrity, and providing adaptable support to Records and Administration personnel via cross-trained duties to further improve customer service and internal workflows. The position helps alleviate this work being performed by sworn officers. The other position is a Communications Section Supervisor (Dispatch) estimated to cost \$195,000. This position is needed to address span of control as the current manager has 12 direct reports. Adding a dispatch supervisor to the Communications Section will allow for more efficient operations throughout the Professional Services Division, paving the way for timely 911 response and enhanced public safety. There is the potential for long-term General Fund savings should a current dispatcher be promoted to the supervisor position and then the existing dispatch position remains vacant.

### **FISCAL IMPACT**

Proposed net impact of adjustments in the General Fund total for FY25-26 total \$223,00 in FY25-26 and -\$406,000 in FY26-27. The proposed adjustments in FY26-27 expenditures total \$921,000, of which \$600,000 is related to timing in the EPA Grant Fund and \$321,000 is for the new and ongoing expenditures for staff positions in Measure F.

### **STAFF COMMUNICATION WITH THE PUBLIC**

The Budget Advisory Committee reviewed the proposed amendments at the May 11, 2026, meeting and recommended that the City Council approve the amendments. The amendments at that time included only the Communications Section Supervisor (Dispatch). Upon further review of projected revenue and operational needs of the Police Department, the Police Evidence Technician is also proposed to be included in FY26-27.

### **CONFLICT OF INTEREST**

There is no known conflict of interest.

### **CONCLUSION**

Staff recommend that the Budget and Governance Committee recommend Council approve the proposed budget amendments for FY25-26 and FY26-27 including the use of Measure F to fund a police evidence technician and supervising dispatcher positions.

**PREPARED BY:** Sharon Friedrichsen, Finance Director

### **Attachments:**

1. FY25-27 Proposed Mid-Cycle Budget Adjustments- General Fund
2. FY25-27 Proposed Mid-Cycle Budget Adjustments- All Other Funds

**Fiscal Year 2026 & 2027 Mid-Year Budget Adjustments - GENERAL FUND**

Department	Account		FY 25-26 Budget	FY 25-26 Proposed Adjustments	FY 25-26 Amended Budget	FY 26-27 Budget	FY 26-27 Proposed Adjustments	FY 26-27 Amended Budget	Notes
<b>REVENUE</b>									
<b>Non-Departmental</b>									
	101-42000	Sales Tax	7,294,000	367,000	7,661,000	7,413,000	507,000	7,920,000	Based on the latest information from consultant
		<b>DEPT TOTAL</b>		367,000			507,000		
<b>Police</b>									
	101-2100-53200	P.O.S.T. Reimbursements	10,000	20,000	30,000	10,000	20,000	30,000	Based on FY26 actual & expected revenues
	101-2100-60400	Vehicle Code Fines	90,000	20,000	110,000	90,000	20,000	110,000	Based on FY26 actual & expected revenues
	101-2100-62040	O/T Reimbursements	150,000	10,000	160,000	150,000	-	150,000	Based on FY26 actual revenues
	101-2100-62490	Chiron Mitigation-Police	13,333	(13,333)	-	-	-	-	Agreement ended after FY25
	101-2100-63550	Reimbursements	-	2,500	2,500	-	-	-	Based on FY26 actual revenues
		<b>DEPT TOTAL</b>		39,167			40,000		
<b>Fire</b>									
	101-3000-58410	Fire Plan Checking Fees	332,308	(172,308)	160,000	348,923	(188,923)	160,000	Based on FY26 actual & expected revenues
		<b>DEPT TOTAL</b>		(172,308)			(188,923)		
<b>Public Works</b>									
	101-4070-58780	Public Works Reimbursable	300,000	100,000	400,000	200,000	-	200,000	Based on FY26 actual YTD receipts
		<b>DEPT TOTAL</b>		100,000			-		
<b>Community Services</b>									
Youth Camps	101-5440-53650	Other State Grant-ELOP	10,000	80,000	90,000	10,000	-	10,000	ELOP funds for after summer school students
Youth Services	101-5450-53650	Other State Grant-ELOP	250,000	150,000	400,000	250,000	-	250,000	ELOP funds for after summer school students
	101-5450-53660	Prop 49 Grant	104,624	18,000	122,624	104,624	-	104,624	Additional after school care grant
Adult Services	101-5460-61680	Field Trips	35,000	10,000	45,000	35,000	-	35,000	Increase in Field Trips
		<b>DEPT TOTAL</b>		258,000			-		
<b>TOTAL REVENUE ADJUSTMENTS</b>				591,859			358,077		

**Fiscal Year 2026 & 2027 Mid-Year Budget Adjustments - GENERAL FUND**

Department	Account		FY 25-26 Budget	FY 25-26 Proposed Adjustments	FY 25-26 Amended Budget	FY 26-27 Budget	FY 26-27 Proposed Adjustments	FY 26-27 Amended Budget	Notes
<b>EXPENDITURES</b>									
<b>City Manager</b>									
	101-1200-71XXX	Salaries & Benefits	1,054,054	21,000	1,075,054	1,081,003	24,000	1,105,003	City Manager contract update
		<b>DEPT TOTAL</b>		<b>21,000</b>			<b>24,000</b>		
<b>Finance</b>									
	101-1500-80050	Professional Services	446,900	199,400	646,300	316,038	58,750	374,788	New contracts for revenue measure survey & study; HdL business license audit, finance/payroll consultants
		<b>DEPT TOTAL</b>		<b>199,400</b>			<b>58,750</b>		
<b>Comm Dev - EDH</b>									
	101-1800-80050	Professional Services	201,000	(30,000)	171,000	201,000	-	201,000	Reduced labor standards by 30k pending scope reduction
		<b>DEPT TOTAL</b>		<b>(30,000)</b>			<b>-</b>		
<b>Police</b>									
Administration	101-2100-73400	Clothing	32,782		32,782	33,765	20,000	53,765	Increase in uniforms for new hires
	101-2100-80050	Professional Services	57,368	20,000	77,368	59,089	20,000	79,089	Increase for Wellness Program
	101-2100-80500	Testing	52,998	-	52,998	54,588	15,000	69,588	Increase for new hires
	101-2100-80620	Investigation Analysis	45,900	25,000	70,900	45,900	25,000	70,900	Additional evidence testing
	101-2100-84000	Education & Training	127,339	15,000	142,339	133,706	10,000	143,706	POST extending basic training
Patrol	101-2200-77100	Vehicle Operation & Maint	199,650	80,000	279,650	219,615	-	219,615	Increase in vehicle maintenance costs
	101-2200-88220	K-9 Program	30,631	-	30,631	32,162	40,000	72,162	Purchase & train two dogs
	101-2200-88250	Animal Control	88,516	-	88,516	91,171	76,829	168,000	Increased costs of new contract with City of Berkeley
		<b>DEPT TOTAL</b>		<b>140,000</b>			<b>206,829</b>		
<b>Fire</b>									
	101-3000-73500	Operating Supplies	-	-	-	-	12,757	12,757	Increase in ALCO fire contract
	101-3000-80050	Professional Services	10,236,415	-	10,236,415	10,625,187	462,142	11,087,329	Increase in ALCO fire contract
		<b>DEPT TOTAL</b>		<b>-</b>			<b>474,899</b>		
<b>Community Services</b>									
Youth Services									
	101-5450-80000	Temporary Personnel Services	5,000	38,000	43,000	5,000	-	5,000	To cover staffing vacancies
		<b>DEPT TOTAL</b>		<b>38,000</b>			<b>-</b>		
<b>TOTAL EXPENDITURE ADJUSTMENTS</b>				<b>368,400</b>			<b>764,478</b>		
<b>NET BUDGET IMPACT (REV. LESS EXP. ADJUSTMENTS/SAVINGS)</b>				<b>223,459</b>			<b>(406,401)</b>		

## Fiscal Year 2026 & 2027 Mid-Year Budget Adjustments - OTHER FUNDS

Fund	Dept	Fund Description	Account	Account Title	FY 25-26 Budget	FY 25-26 Proposed Adjustments	FY 25-26 Amended Budget	FY 26-27 Budget	FY 26-27 Proposed Adjustments	FY 26-27 Amended Budget	Notes
<b>REVENUE</b>											
204	CD-Plan	Environmental Program Fund	55490	Environmental Program Revenue	28,000	(15,000)	13,000	28,000	-	28,000	Based on FY26 actuals YTD
219	PD	Opioid Settlements Fund	62650	Other Revenue	-	48,200	48,200	-	-	-	Received FY26 settlement
230	CS	Childcare Program	53600	Child Development Project	349,149	70,851	420,000	349,149	-	349,149	Based on FY26 actuals YTD
230	CS	Childcare Program	53650	Other State Grants	4,000	75,000	79,000	4,000	-	4,000	First 5 Grant awarded
230	CS	Childcare Program	61560	Parent Fees Market Cost	1,135,575	(455,575)	680,000	1,169,642	(369,642)	800,000	Reduced due to changes in Universal T-K
230	CS	Childcare Program	69994	Interfund Receipt from Measure F	1,342,700	200,000	1,542,700	1,419,100	-	1,419,100	Help offset reduction in Parent Fees
251	CD-Plan	Urban Forestry Fee Fund	56000	Investment Earnings	25,689	-	25,689	25,689	(25,689)	-	To spend down fund bal; no expected earnings in FY27
252	PD	Suppl Law Enforce Svs Fund	55310	Allocation fr ALCO	100,000	20,000	120,000	100,000	20,000	120,000	Based on FY26 actuals YTD
267	Non-Departmental	Sales Tax	4200	Measure F Sales Tax	2,150,000	148,000	2,298,000	2,180,000	321,000	2,501,000	Based on the latest information from consultant
295	Finance	MESA Fund	61230	MESA Contract Revenue	-	8,051,829	8,051,829	-	-	-	MESA dissolved 12/31/25; amount offsets with expenditure
473	PW	Developer Contribution Fund	63070	Developer Contribution Fund	990,895	(990,895)	-	-	-	-	Already recorded in PY
513	PW	Sewer Connection Fee Fund	58550	Sewer Connection Fees	100,000	(50,000)	50,000	100,000	-	100,000	Based on FY26 actuals YTD
<b>TOTAL REVENUE ADJUSTMENTS</b>						7,102,410			(54,331)		
<b>EXPENDITURES</b>											
205	CD-EDH	HSG COMM DEVPT/CDBG FUND	80050	Professional Services	28,000	(18,000)	10,000	28,000	-	28,000	Reduce based on FY26 YTD actuals
210	PD	Police Impound Fund-State	77260	Software Subscriptions	-	17,627	17,627	-	-	-	E-Citation software
211	PD	Police Impound Fund-Fed	77260	Software Subscriptions	-	40	40	-	-	-	E-Citation software
213	PD	Police Impound Fund-Fed Treasury	77260	Software Subscriptions	-	5,323	5,323	-	-	-	E-Citation software
230-5200	CS	Child Development Fund	80000	Temporary Personnel Svcs	4,500	10,500	15,000	4,500	-	4,500	Substitutes for staff out on leave
243	CD-EDH	Public Art Fund	87550	Celebration of the Arts	45,000	30,000	75,000	45,000	-	45,000	Anticipated cost increase for 2026 exhibition
247	CD-EDH	EPA Grant Fund	90010	Brownfield's Grant Exp	600,000	(600,000)	-	-	600,000	600,000	Delayed until FY27
254	PW	Grants Fund	95000	Capital Outlay	1,400,000	2,080,283	3,480,283	-	-	-	CIP budget adjustments
267	Combined	Measure F Fund	99650	TRANSFER TO ECDC FUND 230	1,342,700	200,000	1,542,700	1,419,100	-	1,419,100	Help offset reduction in Parent Fees in FY26
267	Combined	Measure F Fund	71XXX	Salaries and Benefits	-	-	-	450,012	321,518	771,530	2 new FTE for Police Department for 1 Communications Section Supervisor (Dispatch) and 1 Police Evidence Technician
268	CD-Plan	Community Dev Tech Fund	82205	Permit Tracking	-	150,000	150,000	-	-	-	Additional costs for Trackit permit software
268	CD-Plan	Community Dev Tech Fund	77260	Software Subscription	102,600	(25,000)	77,600	102,600	-	102,600	Shift budget for Trackit permit software to Permit Tracking 82205
284	CD-EDH	Measure C Housing Bonds	88120	Loans to Developers	14,150,116	(14,050,116)	100,000	9,000,000	-	9,000,000	Anticipate only minimal loans to developers in FY26
295	Finance	MESA Fund	80020	Reimb. For Personnel Svcs	-	8,051,829	8,051,829	-	-	-	MESA dissolved 12/31/25; offsets with revenues
444	PW	1999 Bonds PFA	95000	Capital Outlay	-	(799)	(799)	-	-	-	CIP budget adjustments
477	CS	ECCL Project Fund	91600	Other Equipment	290,293	(290,293)	-	-	-	-	Correct Reso 25-115; paid for by EUSD
495	PW	Marina Improvement Fund	95000	Capital Outlay	1,400,000	(256,201)	1,143,799	50,000	-	50,000	CIP budget adjustments
220	PW	Gas Tax St. Improv. Fd	94000	Capital Project Rollover	-	19,374	19,374	-	-	-	Adj Capital Rollover based on actual FY25 expenditures
221	PW	Road Maint & Rehab Fund	94000	Capital Project Rollover	-	19,497	19,497	-	-	-	Adj Capital Rollover based on actual FY25 expenditures
242	PW	Measure BB - Streets/Roads	94000	Capital Project Rollover	623,440	574,865	1,198,305	-	-	-	Adj Capital Rollover based on actual FY25 expenditures
250	CD-Plan	Traffic Fac Impact Fee Fund	94000	Capital Project Rollover	235,000	99,393	334,393	-	-	-	Adj Capital Rollover based on actual FY25 expenditures
251	PW	Urban Forestry Fee Fund	94000	Capital Project Rollover	786,869	(61,104)	725,765	-	-	-	Adj Capital Rollover based on actual FY25 expenditures
254	Combined	Grants Fund	94000	Capital Project Rollover	29,711,392	(18,061)	29,693,331	-	-	-	Adj Capital Rollover based on actual FY25 expenditures
471	PW	Ped Path Impr Fund	94000	Capital Project Rollover	228,026	(228,016)	10	-	-	-	Adj Capital Rollover based on actual FY25 expenditures
473	PW	Developer Contribution Fund	94000	Capital Project Rollover	4,038,525	1,384,976	5,423,501	-	-	-	Adj Capital Rollover based on actual FY25 expenditures
475	PW	Gen Capital Improve Fund	94000	Capital Project Rollover	22,998,306	218,443	23,216,749	-	-	-	Adj Capital Rollover based on actual FY25 expenditures
495	PW	Marina Improvement Fund	94000	Capital Project Rollover	1,879,400	(305,783)	1,573,617	-	-	-	Adj Capital Rollover based on actual FY25 expenditures
511	PW	Sewer Rehab/Replac Fund	94000	Capital Project Rollover	2,599,913	(21,845)	2,578,068	-	-	-	Adj Capital Rollover based on actual FY25 expenditures
650	PW	Major Maintenance Fund	94000	Capital Project Rollover	5,142,986	(449,843)	4,693,143	-	-	-	Adj Capital Rollover based on actual FY25 expenditures

**Fiscal Year 2026 & 2027 Mid-Year Budget Adjustments - OTHER FUNDS**

Fund	Dept	Fund Description	Account	Account Title	FY 25-26 Budget	FY 25-26 Proposed Adjustments	FY 25-26 Amended Budget	FY 26-27 Budget	FY 26-27 Proposed Adjustments	FY 26-27 Amended Budget	Notes
660	Finance	Vehicle Replacement Fund	94000	Capital Project Rollover	87,130	15,527	102,657	-	-	-	Adj Capital Rollover based on actual FY25 expenditures
670	IT	Info Technology Fund	94000	Capital Project Rollover	788,424	74,911	863,335	-	-	-	Adj Capital Rollover based on actual FY25 expenditures
										-	
<b>TOTAL EXPENDITURE ADJUSTMENTS</b>						<b>(3,372,473)</b>			<b>921,518</b>		



# City of Emeryville

CALIFORNIA

## MEMORANDUM

**DATE:** May 21, 2026  
**TO:** Budget and Governance Committee  
**FROM:** Sharon Friedrichsen, Finance Director  
**SUBJECT:** FY26-27 GANN Appropriations Limit

### RECOMMENDATION

Staff recommend that the Budget and Governance Committee review the calculation for the Annual Appropriations Limit for the 2026-2027 Fiscal Year and recommend that City Council adopt the Limit as presented within this staff report.

### BACKGROUND

In 1979, California voters approved Proposition 4, known as the GANN Initiative. The intent of this initiative was to keep state and local government spending capped at 1978-79 levels, adjusted for changes in inflation and population.

Article XIII (B) of the California Constitution (Government Code Section 7900-10) places a limit on appropriations from most government revenue sources, including tax proceeds, and requires that the governing body of a local jurisdiction annually establishes, by resolution, an appropriations (spending) limit for the following fiscal year.

Proposition 111, approved by California voters in 1990, further amended Article XIII (B) and updated the base year for calculating the appropriation limit to fiscal year 1986-87 beginning in fiscal year 1990-91. Proposition 111 also revised that the annual adjustment factors used to calculate the Appropriations Limit to include:

- A change in population growth for City or County (whichever is higher); and
- A change in California Per Capita Personal Income

### DISCUSSION

On May 1, 2026, the California Department of Finance (DOF) released the Price Factor and Population Information used to calculate the GANN Limit. Staff recommend using the City's population change of 0.42% and the change in California per capita personal income of 4.95%. The rationale is that the City's population change is higher than the population change of -0.11% for Alameda County.

Both the population change and the per capita personal income are converted into a growth factor based on the DOF’s prescribed methodology. The growth factor for FY 2027 is 1.053908. The growth factor is then applied to the City’s FY 2026 Limit of \$170,473,783 to calculate the FY 2027 Limit of \$179,663,684.

Staff calculate the process from all taxes based on the proposed fiscal year budget. The FY 2027 budget from various taxes, including, but not limited to, property taxes, sales and use taxes, business license taxes, transient occupancy taxes and utilities taxes citywide is \$54,139,158. This amount is well below the Limit. Proceeds from taxes are 30% of the GANN Limit as shown below and is similar to the Limits in prior years.

	FY 2027	FY 2026	FY 2025	FY 2024	FY 2023
Taxes All Funds - Adopted Budget	\$ 54,139,158	\$ 51,176,124	\$ 53,708,398	\$ 50,904,191	\$ 44,675,210
Gann Limit	\$179,663,684	\$170,473,783	\$159,680,499	\$146,833,723	\$139,116,776
GF as a % of Gann Limit	30%	30%	34%	35%	32%

**FISCAL IMPACT**

There are no fiscal impacts associated with receiving this report. The establishment of the annual GANN Limit is required by State law.

**STAFF COMMUNICATION WITH THE PUBLIC**

There has been no communication with the public on this item. However, the Budget Advisory Committee reviewed the GANN Appropriations Limit for the 2026-27 fiscal year at the May 11, 2026, meeting and recommended that the City Council adopt the GANN Appropriations limit as presented.

**CONFLICT OF INTEREST**

There is no known conflict of interest.

**CONCLUSION**

Staff recommend that the City Council adopt the attached resolution to establish the Annual Appropriations Limit for the 2026-27 Fiscal Year in accordance with State Law.

**PREPARED BY:** Sharon Friedrichsen, Finance Director

**City of Emeryville**  
**Fiscal Year 2027 GANN Appropriations Limit**

	<u>City Population Change</u>		<u>County Population Change</u>	
Population Adjustment	0.42%	A	-0.11%	A
			<u>Per Capita Income Change</u>	
Cost of Living Adjustment			4.95%	B
<b><u>FY 2027 GANN Limit Growth Factor</u></b>				
1 + Larger of City or County Population			100.42%	
1 + Per Capita Income Change		x	<u>104.95%</u>	
FY 2027 INCREASE in Appropriations Limit			<u><b>1.053908</b></u>	
FY 2026 Appropriations Limit			\$ 170,473,783	
Growth Factor		x	<u>1.053908</u>	
<b>FY 2027 APPROPRIATIONS LIMIT</b>			<u><b>\$ 179,663,684</b></u>	
<b>FY 2027 Appropriations from Proceeds of Taxes All Funds</b>			<u><b>\$ 54,139,158</b></u>	

Notes:

A - California Department of Finance - Population Estimates for Cities, Counties, and State, Dated May 1, 2026

B - California Department of Finance - Price Factor and Population Information, Dated May 1, 2026

