



Special Meeting **AGENDA**

The Ukiah City Council Regular Meeting will be held virtually at:

<https://attendee.gotowebinar.com/register/3920990818524399888>

After registering, you will receive a confirmation email containing information about joining the webinar. Alternatively, you may view the meeting (without participating) by clicking on the name of the meeting at www.cityofukiah.com/meetings.

January 28, 2021 - 6:00 PM

1. ROLL CALL AND PLEDGE OF ALLEGIANCE

2. AUDIENCE COMMENTS ON NON-AGENDA ITEMS

The City Council welcomes input from the audience. If there is a matter of business on the agenda that you are interested in, you may address the Council when this matter is considered. If you wish to speak on a matter that is not on this agenda, you may do so at this time. In order for everyone to be heard, please limit your comments to three (3) minutes per person and not more than ten (10) minutes per subject. The Brown Act regulations do not allow action to be taken on audience comments in which the subject is not listed on the agenda.

3. NEW BUSINESS

- 3.a. Discussion and Possible Action to Fill the Vacant Council Seat for the Unexpired Term of Departed Councilmember Maureen Mulheren.

Recommended Action: Review the applications received, hold a discussion and question applicants if necessary, nominate and appoint one of the applicants to fill the unexpired term of former Councilmember Maureen Mulheren.

Attachments:

1. Application of Mari Rodin
2. Application of Joel Veikko Soinila
3. Application of Stephen G. Scalmanini
4. Application of Jason Howard
5. Application of Michelle Johnson
6. Application of Jeff Trouette
7. Application of Susan Sher
8. Application of Cameron Ramos

4. ADJOURNMENT

Please be advised that the City needs to be notified 72 hours in advance of a meeting if any specific accommodations or interpreter services are needed in order for you to attend. The City complies with ADA requirements and will attempt to reasonably accommodate individuals with disabilities upon request. Materials related to an item on this Agenda submitted to the City Council after distribution of the agenda packet are available for public inspection at the front counter at the Ukiah Civic Center, 300 Seminary Avenue, Ukiah, CA 95482, during normal business hours, Monday through Friday, 8:00 am to 5:00 pm.

I hereby certify under penalty of perjury under the laws of the State of California that the foregoing agenda was posted on the bulletin board at the main entrance of the City of Ukiah City Hall, located at 300 Seminary Avenue, Ukiah, California, not less than 24 hours prior to the meeting set forth on this agenda.

Kristine Lawler, City Clerk

Dated: 1/21/2021



AGENDA SUMMARY REPORT

SUBJECT: Discussion and Possible Action to Fill the Vacant Council Seat for the Unexpired Term of Departed Councilmember Maureen Mulheren.

DEPARTMENT: City Clerk

PREPARED BY: Kristine Lawler, City Clerk

PRESENTER:

ATTACHMENTS:

1. Application of Mari Rodin
2. Application of Joel Veikko Soinila
3. Application of Stephen G. Scalmanini
4. Application of Jason Howard
5. Application of Michelle Johnson
6. Application of Jeff Trouette
7. Application of Susan Sher
8. Application of Cameron Ramos

Summary: Council members will review the applications received, hold a discussion and question the applicants if necessary, and possibly nominate and appoint one of the applicants to fill the unexpired term of former Councilmember Maureen Mulheren.

Background: In December, 2020, Maureen Mulheren submitted her resignation on the City Council in order to take her new position on the Mendocino County Board of Supervisors, effective January 4, 2021. On December 16, 2021, the remaining Councilmembers directed the City Clerk's office to notice the vacancy and accept applications to be reviewed at a special council meeting on January 28, 2021.

The Clerk's office received eight applications from Mari Rodin, Joel Veikko Soinila, Stephen G. Scalmanini, Jason Howard, Michelle Johnson, Jeff Trouette, Susan Sher, and Cameron Ramos (Attachments 1, 2, 3, 4, 5, 6, 7, and 8 respectively).

Discussion: A special city council meeting will be held virtually on January 28, 2021 at 6pm for the Council to review the applications and interview the candidates.

The Mayor will provide each candidate the opportunity to make a three minute opening statement. At the conclusion of all the statements, Council can hold a discussion, which may include specific follow up questions directed to any of the candidates. Subsequent to the discussion a nomination can be made and seconded, to which the Council can hold a vote for appointment.

The successfully appointed candidate will be administered an Oath of Office and take seat at the beginning of the February 3, 2021, City Council meeting. The newly appointed Councilmember will fill the unexpired term of former Councilmember Mulheren, with the term expiring with the General Municipal election in 2022.

Recommended Action: Review the applications received, hold a discussion and question applicants if

necessary, nominate and appoint one of the applicants to fill the unexpired term of former Councilmember Maureen Mulheren.

BUDGET AMENDMENT REQUIRED: N/A

CURRENT BUDGET AMOUNT: N/A

PROPOSED BUDGET AMOUNT: N/A

FINANCING SOURCE: N/A

PREVIOUS CONTRACT/PURCHASE ORDER NO.: N/A

COORDINATED WITH: N/A

Approved:


Sage Sangiacomo, City Manager

MARI RODIN

• Ukiah, CA 95482
Telephone

January 13, 2021

Dear Members of the City Council:

I am applying to be appointed to fill the vacancy on the city council because I love and care deeply for our community. It is my pleasure to introduce myself in this letter to those of you who don't know me and to reacquaint myself with the rest of you.

As you know, I served 11 years on the Ukiah City Council, including twice as mayor. In that capacity I became well acquainted with all of our City's departments, their functions, and many staff. I represented the City on numerous boards and commissions including: the Local Agency Formation Commission of Mendocino County; Mendocino Council of Governments; Mendocino Transit Authority; the Economic Development and Financing Corporation, and many others. I also served on several City ad hoc committees including: the City/County tax sharing ad hoc; the form-based zoning ad hoc; and, early on, an ad hoc reviewing public safety interactions with the Latinx population. I championed a complete streets policy for the city, a "parklet" policy that resulted in the creation of several parklets, and a form-based zoning code to streamline mixed-use development in the downtown core. And, perhaps most relevant to our situation today, my former city council colleagues and I worked to address the impacts of the 2008 economic recession, which caused revenue shortfalls of 15-20% to our \$60 million budget.

In addition to my work on the city council, my business partner and I have been providing grant writing, project planning, and program evaluation services for Mendocino County area public agencies and nonprofits. This work has given me a big-picture perspective on Ukiah and Mendocino County and enabled me to develop positive working relationships with staff from many of the government agencies and community organizations with which the City is involved. Since its inception in 1997, our firm has brought more than \$100 million in grant funds into our County.

I am prepared for this appointment. I have applied the leadership skills I learned as a parent and business professional to find common ground and build consensus in city government. I have applied the critical thinking and inquiry skills I use as a professional grant writer to wade through reports and make policy decisions. Finally, I used my moral and ethical principles to make difficult decisions even when they leave some people unhappy.

In closing, I hope to serve as your fellow council member because I care about the future of Ukiah and because I am challenged and invigorated by the work. In addition to helping our residents, businesses, and City government flourish post-pandemic, one of my goals will be to work with the County to ensure that development outside the City limits is well-planned and consistent with the goals expressed in our almost-complete General Plan. We need to remember that, as Ukiahans, we share a common interest—the well-being of our neighbors and the quality of life we treasure.

Kind regards,



Mari Rodin



City of Ukiah

Office of the City Clerk

300 Seminary Avenue
Ukiah, CA 95482

Salary: \$490 per month; Health Benefits: \$837 per month

Estimated Monthly Time Commitment: 25-35 hours

APPLICATION FOR VACANT CITY COUNCIL POSITION

(Application must be submitted by Noon on January 21, 2021)

NAME: Rodin, Mari Lisa

Last

First

Middle

STREET ADDRESS:

CITY: Ukiah

STATE: CA

ZIP CODE: 95482

Contact Information:

PHONE: Home

Work/Cell

E-mail

1. Attach a resume outlining your educational background and experience.
2. Attach an applicant statement (400-500 words) describing why you should be selected to fill this vacant position.
3. Complete all questions on this application.

Using no more than the space provided, highlight your relevant knowledge or skills that you will bring to the City Council.

My relevant knowledge and skills derive from 11 years on the Ukiah City Council including two as mayor. I served as a City representative on numerous boards, commissions, and ad hoc committees dealing with water, land use, transportation, tax sharing, and many other issues. Through my work planning programs and writing grants for public health, education, behavioral health courts, our rail trail (and many more), I've honed my analytical and problem-solving skills learned to work collaboratively, and developed positive working relationships with staff from many of the government agencies and community organizations with which the City is involved.

Have you ever served on a public, private, or non-profit Board, Committee, Commission, or Task Force? If yes, please specify below:

Yes ☒

No ☐

Name

Ukiah City Council

Length of Service

11 years

Local Agency Formation Commission

6 years

Mendocino Transit Authority

4 years

Russian River Watershed Association

8 years

Economic Development Financing Corporation

4 years

} estimates

Applicant Questionnaire

Please Limit Your Answers to the Following Questions to no more than 250 words

1. What do you believe is the role of the City Council, and the duties of Councilmembers?

The role of the city council is to set strategic goals for the City, provide policy direction to the city manager and staff to implement those strategic goals, and evaluate the city manager in how well those strategies are achieved. The city council also approves an annual budget that reflects its strategic goals and values while meeting State and federal mandates.

The ultimate role of the council members is to preserve and protect the present and the future of the Ukiah community. We must do this by working cooperatively as a team, agreeing to disagree when differences arise. An essential, perhaps foundational, duty of council members is to show respect for one another, City staff, and the public during meetings. Only from a place of mutual respect can open, honest, and direct communication happen and, thus, advancement of the best interests of the City and its citizens.

2. What do you consider to be the top 3 to 5 significant issues/priorities currently facing the City of Ukiah and why are they the most significant? What are your thoughts about how to address these issues?

1. We need to emerge from the pandemic with the City on solid financial footing. This is important for our community's short and long term viability. We can address this issue by closely monitoring revenues and expenditures, advocating at the State and federal levels for support to local government, accessing all recovery resources, and working with our community partners (e.g., the County, West Company, etc.) to leverage those resources to help our citizens and local businesses survive this unprecedented economic downturn.

2. We need to make homelessness rare, brief, and one-time. Homelessness is a humanitarian issue and it is negatively affecting the viability of local businesses, the quality of life for Ukiah Valley residents, and discouraging tourism. Council members should continue to be proactive partners in addressing the homelessness problem.

3. Name a specific City of Ukiah issue of special interest to you (other than the issue described in your response to question #2. Tell us what suggestions you have for addressing it.

We need to achieve the land use vision that citizens clearly stated in the Ukiah Valley Area Plan. This is important because the Ukiah Valley has overlapping jurisdictions, there is duplication of services (e.g., water and sewer), and the status quo of not moving forward with these issues is stifling sensible, sustainable economic growth in the Valley. We need to regain Ukiah's seat on LAFCo. We need to work with County partners and the public to agree to a sensible sphere of influence and annexation plan. And, a property and sales tax sharing agreement will be integral to achieving our goal of sensible land use planning in the Valley, so reconstituting the tax sharing committees from the City and County should also be a priority.

4. What do you believe is the most important contribution you can make as a member of the City Council? What strength do you think you would bring to the City Council team?

The most important contribution I can make to the city council is my intimate knowledge of the City and the issues it faces—from water supply to budget to community services to planning. From my first day on the dais I will be ready to be an active, able, and engaged colleague. In addition, I have maintained positive working relationships with the City staff I've come to know over the years as a council member, grant writer, and neighbor. This goodwill will facilitate a smooth transition into the work.

5. Give an example of how you would resolve a situation where your personal philosophy is at odds with what is best for the City.

When I was on the city council previously, I was initially opposed to expending redevelopment funds to incentivize big box development at the Airport Business Park (ABP). My personal inclination was to invest redevelopment funds into the downtown core to make it a beautiful, thriving civic hub. I didn't want to see downtown become impoverished and blighted while automobile-dependent superstores dominated our periphery. But staff and some council members convinced me that it would be best for the downtown core in the long run if we could build out the ABP because the additional sales tax from big box stores would make the City stronger and funds could later be reinvested in the downtown. This example shows that sometimes a deeper understanding of a situation can reconcile what initially appears to be two points of view that are at odds.

6. Please share your thoughts on the following topics related to the City of Ukiah:

a. Public Safety

The City has always been short staffed with regard to public safety and we have always had a hard time recruiting a force that mirrors the ethnic composition of the residents of our community. To address this, we need to support the cadet program and promote participation in it by members of the Latinx community in particular. I would also like to see our police department continue to work closely with staff at the County to create a super effective homeless outreach program that successfully brings the unhoused into services through trust and relationship-building.

b. City Infrastructure

Fortunately, Ukiah residents passed Measure Y in 2016, imposing a 0.5% sales tax to fund city services including street repair and maintenance. Our streets are perhaps our most valuable asset—recreating that infrastructure anew would be impossible in this day and age. Because Measure Y passed, we are able to adequately maintain our infrastructure and consider important new projects, like the recycled water project. I think it is beneficial to our residents that we are a full-service city, operating our own electric utility with NCPA, our own wells, water treatment and sewage plants, an airport, etc. Although these departments impose huge infrastructure costs and responsibilities on our City, they allow us to control our destiny in important ways.

c. Economic Development

Economic development will be imperative in the wake of the coronavirus pandemic. We need to do whatever we reasonably can to support local businesses and encourage the development of new ones. I am hoping that the downtown streetscape project will help spur this effort. I would like to see if it is possible to bring back some old redevelopment programs like those that helped small businesses refurbish their awnings or signs or in other ways assist them in being successful. But we should also look to our countywide partners—the Economic Development and Financing Corporation and the West Business Development Center—to leverage their work to the benefit of Ukiah.

d. Quality of Life Factors

To me, quality of life means that ALL Ukiahans feel physically and emotionally safe, have confidence in their schools and criminal justice system, and that our community offers them the amenities they need to thrive and enjoy life. I think that the City does a great job providing services that promote quality of life factors—from an active Community Services department to public safety. I hope that we continue to pursue projects like expanding hiking trails in the western hills, the Great Redwood Trail, and the streetscape project that not only enrich our community, but make it a stronger attraction to visitors.

e. City Finances

I have not reviewed the City's finances in recent years, but I assume that previous city councils have been doing their due diligences to insure a balanced budget and that the City is maintaining a 5 to 15 percent reserve. As a council, we will need to keep a close eye on the extent to which the pandemic, by curtailing business activity, has reduced reduced sales tax receipts and impacted the City's finances. We may have some difficult decisions to make in the near future if the revenue projections we made before the pandemic fall very short. This will have to be monitored closely.

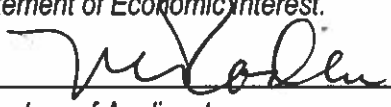
f. Sustainability/Smart Growth

Sustainability and smart growth are inextricably linked. Climate change is real and we as a city need to do everything in our power to reduce our own carbon footprint as well as make it easier for our residents—and the additional 30,000 people that visit our city daily—to do so as well. Smart growth is an integral part of reducing our carbon footprint. It means building “up, not out,” encouraging mixed use development, protecting our agricultural land, and supporting walking and biking as much as possible.

7. Is there anything that you would like to add?

No.

I declare under penalty of perjury under the laws of the State of California that I am a resident of the City of Ukiah California, registered to vote in the City of Ukiah, and that all information stated in this application and all attached pages are true, correct and complete. I also acknowledge that if appointed, I will be subject to filing a Form 700 Statement of Economic Interest.


Signature of Applicant

1/13/21
Date

Please submit this application and supporting documentation to the Ukiah City Clerk's Office* by noon on Thursday, January 21, 2020. Applications received by the City will become public records that will be subject to public disclosure. Except for the name of the applicant, the City will treat applications as confidential to the extent allowed by law until the close of the application deadline.

City of Ukiah
ATTN: City Clerk
300 Seminary Ave
Ukiah, CA 95482

For office use only:

Staff has verified that the applicant is a registered voter in the City of Ukiah

☐

*Due to COVID restrictions, please drop application off at the drop box located at 411 Clay St. If you have any questions, you may call the City Clerk, Kristine Lawler, at 707-463-6217, or email klawler@cityofukiah.com

MARI RODIN

• Ukiah, CA 95482

Telephone

EDUCATION

M.A.	Medical Anthropology, Case Western Reserve University	1988
B.A.	Anthropology, University of California San Diego	1985

PROFESSIONAL EXPERIENCE

Partner, Hopper & Rodin Associates
Berkeley and Willits, California

1995 – present

Hopper & Rodin Associates provides grant writing, program design, and program evaluation services to public agencies and non-profit organizations. We also receive commissions to write policy papers and other technical reports. Our firm has successfully competed for federal, state, and private foundation grants totaling over \$100 million. These grants have funded myriad local community health and human services programs, urban greening and education projects, and farm to school initiatives.

Associate Analyst, Local Agency Formation Commission of Monterey County
Salinas, California

August 2013-January 2014

I was in training to analyze and process proposals, petitions, and applications for boundary changes affecting local governments. In addition, I updated several municipal service reviews and sphere of influence studies and assisted the executive officer on special projects. A family emergency required that I resign the position and move to Southern California.

Councilmember, City of Ukiah
Mayor, City of Ukiah

2002 – 2013

2007, 2011

As a “full service” city, Ukiah operates its own public utilities (water, sewer, and electric), airport, and public safety (police, fire, and ambulance) in addition to the standard city departments. I worked with my colleagues both creatively, to improve the quality of life in Ukiah, and strategically, to address the impacts of the economic recession, which caused revenue shortfalls of 15-20% to our \$60 million budget. Throughout my service my focus was always on shaping a vital, resilient, and sustainable community supportive of community health. I championed and achieved a complete streets policy for the city, a “parklet” policy that revitalized areas of Ukiah’s historic downtown, and a form-based zoning code to encourage walking, bicycling, and equitable access to local, healthy foods. As a representative of the council on various boards and commissions, including the League of California Cities, I was involved in the preservation of agricultural land and open space as well as regional water supply issues.

MARI RODIN

Regional Manager, Lake and Mendocino Counties United Way of the Wine Country

2011 –2013

As Regional Manager for Lake and Mendocino Counties, I had responsibility for both grant management and resource development. Grant management duties included leading the local grant making process for United Way, i.e., tracking grantee progress, reviewing reports, and providing technical assistance as needed. I also convened a broad cross-section of community leaders to create a “collective impact” initiative for Mendocino County. This was a coordinated, multi-pronged effort to effect social change. Resource development responsibilities include developing and supporting workplace campaigns with representatives from 28 businesses and agencies to generate funding to support United Way efforts.

Lead Developer and Co-Director, The Woodlands Charter School Ukiah, California

1998 – 2000

I led a grassroots group of parents, educators, and interested community members through a year-long, grant-funded planning process to create a start-up charter school in Ukiah and became co-director for the school’s first year of operation. My duties included researching charter school law, drafting the charter document, shepherding the charter through the approval process, collaborating and consulting with numerous charter school experts, hiring and overseeing staff, and overseeing school operations and budgets. I also testified several times before the State Senate Education Committee as an advocate for legislation affecting charter schools.

Associate, Kiichli & Associates Ukiah, California

1992 – 1995

Kiichli & Associates was a consulting firm offering program planning and organizational development services to public agencies and non-profit organizations. As an associate, I led a planning process for development of countywide managed care for Medi-Cal clients. I also wrote a briefing paper on a County-owned and managed single payer health care plan.

Research Associate, Impact Assessment, Inc. La Jolla, California

1989-1992

Impact Assessment, Inc. is an applied social science research firm that specializes in conducting studies of the social impacts of proposed environmental changes or disasters. Examples of projects I participated in include: the social and economic impact of the *Exxon Valdez* oil spill; social and economic impacts from changing fishery regulations and fishery depletion in Alaska; and the social and economic impacts from the proposed Yucca Mountain nuclear waste repository.

PUBLICATIONS

“Community impacts resulting from the *Exxon Valdez* oil spill” *Industrial Crisis Quarterly*. October 1992. (<http://oae.sagepub.com/content/6/3/219.abstract>)

“The social construction of premenstrual syndrome” *Social Science and Medicine*. July 1992. (<http://www.ncbi.nlm.nih.gov/pubmed/1496412>)

MARI RODIN

CONFERENCE PRESENTATIONS AND COMMUNITY INVOLVEMENT

Facilitation Skills for Chaotic Times, Participant (Synectics LLC management consulting, 2009). This was a year-long leadership and facilitation course to develop skills for improving organizational effectiveness where complex, multi-faceted issues abound. The approach seeks to find common ground among stakeholders with multiple interests by engaging them in collaborative conversations, planning, and learning opportunities.

Community Foundation of Mendocino County, Regional Advisor (2008-2013). The goal of the regional advisor program is to build the foundation's capacity to carry out effective philanthropy by harnessing the local knowledge of advisors to inform funding decisions. Regional Advisors provide information to the Community Foundation about the needs and opportunities in local communities, read and assess grant proposals, and act as the Community Foundation's ambassadors in terms of raising local awareness and understanding of the Foundation's programs and services.

League of California Cities, Board Member (2008-10). This statewide association of California city officials works together to enhance their knowledge and skills, exchange information, and combine resources to more effectively influence policy decisions that affect cities.

Leadership Training for a Sustainable Economy, Participant (2006-07). This program, which takes place in Sonoma County, educates community leaders to be more effective in shaping public policy. Participants meet for a full day a month with key political and civic leaders, attend workshops on sustainability, take field trips, and engage in leadership training exercises. The class emphasizes the links between economic viability, ecological sustainability, and social equity.

Leadership Mendocino, Participant (2001-02). Participants meet for a full day each month for a year to learn from community members and local experts about resources and challenges in the health and human services, agriculture, rural economic development, government, and natural resources sectors.

Community Response to the Exxon Valdez Oil Spill. Presented at the 89th Annual Meeting of the American Anthropological Association, New Orleans, LA, November 1990.

The Social Construction of Premenstrual Syndrome. Presented at the 87th Annual Meeting of the American Anthropological Association, Phoenix, AZ, November 1988.

Applicant Statement

Joel Veikko Soinila for Ukiah City Council Vacant Seat

Describe why you should be selected to fill this vacant position.

I believe I should be selected for this vacant position because I have a broad set of skills that would make me an effective city council member. I am not someone who brings one special skill set to the table, I am knowledgeable in many areas (finance, small business operations, real estate and policy making just to list a few) which makes me a versatile choice.

I've been preparing for local leadership from a young age. I may not have known it, however as a youth in this community I was heavily involved in leadership at the high school as well as student government in middle school/high school. I continued to grow my leadership skills when I was at Cal Poly in San Luis Obispo where I was in many clubs that I eventually was appointed into to vice president, treasury, and other various roles that helped me understand what is required of a leader. I have served on several boards recently in various roles, and am familiar with bureaucracy and how policy is shaped and eventually made.

I care deeply about this community, its health, and wellbeing now and into the future. Through my volunteerism, I've gained extensive insight into the needs and desires of the community. I believe I have the ability to set aside personal bias and represent the entire community without having an agenda of my own. My ability to have an open mind will allow me to meet with all sides in order to form decisions that require collaboration and inclusiveness.

If selected to this vacant city council seat, I promise to be transparent in all of my doings. As a citizen who is upset about how financials are handled/reported, one of my main goals will be to connect with the citizens and ensure that money being spent is done so for the good of the community now and into the future.

Thank you

Joel Veikko Soinila



City of Ukiah

Office of the City Clerk

300 Seminary Avenue
Ukiah, CA 95482

Salary: \$490 per month; Health Benefits: \$837 per month

Estimated Monthly Time Commitment: 25-35 hours

APPLICATION FOR VACANT CITY COUNCIL POSITION

(Application must be submitted by Noon on January 21, 2021)

NAME: Soinila Joel Veikko
Last First Middle
STREET ADDRESS:
CITY: Ukiah STATE: Ca ZIP CODE: 95482
Contact Information:
PHONE: Home Work/Cell E-mail

1. Attach a resume outlining your educational background and experience.
2. Attach an applicant statement (400-500 words) describing why you should be selected to fill this vacant position.
3. Complete all questions on this application.

Using no more than the space provided, highlight your relevant knowledge or skills that you will bring to the City Council.

My most valuable skill is my financial expertise. I am currently enrolled in an online MBA program and have always been interested in business/finances. I have routinely worked on 60–100-million-dollar budgets for both labor and material expenses throughout my financial career. I believe I bring many things to the council, including: Open mindedness, respect, legal knowledge, community mindset, forward thinking, and innovation. As someone who is ambitious to be an elected official one day, I am very familiar with policy and policymaking.

Have you ever served on a public, private, or non-profit Board, Committee, Commission, or Task Force? If yes, please specify below:

Yes ☒ No ☐

Name

Length of Service

HHSA (Health & Human Service Agency Board) - Community Rep

2 months

Ukiah High School Alumni Association Board - Vice President

4 yrs

City of Ukiah Employees Credit Union - Supervisor Committee Chairperson

2014-2018

**Office of the City Clerk
Application for Vacant City Council Position
City Council Appointment**

Applicant Questionnaire

Please Limit Your Answers to the Following Questions to no more than 250 words

1. What do you believe is the role of the City Council, and the duties of Councilmembers?

I believe it starts with caring about the community and how it's changing and where it is going. The most important things are that a council-member is a good listener and has an open mind no matter what. A council-member is meant to be an independent vote, amongst others also voting independently. They look at what is best for the community not their own agenda. A large portion of time is spent reading materials to prepare for the votes and meetings. As a policy maker, a council-member must be able to communicate with other entities in a community to get input on things they are unclear about. The word I think that best describes a city council/member is collaboration, you can't get things done without inclusion of all sides in a community.

2. What do you consider to be the top 3 to 5 significant issues/priorities currently facing the City of Ukiah and why are they the most significant? What are your thoughts about how to address these issues?

I believe the top issue that should be prioritized is housing (including increased rent controls and protection of gentrification of neighborhoods and business zones) Housing is obvious, so I will not go into depth. I believe this problem could be resolved by incentivizing infill downtown and in abandoned buildings (cooperative housing).

Another obvious problem is the homeless services/mental health and the outcomes/impact it has on the community. There is no accountability. To change this, you need collaboration as the industry is sub divided and not collaborative. Data is the goal and funding is the result of having the data, so organizations rarely communicate and work together.

Another area that's a significant issue is stifled innovation. We seem to care more about sales tax generation and who can pay the most. Quick money stunts long term smart growth.

3. Name a specific City of Ukiah issue of special interest to you (other than the issue described in your response to question #2. Tell us what suggestions you have for addressing it.

Recently our waste management facility stopped taking pressure treated wood (PTW) due to the material now being handled as hazardous waste. At a glance this doesn't seem like a big issue. The high cost to dispose of this material (.50 cents to \$1 per lb) will lead to people burning, burying, or illegally dumping this material. These toxic chemicals will now be leaching into our water supply while they sit because people can't afford to dispose of it properly. Some suggestions are to pool city and county resources for a program that accepts this material only and hauls it away to the closest waste management facility that accepts it (6 hours away). Another suggestion is to leverage all future building contracts with the government to include a fee which would help fund the city/county to operate a facility that can handle large volumes of PTW including people who sell PTW.

4. What do you believe is the most important contribution you can make as a member of the City Council? What strength do you think you would bring to the City Council team?

The most important contribution I would bring to the city council is my ability to understand financial reports and budgets. Much of being a government official is being able to analyze lots of data in small period of time to make a decision. Being someone with extensive experience in the financial sector, I believe that I could be a huge asset as we approach turbulent times in years ahead. There is no doubt at this point that an economic recession/depression is looming. In 2008, local government jobs were slashed and pay was reduced 10% so that we would balance the budget, we were reactive instead of proactive. This led to employee dissatisfaction and tough times for everyone. We need to get ahead of it this and start finding wasteful spending that can be shifted to help save jobs.

5. Give an example of how you would resolve a situation where your personal philosophy is at odds with what is best for the City.

My personal opinion and agenda are not the main drive for my wanting to be a council member. I believe that middle income residential housing is the biggest need for this community, however if funding is available to develop lower/upper income housing, I would set my opinion aside, opportunity for all levels of housing is needed. In this situation I would work with community partners who specialize in housing (RCHDC, CDC/HUD, etc...) to make sure we maximize the opportunity for all levels of housing. Personal opinions don't drive me to believe I know best.... Unless your opinion is that ag land should be removed for any form of housing, then you will meet me at a cross road that I can not in any way side with. I believe ag land should be preserved at all costs as well as green belt spaces which is what makes this area so unique and beautiful.

6. Please share your thoughts on the following topics related to the City of Ukiah:

a. Public Safety

I generally feel safe in this community, and when there is an issue, it is resolved in a reasonable way. I do believe that local law enforcement spends far too much time on mental health and homelessness, which should raise questions as to what those services are actually doing if local law enforcement is the ones dealing with the mentally ill and homeless so often.

b. City Infrastructure

We have crumbling infrastructure with a main focus on our roads being band aided instead of repaired over and over again. So much potential surrounds downtown Ukiah and the immediate neighborhoods around it for infill. We need to incentivize people to develop not deter them with red tape and permits/fees.

c. Economic Development

Simply put, economic development is the investment in growing a community's economy and enhancing the wellbeing of its citizens. Ukiah for decades has felt like it is dying. Store fronts look bad, building abandoned, and small businesses coming and going every 3-5 years unsuccessful. It is very clear that money is being spent somewhere on administration and things that are not adding value to enhancing prosperity of the community for normal day to day people.

d. Quality of Life Factors

Quality of life is bad, if it were not for this being where I was born and raised, I would be more upset with the way things are run. However, after 33 long drawn-out years of feeling let down, I have learned to accept it and be the change I wish to see instead of complain. Restaurants are limited on weekends with hours they are open, there is no night life aside from a few places. Main attractions like the bowling alley and skating rink are shutting down leaving our youth with limited options for recreation. Our schools are run down, they lack funding to innovate so our youth can have expanded programs and learn new skills and abilities. I am 1 of few people I grew up with who actually stayed in this area. That should be a direct indicator that we are not retaining community members as opportunity is not present.

e. City Finances

City finances can be improved in one way, transparency. When I am given reports from the city or review city council documents, I struggle to grasp the data. It usually lacks detail and has outdated figures. I believe an active live dashboard that citizens could interact with would be a huge improvement. In the modern era of technology, there is no excuse to be behind the times in reporting live in the moment data.

f. Sustainability/Smart Growth

You need to have growth to comment on how a community is doing. Recently a flurry of projects have been pushed through, but prior it was non existent. It seems to me that we have tried to complete decades worth of growth in a 2-year period and to me it feels cheap and rushed. Projects like streetscape were opposed by many, including myself but somehow pushed through anyways. No matter how many people opposed it the city staff just seemed to push stuff through on an agenda they had planned. The age-old problem in Ukiah is not the ideas and potential projects, it's the maintaining and up keep once it is done, an area we seem to struggle. You can not have nice things if you can not take care of the things you build/install.

7. Is there anything that you would like to add?

I would like to add that I seem cynical, frustrated, and upset with my community at times, however don't mistake that passion and drive to be the change I wish to see as someone who can't collaborate for the greater good. A lot of my frustration comes from knowing that we could be an amazing city/county, however greed and nepotism seem to always prevail. For this reason, I believe that it is so important to have free minded independent thinkers who are not scared to challenge the status quo and represent the people.

I declare under penalty of perjury under the laws of the State of California that I am a resident of the City of Ukiah California, registered to vote in the City of Ukiah, and that all information stated in this application and all attached pages are true, correct and complete. I also acknowledge that if appointed, I will be subject to filing a Form 700 Statement of Economic Interest.

Joel Veikko Soinila

Digitally signed by Joel Veikko Soinila
Date: 2021.01.07 13:11:15 -08'00'

1/07/2021

Signature of Applicant

Date

Please submit this application and supporting documentation to the Ukiah City Clerk's Office* by noon on Thursday, January 21, 2020. Applications received by the City will become public records that will be subject to public disclosure. Except for the name of the applicant, the City will treat applications as confidential to the extent allowed by law until the close of the application deadline.

City of Ukiah
ATTN: City Clerk
300 Seminary Ave
Ukiah, CA 95482

For office use only:

Staff has verified that the applicant is a registered voter in the City of Ukiah



*Due to COVID restrictions, please drop application off at the drop box located at 411 Clay St. If you have any questions, you may call the City Clerk, Kristine Lawler, at 707-463-6217, or email klawler@cityofukiah.com



Joel Veikko Soinila

Mobile: [REDACTED] Ukiah, Ca, 95482
* E-mail: [REDACTED]

Career Focus

Small busines owner of Veikko Properties LLC and partner in Soinila Associates. Financial expertise specializing in financial reporting, budgets, and data analysis. Currently working toward my MBA and have aspirations to become an elected official in Mendocino County. I serve on the HHSA board and am very familiar with government work and how it operates. Very community minded with a results-driven approach.

Summary of Skills

- Leadership Skills
- Financial Analysis/Business Management
- Resilient
- Willingness to adapt or change
- Innovative/Productive
- Open-mindedness
- Agriculturalist
- Community Volunteer

Accomplishments

- Agricultural business degree (BS)
- Vice President Ukiah High Alumni Association
- Small Business Owner
- Health and Human Services Agency Board Member – Community Rep
- Junior Achievement Volunteer
- Court Appointed Special Advocate (CASA) Volunteer Lake and Mendocino County
- Leadership Mendocino Class XXV
- Master Change Agent (CAP training) with GE.

Professional Experience

Real Estate Broker/Owner – Self Employed

Dec 2017 – Present

Veikko Properties, LLC

- Manage all day-to-day operations
- Bookkeeping/accounting
- Property Management & Real Estate Services
- Handyman
- Backyard Farm Urban farming

Consultant and Real Estate Investor – Partner

Dec 2009 – Present

Soinila Associates

- Real estate and business consulting
- Real estate investing

Program Manager – Ukiah Valley Street Medicine

Jul 2017 – July, 2019

Adventist Health Ukiah Valley

- In addition to attending every clinic in order to oversee the operation, the Program Manager primarily oversees all volunteers, keeps track of inventory, and develops the annual budget/policies and procedures.
- Assists in leading the monthly meeting for volunteers and will also act as a bridge/liaison between the volunteers of the street teams and the Board of Directors/executive level teams.

Productivity Engineer & Financial Analyst

Aug 2013 – Jul 2017

Northern California Network of Adventist Health

- Trained extensively in budgeting, cost analysis, and variance reporting.
- Work with Directors and Executives to help create, and manage to Labor budgets.
- Monthly Analysis of cost centers and variance analysis of how to get back to budget with action plans and data analysis.
- Master Change Agent CAP Certification

Financial Analyst – Vineyard

Aug 2011 – Aug 2013

Fetzer Winery – Hopland CA

Education

California Polytechnic State University San Luis Obispo (2006-2011)

San Luis Obispo, CA

Bachelors of Science in Agricultural Business

- Concentration in Credit Finance and appraisal
- Farm work study (Organic and Non-Organic Farm)
- Cal Poly Business Club
- Four-year participant in Cal Poly club and recreational sports

University of the People

Virtual/Online

Master in Business Administration (MBA)

- Currently in progress, classes begin Jan 2021
- Estimated completion 12-15 months

Executive Programs Real Estate School (2015-2017)

Online Classes

Real Estate/Brokers Courses

- Real Estate Practice, Finance, Principles, Economics, and General Accounting.

Leadership Mendocino Class XXV (Sept 2017 – May 2018)

NCO (North Coast Opportunities)

- Community Leadership Training

Applicant Statement

Why I Should Be Selected

Stephen G. Scalmanini

January, 2021

I recommend that you select someone with experience in local government and who has worked on local political issues, as I have. My experience, of course, includes having been a member of the City Council for the most recent seven years. Yet before then I worked on several political issues and campaigns to maintain the local quality of life in the community, including the successful campaign to preserve the Masonite plant site for industrial use, and the successful campaign to prevent propagation of genetically modified organisms in the County. I also worked on informal, non-election related campaigns such as the one that prevented Walmart from expanding to include a full grocery (which would have risked the closing of other grocery businesses that make access to foodstuffs walkable in the City) and the campaign that deterred Dollar General from building in Redwood Valley (which would have undermined established local businesses and attracted crime.)

If the current Council wants an additional member who will actually DO something locally about climate change, I've done that! If the current Council wants an additional member who will try to IMPROVE proposed projects so there are no losers, I've done that! I'd be happy to continue doing so in the immediate years to come.



City of Ukiah

Office of the City Clerk

300 Seminary Avenue
Ukiah, CA 95482

Salary: \$490 per month; Health Benefits: \$837 per month

Estimated Monthly Time Commitment: 25-35 hours

APPLICATION FOR VACANT CITY COUNCIL POSITION

(Application must be submitted by Noon on January 21, 2021)

NAME: Scalmanini Stephen G
Last First Middle

STREET ADDRESS:

CITY: Ukiah STATE: CA ZIP CODE: 95482

Contact Information:

PHONE: Home Work/Cell E-mail

1. Attach a resume outlining your educational background and experience.
2. Attach an applicant statement (400-500 words) describing why you should be selected to fill this vacant position.
3. Complete all questions on this application.

Using no more than the space provided, highlight your relevant knowledge or skills that you will bring to the City Council.

My relevant knowledge is a variety of positions in a 27-year career in the electronics manufacturing business, 15 years of experience on local and national non-profit boards of directors, and of course seven years of most recent experience on the City Council. My skills should be well known by now as considering issues from a broad, long term perspective, and pursuing decisions that consider all parties involved and that minimize collateral damage to neighbors and the community in general.

Have you ever served on a public, private, or non-profit Board, Committee, Commission, or Task Force? If yes, please specify below:

Yes ☒

No ☐

Name

Length of Service

Ukiah City Council

7 yrs (2014-2020)

Veterans For Peace, Chapter 116 (Mendocino County)

16 yrs (2004-present)

United Peace Relief

12 yrs (2006-2018)

Mendocino Environmental Center

4 yrs (2006-2010)

**Office of the City Clerk
Application for Vacant City Council Position
City Council Appointment**

Applicant Questionnaire

Please Limit Your Answers to the Following Questions to no more than 250 words

1. What do you believe is the role of the City Council, and the duties of Councilmembers?

The role of the City Council and its members is to guide the direction of the city's activities by reviewing what staff and management bring to it for consideration, and, when necessary, to determine the direction of the city's activities. The duties of Councilmembers are to participate in the council's role forthrightly and to arrange for implementation of new ideas that will benefit the City and its residents.

2. What do you consider to be the top 3 to 5 significant issues/priorities currently facing the City of Ukiah and why are they the most significant? What are your thoughts about how to address these issues?

The top issue immediately facing the City is probably revenue shortfalls due to the current pandemic. The City is already addressing this by facilitating outside dining and cooperating with the County to minimize effects of the virus. A second top issue is the future geographic size of the City. Annexation and revenue sharing are being discussed more than in decades, but it's still not clear how achievable these are without additional motivation by both parties. A third top issue facing the City is housing for the homeless (and the environmental mess they leave behind where they camp.) I already organize and help with creek cleanups and work with the county's CoC on homelessness. A fourth top issue currently facing the City is the condition of many streets. This is already being addressed, however, with revenue from the sales tax passed ~ 5 years ago.

3. Name a specific City of Ukiah issue of special interest to you (other than the issue described in your response to question #2. Tell us what suggestions you have for addressing it.

One issue of special interest to me remains the lack of curb ramps to accommodate the mobility disabled in the community. One suggestion I made was already begun last year when the City finally funded a first draft of an ADA Action Plan for street intersections. A second suggestion is to assess interest in the League of California Cities and Association of Counties in lobbying our federal representatives to update the ADA so it prioritizes installing curb ramps where none exist over replacing existing ones that were created to older specifications. (Another specific issue that interests me is developing a program by which the cost to connect a new ADU to the city's utilities can be amortized over several years, so as to lower the up-front cost to homeowners to create such new housing.)

4. What do you believe is the most important contribution you can make as a member of the City Council? What strength do you think you would bring to the City Council team?

The most important contribution I can make is what I have already been making for seven years, which is thinking about issues broadly, far into the future, and independently, so as to help the Council make the best possible decisions for all affected parties, and to minimize collateral damage from its decisions.

5. Give an example of how you would resolve a situation where your personal philosophy is at odds with what is best for the City.

I don't know of any examples of where my personal philosophy is or was at odds with what was best for the City. It is a duty of council members to do what is best for the City regardless of their personal philosophy, so resolution of a conflict between them is easy -- do what is best for the City, period!

6. Please share your thoughts on the following topics related to the City of Ukiah:

a. Public Safety

Public Safety suffers the perennial problem of maintaining staff when similar but higher paying jobs are within an hour's drive/commute. Fortunately Ukiah is an excellent City for new members of the public safety departments to begin their careers and develop both their skills and a positive attitude toward providing public service. It's a complement to Ukiah's government that its public safety departments are highly esteemed by the public.

b. City Infrastructure

The condition of the city's infrastructure has been improving in recent years, thank goodness. This applies particularly to water infrastructure (with the two new wells) and wastewater infrastructure (with the new recycled water system.) The obvious and most visible need for improved infrastructure is with streets. As mentioned above, this need is being filled with revenue from the additional sales tax passed by the voters 4-5 years ago. The City's purchase of the Bank of America building last year was a wise decision that will facilitate future growth of staff in an excellent location.

c. Economic Development

It is a duty of city council members to facilitate economic development in the City while maintaining public safety, local values, and the General Plan. Some good examples are enabling cannabis businesses with sensible regulations put in place a few years ago, updating the city's Code quickly for outside dining to help businesses survive the pandemic, and facilitating the wool processing business to get started a few years ago.

d. Quality of Life Factors

Fortunately, the quality of life in Ukiah is excellent! The City is small enough to maintain its small-town culture, yet large enough to maintain a breadth of activities for most any interest. Walkability and bikeability are improving, which will improve public health. The City Council helps maintain the city's quality of life by facilitating smart growth principles.

e. City Finances

The city's finances are suffering from the downturn in tax revenue due to the current pandemic, but otherwise the finances seem to be on solid ground. The State ranked the city's financial health as better than average a few years ago when compared to all other cities in the State. The city's finances are presented better by the Finance Department in recent years, such that the public can better understand them. The refinancing of bonds last year is a boon to the city's debt outlook, which is now of lesser concern than before.

f. Sustainability/Smart Growth

I support the smart-growth principles documented in the late 2000s in the Ukiah Valley Area Plan (UVAP.) This includes infill of new housing, such as apartments and Accessory Dwelling Units (ADUs.) Thus I have been critical of missed opportunities to maximize infill development, and I look forward to helping the City fully pursue such opportunities in the future.

7. Is there anything that you would like to add?

A few other specific City of Ukiah issues of special interest to me are resilience of the city's electric power to Public Safety Power Shutoffs, keeping the creeks in the City clear of trash that could flow into the Russian River, retreeing the City to provide more shade in the warming climate, and generally improving the city's resilience to, and doing our part to minimize, climate change.

I declare under penalty of perjury under the laws of the State of California that I am a resident of the City of Ukiah California, registered to vote in the City of Ukiah, and that all information stated in this application and all attached pages are true, correct and complete. I also acknowledge that if appointed, I will be subject to filing a Form 700 Statement of Economic Interest.

Digitally signed by Stephen G. Scalmanini
Date: 2021-01-19 16:08:08:00

January 19, 2021

Signature of Applicant

Date

Please submit this application and supporting documentation to the Ukiah City Clerk's Office* by noon on Thursday, January 21, 2020. Applications received by the City will become public records that will be subject to public disclosure. Except for the name of the applicant, the City will treat applications as confidential to the extent allowed by law until the close of the application deadline.

City of Ukiah
ATTN: City Clerk
300 Seminary Ave
Ukiah, CA 95482

For office use only:

Staff has verified that the applicant is a registered voter in the City of Ukiah



*Due to COVID restrictions, please drop application off at the drop box located at 411 Clay St. If you have any questions, you may call the City Clerk, Kristine Lawler, at 707-463-6217, or email klawler@cityofukiah.com

Stephen Scalmanini

Ukiah, CA 95482

CAREER SUMMARY

Seven years of experience as an elected representative in municipal government.
Broad background in program/project management, marketing, customer support and discrete manufacturing.
Extensive experience and forward-looking business judgment in Program Management, Project Management and Product Marketing.

SKILLS

Organization, thoroughness, persistence, candidness, prioritization, time management.
Creating programs that withstand the test of time!
Team building and project management across organizational and geographic boundaries.
Literacy with personal computer application software and common industry applications.

EXPERIENCE

2014 – 2020	Member of Ukiah City Council	
2001 – 2013	Semi-retired	
	Worked on several elections on behalf of local voter initiatives (Measure A – 2009; Measure H – 2004; Campaign against proposed Dollar General store in Redwood Valley – 2015-17; etc.) Worked with several non-profit organizations (Homeless Services Action Group; Homeless Continuum of Care; Grace Hudson Museum and Sun House Guild; United Peace Relief; Veterans For Peace.)	
2007 – 2010	PARTNER AND PRINCIPAL	Pacific Resources, UBT (Santa Rosa, CA) I and three partners founded a small business to manufacture renewable fuels (biogas, alcohol, & plasma gas) from recyclable liquid waste (most notably septage.)
6/99 – 1/01	INDUSTRY MARKETING	Agilent Technologies (Santa Rosa, CA)
9/92 – 6/99	SUPPORT PROJECT MANAGER AND PROGRAM MANAGER	Hewlett-Packard Company (Santa Clara, CA)
2/91 – 9/92	PROGRAM MANAGER	Hewlett-Packard Company (Santa Clara, CA)
3/87 – 2/91	PRODUCT MARKETING ENGINEER	Hewlett-Packard Company (Mountain View, CA)
3/84 – 3/87	APPLICATION ENGINEER	Hewlett-Packard Company (Palo Alto Sales Office)
7/82 – 3/84	PRODUCT SUPPORT ENGINEER	Hewlett-Packard Company (San Jose, CA)
4/78 – 7/82	SALES DEVELOPMENT ENGINEER	Hewlett-Packard Company (Santa Clara, CA)
3/77 – 4/78	MECHANICAL DESIGN ENGINEER	Hewlett-Packard Company (Palo Alto, CA)
9/73 – 3/77	MANUFACTURING ENGINEER	Hewlett-Packard Company (Palo Alto, CA)
EDUCATION	BSME; University of California, Davis; 1973 Miscellaneous courses at Hewlett-Packard Company and local colleges	

Jason Howard

January 20, 2021

Kristine Lawler
City Clerk
City Of Ukiah
300 Seminary Ave.
Ukiah, CA 95482707

Kristine & City Council members,

I am applying for the Ukiah City Council position left vacant due to Mo Mulheren winning a seat on the Mendocino County Board Of Supervisors. I have lived and worked in Ukiah since 1992. I moved here for a job at a local radio station, 103.3 KUKI. I am currently the Program Director for 94.5 K-WiNE and 93.5 MAX radio stations. Through my near three decades in local Mendocino County radio, I have had the pleasure of meeting many residents and business owners. I've listened to many different opinions about life in Ukiah, covering topics of recreation, quality of life, education, economics, housing, local government and more.

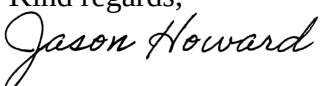
My wife, Judy, and I also own a local business, SHAG Salon & Beauty Supply at 633 South Main Street in Ukiah. There we have had the pleasure of meeting many of our fellow Ukiah residents. We have sponsored local community events and fundraisers of all kinds while attempting to make a living.

During my years in local radio, I have been a part of local fundraisers and events supporting a variety of local non-profits. I created, organized and ran a Warm Winter Coat Drive, in conjunction with the local McDonald's restaurants, for several years during the 1990s. We gathered near one thousand coats each winter, all of which were distributed to local families, homeless, and anyone in need. I've worked with the local CHP to bring awareness to the dangers of drinking and driving. Through both, the radio stations I have worked for, as well as my wife's business, I have organized promotional events raising money, and other donations, for several local organizations.

I have also spent several years selling advertising, and putting together marketing campaigns for local businesses. This has given me the opportunity to hear what other business owners are feeling, in regard to doing business in Ukiah.

It is all these years of interactions with a broad swath of local residents and business owners that, I believe, gives me a unique perspective of our community. Too often, people only see what is in front of them; what directly affects them and their families. I've had the privilege of seeing beyond my own backyard, so to speak. I also pride myself on being open minded, always willing to have that uncomfortable conversation that many will not. I want to hear different opinions. I want to be challenged. This is how we grow and become better people. This mindset and the previously mentioned experiences I have had living in Ukiah, make me an ideal candidate for a seat on the Ukiah City Council.

Thank you for your time and consideration.

Kind regards,

Jason Howard



City of Ukiah

Office of the City Clerk

300 Seminary Avenue
Ukiah, CA 95482

Salary: \$490 per month; Health Benefits: \$837 per month

Estimated Monthly Time Commitment: 25-35 hours

APPLICATION FOR VACANT CITY COUNCIL POSITION

(Application must be submitted by Noon on January 21, 2021)

NAME: _____
Last First Middle

STREET ADDRESS: _____

CITY: Ukiah STATE: CA ZIP CODE: 95482

Contact Information:

PHONE: Home _____ Work/Cell _____ E-mail _____

1. Attach a resume outlining your educational background and experience.
2. Attach an applicant statement (400-500 words) describing why you should be selected to fill this vacant position.
3. Complete all questions on this application.

Using no more than the space provided, highlight your relevant knowledge or skills that you will bring to the City Council.

As a local radio personality since 1992, I have been in direct contact with members of the community daily, hearing opinions, meeting and seeing the diversity amongst us, and generally getting to know residents. I believe this has given me at least some insight as to what the community wants and needs. As a local business owner, I also experience both the good and bad in community policy that directly affects small business owners.

Have you ever served on a public, private, or non-profit Board, Committee, Commission, or Task Force? If yes, please specify below:

Yes ☐ No ☒

Name

Length of Service

Applicant Questionnaire

Please Limit Your Answers to the Following Questions to no more than 250 words

1. What do you believe is the role of the City Council, and the duties of Councilmembers?

The City Council is, to some extent, the legislative body of the city, setting policy, overseeing budgets and the city's administrative officers. It is the City Councils job to look out for the best interests of the city as a whole, and its residents. The individual council members contribute their unique and individual experience and perspective to the overall council, helping make decisions and set policy that represents the diversity of the community members.

2. What do you consider to be the top 3 to 5 significant issues/priorities currently facing the City of Ukiah and why are they the most significant? What are your thoughts about how to address these issues?

The homeless situation: we need to evaluate the services being provided to see where changes are needed. We need to more closely regulate who has access to these services as well. We also need more affordable housing for low and middle income individuals and families.

Economic growth: many small businesses are struggling due to the pandemic. We need to look at ways to ease the financial burdens on small businesses.

Disaster/Fire preparedness: with fires devastating communities/forests in recent years, we need to take extra steps to be prepared, including pushing residents to clean up properties littered with junk that is a fire hazard, as well as an obstacle to combat a fire, if one occurs. We also need a community wide evacuation plan, just in case the unthinkable happens.

3. Name a specific City of Ukiah issue of special interest to you (other than the issue described in your response to question #2. Tell us what suggestions you have for addressing it.

The streets of Ukiah are crumbling and in horrible shape. We need to look at the budget and monies available to repair our roads. Where are the tax dollars from measures Y being spent, and can they be better managed to achieve the goal they were meant for.

4. What do you believe is the most important contribution you can make as a member of the City Council? What strength do you think you would bring to the City Council team?

Each council member brings their unique experience and perspective to the table, and I believe my experience as a voice of the community for the last 29 years, brings a valuable perspective, that has been influenced by decades of interaction and communication with a broad range of the population. As far as strengths, I am a very open minded, yet direct, no-nonsense moderate looking to bring more balance to the council.

5. Give an example of how you would resolve a situation where your personal philosophy is at odds with what is best for the City.

This country was founded on the premise of being governed by the people, for the people. "For the people" is key. As a public servant, I believe it is absolutely imperative to not let personal philosophy dictate public policy. I will always speak my mind, and share my opinion, but ultimately, all decisions must be made with the City and its residents, all of its residents, in mind. I'm not interested in vanity projects, or trying to force my will on anyone. For me, it is about representing other like minded citizens, but always doing what is right for the greater good of the whole community.

6. Please share your thoughts on the following topics related to the City of Ukiah:

a. Public Safety

I think the largest detriment to Public Safety in Ukiah is the homeless situation and the related drug and crime problems that go along with it (ie.: needles left on the ground, overdoses, theft, etc.). I know this an ongoing issue that has been addressed in a variety of ways; yet the problem is just getting worse.

b. City Infrastructure

I think the City is in a good place, for the most part, other than our roadways.

c. Economic Development

Supporting small businesses is the key. I am aware that there are already programs in place to support small business and promote shopping local, but I think we need to dig deeper, so to speak, and find new ways to really connect with the younger Ukiah residents and get them focused on supporting local business.

d. Quality of Life Factors

This is one of my favorite aspects of living in Ukiah. Quality of life is good here, however, we really need more affordable housing. And not just low income, but for middle class families as well. Anything close to affordable, is usually dumpy; and anything nice, costs a fortune. There does not seem to be a happy medium here.

e. City Finances

We need to cut the fluff, tighten our belts and make sure every dollar is accounted for and well spent.

f. Sustainability/Smart Growth

Nurturing small businesses, adopting green technology, and well structured growth are the keys.

7. Is there anything that you would like to add?

I love the idea of being involved with local government to help guide Ukiah to a strong, healthy future for all who live here.

I declare under penalty of perjury under the laws of the State of California that I am a resident of the City of Ukiah California, registered to vote in the City of Ukiah, and that all information stated in this application and all attached pages are true, correct and complete. I also acknowledge that if appointed, I will be subject to filing a Form 700 Statement of Economic Interest.



Digitally signed by Jason Howard
Date: 2021.01.19 12:13:37 -08'00'

01/20/2021

Signature of Applicant

Date

Please submit this application and supporting documentation to the Ukiah City Clerk's Office* by noon on Thursday, January 21, 2020. Applications received by the City will become public records that will be subject to public disclosure. Except for the name of the applicant, the City will treat applications as confidential to the extent allowed by law until the close of the application deadline.

City of Ukiah
ATTN: City Clerk
300 Seminary Ave
Ukiah, CA 95482

For office use only:

Staff has verified that the applicant is a registered voter in the City of Ukiah

☐

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JASON HOWARD

I have over 30 years experience in Radio Broadcasting, Audio Production, and Sales & Marketing.

WORK EXPERIENCE

Program Director/On-Air Personality

05/2012 to Present

Broadcasting Corporation Of Mendocino County
110 Hastings Road, Suite B, Ukiah, CA 95482

I am the Morning Drive on-air personality and Program Director overseeing/managing all on-air personalities, production, music selection, and I am generally responsible for anything and everything that goes on-air at the radio station. I am also the Production Director responsible for all audio/commercial ad production, including managing/directing staff involved with production. I handle all Public Service Announcements, too. I am responsible for a variety of documentation and record keeping to meet all programming requirements for the FCC.

Sales Manager

04/2004 to 04/2012

Flashfire Advertising
Ukiah, CA

Radio, television, and print advertising sales and production. Responsible for all sales and creative for advertising campaigns for local businesses. Script writing, print ad/graphic design, and audio and video production of ads.

Promotions Director/On-Air Personality

04/1992 to 04/2004

Ukiah Broadcasting Corporation
1400 KUKI Lane, Ukiah, CA 95482

Responsible for creating, implementing, and managing on and off air promotions for the radio station with an emphasis on generating customer exposure and revenue for both the station and all sponsors. Responsible for station branding and promotion of brand. Managing staff for promotional events and fundraisers. Audio production.

SKILLS

Promotions & Marketing - 10+ years

Event Management - 10+ years

Effective Communication - 10+ years

EDUCATION

National Broadcasting School

Broadcasting/Audio Production

Sacramento, CA

1989 to 1989

Sierra College

General Education

Roseville, CA

08/1987 to 06/1989

Applicant Statement City of Ukiah Council Member 2021

My name is Michelle Johnson, and I have been an active community member within the City of Ukiah for over 13 years. I have had the opportunity to engage with the community from the perspective of a mother, coach, volunteer, board/committee member, student, spin instructor, waitress, tasting room manager, event hostess, and, most recently, a public servant. I educated myself as a single mom of five active children while working three jobs on a mission to obtain the knowledge I needed to leave this planet better than I found it and demonstrate to my children I could do it.

I ultimately graduated with a double major in Economics and Land Use Planning and have had the opportunity to use my education as a Land Use Planner for the City of Ukiah, City of Novato, and the City of Willits. I left my career in the wine industry because I felt a void that I was not doing my part to make our world a better place to live for my children. I became an Urban Planner because it was a tool I could use to create the change needed to build better, sustainable communities. It didn't take long before realizing the power behind the change didn't come from city staff. It came from the direction of our elected officials.

That is why I am running for City Council, so as a member, I can have the privilege of working on behalf of my community to listen, collaborate, problem-solve, communicate and deliver the change needed to enhance the quality of life for all of the community and leave the community better than when I started.



City of Ukiah

Office of the City Clerk

300 Seminary Avenue
Ukiah, CA 95482

Salary: \$490 per month; **Health Benefits:** \$837 per month

Estimated Monthly Time Commitment: 25-35 hours

APPLICATION FOR VACANT CITY COUNCIL POSITION

(Application must be submitted by Noon on January 21, 2021)

NAME: _____
Last First Middle

STREET ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

Contact Information:

PHONE: Home _____ Work/Cell _____ E-mail _____

1. Attach a resume outlining your educational background and experience.
2. Attach an applicant statement (400-500 words) describing why you should be selected to fill this vacant position.
3. Complete all questions on this application.

Using no more than the space provided, highlight your relevant knowledge or skills that you will bring to the City Council.

Have you ever served on a public, private, or non-profit Board, Committee, Commission, or Task Force? If yes, please specify below:

Yes No

Name

Length of Service

Office of the City Clerk
Application for Vacant City Council Position
City Council Appointment

Applicant Questionnaire

Please Limit Your Answers to the Following Questions to no more than 250 words

1. What do you believe is the role of the City Council, and the duties of Councilmembers?

2. What do you consider to be the top 3 to 5 significant issues/priorities currently facing the City of Ukiah and why are they the most significant? What are your thoughts about how to address these issues?

3. Name a specific City of Ukiah issue of special interest to you (other than the issue described in your response to question #2. Tell us what suggestions you have for addressing it.

4. What do you believe is the most important contribution you can make as a member of the City Council? What strength do you think you would bring to the City Council team?

5. Give an example of how you would resolve a situation where your personal philosophy is at odds with what is best for the City.

6. Please share your thoughts on the following topics related to the City of Ukiah:

- a. Public Safety

- b. City Infrastructure

c. Economic Development

d. Quality of Life Factors

e. City Finances

f. Sustainability/Smart Growth

7. Is there anything that you would like to add?

I declare under penalty of perjury under the laws of the State of California that I am a resident of the City of Ukiah California, registered to vote in the City of Ukiah, and that all information stated in this application and all attached pages are true, correct and complete. I also acknowledge that if appointed, I will be subject to filing a Form 700 Statement of Economic Interest.

Michelle Johnson

Signature of Applicant

Date

Please submit this application and supporting documentation to the Ukiah City Clerk's Office* by noon on Thursday, January 21, 2020. Applications received by the City will become public records that will be subject to public disclosure. Except for the name of the applicant, the City will treat applications as confidential to the extent allowed by law until the close of the application deadline.

City of Ukiah
ATTN: City Clerk
300 Seminary Ave
Ukiah, CA 95482

For office use only:

Staff has verified that the applicant is a registered voter in the City of Ukiah

☐

*Due to COVID restrictions, please drop application off at the drop box located at 411 Clay St. If you have any questions, you may call the City Clerk, Kristine Lawler, at 707-463-6217, or email klawler@cityofukiah.com

MICHELLE JOHNSON

Ukiah, CA 95482

Phone:

Email:

Graduate of Sonoma State University with a double major in land use planning and economics with more than six years' of experience assisting professionals and the community in complex land use and environmental planning projects. In addition to six years of experience in land use and environmental planning, also have experience in the private sector marketing, branding and increasing brand awareness and product sales in the wine industry.

Experienced in project management, CEQA and land use practices with the ability to navigate internal and external politics to achieve department goals and objectives. Team leader with demonstrated success multi-tasking, prioritizing work, and managing time to meet deadlines. Skilled at cultivating exceptional working relationships.

Seek to obtain assistant management position where I can contribute to the success of an organization through excellent service, innovation, experience and teamwork.

Areas of Expertise

- | | | |
|---------------------------------|----------------------------|-------------------------------|
| ▪ City Planning Principles | ▪ Sales | ▪ Report Generation |
| ▪ Customer Service | ▪ Discretionary Permitting | ▪ Document Management |
| ▪ Statistical Reports/Analysis | ▪ Community Liaison | ▪ Public Hearing Coordination |
| ▪ Administrative Planning | ▪ Marketing | ▪ Public Inquiries Resolution |
| ▪ Current & Long Range Planning | ▪ Feasibility Studies | ▪ Budgeting |
| ▪ Client Communication | ▪ Presentations | ▪ Plan Review |
| ▪ Public Outreach | ▪ Social Media | ▪ Cannabis Permitting |
| ▪ Land Use Development | | |

Professional Experience

CITY OF WILLITS, WILLITS, CA

2018 – Present

ASSISTANT PLANNER

- Performs a variety of professional current and long range planning duties, including day to day administration of planning ordinances, project environmental review, and preparation of technical reports; performs skilled work in the investigation, inspection and enforcement of City codes; performs related work as assigned. Identify the elements of project design and construction likely to produce constructability issues and plan coordination problems prior to beginning construction of the project.

Research, analyze and interpret social, economic, population and land use data and trends; prepare written reports on various planning matters and elements of the general plan.

- Review development proposals and other requests made to the Community Development Department for conformance with appropriate regulations; prepare reports and make recommendations.
- Prepares planning reports and develops agenda material for Planning Commission and City Council meetings.
- Collects and records land use data, and prepares base maps, zoning maps, charts, and graphs.
- Conducts follow-up procedures including the preparation of additional correspondence, site visits, communication with complainants, attorneys, and property owners involved in code violation cases.
- Prepares required documentation for legal actions and conducts follow-up once legal activities have been initiated; appears in court as a City representative.
- Confers with planning, building, and other staff, and the City Attorney regarding complaints to clarify interpretation of the law and procedures to be followed, particularly those referred for prosecution.
- Manages Cannabis Activity Permits from submittal to approval, maintenance of the annual requirements.
- Interpret and explain plans and contract terms to administrative staff, subcontractors, and

clients.

- Coordinate the efforts of all parties involved in the project, which include clients, architects, consultants, subcontractors and laborers.
- Maintain strict adherence to the budgetary guidelines, quality and safety standards.
- Daily inspection of construction site to monitor compliance with building and safety codes, and other applicable regulations.
- Manage Business Licenses
- Update State Annual Housing Report

CITY OF NOVATO, NOVATO, CA

2017 – 2018

PLANNER II

Work involves responsibility for the application of professional knowledge and skills to various municipal planning problems and projects. Responsibilities include the preparation of specific reports and plans with opportunity for independent judgment in planning work details and making technical determinations.

Research, analyze and interpret social, economic, population and land use data and trends; prepare written reports on various planning matters and elements of the general plan.

- Prepare initial studies and assist in preparing or reviewing environmental impact reports.
- Compile information and make recommendations on special studies; prepare planning reports.
- Review development proposals and work with developers to reach agreement on acceptable site plans; review various development applications for compliance with appropriate regulations and policies, and prepare reports of recommendations.
- Prepare and present staff reports for the Planning Commission, various committees and advisory boards as directed.
- Check commercial, industrial and residential development plans for issuance of zone clearance; process permit applications; review permit applications, business licenses and home occupation permits.
- Inspect properties and structures for compliance with current City zoning codes and regulations; recommend improvements; identify corrective actions to be taken by owner.
- Research and draft ordinances for review.
- Confer with and advise architects, builders, attorneys, contractors, engineers, and the general public regarding City development policies and standards.
- Respond to and resolve difficult citizen inquiries and complaints regarding the City's planning function.

CITY OF UKIAH, UKIAH, CA

2016 – 2016

ASSOCIATE PLANNER

Under general direction of the Director of Planning, the Associate Planner performs both current and long-range planning duties, including project review and zoning administration, as well as General Plan implementation; assists the public in matters pertaining to planning in the City of Ukiah; and performs related work as assigned.

- Respond to public inquiries received by telephone or personal contact in matters pertaining to planning, zoning, and related policies.
- Interpret and apply the City Zoning Ordinances in reviewing and analyzing development proposals and in replying to public inquiries.
- Assist the City's Code Enforcement Officer in interpreting the Zoning Code and recognizing and resolving code violations in the field.
- Process current planning applications, and evaluate plans and projects for code compliance and design considerations.
- Prepare planning reports and develop agenda material for Planning Commission meetings.
- Conduct Initial Studies and prepare basic environmental documents (Exemptions, Negative Declarations, etc.) pursuant to the California Environmental Quality Act (CEQA).
- Collect and record land use data and prepare base maps, zoning maps, charts, and graphs.
- Make oral presentations to the Planning Commission on a routine basis regarding planning matters and projects, and occasionally address planning issues or projects at City Council meetings.
- Coordinate with other City departments and other governmental agencies on planning issues and projects.

CITY OF UKIAH, UKIAH, CA

2014 – 2016

ASSISTANT PLANNER

Performs a variety of duties related to the collection, analysis, interpretation, and presentation of technical land use, environmental, zoning and other City planning data; ensures compliance with the City's development standards that include the following:

- Process current planning applications, and evaluate plans and projects for code compliance and design considerations.
- Prepare planning reports and develop agenda material for Planning Commission meetings.
- Conduct Initial Studies and prepare basic environmental documents (Exemptions, Negative Declarations, etc.) pursuant to the California Environmental Quality Act (CEQA).
- Conduct land use studies and compile data and information pertaining to planning as needed.
- Develop and implement systems and procedures to ensure the proper processing of permit applications and the issuance of use permits, variances, zone changes, and architectural reviews.

USDA FARM SERVICE AGENCY, UKIAH, CA

2014 – 2014

PROGRAM TECHNICIAN

This position responded to questions regarding program requirements and procedures, reviews national issuances and drafts notices, analyzes a variety of program reports, allocates and monitors program funds, and assists in resolving automated application problems. Insure all clerical operations are completed and in compliance with FSA procedures. Responsibilities include directing and managing programs, and administrative operations that require the following:

- Environmental assessment, GIS and field visits.
- Interpretation and explanation of procedures, program regulations and forms to producers and other agency personnel.

CITY OF UKIAH, UKIAH, CA

2011 – 2014

PLANNING INTERN

Serve as a planning intern with varied responsibilities, but primarily accountable for reviewing development proposals and site plans to ensure conformance with city codes, plans, and regulations. Draft and presents detailed statistical reports on development proposals to government bodies. Evaluate rezoning's, ordinance amendments, site plans, special use permits, variances, and other proposals. Conduct field evaluations and assessments.

- Manage projects from inception to completion, ensuring accurate and thorough application review, site plan analysis, CEQA determination, correspondence, noticing, staff report, and presentation to Zoning Administrator, Planning Commission, and Design Review Board.
- Developed an electronic database in Access for paperless project files

COUNTY OF MENDOCINO, UKIAH, CA

2013 – 2014

STAFF ASSISTANT III

Support office and fiscal operations for the county by performing key administrative, logistical, and clerical duties. Main responsibilities include the following:

- Public noticing of meetings and drafting packets, agendas, and minutes for board members, staff, and groups.
- Preparing memos, letters, charts, labels, reports, contracts, legal documents, and other correspondence
- Compile, and assemble, and analyze information from department files, public records, and regulations in response to inquiries for general or technical requests.
- Answer and direct phone calls accordingly as well as respond to questions.

Career Note:

Saucy, Ukiah, CA, Server, 2012 – 2013

Downtown Wine, Ukiah, CA, Tasting Room Manager, 2011

Nelson Family Vineyards, Ukiah, CA, Marketing Director/Event Coordinator, 2008 – 2009 Mendocino Wine Company, Ukiah, CA,
Branding/Event Marketing, 2006 – 2008

Education

Bachelor in Economics & Land Use Planning, Sonoma State University, Rohnert Park, CA, *August 2013*

Awards & Distinctions

Appointed Treasurer Babe Ruth Baseball League 2017 | Participated in Leadership Mendocino Class of XXIII | Contributed to Initial Study for Sonoma County Airport Expansion | Developed policies for update of Sebastopol General Plan | Received the 2011 Women Opportunity Award from the Ukiah Chapter Soroptomist Club.

January 20, 2021

To the City of Ukiah Councilmembers,

I attended grammar school in what now is the City Hall, and high school where Pomolita Middle School stands. That was a different time, a different era. We had many large employers keeping Ukiah's economy strong. Now the City is faced with doing more for its citizens with less of an economic base to fund these services. I would like the opportunity to help grow this base for the betterment of the City of Ukiah.

The early 80's brought my first involvement with the City of Ukiah. I was in charge of the Downtown Merchants Association "beautification project". I painted 14 intersections with red tennis court paint, planted 80 trees, installed and planted 50 wine barrel planters in front of businesses and kept it all watered during the summer months.

My later years gave me some real experience dealing with planning and building. I developed a 3 and 5 lot minor subdivision, working on several lot line adjustments, minor use and demolition permits, even a CEQA challenge.

For 35 years I have worked with the City's staff in the water, sewer and building departments in my role as a plumbing contractor.

I believe volunteering in our community is a direct way to not only give back, but to be invested in it.

Some examples of my local volunteering are:

- California State Parks trail maintenance. I am the volunteer in charge at Montgomery Woods State Natural Reserve
- Mendocino College Assistant baseball coach 2006-present
- Grace Hudson Museum
- South Ukiah Rotary helping with events such as the Ukiah Triathlon, Guitars for the Troops and the recent Drive In Movie Series
- Hospice of Ukiah
- Anton Stadium rebuild, volunteer and major donor

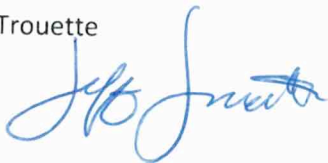
I feel I am well rounded in a wide variety of life experiences. I frequently watch City Council meetings to stay up on our City's current state of affairs.

Dealing directly with the City and its many departments and my relationships with staff give me an advantage to fill this vacant seat and hit the ground running.

Thank you for your consideration, it would be an honor to serve the citizen of Ukiah as a Council Member if appointed.

Sincerely,

Jeff Trouette





City of Ukiah

Office of the City Clerk

300 Seminary Avenue
Ukiah, CA 95482

Salary: \$490 per month; Health Benefits: \$837 per month

Estimated Monthly Time Commitment: 25-35 hours

APPLICATION FOR VACANT CITY COUNCIL POSITION

(Application must be submitted by Noon on January 21, 2021)

NAME: Trouette Jeffrey G
Last First Middle
STREET ADDRESS:
CITY: Ukiah STATE: Ca ZIP CODE: 95482
Contact Information:
PHONE: Home Work/Cell E-mail

1. Attach a resume outlining your educational background and experience.
2. Attach an applicant statement (400-500 words) describing why you should be selected to fill this vacant position.
3. Complete all questions on this application.

Using no more than the space provided, highlight your relevant knowledge or skills that you will bring to the City Council.

I have been a self employed business man for 35 years. In my business I have dealt with time management, customer service, project management, employee and sub contract management. I am also the owner of two residential communities and have experience dealing with planning, developement and building properties. I am familiar with budgets and all aspects of finances.

My strongest attributes are problem solving and leadership in business.

Have you ever served on a public, private, or non-profit Board, Committee, Commission, or Task Force? If yes, please specify below:

Yes ☒ No ☐

Name

Length of Service

North Ukiah Little League and Pony League Boards	1999-2005
Anton Stadium Stakeholders Committee	2010-2016
City of Ukiah Parking Committee	approx 2010 1 yr

**Office of the City Clerk
Application for Vacant City Council Position
City Council Appointment**

Applicant Questionnaire

Please Limit Your Answers to the Following Questions to no more than 250 words

1. What do you believe is the role of the City Council, and the duties of Councilmembers?

I believe the primary role is to represent the citizens of the City of Ukiah. As a Councilmember, the duties are to steer the future of our city, making smart decisions about our city's quality of life, the infrastructure and annexations, within our sphere of influence.

2. What do you consider to be the top 3 to 5 significant issues/priorities currently facing the City of Ukiah and why are they the most significant? What are your thoughts about how to address these issues?

1. The General Fund
2. Infrastructure: capital improvements, city streets
3. Utilities: Water/power/sewer
4. Pension debt
5. Homelessness

I don't have all the answers. Being a part of the Council will give me access to information, and that in turn will better enable me to bring fresh ideas and offer solutions.

3. Name a specific City of Ukiah issue of special interest to you (other than the issue described in your response to question #2. Tell us what suggestions you have for addressing it.

Housing. I believe I'd bring a fresh approach to our city's need for housing in the form of condominiums, manufactured housing and retirement communities that Ukiah sorely lacks.

4. What do you believe is the most important contribution you can make as a member of the City Council? What strength do you think you would bring to the City Council team?

As a 53 year resident of the City of Ukiah, over the last 40 years, I've attended dozens of City Council meetings, observing, commenting and also having my own projects brought before the council. This experience will be of great value to me as a Council member. I'm approachable and have a good pulse on the needs and wants of our community members. I think my overall masters in streetwise, knowledge of planning and building and my ability to communicate will make me a great representative of Ukiah residents.

5. Give an example of how you would resolve a situation where your personal philosophy is at odds with what is best for the City.

I can't think of one situation where that would be an issue. But, if that situation were ever to arise, I'm confident that I would always do what is best for the City. As an example, I owned a property that was set for demolition and I went against my personal philosophy to develop the property and ultimately sold it to a group that wanted to rehabilitate and preserve it for the community. That property is currently the Space Theater.

6. Please share your thoughts on the following topics related to the City of Ukiah:

a. Public Safety

Public Safety is complex to analyze. My feeling is that police officers shouldn't be spending half of their time dealing with the homeless, transients and mental illness. In brief, we need to look at alternative means to free up the officer's time to deal with more serious criminal behavior. Trained CSOs could play a more vital role in handling what amounts to nuisance calls.

Looking at the City of Ukiah Fire Department, they need to be fully staffed and have all the equipment necessary to safely do the job we ask them to do.

b. City Infrastructure

My personal feeling is that the City infrastructure is falling apart much faster than we can fix it. When we can no longer manage the infrastructure, we go straight for a bond or sales tax measure. This is a problem facing every city and county. We have to develop a solid funding source and a comprehensive plan for the future.

c. Economic Development

We have to do more with less. That said, housing element money, tax credits, any grants or funding sources that come for economic development needs to be spread out evenly to entice all forms of economic development.

d. Quality of Life Factors

I think that the City of Ukiah does a good job at maintaining quality of life for it's residents. Examples are Concerts in the Park, Pumpkinfest, Movies in the Plaza, City parks and pool, Summer Safari, golf course, Grace Hudson Museum, seasonal ice rink and hiking trails.

e. City Finances

I don't feel that the City's finances are very transparent. I would welcome the opportunity to delve more into this subject and develop an understanding so that I could better help in the decision making process and help to ensure that the City's money is wisely spent.

f. Sustainability/Smart Growth

We have to find ways to build a strong economy, through business and individuals willing to invest in our community. Without a strong economic base, we can't sustain anything. For smart growth, you need to maintain enough of your available land for industrial, light commercial, market rate housing with a blend of low income housing. When one of these areas becomes lopsided, it can change the shape of a community.

7. Is there anything that you would like to add?

I think with the many challenges the City is facing, now and in the future, I feel it's the right time for me to roll up my sleeves and help to make a difference in our City and our community.

I declare under penalty of perjury under the laws of the State of California that I am a resident of the City of Ukiah California, registered to vote in the City of Ukiah, and that all information stated in this application and all attached pages are true, correct and complete. I also acknowledge that if appointed, I will be subject to filing a Form 700 Statement of Economic Interest.


Signature of Applicant

01/20/2021

Date

Please submit this application and supporting documentation to the Ukiah City Clerk's Office* by noon on Thursday, January 21, 2020. Applications received by the City will become public records that will be subject to public disclosure. Except for the name of the applicant, the City will treat applications as confidential to the extent allowed by law until the close of the application deadline.

City of Ukiah
ATTN: City Clerk
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For office use only:

Staff has verified that the applicant is a registered voter in the City of Ukiah

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*Due to COVID restrictions, please drop application off at the drop box located at 411 Clay St. If you have any questions, you may call the City Clerk, Kristine Lawler, at 707-463-6217, or email klawler@cityofukiah.com

JEFF TROUETTE



EXPERIENCE

1986-PRESENT

STATE OF CALIFORNIA LICENSED PLUMBING CONTRACTOR

JEFF G. TROUETTE PLUMBING

1990 – PRESENT

CALIFORNIA-NEVADA SECTION AMERICAN WATER WORKS ASSOC.

CROSS CONNECTION SURVEY IDENTIFYING HAZARDS, TESTING AND REPAIR OF ALL BACKFLOW ASSEMBLIES.

EDUCATION

JUNE 1978

HS DIPLOMA, UKIAH HIGH SCHOOL

SUSAN SHER'S APPLICANT STATEMENT

I have lived in Ukiah for thirty-eight years, perhaps a newcomer by the standards of multi-generational residents but by far, the longest I have ever lived anywhere in my life. And I have no plans of leaving this town I am proud to call home any time soon.

I am at a point in my life and career when I have more time to make a significant contribution to Ukiah. I am excited by the possibility of joining the City Council and work to improve quality of life for current residents and safeguard the future for coming generations.

I bring over thirty years of experience as an attorney and mediator. From that work, I have emerged a better listener and collaborator, essential skills for a Council member. Since the Council has for several years had only one female member, my presence would create more gender balance. And as a member of the LGBTQ community, I would add a broader perspective and further diversity to the most diverse Council ever.

As a long-time resident of the Wagenseller neighborhood, I have had the opportunity to get to know a cross-section of people who inhabit Ukiah -- folks of various ethnicities and socio-economic status, home owners, renters, homeless folks and those with mental health challenges.

For several years, I have had the wonderful experience of maintaining the library kiosk on the Rail Trail. The library has almost miraculously been filled with books on a regular basis by thoughtful users who help me keep it orderly. It has been a great example of the "if you build it, they will come" theory that shows that when people have reason to take pride in and ownership of their neighborhoods, they will protect and enliven them.

My neighborhood has sadly, also has revealed the bleakest sides of Ukiah – trash left behind on streets, in creeks and under overpasses by those who do not seem to understand how their behavior affects others; blight and frequent petty vandalism; abandoned shopping carts; and folks roaming the streets talking to themselves while under the influence of various substances or simply overwhelmed by the pain and loss in their lives. The experience of residing in an often-distressed neighborhood has for me, underscored the fact that while Ukiah is a wonderful place to live, there is still much to be done to improve all of our neighborhoods.

Over three years ago, I completed the one-year skills and community building training of Leadership Mendocino. One of the primary goals of the program is to inspire participants to make a positive difference in their communities. Perhaps the most significant way of doing that is to hold public office. I have kept that possibility in the back of my mind, waiting for the right time. That time for me has now arrived. I am now ready to fill the current vacancy on the Ukiah City Council and would be honored to be given that opportunity.



City of Ukiah

Office of the City Clerk

300 Seminary Avenue
Ukiah, CA 95482

Salary: \$490 per month; Health Benefits: \$837 per month
Estimated Monthly Time Commitment: 25-35 hours

APPLICATION FOR VACANT CITY COUNCIL POSITION

(Application must be submitted by Noon on January 21, 2021)

NAME: Sher, Susan Barabara
Last First Middle
STREET ADDRESS:
CITY: Ukiah STATE: CA ZIP CODE: 95482
Contact Information:
PHONE: Home Work/Cell E-mail

1. Attach a resume outlining your educational background and experience.
2. Attach an applicant statement (400-500 words) describing why you should be selected to fill this vacant position.
3. Complete all questions on this application.

Using no more than the space provided, highlight your relevant knowledge or skills that you will bring to the City Council.

Having worked as an attorney for thirty years and a full-time mediator for the past five years, I have had the opportunity to hone my listening and analytic skills. I have also learned that many disputes do not contain clear lines of right and wrong but rather, large gray areas colored by individual perceptions and values. I have been keenly interested in the workings of government since childhood and have participated in many civic activities at the local and national level. I am a hard worker who does my homework, having served on several boards and commissions that required conscientious preparation. Throughout my life, I have striven to learn from people from diverse backgrounds and points of view; by doing so, I have been able to work with those with whom I do not necessarily agree so that a consensus could be reached.

Have you ever served on a public, private, or non-profit Board, Committee, Commission, or Task Force? If yes, please specify below:

Yes ☒ No ☐

Name

Length of Service

Mendocino County Climate Action Advisory Committee

14 months (since inception)

Ukiah Unified School District Personnel Commission

9 years

Board of Directors, Yoga Mendocino

5 years

Steering Committee, Wagenseller Neighborhood Association

24 years

Executive Committee, Climate Action Mendocino (Ukiah citizens group)

3 years

**Office of the City Clerk
Application for Vacant City Council Position
City Council Appointment**

Applicant Questionnaire

Please Limit Your Answers to the Following Questions to no more than 250 words

1. What do you believe is the role of the City Council, and the duties of Councilmembers?

The City Council takes on routine matters of approving budgets, setting utility rates and passing ordinances and resolutions. These are the rather unglamorous matters that require significant study and preparation. I believe Council members have a responsibility to carefully question and consider the recommendations of staff before voting to approve recommendations. I also see the City Council as acting as an intermediary between residents and City staff. Many residents know who Council members are but do not know which staff members to approach with a problem or question, or unfortunately, have not been successful at reaching City staff. Council members must be accessible to constituents in order to bring those serious concerns to the Council. Council members are in effect, the face of the City. Ideally, the make-up of the Council should be a

(cont'd on attached page)

2. What do you consider to be the top 3 to 5 significant issues/priorities currently facing the City of Ukiah and why are they the most significant? What are your thoughts about how to address these issues?

A.. COVID recovery and re-building the local economy:

I combine these issues because businesses cannot safely re-open until we recover from the pandemic. I am hopeful that with new federal leadership, safety protocols, vaccinations and financial assistance for struggling businesses and individuals will be more streamlined. The timing of the downtown Streetscape Project seems fortuitous; as State Street shows off its new pedestrian-friendly look, hopefully, all businesses will be able to re-open unrestricted and participate in the revitalization of our downtown.

B. Homelessness and Housing:

I recently came across an article regarding how the City of Bakersfield effectively eliminated homelessness by using an approach called "by name" where agencies work together to get to know

(cont'd on attached page)

3. Name a specific City of Ukiah issue of special interest to you (other than the issue described in your response to question #2. Tell us what suggestions you have for addressing it.

I would like to see City staff be more responsive to questions and concerns of residents. I do not mean to generalize about all staff; over the years I have found many City employees to be very courteous and helpful. But a recent demoralizing experience with one department raised concerns. Some of my neighbors and I have worked hard to collaborate with City officials to remedy a particular safety hazard and extreme blight in the Wagenseller Neighborhood. For many years, we attended numerous staff and Council meetings and worked diligently with staff on a modest improvement project. Plans were drawn up and we celebrated. But as the project got close to finally coming to fruition, we had the very disheartening experience of having the project pulled out from under us with no explanation or even communication. (cont'd on attached page)

4. What do you believe is the most important contribution you can make as a member of the City Council? What strength do you think you would bring to the City Council team?

I have served on several public commissions and non-profit boards and have also worked extensively with groups of folks advocating for a specific purpose where a process of consensus rather than majority vote was used. As a result, I have gained a strong sense of how groups get along in order to make decisions. Through my work as a mediator, I have also learned how to assist parties with making decisions that all can find acceptable even when it is not precisely what each party absolutely wants. I can bring that awareness of group process to the City Council. I recognize the importance of respect and collegiality, particularly with a diverse group such as the current Council. Having said that, I still feel it is crucial for all Council members to state their opinions and not shy away from articulating a position that may be unpopular or (cont'd on attached page)

5. Give an example of how you would resolve a situation where your personal philosophy is at odds with what is best for the City.

This is a tough question. I would like to think my personal philosophy would be in line with what is best for the City but I suppose there could be exceptions. I assume this situation is more likely to arise if as a Council member I have taken a minority or dissenting position with which no one else on the Council agrees. In that instance, I would need to do some serious soul searching and distinguish between what is simply an unpopular but meritorious position and what is truly not in the best interests of most Ukiah residents. If, for example, my position is taken in good faith but is at odds with that of a newspaper columnist or a few Facebook posts, my conscience may not allow me to be intimidated. But of course, in that instance, if I am the lone dissenting vote, the majority would prevail and my position would carry little weight. (cont'd on attached page)

6. Please share your thoughts on the following topics related to the City of Ukiah:

a. Public Safety

Based on my personal experiences and from what I else I can observe, I feel that City of Ukiah law enforcement and fire protection personnel do a very good job. It is unfortunate that calls for assistance for encampment sweeps, trespassing or vagrancy allegedly by the homeless population have fallen on the shoulders of law enforcement. I imagine it must be difficult and exhausting for police officers who lack the training and expertise to be tasked with these duties on a daily basis. I also do not believe that homelessness should be criminalized and citations issued that will likely never be paid. It seems that a better approach to this problem would be to train and employ peer advocates, social workers or public health workers who are better prepared to address the needs of the homeless population. These professionals and (cont'd on attached page)

b. City Infrastructure

As mentioned above, I think the Streetscape project will be a wonderful improvement for the infrastructure of downtown Ukiah. Slowing traffic, planting more trees, allowing for safer pedestrian crossing of streets and creating space for more outdoor dining is the perfect antidote for the heavy traffic congestion and unsafe streets burdening our downtown. I would love to see the project continued further north and south on State Street. As most residents would agree, State Street is not the most aesthetically pleasing thoroughfare and the addition of greenery will create more beauty, shade and carbon sequestration. As a bicycle rider, I often feel very unsafe riding around downtown. It makes sense from both an environmental and an economic perspective to make Ukiah less vehicle-centric and more pedestrian and bicycle friendly. After all, traffic and (cont'd on attached page)

c. Economic Development

Ukiah, like all small towns and urban areas nationwide is at a crossroads. Our economic recovery from COVID will set the course for our long-term future. Small businesses, particularly restaurants and retail establishments have always been the heart and soul of our economic vitality. They have been hard hit during the pandemic and we must do all that is possible to help them recover and thrive. An immediate measure is an online map of businesses currently open with links to their location, services offered, contact information and hours of operation. We know what makes our town unique and a draw for visitors: food, wine and beer festivals, street fairs, concerts, cannabis tourism and recreational opportunities. It appears that during the pandemic and likely continuing into the future, city dwellers will want to escape crowds and visit quieter, (cont'd on following page)

d. Quality of Life Factors

Ask local folks why they enjoy living in Ukiah, and one gets these responses: small town feel, neighborliness and a strong sense of community, clean air and recreational opportunities, less traffic and lower density. We cannot take those features for granted, however. We are a small city but increasingly face problems more common to urban areas -- homelessness, blight, crime and emotional despair. Even before the pandemic, we have seen some of our most cherished venues for family recreation disappear -- the skating rink and bowling alley. I believe the City Council has an enormous responsibility to balance possible expansion and development with maintaining our quality of life and the reasons most of us choose to live here. There has been much discussion in the media about what features of cities bring residents the most happiness. Generally (cont'd on following page)

e. City Finances

Not being a member of the current City Council nor City staff, I find city finances difficult to follow. Regarding the experience I describe in my response to Question #3, above, I attended a few City budget hearings that were open to the public. Unfortunately, the hearings largely consisted of department heads simply approving their budgets with scant explanation of specific projects for which funds had been allotted. I also studied various years' Five Year Capital Improvement Plans (which I was only able to obtain by requesting it from a City management official) in order to understand how Streets & Rights-of-Way projects are funded. What I discovered is that funding for projects appears to be aspirational rather than a firm commitment. Monies that years ago were approved by the Council were later no longer allocated. I also examined the document entitled (cont'd on following page)

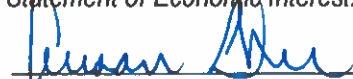
f. Sustainability/Smart Growth

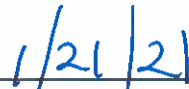
Potential expansion of the Ukiah City limits by annexation of the unincorporated area known as the Brush Street Triangle will be a test of our commitment to smart growth and sustainability. An open question for many years, it appears this annexation will become a reality in the near future. I fervently hope it will be planned carefully with consideration of how each type of development affects the other rather than a hodgepodge of housing and business. Development should be approved with an eye towards low carbon footprint, living wage jobs and local ownership. I would also hope that we do not welcome any more big box stores that suck the life blood from our small businesses and allow a large share of profits to be siphoned to out-of-town corporations. Housing approved for the Brush Street Triangle should require solar arrays, prohibition on installation of (cont'd on following page)

7. Is there anything that you would like to add?

Thank you for the opportunity to apply for this open seat. Even if I am not selected, I am grateful for the opportunity to respond to these thought-provoking questions; they helped me realize the plethora of issues that come before the City Council. While I have sometimes disagreed with decisions made by the Council, I realize it is not an easy job and I have great respect for those who have taken on the challenge of governing.

I declare under penalty of perjury under the laws of the State of California that I am a resident of the City of Ukiah California, registered to vote in the City of Ukiah, and that all information stated in this application and all attached pages are true, correct and complete. I also acknowledge that if appointed, I will be subject to filing a Form 700 Statement of Economic Interest.


Signature of Applicant


Date

Please submit this application and supporting documentation to the Ukiah City Clerk's Office* by noon on Thursday, January 21, 2020. Applications received by the City will become public records that will be subject to public disclosure. Except for the name of the applicant, the City will treat applications as confidential to the extent allowed by law until the close of the application deadline.

City of Ukiah
ATTN: City Clerk
300 Seminary Ave
Ukiah, CA 95482

For office use only:

Staff has verified that the applicant is a registered voter in the City of Ukiah

☐

*Due to COVID restrictions, please drop application off at the drop box located at 411 Clay St. If you have any questions, you may call the City Clerk, Kristine Lawler, at 707-463-6217, or email klawler@cityofukiah.com

Question #1 (cont'd)

reflection of the City's population -- by ethnicity, gender, socio-economic status and political perspective. While Council members need to and indeed, should be zealous advocates for their positions and values, they must balance their individual agendas with respect for the arguments and votes of colleagues with whom they may not agree. And while Council members have a duty to carefully listen to concerns of constituents who contact them, they must be wary of voting not just in support of those constituents with the loudest and most confident voices but if necessary, seek out the voices of those less involved in the political process.

Question #2 (cont'd)

each client and prioritize their needs. See <https://www.fastcompany.com/90591154/this-california-city-just-ended-chronic-homelessness> It does not seem like what we are doing locally has resulted in real solutions so it might be worth a try to model a program that has a proven track record.

C. Climate Change:

Another enormous issue. Unquestionably, the planet is heating up because of dependence on fossil fuels. A few effective measures we could be taking locally include: making more quick electric charging stations available (so that tourists with EV's can stop in Ukiah for an hour – the existing non-Telsa stations we have are too slow and are rarely used by travelers); continue plans for solar array and battery storage; include climate awareness as a priority in the City's General Plan; and discourage senseless idling of vehicles (folks running their engines when not moving and emitting harmful CO2).

Question # 3 (cont'd)

This experience has made me wonder how residents less familiar with the process of getting assistance from the City for their neighborhoods actually get help. As a result, I am inspired to take a more active role in ensuring that underserved neighborhoods get their fair share of City resources. And most importantly, that residents are treated respectfully and their attempts to contact staff are not disregarded.

Question #4 (cont'd)

controversial. I have also attended or watched many meetings of the Council so I am familiar with how meetings are run and decisions made. Additionally, I have a very strong work ethic that has served me well professionally and personally. Certainly, I have found that I can contribute more to any meeting when I come prepared and ready to dig in. I feel my presence on the Council would enhance a spirit of honesty and respect.

Question #5 (cont'd)

If, on the other hand after speaking with other council members and colleagues whose advice I value, it may become clear that my position is not credible and unworthy of a prolonged or disruptive fight. If that is the case, I would concede it would be best to let go of it. As the saying goes, sometimes it is best to choose one's battles wisely.

Question #6.a. (cont'd)

nonprofessionals would be in a better position to perform interventions and create opportunities for stable housing and ending homelessness. This approach may necessitate transferring funding from the police department to another agency that would have jurisdiction over calls for assistance regarding the special needs of this population. I see this approach as akin to the "by name" system successfully used in Bakersfield as described in my response to Question #2, above.

Question #6.b. (cont'd)

pollution will not bring tourism to Ukiah but safer walking and more options for non-vehicle transportation likely would. I recognize that many folks like to transport themselves by car rather than walking or bicycling and have objected to the streetscape out of fear that one less lane will slow down traffic. But I think they will be proven wrong once we have the turning lanes in place. Moreover, it is time we recognize that to create a healthy community for now and for future generations, carbon emissions need to be curbed. We can no longer afford to plan our infrastructure based primarily on the needs of drivers of fossil fuel vehicles.

Question #6.c. (cont'd)

safer surroundings. Our challenge will be how to draw those visitors without burdening our public health medical care systems. Availability of fast charging stations for electric vehicles would allow visitors to quickly charge their cars while shopping or enjoying a meal. I must also mention what has now become the elephant in the room during any discussion of Ukiah economic development --the Palace Hotel -- that has now for a generation stood as a colossal blight on our downtown. As the possibility of its renovation continues to fade, we must seriously address how that large lot in our downtown core can become a lively and attractive site.

Question #6.d. (cont'd)

topping those lists are opportunities for community engagement, networks of friends and family, income equality, arts programs and good physical and mental health. As we recently witnessed with the record-breaking donations to the Food Bank's holiday drive, clearly Ukiah is

largely a caring community with an awareness of the suffering of others. We have so many institutions that nurture that sense of community – the Senior Center, Skate Park, community gardens, Boys and Girls’ Club, Plowshares and SPACE, just to name a few. The City Council can do much to encourage and preserve that community involvement as well as maintain and expand access to our beautiful outdoor environment.

Question #6.e. (cont’d)

“Budget Story” 2020 published by the City of Ukiah apparently to provide more transparency regarding how our budgeted monies are spent. But this document provided no information regarding specific projects. So as a layperson, I felt frustrated that I was unable to understand how or why the specific project that I had understood had been funded and approved later disappeared from the radar. Perhaps there is a logical explanation for these discrepancies but I was not able to access such information. I do not want to see other City residents experience this same frustration.

Question #6.f. (cont’d)

natural gas appliances to lessen reliance on fossil fuels and bicycle and pedestrian routes into the downtown Ukiah core. These are not pie in the sky futuristic suggestions, but rather planning that recognizes the reality of climate change and our responsibility to future generations. Similarly, it makes sense to revisit our trash rates and bring back the tiered rates based on how much trash each household accumulates; in this way, those residents who conscientiously limit the amount of trash that goes to the landfill are rewarded with significantly lower rates rather than be forced to subsidize those who do not conserve.

RESUME OF SUSAN SHER

Ukiah, CA 95482

Tel: ; Cell: Fax:

e-mail:

EMPLOYMENT EXPERIENCE

- | | |
|-----------------|--|
| 2016 to present | Private mediation practice: assist parties with reconciling conflict between individuals in organizations, workplace and families |
| 2017 to present | Consortium for Children, San Rafael, CA: Permanency Planning Mediation of contact plans between birth parents and foster or adoptive parents |
| 1986-2016 | Private law practice specializing in employment and civil rights matters in the federal courts; engaged in pre-trial, trial and appellate litigation; administrative hearings; mediations and settlement conferences; utilized superior research, writing and communication skills; achieved excellent results for clients |
| 1999 - 2000 | Part-time Hearing Officer, Mendocino County Department of Mental Health; conducted hearings to determine probable cause for psychiatric hold |
| 1985 - 1986 | Patients' Rights Advocate, Mendocino County Department of Mental Health; represented psychiatric patients at probable cause hearings |
| 1982 - 1984 | Reginald Heber Smith Fellow, Redwood Legal Assistance, Ukiah, CA; recipient of fellowship from Legal Services Corporation to serve as public benefits advocate |
| Ongoing | Freelance writer of plays, essays and memoir |

EDUCATION AND TRAINING

- | | |
|-----------------|--|
| 1982 | Juris Doctor, Antioch School of Law, Washington, D.C., 1982 (now the University of District of Columbia School of Law) with emphasis on public interest advocacy |
| 1977 | Bachelor of Arts, American Literature, George Washington University, Washington, D.C. |
| 2014 to present | Over 150 hours of mediation training in areas of basic and advanced conflict resolution, divorce, online mediation and practical mindfulness |

COMMUNITY INVOLVEMENT and VOLUNTEER WORK

2016-2017	Graduate, Leadership Mendocino, Class of XXIV: fully participated in year-long program of leadership skills and team building while increasing familiarity with County issues and resources
April 2012 to present	Commissioner, Ukiah Unified School District Personnel Commission: oversees administration of merit employment system for classified (non-teaching) personnel
1996 to present	Executive Board, Wagenseller Neighborhood Association, Ukiah, CA: organize neighborhood for advocacy with City of Ukiah, clean-ups, improvement projects, block parties; maintain library kiosk on Rail Trail
November 2019 to present	Mendocino County Climate Action Advisory Committee: Appointed Second District member of newly formed County committee tasked with advising Board of Supervisors on reducing County's carbon footprint
2017 to present	Climate Action Mendocino: Steering committee member of Ukiah citizens grassroots organization raising public awareness about climate change
2009 to 2013	Board Member, Yoga Mendocino, long-time yoga-based community non-profit
2016 to 2018	Volunteer Mediator, Mendocino County Superior Court, Small Claims Division,
2016 to 2019	Volunteer Mediator, Recourse Mediation Services, Santa Rosa, CA, community-based low-cost mediation services
2016 to 2018	Volunteer Mediator, Department of Police Accountability (formerly Office of Citizens' Complaints), San Francisco, CA: dispute resolution of citizen complaints against police officers
2014 to 2020	Writer and Director for Mendocino College 10-Minute Play Festival

What makes Ukiah an amazing small town to live in? Some would say the beautiful valley mountains, others would say the scenic downtown. I would have to say the community. Ukiah is a community built like none other. It is a safe town to raise children, a city filled with opportunity for young professionals, and an oasis for retirees.

I am applying for City Council because I believe all of this, but most importantly, I believe it can be even better. We are on the right track for responsible growth, but our decisions need to be made inclusively, so we can meet the needs of our diverse community with not only immediate, but also long term results.

I am a highly determined and energetic 21 year old Ukiah native. I currently work as a Real Estate Agent and have a wonderfully supportive family unit. I ask that you consider not my age and inexperience when appointing, but my passion for this beautiful valley that we all call home.



City of Ukiah

Office of the City Clerk

300 Seminary Avenue
Ukiah, CA 95482

Salary: \$490 per month; **Health Benefits:** \$837 per month

Estimated Monthly Time Commitment: 25-35 hours

APPLICATION FOR VACANT CITY COUNCIL POSITION

(Application must be submitted by Noon on January 21, 2021)

NAME: Ramos, Cameron J

Last

First

Middle

STREET ADDRESS:

CITY: Ukiah

STATE: CA

ZIP CODE: 95482

Contact Information:

PHONE: Home

Work/Cell

E-mail

1. Attach a resume outlining your educational background and experience.
2. Attach an applicant statement (400-500 words) describing why you should be selected to fill this vacant position.
3. Complete all questions on this application.

Using no more than the space provided, highlight your relevant knowledge or skills that you will bring to the City Council.

I have extensive background in management and teamwork, which I think will help me in adding to the council, I am also bilingual, and would love to bring that to the council to add to the many bilingual council members already.

Have you ever served on a public, private, or non-profit Board, Committee, Commission, or Task Force? If yes, please specify below:

Yes ☐

No ☒

Name

Length of Service

**Office of the City Clerk
Application for Vacant City Council Position
City Council Appointment**

Applicant Questionnaire

Please Limit Your Answers to the Following Questions to no more than 250 words

1. What do you believe is the role of the City Council, and the duties of Councilmembers?

The role of the City Council, while I am sure is more intricate, I believe can be summed down into few words. To overlook responsible growth, and ensure a happy community. As a council member, I am sure there are countless hours of outreach and community organization that are required, and I am prepared to dedicate all that I can to help with the goal of making our community as amazing as we can.

2. What do you consider to be the top 3 to 5 significant issues/priorities currently facing the City of Ukiah and why are they the most significant? What are your thoughts about how to address these issues?

The most obvious is the County Health Order, while great for our community health, our local economy is feeling the ramifications of a lock down. It is important as the Council that we provide any assistance in any way we are able, even if that's just listening to our community. Another issue outside of COVID, would be the lack of activities for school aged children. While the City does a great job of putting on family friendly events, it is clear that ukiah lacks those resources outside of the City, such as bowling and skating. The City Council outside of what they do in meetings are responsible for reaching out to their constituents and helping solve things to the best of their ability.

3. Name a specific City of Ukiah issue of special interest to you (other than the issue described in your response to question #2. Tell us what suggestions you have for addressing it.

One issue that particularly sparks my interest is lack of affordable housing, while this problem is not specifically local, as its something being experienced state wide and even globally, I am driven to help in anyway I can. Reaching out to whoever I need to understand the process of bringing in more affordable housing, fir a better community.

4. What do you believe is the most important contribution you can make as a member of the City Council? What strength do you think you would bring to the City Council team?

Something that I can bring to the council is my youth, as a younger member of this community, believe I have insight and understanding for many things that effect young working professionals and citizens of Ukiah. I have a hard time ever believing something as it is told to me, doing research for myself is a must, that's a strength I believe I can bring with me onto the council!

5. Give an example of how you would resolve a situation where your personal philosophy is at odds with what is best for the City.

As a City Council member I would not be looking into how something we are deciding on or talking about lines up with my personal philosophy, but rather what it can do for our City. I would always choose what's best for the City.

6. Please share your thoughts on the following topics related to the City of Ukiah:

a. Public Safety

I think Ukiah does really well with Public Safety when it comes to our Police Department and Sheriffs Office. There are areas that I would like to see improve, but overall this is something that I feel they do well with currently.

b. City Infrastructure

I am a strong supporter of upgrading our current infrastructure to allow for not only a more community friendly downtown but also help beautify our town.

7. Is there anything that you would like to add?

Thank you for considering my application and I hope to serve the City of Ukiah.

I declare under penalty of perjury under the laws of the State of California that I am a resident of the City of Ukiah California, registered to vote in the City of Ukiah, and that all information stated in this application and all attached pages are true, correct and complete. I also acknowledge that if appointed, I will be subject to filing a Form 700 Statement of Economic Interest.

Signature of Applicant

01/21/2021

Date

Please submit this application and supporting documentation to the Ukiah City Clerk's Office* by noon on Thursday, January 21, 2020. Applications received by the City will become public records that will be subject to public disclosure. Except for the name of the applicant, the City will treat applications as confidential to the extent allowed by law until the close of the application deadline.

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Cameron J Ramos

I am a driven, talented, and enthusiastic individual who is always eager to learn and further move up in whichever company I find myself working at. Furthermore, I am someone who has developed a strong talent for interpersonal communication. Consistently going above and beyond to build relationships with my coworkers and more importantly my customers. I have been told that my personality is built for the customer service industry as I am caring, thoughtful, and logical when it comes to all customers and situations. Recently I have been attending classes at Mendocino College, working towards my AA for transfer in Business Management. I have multiple years of experience in a management position and find myself very comfortable in areas of leadership.

EXPERIENCE

Crush Italian Steakhouse, UKIAH, CA — Event Coordinator & Manager

APRIL 2019 - APRIL 2020

I had previously worked at Crush as a busser/expo/host from 2016-2018, I went back to Crush after being offered a position in Event Coordinating and Management. Supervising up to 50 staff at a time on any given shift, along with planning and executing many of our onsite/offsite events.

City of Ukiah, UKIAH, CA — Seasonal Facilities Manager

JUNE 2014 - AUGUST 2019

I started at Summer Safari Day Camp at 16 and throughout my five summers, I have received two promotions leading to Manager which is the title I held for four summers. As my first Management position, this is where I learned the base of my current management style, allowing me to think quickly in any situation. Supervising about 25 staff on any given day, along with 180 children.

Verizon, UKIAH, CA — Sales Manager

AUGUST 2018 - AUGUST 2019

During my time at Verizon, I received 2 promotions leading to Store Manager. This job called for a lot of interpersonal skill-building, along with tightening my ability to manage a store and bring out the full potential in my employees.

CONTACT

Ukiah, CA 95482

SKILLS

Proficient in Microsoft Applications

Multilingual

Time Management

Communication

Problem Solving

Critical Thionking

REFERENCES

Rachel Maki
- Family Friend
(707) 621 1404

Tyler Biscocho
- Manager
(707) 367 7851

Stephanie Duncan
- Family Friend/Manager
(707) 367 1743

LANGUAGES

English (Fluent)

Spanish (Fluent)

French (Partially Fluent)

EDUCATION

Mendocino College, UKIAH, CA — *Buisness Management*

AUGUST 2018 - CURRENT

I am currently enrolled in Mendocino College, finishing up the required courses for my AA in Buisness Management.

Ukiah High School, UKIAH, CA — *Diploma*

AUGUST 2013 - JUNE 2017

Majorly involved in Student Government and Leadership. Captain of Varsity Soccer. Class President.