

Leah Larrarte

From: Webmaster
Sent: Wednesday, May 31, 2017 5:05 PM
To: CityClerk; Stacey Kurz; Adrianna Hernandez
Subject: City of Chula Vista: Housing Advisory Commission Application

Follow Up Flag: Follow up
Flag Status: Completed

A new entry to a form/survey has been submitted.

Form Name: Housing Advisory Commission Application
Date & Time: 05/31/2017 5:05 PM
Response #: 19
Submitter ID: 26437
IP address: 132.239.142.130
Time to complete: 13 min. , 12 sec.

Survey Details

Page 1

Application for membership on the Housing Advisory Commission

1. Prefix

(o) Ms.

2. First and Last Name

ANNA CABRAL

3. Email

[REDACTED]

4. Residence Address

[REDACTED]

5. City

CHULA VISTA

6. ZIP Code

91910

7. Primary Phone

[REDACTED]

8. Secondary Phone

[REDACTED]

9. Are you registered to vote in Chula Vista?

Yes

10. Do you live within the City limits of Chula Vista?

Yes

11. How Long?

35 YEARS

12. Employer

UCSD MEDICAL CENTER EMERGENCY ROOM

13. Occupation

ED COORDINATOR

14. Please select the seats for which you are interested and qualify: (select as many as applicable)

Resident of the City At-Large

15. If you selected the Expertise Seat above, please describe your expertise and experience in the listed field(s). (250 words or less)

selected resident of the city at large

16. Have you previously served, or do you currently serve, on a Chula Vista Board, Committee or Commission

No

17. If yes, which one(s) and for what period of time?

Not answered

18. Are you, or have you been, involved in any local, civic, service or community groups?

Yes

19. If yes, please list them

CHULA VISTA NATIONALS LITTLE LEAGUE ASST COACH/VOLUNTEER, AYSO 290 VOLUNTEER, SD HUMAN DIGINITY FOUNDATION COMMITTEE MEMBER, FEASTER CHARTER SCHOOL SITE COUNCIL PARENT ALTERNATE,

20. What do you hope to accomplish in the role of a Housing Advisory Commissioner? (250 words or less)

The role I hope to accomplish is to develop ways the advisory can find affordable housing for our young families and elderly citizens. To assist in creating programs that will provide options for our homeless population. To encourage new ideas and work with existing members.

21. You may upload a resume in addition to your application (optional).

22. The City understands meeting schedules and individual's availability may change. We ask that you consider the meeting schedule when submitting an application.

(o) I have reviewed the Housing Advisory Commission regular meeting date, time and frequency.

23.

(o) I am familiar with the responsibilities of the Housing Advisory Commission. I attest that the information I have provided is accurate and true.

Thank you,
City of Chula Vista

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Leah Larrarte

From: Webmaster
Sent: Thursday, June 01, 2017 8:34 AM
To: CityClerk; Adrianna Hernandez
Subject: City of Chula Vista: Charter Review Commission Application - Web form

A new entry to a form/survey has been submitted.

Form Name: Charter Review Commission Application
Date & Time: 06/01/2017 8:33 AM
Response #: 2
Submitter ID: 26452
IP address: 216.70.227.130
Time to complete: 16 min. , 38 sec.

Survey Details

Page 1

Application for membership on the Charter Review Commission

1. **Prefix**
(o) Mr.
2. **First and Last Name**
Edgar Hopida
3. **E-mail**
[REDACTED]
4. **Home Address**
[REDACTED]
5. **City**
Chula Vista
6. **ZIP code**
91910
7. **Primary Phone**
[REDACTED]
8. **Secondary Phone**
Not answered

9. Are you registered to vote in Chula Vista?

Yes

10. Do you live within the City limits of Chula Vista?

Yes

11. How Long?

1 year, 4 months

12. Present employer

Thomas Jefferson School of Law

13. Occupation

Director of Marketing and Communications

14. Are you currently serving on a Chula Vista Board/Commission?

No

15. Which one(s)?

Not answered

16. Have you previously served on a Chula Vista Board/Commission?

No

17. Which ones?

Not answered

18. Are you or have you been involved in any local, civic or community groups?

Yes

19. Which ones?

San Diego County District Attorney Interfaith Advisory Board, San Diego Regional Hate Crimes Coalition, Mesa College Cultural Advisory Committee, United for a Hate Free San Diego

20. What are your principal areas of interest in our City government, and what experience or special knowledge can you bring to those areas?

My principle area of interest in our city government is that its charter reflects how our residents would like our city government to function and that it is fair, transparent and efficient.

21. What would you hope to accomplish in the role of a Charter Review Commissioner? (250 words or less)

What I hope to accomplish if chosen as a Charter Review Commissioner is the following:

1. Be a fair advocate and voice for resident and staff concerns and suggestions for charter changes and amendments.
2. Improve the charter by providing meaningful and efficient recommendations to the City Council on potential changes and or amendments.

22. You may upload a resume in addition to your application (optional).

[Edgar Hopida Charter Review Commissioner Resume.pdf](#)

23. The City understands meeting schedules and individual's availability may change. We ask that you consider the meeting schedule when submitting an application.

(o) I have reviewed the Charter Review Commission regular meeting date, time and frequency.

24. I understand if I am selected to serve on this board or commission I will need to disclose certain economic interests (Form 700) in accordance with the City of Chula Vista's Conflict of Interest Code.

(o) I have reviewed the City of Chula Vista's Conflict of Interest Code.

25.

(o) I am familiar with the responsibilities of the Charter Review Commission. I attest that the information I have provided is accurate and true.

Thank you,
City of Chula Vista

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Edgar Hopida

Senior-Level Communications Executive

Achievement-driven Communications Executive with outstanding qualifications in all phases of internal and external communications. Skillful developer of strategic communications programs that continually surpass expectations. In-depth program management experience from conception to implementation through team development and leadership skills. At ease with budget limitations, deadlines and high pressure situations. Strong ability to influence thinking, forging strategic alliances and build consensus. Available for travel.

Uniquely
Qualified
For...

Top Senior Management Positions

With business, academic, nonprofit or government organizations that need leadership and excellence in their public relations, media, marketing and communication programs

FORMAL EDUCATION

Bachelor of Arts in Sociology
San Diego State University

SPECIALIZED TRAINING

**Professional Media Relations
Development Training** (Fenton
Communications/CAIR) 2007

SERVICES & AWARDS

- Interfaith Human Excellence Award 2008
- Citizen Diplomat Award 2007
- CAIR–San Diego Appreciation Service Award 2013
- Certificate of Special Congressional Recognition 2016

QUALIFICATION SUMMARY

- High-caliber Executive with almost a decade of experience in the public relations, strategic communications and media relations.
- Provide effective communication strategies, advice and support to Chief Executives and Board of Directors.
- Extremely adept in organizational transformation and change.
- Strong performance in the development and delivery of internal and external communications to diverse audiences.
- Proven track record in delivering strategic, creative and cost-effective results.

PROFESSIONAL EXPERIENCE

Director of Marketing and Communications, Thomas Jefferson School of Law. Feb 2016-Present

- Enhance existing, and grow new relationships with the media, key organizations, stakeholders, and the general public using both traditional and social media and marketing tools.
- Generate story and press ideas consistent with TJSL's language and culture, goals and priorities.
- Identify and track metrics to measure outcomes and trends, including effectiveness of communication efforts, web traffic, page visits, dollars raised, new donors, community reach, and engagement.

Communications Director, Islamic Society of North America. Dec 2013-Jan 2016

- Responsible for communicating the organization's mission and activities to its members, the media, elected officials, government agencies, general public and establishing and maintaining positive relationships with them.
- Creates and implements public relations strategies and the management of all program elements.
- Supervises all external communications related to ISNA news including press releases, presentations, social media and talking points for leadership for various events and press conferences.

CORE STRENGTHS

- ☑ Communications Management
- ☑ Crisis Communications
- ☑ Marketing Communications
- ☑ Corporate Branding
- ☑ Public Relations
- ☑ Media Spokesperson
- ☑ Writing / Editing
- ☑ Speechwriting
- ☑ Web 2.0 Strategy
- ☑ Community Relations
- ☑ Budget Management
- ☑ Strategic & Tactical Planning
- ☑ Staff Management
- ☑ Organizational Leadership
- ☑ Fundraising

CAREER HIGHLIGHTS

- ◆ In 2011, successfully developed communications strategy for Southwest Airlines Discrimination Case for CAIR-SD. This case covered by several international, national and local media outlets.
- ◆ Published over a dozen letters to the editor and op-eds in a span of less than a decade.
- ◆ Improved and increased media coverage of ISNA Annual Convention for two consecutive years.
- ◆ Increased ISNA's social media engagement by 200%
- ◆ Rebuilt and improved Thomas Jefferson School of Law's Communications and Marketing.

PROFESSIONAL EXPERIENCE Cont'd

Senior Consultant, Council on American-Islamic Relations, San Diego Chapter, Apr 2012-Nov 2013

- Provide expert consultation on strategic communications planning
- Nonprofit management and personnel training.
- Manages community outreach, government and interfaith relations.
- Conducts training and workshops for government agencies, interfaith, education, as well as fulfill speaking requests on issues of Islam, American Muslim Community and International Relations.
- Manage public and media relations for the organization

Director of Public Relations, Council on American-Islamic Relations, San Diego Chapter, Jan 2006-Mar 2012

- Supervise and manage public and media relations for the organization.
- Provide strategic communications planning and implementation.
- Manages community outreach, government and interfaith relations.
- Build coalitions and partnerships with other civil rights organizations
- Conducts training and workshops for government agencies, interfaith, education.
- Served as media spokesperson for organization.
- Fulfills speaking requests on issues of Islam, American Muslim Community and International Relations.

BOARD APPOINTMENTS, PROFESSIONAL MEMBERSHIPS AND FELLOWSHIPS

- Religious Communicators Council 2014- 2016 (Professional Member)
- Public Relations Society of America 2013-Present (Member, San Diego and Imperial Counties Chapter)
- Logan Islamic Community Center 2012-2013 (Secretary, Founding Member Since 1999)
- San Diego Regional Hate Crimes Coalition 2011-2012, 2016-Present (Member)
- County of San Diego District Attorney's Interfaith Advisory Board (Member) 2008-2013
- Mesa College Cultural Advisory Committee 2008-2011 (Member)
- United for a Hate Free San Diego 2007-2009 (Founding Member)
- Columbia University Next Generation Project Fellow (West Coast Assembly) 2007

Leah Larrarte

From: Webmaster
Sent: Monday, May 29, 2017 10:41 AM
To: CityClerk; Adrianna Hernandez
Subject: City of Chula Vista: International Friendship Commission Application - Web form

Follow Up Flag: Follow up
Flag Status: Flagged

A new entry to a form/survey has been submitted.

Form Name: International Friendship Commission Application
Date & Time: 05/29/2017 10:40 AM
Response #: 11
Submitter ID: 26355
IP address: 99.95.215.181
Time to complete: 47 min. , 53 sec.

Survey Details

Page 1

Application for membership on the International Friendship Commission

1. **Prefix**

(o) Mrs.

2. **First and Last Name**

Alexandra Mares

3. **E-mail**

[REDACTED]

4. **Home Address**

[REDACTED]

5. **City**

Chula Vista

6. **ZIP code**

91910

7. **Primary Phone**

[REDACTED]

8. Secondary Phone

Not answered

9. Are you registered to vote in Chula Vista?

Yes

10. Do you live within the City limits of Chula Vista?

Yes

11. How Long?

2 years

12. Present employer

San Diego Humane Society

13. Occupation

Assistant Director, Philanthropy (fundraiser)

14. Are you currently serving on a Chula Vista Board/Commission?

No

15. Which one(s)?

Not answered

16. Have you previously served on a Chula Vista Board/Commission?

No

17. Which ones?

Not answered

18. Are you or have you been involved in any local, civic or community groups?

No

19. Which ones?

Not answered

20. What are your principal areas of interest in our City government, and what experience or special knowledge can you bring to those areas?

I am interested in helping to make Chula Vista a thriving, safe, economically prosperous, and healthy place to live. I believe that engaging community residents is key in creating a healthy and thriving community. I also believe that highlighting the city's relationship with its sister cities can help foster pride amongst the city's residents-- thereby being another tool to engage residents in participating in city government and city initiatives.

I bring experience working in the nonprofit sector for over 10 years. I have experience in fundraising, project management, policy development, media advocacy and community organization. I have worked on binational initiatives such as the County of San Diego Binge and Underage Drinking Prevention Initiative. I have also coordinated visits for international visitors and diplomats when I was the International Programs Coordinator at San Diego Hospice and the Institute for Palliative Medicine.

21. What would you hope to accomplish in the role of a International Friendship Commissioner? (250 words or less)

I hope to contribute my experience to helping showcase the strengths of our city to an international audience, and highlighting those relationships and strengths to our local community-- thereby helping to instill a greater sense of pride amongst our residents. I also look forward to learning from our sister cities, welcoming them to Chula Vista, and creating mutual learning opportunities for the visitors and our residents.

22. You may upload a resume in addition to your application (optional).

ALEXANDRA MARES RESUME.pdf

23. The City understands meeting schedules and individual's availability may change. We ask that you consider the meeting schedule when submitting an application.

(o) I have reviewed the International Friendship Commission regular meeting date, time and frequency.

24.

(o) I am familiar with the responsibilities of the International Friendship Commission. I attest that the information I have provided is accurate and true.

Thank you,
City of Chula Vista

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ALEXANDRA MARES

PROFESSIONAL EXPERIENCE

San Diego Humane Society, San Diego, CA
Assistant Director, Philanthropy

Present

- Manage the Humane Leaders' Circle, a leadership giving society for donors who contribute annual gifts of \$2,500+. Engage members via special insider events. Meet one-on-one with donors to qualify for increased philanthropic support and develop personalized cultivation and solicitation strategies.
- Build corporate support for the programs and services of the Society, engaging corporate partners as sponsors of annual special events such as the Fur Ball and the Walk for Animals.
- Manage relationships with major corporate supporters and ensure completion of deliverables and agreements.
- Supervise the activities of the Annual Giving Coordinator.

Rady School of Management, UC San Diego, La Jolla, CA
Assistant Director of Development

2015-2016

- Regularly met with prospects and donors to qualify and build support for the university's fundraising priorities with an emphasis on priorities of the Rady School of Management.
- Managed a portfolio of approximately 120 prospects and donors capable of giving gifts of \$1,000 to \$25,000.
- Solicited corporate support for the Rady School's accelerator programs, developed sponsorship benefits, managed relationships with sponsors and conducted stewardship activities.
- Led the 2015 Giving Tuesday campaign: developed fundraising messaging, collaborated with marketing team on social media plan, and secured lead gift, resulting in increased participation by school alumni.
- Implemented fundraising plan for 8th Annual Rady Golf Classic, resulting in record-breaking funds raised for MBA fellowships and acquisition of new sponsors.

University Development, UC San Diego, La Jolla, CA
Development Assistant

2014-2015

- Contributed administrative and development support for a high-performing central development team, including scheduling meetings, drafting correspondence, compiling materials and information for meetings, conducting prospect research, filing contact reports and coordinating other special projects of a sensitive and confidential nature.
- Interacted with prospects and their designees via email and in person, including escorting donors to special events.
- Provided key logistical support for the first campus-wide fellowship event, including compiling an invitation list, assisting with program development and event preparation. Conducted other complex event management support for salon events and donor visits.
- Drafted internal and external communications for a dean, faculty and prospects.

San Diego Hospice & The Institute for Palliative Medicine, San Diego, CA
Project Coordinator, International Programs

2011-2013

- Managed a 5-year, \$1.5M International Education program funded by the National Institutes of Health.
- Developed and managed complex training schedules for 20 international physicians. Managed travel budgets, arranged travel, and compiled visit evaluations in partnership with Principal Investigator.
- Organized visits for esteemed international visitors and delegations, prepared visit schedules and materials, acted as docent, and ensured that visit objectives were met.

Institute for Public Strategies, San Diego, CA

2007-2011

Project Manager, Project Coordinator, Operations Coordinator

- Recruited, engaged and convened volunteer representatives of key community sectors for their participation in the San Diego County Alcohol Policy Panel.
- Managed teams of community organizers, prevention specialists, and media advocates to ensure effective implementation of campaign plans and collaboration with external agency partners.
- Facilitated countywide and binational workgroups made up of diverse community sectors for cohesive implementation of public health advocacy campaigns.
- Served as agency liaison, representing organization at community events.
- Developed data-driven fact sheets, issue briefings and presentations to build support for campaigns.
- Trained teen volunteer advocates on data collection and media advocacy strategies, culminating in a youth-led media event that led to increased funding for safety improvements at a local park.

TBWA/Chiat/Day, Los Angeles, CA

2002-2006

Project Manager, Print Services Assistant, Market Research Intern

- Held progressive positions of increased responsibility for a world-renowned advertising agency.
- Acted as liaison between creative team, account managers, and production team to ensure timely production of print advertising materials for Sony Playstation, Harmon Kardon and Infiniti accounts.
- Managed 20+ print advertising projects per month to ensure their timely and accurate completion.

EDUCATION

Loyola Marymount University, Los Angeles, CA

2002

B.A. English, Minor in Spanish

Summa Cum Laude

SKILLS

Native Spanish speaker

VOLUNTEER HISTORY & MEMBERSHIPS

Association of Fundraising Professionals, San Diego Chapter, Member

2015- Present

Latina Giving Circle of San Diego, Founding Member and Grantmaking Steering Committee Member

2014 - Present

Shakti Rising, Volunteer Educational Facilitator

2011 - Present

ElderHelp of San Diego, Volunteer

2014 - 2016

Barrio Logan College Institute, Yoga Instructor

2013 - 2014

Leah Larrarte

From: Webmaster
Sent: Tuesday, July 18, 2017 11:49 PM
To: CityClerk; Adrianna Hernandez; Julie Lindsey
Subject: City of Chula Vista: Resource Conservation Commission Application - Web form

Follow Up Flag: Follow up
Flag Status: Flagged

A new entry to a form/survey has been submitted.

Form Name: Resource Conservation Commission Application
Date & Time: 07/18/2017 11:48 PM
Response #: 4
Submitter ID: 29094
IP address: 99.174.247.82
Time to complete: 15 min. , 25 sec.

Survey Details

Page 1

Application for membership on the Resource Conservation Commission

1. Prefix

(o) Ms.

2. First and Last Name

Tina Matthias

3. E-mail

[REDACTED]

4. Home Address

[REDACTED]

5. City

Chula Vista

6. ZIP code

91910

7. Primary Phone

[REDACTED]

8. Secondary Phone

[REDACTED]

9. Are you registered to vote in Chula Vista?

(o) Yes

10. Do you live within the City limits of Chula Vista?

(o) Yes

11. How Long?

44 yrs

12. Present employer

Living Coast Discovery Center

13. Occupation

Volunteer and Program Manager

14. Are you currently serving on a Chula Vista Board/Commission?

(o) No

15. Which one(s)?

Not answered

16. Have you previously served on a Chula Vista Board/Commission?

(o) No

17. Which ones?

Not answered

18. Are you or have you been involved in any local, civic or community groups?

(o) Yes

19. Which ones?

CV Rotary, CV Garden Club, MAGA, LCDC Nature Club, Team-up to Clean-up through LCDC

20. What are your principal areas of interest in our City government, and what experience or special knowledge can you bring to those areas?

Throughout the years of working for the City of Chula Vista through the Chula Vista Nature Center, and now the non-profit Living Coast Discover Center, I believe I have an understanding and knowledge of city staff and policies. Through my many community contacts with both our local youth and adults, I would like to help develop and promote awareness of the growing environmental concerns through the expanding programs offered by the City of Chula Vista.

21. What would you hope to accomplish in the role of a Resource Conservation Commissioner? (250 words or less)

As a Resource Commissioner, I would bring my many years of conservation knowledge and community contacts to the table. I hope to advise and recommend to the City Council ways to help educate the Chula Vista Citizens on the importance of keeping our watershed clean, energy conservation, compost and recycling and in turn, teaching the citizens and the business community to become environmental stewards on sustaining natural resources for future generations.

22. You may upload a resume in addition to your application (optional).

[Tina.Matthias Resume 2017.docx](#)

23. The City understands meeting schedules and individual's availability may change. We ask that you consider the meeting schedule when submitting an application.

(o) I have reviewed the Resource Conservation Commission regular meeting date, time and frequency.

24.

(o) I am familiar with the responsibilities of the Resource Conservation Commission. I attest that the information I have provided is accurate and true.

Thank you,
City of Chula Vista

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PROFESSIONAL SUMMARY

- Goal-driven and dedicated professional with extensive experience in managing staff and volunteers and a strong competence in developing and implementing programs for the organization.
- Possess solid experience in handling fundraising programs, public outreach, community involved and organized clean ups, volunteer management, event management with ability to assess and formulate policies and provide overall program direction.
- Results-oriented and dependable individual possessing strong familiarity and understanding of various community resources, able to develop strategic alliances to support community development programs.
- Excellent interpersonal, verbal and written communication skills proficient in building good communication networks across multiple areas while maintaining a portfolio of associates.

CORE COMPETENCIES

Team Building & Volunteer Relations

- Develop, coordinate and implement the volunteer program and related activities for over 250 volunteers; recruiting, interviewing, hiring, training, providing work direction, maintaining accurate volunteer hours and evaluating assigned volunteers. Over 21,000 volunteer hours donated annually, equating to over \$500,000 savings for the organization.
- Plan, develop, coordinate and manage volunteer recognition programs, including fundraising, community participation and acknowledgement letters.
- Develop, implement, and coordinate docent, interpretation training and enrichment programs including field trips. Over 65 docents conduct educational field trips for more than 1,100 public and private school groups, educating children on the importance of environmental awareness.
- Tour reservation coordination. Create, maintain and organize database for field trip reservations, take reservations and send out confirmations for tour groups all ages, maintain reservation invoices and create and update educational materials for visiting school groups.
- Event and planning coordination. Create, maintain and organize the database for facility reservations and birthday party packages, creating contracts between parties, emailing confirmations, planning and executing event layout, working with vendors and caterers.
- Organize monthly development training for new teachers; maintain an up-to-date mailing list of teachers and other program leaders for effective marketing effort; produce e-blasts and conduct mass mailings.
- Implemented lifetime teacher certification training. Conducted training for over 1600 teachers resulting in a certification to repeatedly bring school groups for educational field trips.

Outreach Coordination

- Coordinate, facilitate and manage over 76 offsite community outreach programs annually, assign and train staff coordinator and volunteers to support scheduled outreaches with interactive animal appearances.
- Acquire through donations, maintain and purchase proper equipment and supplies, while training staff coordinators and volunteers proper set-up and maintenance of the equipment and supplies.
- Develop, implement, and coordinate 18+ offsite community clean-ups annually by working with families, students, and community partners to help prevent pollution into our watershed and bays.

Computer Prowess

- Highly proficient graphic designer. Design brochures, flyers, signs, scavenger hunts and any other materials on an as needed basis to support all functions of the organization.
- Extensive knowledge of database management including Filemaker and Volgistics, Adobe graphic design software, Microsoft Office Suite, including Word, Excel, PowerPoint, and Outlook.

WORK HISTORY

City of Chula Vista, Recreation Department Recreation Leader	1985-1987
Living Coast Discovery Center (formerly Chula Vista Nature Center) Volunteer and Program Manager	1987-Present

EDUCATION

A.A. General Studies, Southwestern College, San Diego CA
National Association for Interpretation Certification