

Cultural Arts Commission
Applications Packet

Leah Larrarte

From: Webmaster
Sent: Tuesday, December 20, 2016 3:20 PM
To: CityClerk; Adrianna Hernandez; Lynnette Tessitore-Lopez
Subject: City of Chula Vista: Cultural Arts Commission Application - Web form

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: B&C

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

Form Name: Cultural Arts Commission Application
Date & Time: 12/20/2016 3:19 PM
Response #: 9
Submitter ID: 21241
IP address: 70.183.108.235
Time to complete: 10 min. , 48 sec.

Survey Details

Page 1

Application for membership on the Cultural Arts Commission

1. Prefix

(o) Ms.

2. First and Last Name

ROSIE DURAN

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?

6 years

12. Present employer

Business Development Consulting Services

13. Occupation

Business Development Consultant (SE)

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 very active in the industry of promoting the Latin American Culture events and entertainment and it's my vision to bring more live events to Chula Vista to generate much needed income for local businesses to stay open to provide employment opportunities, since the challenging economy is forcing business owners to close their doors I see that it is an urgent need to have more public events and bring sponsors to donate to community programs and non profit organizations of Chula Vista.

21. IF you are an artist, educator, and or possess professional qualifications and experience in disciplines of arts and cultures (see definitions of these terms below), please indicate which discipline(s) apply:

Definitions:

- **Artist:** A practitioner of an arts discipline (e.g. performing arts, fine arts, culinary arts, media arts or related arts disciplines)
- **Educator:** One who is credentialed in the field of the arts or one who teaches or has experience teaching one or more disciplines of the arts.
- **Professional qualifications:** Qualifications based upon one's body of work, one's educational background and experience in a discipline of the arts.

Not answered

22. If you selected one or more of the areas of discipline above, please describe your qualifications and experience. (250 words or less)

Not answered

23. If you are NOT an artist, educator, and/or possess professional qualifications and experience (as described in Question 1, above), please describe your competence, knowledge, and experience in cultural arts. (250 words or less)

As a Business Developer Consultant, I bring together performers, services, vendors, donors, sponsors, volunteers and media to plan and promote events.

24. What would you hope to accomplish in the role of a Cultural Arts Commissioner? (250 words or less)

I can contribute to keep small business open in Chula Vista by promoting Art and Cultural events which will require audiences from anywhere to stay over night, use the products, touristic attractions, use the venues, vast ocean front, and services our city has to offer.

25. I understand that to be considered, I must submit a resume along with this application.

[rosieduran1resumedec2016 \(2\).pdf](#)

26. 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 Cultural Arts Commission regular meeting date, time and frequency.

27.

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

Thank you,
City of Chula Vista

This is an automated message generated by the Vision Content Management System™. Please do not reply directly to this email.

 **Rosie Duran**
Certified Paralegal - Spanish Bilingual



[REDACTED]

Certified Paralegal

Proud member of the San Diego Notary Association

Certified Interpreter with English/Spanish Legal Terminology

Real Estate Investments Consultant and Business Development Consultant

Experience

-Free Lance Paralegal since 1996 to present, field: Real Estate Property Management

-Real Estate Investments Consultant since 1999 to present

-Business Development Consultant since 2005 to present

-Chevere Entertainment, San Diego CA - *Director of Operations* since 2015 to present
www.cheverentertainment.com

Education

Pre-Law 1978-1980 Law School University of Lima, Peru

Spanish-English Legal Terminology Certification, 1978-1980, Universidad Femenina, Lima Peru

Paralegal Studies and Certification, Cuyamaca College, year 1996

San Diego Realtor Board certification Real Estate License, year 2000

Event Planning and Event Media Promotion, Southwestern College, year 2005

Previous Employments

Property Management, Eugene Burger Management Corp. since 1982 to 1995

Restaurant and Hotel Chamber of Commerce , Santa Ana. CA since 1981 to 1982

Business office [REDACTED]

[REDACTED]

Leah Larrarte

From: Webmaster
Sent: Saturday, March 18, 2017 10:36 AM
To: CityClerk; Adrianna Hernandez; Lynnette Tessitore-Lopez
Subject: City of Chula Vista: Cultural Arts Commission Application - Web form

Follow Up Flag: Follow up
Flag Status: Completed

Categories: B&C

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

Form Name: Cultural Arts Commission Application
Date & Time: 03/18/2017 10:35 AM
Response #: 15
Submitter ID: 23744
IP address: 72.199.52.57
Time to complete: 55 min. , 5 sec.

Survey Details

Page 1

Application for membership on the Cultural Arts Commission

1. **Prefix**
(o) Mr.
2. **First and Last Name**
OmarFirestone
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?

25 years

12. Present employer

Orquesta de Baja California

13. Occupation

Musician

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?

Crossroads II

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

As principle cello of the Tijuana-based "Orquesta de Baja California", cellist of the Tijuana String Quartet, and well-known freelance musician in the San Diego Metropolitan area I have extensive professional contacts in the arts communities on both sides of the border. (I was featured in an episode of KBPS' "Crossing South" last year)

I would like to be an articulate advocate for the Performing Arts in Chula Vista and could leverage my relationships with Mexican and Southern California artists to bring talented regional groups to local venues. I would also be able to make available my 1888 Victorian Orchard House, ("MacDonald House") as a setting for more intimate Chamber Music "Musicales": 4 to 5 Performers and 30 audience members.

In addition to my salaried position with the OBC I teach Cello at Tijuana's "Centro de Artes Musicales" Music Institute and am adjunct faculty at the Bishops School in La Jolla serving as String Coach and Conductor's Assistant.

21. IF you are an artist, educator, and or possess professional qualifications and experience in disciplines of arts and cultures (see definitions of these terms below), please indicate which discipline(s) apply:

Definitions:

- **Artist: A practitioner of an arts discipline (e.g. performing arts, fine arts, culinary arts, media arts or related arts disciplines)**
- **Educator: One who is credentialed in the field of the arts or one who teaches or has experience teaching one or more disciplines of the arts.**
- **Professional qualifications: Qualifications based upon one's body of work, one's educational background and experience in a discipline of the arts.**

Performing Arts

22. If you selected one or more of the areas of discipline above, please describe your qualifications and experience. (250 words or less)

See above

23. If you are NOT an artist, educator, and/or possess professional qualifications and experience (as described in Question 1, above), please describe your competence, knowledge, and experience in cultural arts. (250 words or less)

Not answered

24. What would you hope to accomplish in the role of a Cultural Arts Commissioner? (250 words or less)

I would like to bring more live Classical Music to Chula Vista to existing venues such as Mater Dei High School, Chula Vista Women's Club and Memorial Park, and explore the possibility of renovating a building such as the Old Vogue Theater as a Downtown Theater.

I would like to make it easier for Third Avenue Village upscale dining and drinking establishments to offer live, un-amplified, classical and jazz entertainment. I would also like to bring a semi-regular Street Fair to one of several notable vacant lots on Third where local artisans, vintage/antique resellers and cottage industry craftspeople can set up a booth on Sundays.

25. I understand that to be considered, I must submit a resume along with this application.

[Resume.pdf](#)

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

I have reviewed the Cultural Arts Commission regular meeting date, time and frequency.

27.

I am familiar with the responsibilities of the Cultural Arts Commission. I attest that the information I have provided is accurate and true.

Thank you,
City of Chula Vista

This is an automated message generated by the Vision Content Management System™. Please do not reply directly to this email.

Omar G Firestone



OBJECTIVE

To use my 25 years of professional music teaching and performing experience to:

Give young string players the practice tools to develop a high individual technical proficiency on their instrument

Impart the orchestra skills required of principle and section players

Inspire them achieve their full artistic potential

Instill a love of music that will enrich their lives into maturity and retirement

WORK EXPERIENCE

Vallejo Symphony Orchestra, Vallejo, CA 09/1989 - 06/1990
Assistant Principle Cello

Arroyo Seco Chamber Orchestra, Pasadena, CA 09/1992 - 06/1993
Principal Cello

Fairbanks School of Performing Arts, Rancho Santa Fe, CA 09/1998 - 12/2004
Orchestra Coach and Cello Instructor
Taught individual instrumental lessons and coached chamber music ensembles.

Orquesta de Baja California, Tijuana 09/1994 - 03/2002
Solo Cellist
Performed concerts as directed under Maestro Eduardo Garcia Barrios and Eduardo Diazmuñoz. Played on Grammy-nominated "Tango Mata Danzón Mata Tango" (2001)

Hutchins Consort, Encinitas, CA 09/1999 - 06/2010
Tenor Violinist
Performed under under Artistic Director Joseph McNalley. Concert venues included the Vatican, New York City's Metropolitan Museum of Art, the Lied Center in Lawrence Kansas.

Orquesta de Baja California, Tijuana, Baja California Mexico 09/2009
Principle Cello
Performed orchestral and chamber orchestral repertoire under Maestro Ivan Del Prado and Eduardo Garcia Barrios and soloed with orchestra

Tijuana Music School, Tijuana, Baja California 09/2013
Cello Instructor & Ensemble Coach

University of California Symphony Orchestra, Berkeley, CQ 09/1979 - 06/1981
Secion Cello
Performed standard orchestral repertoire under the direction of Michael Centuria

San Francisco State Symphony Orchestra, San Francisco, CA 09/1985 - 12/1989

Principle Cello

Performed standard orchestra repertoire, and solos as required, under direction of Maestro Laszlo Varga

Berkeley Symphony Orchestra , Berkeley, CA

09/1985 - 06/1990

Section Cello (rotating)

Performed standard orchestral repertoire with a special emphasis on "New Music" under direction of Maestro Kent Nagano

EDUCATION

San Francisco State University San Francisco, CA

1983 - 1989

Bachelor of Music in Music Performance

Includes 2 years of Advanced Studies with Professor Laszlo Varga

University of California Berkeley

1979 - 1981

Undeclared

SKILLS

Mastery of standard concert repertoire

Proven ability to prepare students to assume principle positions in youth and University level orchestras

Ability to coach string ensembles to competition level

Oral skills in Spanish

Ability to organize and maintain an ensemble music library

Ability to Stage-manage youth orchestra concerts

Leah Larrarte

From: Webmaster
Sent: Wednesday, January 18, 2017 8:42 PM
To: CityClerk; Adrianna Hernandez; Lynnette Tessitore-Lopez
Subject: City of Chula Vista: Cultural Arts Commission Application - Web form

Follow Up Flag: Follow up
Flag Status: Flagged

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

Form Name: Cultural Arts Commission Application
Date & Time: 01/18/2017 8:42 PM
Response #: 12
Submitter ID: 21897
IP address: 68.8.88.192
Time to complete: 11 min. , 33 sec.

Survey Details

Page 1

Application for membership on the Cultural Arts Commission

1. Prefix

Not answered

2. First and Last Name

Lorise W. Maynard

3. E-mail

[REDACTED]

4. Home Address

[REDACTED]

5. City

Chula Vista

6. ZIP code

91915

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?

3

12. Present employer

Retired

13. Occupation

Artist

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

No

15. Which one(s)?

N/A

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

No

17. Which ones?

N/A

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

Yes

19. Which ones?

Planning Commission for the City of 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?

I am committed to making Chula Vista a better place to live. A place that all can enjoy a safe and loving environment. A place where education is number one for all the citizens of Chula Vista. To promote artists from all over and have them come and have events around Chula Vista. To put Chula Vista on the map that when people from all over the world can know about the great artists that live and work here and we can all leave our footprint behind for generations to see our community and appreciate our art and the talented people who came before them.

I have 40 years of economic development experiences working for Rohr Industries, General Dynamic Convair/Electronics and the San Diego County Water Authority in San Diego. I have created and developed successful economic development conferences that were responsible for many small businesses receiving contract awards from local and federal government agencies here in San Diego and throughout California. I am a public relations person and possess excellent networking skills. I have won countless awards for my many services and for the government industries that I worked. I am extremely well known

in the professional and business communities around San Diego. I have an excellent reputation that I have been building for years.

I am a self-made artist without special training, I have succeeded by painting over 200 oil and acrylic paintings. My pictures have been on display at churches in Chula Vista, given to organizations, family members and well as been sold.

I take my educate in the arts very seriously by attending classes at the Chula Vista Library, Museum of Photographic Arts (MOPA) and am a member of Museum of Art in Balboa Park. Community is so important to me that I have served on numerous boards around San Diego including the Planning Commission for the City of San Diego, and even after retirement I served on the Central San Diego Black Chamber of Commerce board.

I am extremely selective about the boards that I serve on, the mission and the commitment of its member is very important to me. I was asked by the Pastor of the Rock Church to share my talents with the community. In 2016, I taught Art to Adults with an emphasis on seniors for the entire year. My "Art Expression Therapy" classes will start again in March 2017. I must note that the classes are self-funded by me and all the supplies and canvases are free. Seniors and others can attend at no charge and learn to appreciate art while healing their minds by filling it with creative exciting new art. Many of my students have not attended an art class before and are surprised at their new found talents. It is my goal that each student leave the class with a finish product after two or three hours of work.

21. If you are an artist, educator, and or possess professional qualifications and experience in disciplines of arts and cultures (see definitions of these terms below), please indicate which discipline(s) apply:

Definitions:

- **Artist: A practitioner of an arts discipline (e.g. performing arts, fine arts, culinary arts, media arts or related arts disciplines)**
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- **Professional qualifications: Qualifications based upon one's body of work, one's educational background and experience in a discipline of the arts.**

Performing Arts

Fine Arts

Media Arts

22. If you selected one or more of the areas of discipline above, please describe your qualifications and experience. (250 words or less)

I have studied Art Appreciation at the University of Rhode Island where I received my MS degree in Organizational Management and Industrialization. I have also received my MBA from National University in the San Diego, California area. I have taken photography classes at the Museum of Photographic Arts (MOPA) in Balboa Park. I was asked to appear in MOPA video that played during their semi-annual fundraiser. I am also a member of MOPA and the San Diego Museum of Art. Throughout my professional career, I have authored printed ads, promotional materials, newsletters, etc. in lieu of my painting.

I am naturally gifted because, I have been painting for 3 years, and I painted 36 years ago and put down the brush and picked it up again just 2 years ago. In between time, I attended art shows, observe art display at museums, studied techniques used by other artists at mall, "Westfield Plaza Bonita," San Diego Black Film Festivals, street fairs, others venues and performing art shows.

I believe my talents come from GOD and not man. Art is a way of assisting me to show people God's world and the everyday things we miss seeing with our eye. Sometimes we let the small wondrous things pass us by.

23. If you are NOT an artist, educator, and/or possess professional qualifications and experience (as described in Question 1, above), please describe your competence, knowledge, and experience in cultural arts. (250 words or less)

N/A

24. What would you hope to accomplish in the role of a Cultural Arts Commissioner? (250 words or less)

I am committed to making Chula Vista a better place to live. A place that all can enjoy a safe and loving environment. A place

where education is number one for all the citizens of Chula Vista. To promote artists from all over and have them come and have events around Chula Vista. To put Chula Vista on the map that when people from all over the world can know about the great artists that live and work here and we can all leave our footprint behind for generations to see our community and appreciate our art and the talented people who came before them.

There is a crisis in our school system where the administration is getting rid of many of the art programs. Therefore, we as citizens have to step up to the plate and invent creative ways of making sure our children are not missing out. Not everyone can help to place a man on the moon, but we can record the achievement by using art. I want to make art more visible and affordable to our students in the Chula Vista school system and introduce art to many students for the first time.

25. I understand that to be considered, I must submit a resume along with this application.

Lorise W. Maynard Scholarship Bio.docx

26. 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 Cultural Arts Commission regular meeting date, time and frequency.

27.

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

Thank you,
City of Chula Vista

This is an automated message generated by the Vision Content Management System™. Please do not reply directly to this email.

Lorise W. Maynard Artist Biography

Lorise W. Maynard earned a Masters of Business in Administration Industrial Relations from National University in San Diego and a B.S. in Organizational Management from the University of Rhode Island. Currently she attends classes at the Museum of Photographic Arts (MOPA) and at Southwestern College in Chula Vista.

She started her art career 35 years ago and painted over 50 oils in which she sold, donated to family members and/or displayed at professional events. Before moving to California, Lorise worked as a promotion director for an upstate New York shopping center and entered the world of defense contracts as a procurement specialist. Always an artist, she even then was instrumental in the art community procuring the display of California Performing Artists painting in a local mall.

Before her retirement she has worked with Rohr Industry, General Dynamics its Convair and Electronics Divisions, San Diego County Water Authority. She has been deeply involved in the community and has held memberships with organizations such as the San Diego Association Black Journalists, Black MBA Association and National Society of Black Engineers San Diego Professional Chapter, Public Agency Consortium and the California Black Chamber of Chamber.

Maynard has been selected as a guest speaker at conferences, community events, civic organizations and many other community functions. Her community involvement has resulted in many local, state, and national awards. Her lifelong motto is: ***“Giving something back is a natural part of remembering where you came from and helping others in the way in which you were helped. If I can improve one person’s life and continue to improve conditionsthen everyone benefits.*”**

This dynamic civic leader encourages the elderly to take charge of their lives by investing in their health and like herself, to remain lifelong learners. Maynard will be instructing an Art Expression Therapy class for the Rock Church in City Heights beginning in March 2016.

Maynard is also a poignant poet who wrote a poetry book 35 years ago that displays some of her art. This dynamo is now working on two more books of art and photography that will be completed by the end of 2016.

Lorise W. Maynard

Scholarship Chair

Lorise W. Maynard attended the University of Rhode Island with a B.S. in Organizational Management and Industrial Relations and later earned a Masters of Business Administration from National University in San Diego. Building scholarships endowments and assisting small business communities is her way of giving back to the community.

Lorise W. Maynard serves as the Scholarship Chair for the Central San Diego Black Chamber of Commerce. She started six separate and unique scholarship programs at entities such as: General Dynamics its Convair and Electronics Divisions, San Diego County Water Authority, San Diego Association Black Journalists, Black MBA Association and National Society of Black Engineers San Diego Professional Chapter, which resulted in more than a \$1.5 million dollars in scholarships awarded to high school seniors and students attending college institutions. Using this avenue, Lorise is continuing to encourage young people to become the business owners of tomorrow through the many scholarship programs she has administered and developed.

Before moving to California, Lorise worked as an event planner for an upstate New York shopping center and entered the world of defense contracts as a procurement specialist. She saw first-hand how the proper education of small business owners could help them procure lucrative defense contracts and allow them to become important members of the community and vital components of this country's economy.

During the years at Rohr, General Dynamics and the San Diego County Water Authority, these institutions received many local, state, and national awards as a result of Lorise's leadership. She feels her greatest legacy is one of community service: ***"Giving something back is a natural part of remembering where you came from and helping others in the way in which you were helped. If I can improve one person's life and continue to improve conditions for Socioeconomic Businesses, Small Disadvantaged Businesses and Women-owned Businesses then everyone benefits."***

Before retirement, Lorise was responsible for planning and implementing Small Business Conferences and Trade Shows to promote General Dynamics and the San Diego County Water Authority's commitment to improve opportunities for Small and Small Disadvantaged Businesses. She served as a guest speaker at conferences, community

events, civic organizations and attended many functions on her personal time. Lorise has also conducted management and buyer training programs on small business, small disadvantaged business concerns, and other Socioeconomic Programs on behalf of her employers.





Leah Larrarte

From: Webmaster
Sent: Tuesday, May 03, 2016 7:31 PM
To: CityClerk; Adrianna Hernandez
Subject: City of Chula Vista Cultural Arts Commission Application - Web form

Follow Up Flag: Follow up
Flag Status: Flagged

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

Form Name: Cultural Arts Commission Application
Date & Time: 05/03/2016 7:31 PM
Response #: 1
Submitter ID: 13668
IP address: 68.101.169.128
Time to complete: 8 min. , 28 sec.

Survey Details

Page 1

Application for membership on the Cultural Arts Commission

1. Prefix

(o) Mrs.

2. First and Last Name

Lisa Moctezuma

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?

25 years

12. Present employer

Latin American Book Source, Inc.

13. Occupation

Director of Operations

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?

Yes

17. Which ones?

Planning Commission, Bayfront Cultural and Design Committee, Redevelopment Advisory Committee, Towne Centre Project Area Committee

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

Yes

19. Which ones?

Chula Vista Charitable Foundation, Tava, CV Chamber, Onstage Playhouse

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

Arts, Culture, Planning, Economic Development. I have almost 30 years of experience in those areas.

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

Expand art program and increase community engagement with the arts

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

23.

I am familiar with the responsibilities of the Cultural Arts Commission. I attest that the information I have provided is



accurate and true.

Thank you,
City of Chula Vista

This is an automated message generated by the Vision Content Management System™. Please do not reply directly to this email.

Lisa Moctezuma, CFRM

Multi-lingual operations expert with specialized skills in accounting, project management, customer service, communications and administration.

Professional Experience

LATIN AMERICAN BOOK SOURCE, INC. – Owner, Chief Financial Officer 2015-Present, Chula Vista, CA (third largest distributor of Mexican and Latin American publications in the US)

- ◆ Manages finance department including accounting, budgeting, forecasting, collections, bank reconciliation, sales tax preparation, general ledger and financial statements
- ◆ Designs and implements CRM strategies including database and systems development, prospect and client cultivation, opportunity tracking and client feedback and monitoring.
- ◆ Manages human resource department including payroll, hiring, training, management and supervision staff members
- ◆ Manages all administrative functions including insurance, vendor relations and importing
- ◆ Organizes, designs and executes client engagement campaigns for trade show circuit
- ◆ Designs marketing and communications materials

INTERNATIONAL COMMUNITY FOUNDATION – Operations and Communications Manager 2010-2014, National City, CA (nonprofit foundation granting \$6-7 million dollars per year to Mexico, Latin America and the San Diego-Tijuana border region)

- ◆ Increased year-end giving by over 70% through targeted direct mail campaigns
- ◆ Executed all secretarial and administrative duties including correspondence, reports, HR, project management, executive and staff calendaring and travel arrangements, client and vendor service
- ◆ Negotiated vendor contracts to lower operational expenses by over ten thousand dollars annually
- ◆ Reduced completion time for audit and tax return for three consecutive years, resulting in tax return filing by the IRS deadline for the first time in the foundation's history
- ◆ Trained and supervised staff (up to 15), interns and volunteers
- ◆ Expanded donor base through development efforts including donor engagement events, board development events, cross-border tours and donor site visits
- ◆ Wrote and executed marketing plan, resulting in increased revenue, media presence and local brand recognition
- ◆ Redeveloped design and copy for annual report resulting in increased donor impact and donations
- ◆ Secured donation of vehicle for subsidiary (valued over \$25,000)
- ◆ Doubled fan base and broadened following across multiple social media platforms

BULLEN, RUCH & NELLER, LLC. – Business Development Manager 2008-2010, Chula Vista, CA (largest and oldest public accounting firm in South County)

- ◆ Increased operational efficiency through the development of new office procedures and green business practices
- ◆ Transitioned new clients and resolved client, stakeholder and vendor issues
- ◆ Developed contact management system which expanded client base and improved client retention rate
- ◆ Created and edited marketing materials
- ◆ Created and presented team-building seminars for staff and management

Lisa Moctezuma, CFRM

LATIN AMERICAN BOOK SOURCE, INC./MOCTEZUMA BOOKS & GALLERY – Owner, Chief Financial Officer, Gallery Director 1989-2008, Chula Vista, CA (third largest distributor of Mexican and Latin American publications in the US)

- ◆ Managed operations, accounting, budgeting, collections, bank reconciliation, general ledger and financial statements
- ◆ Managed all human resources including payroll, hiring, training and supervision of staff members
- ◆ Wrote and designed press releases and advertising copy, shot press photographs
- ◆ Organized, coordinated, curated and promoted special events, gallery exhibitions and receptions (bilingual events that included artists' talks paired with authors' literature readings)
- ◆ Designed catalog and advertising, scheduled and coordinated catalog production and dissemination, created and produced marketing materials, conducted direct marketing campaigns and designed website
- ◆ Secured earned media and conducted television, newspaper and radio interviews

Community Service & Affiliations

CHULA VISTA CHARITABLE FOUNDATION – Chula Vista, CA
Chair-Elect, Grants Committee Chair, Founding Member, Board Member, Finance Committee Member, 2013-Present

CITY OF CHULA VISTA PLANNING COMMISSION – Chula Vista, CA
Chair, Commissioner, 2006-2014

SAN DIEGO PORT-CHULA VISTA BAYFRONT CULTURAL & DESIGN COMMITTEE – Chula Vista, CA
Committee Member, 2013-Present

THIRD AVENUE VILLAGE ASSOCIATION – Chula Vista, CA
President and all Executive Officer positions, Board Member, Design Committee Chair, Promotional Committee Chair, Branding Committee Chair, Economic Restructuring Committee Member, Organizational Committee Member, 1999-2013

CITY OF CHULA VISTA CHAMBER OF COMMERCE – Chula Vista, CA
Board Member, 2001-2009

Education

Brandeis University, Bachelor of Arts (graduated summa cum laude, independent major of Italian and Spanish Language and Literature)

Indiana University Lilly Family School of Philanthropy, Certificate in Fund Raising Management

Via Lingua (Florence, Italy), Certificate in Teaching English as a Foreign Language (CTEFL)

Skills

- | | | |
|---------------------------|--------------------|-----------------------------|
| ◆ Project management | ◆ CRM | ◆ Spanish & Italian fluency |
| ◆ Microsoft Office Suite | ◆ Budgeting | ◆ Marketing |
| ◆ Editing and copywriting | ◆ Board governance | ◆ Organizational skills |
| ◆ Accounting | ◆ Fundraising | ◆ Human resources |

Professional & Personal References Available Upon Request



City of Chula Vista Cultural Arts Commission Supplemental Questions

We have recently redesigned our applications for our boards and commissions. Please answer the following questions to ensure that all applicants have provided the same information:

1. If you are an **artist, educator, and or possess professional qualifications and experience** in disciplines of arts and cultures (see definitions of these terms below), please indicate which discipline(s) apply:

Definitions:

- **Artist:** A practitioner of an arts discipline (e.g. performing arts, fine arts, culinary arts, media arts or related arts disciplines)
- **Educator:** One who is credentialed in the field of the arts or one who teaches or has experience teaching one or more disciplines of the arts.
- **Professional qualifications:** Qualifications based upon one's body of work, one's educational background and experience in a discipline of the arts.

- Performing Arts
- Fine Arts
- Culinary Arts
- Media Arts
- Related Arts or Disciplines (please specify): literature, languages

2. If you selected one or more of the areas of discipline above, please describe your qualifications and experience. (250 words or less)

I have 30+ years' experience in the arts and culture fields. I directed an art gallery for 20 years, which included curating and promoting exhibitions, as well as coordinating bilingual literature readings and art openings. I co-own Latin American Book Source, Inc., a Spanish-language book distribution business founded in 1989, which provides experience in an array of multi-cultural activities as well as in all aspects of literature. I have been a teacher, substitute teacher and tutor for foreign languages, ESL and math. I have directed several small-scale art programs as well as team-building workshops. Additionally, I have 25+ years' experience in public service, chairing and participating on multiple boards and committees (cultural, arts, planning and other). My last important qualification is that I love Chula Vista and I am proud to serve her in every capacity I can.

3. If you are NOT an artist, educator, and/or possess professional qualifications and experience (as described in Question 1, above), please describe your competence, knowledge, and experience in cultural arts. (250 words or less)

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

Second Monday of each month
6:00 p.m.
Council Conference Room 101
276 Fourth Avenue, Chula Vista

- I have reviewed the Cultural Arts Commission regular meeting date, time and frequency.
- I am familiar with the responsibilities of the Cultural Arts Commission. I attest that the information I have provided is accurate and true.

Name: Lisa Moctezuma Date: February 16, 2017

Please return via email to llarrarte@chulavistaca.gov. Electronic or scanned signatures are acceptable.

Leah Larrarte

From: Webmaster
Sent: Thursday, March 23, 2017 10:45 AM
To: CityClerk; Adrianna Hernandez; Lynnette Tessitore-Lopez
Subject: City of Chula Vista: Cultural Arts Commission Application - Web form

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: B & C Apps for Leah

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

Form Name: Cultural Arts Commission Application
Date & Time: 03/23/2017 10:44 AM
Response #: 16
Submitter ID: 23911
IP address: 72.199.100.238
Time to complete: 21 min. , 13 sec.

Survey Details

Page 1

Application for membership on the Cultural Arts Commission

1. **Prefix**

(o) Ms.

2. **First and Last Name**

Rosalba Ponce

3. **E-mail**

[REDACTED]

4. **Home Address**

[REDACTED]

5. **City**

CHULA VISTA

6. **ZIP code**

91911

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?

30 years

12. Present employer

San Diego State University

13. Occupation

Instructor

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?

Docent for San Diego Symphony, Singer in 2 Rondallas, usher for local play houses

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 was an elementary school teacher and school principal for 36 years here in San Diego and Chula Vista districts, I recently retired in June 2016. Currently I work part time for SDSU. As a lifelong educator and an avid supporter of the arts, I would like to continue to serve the youth, adults or seniors.

While serving as principal, I was quite talented in writing grants for my school and received full symphony instruments so that my students would have weekly string instruction.

Currently I teach music theory, as a docent, to the students who will attend SD Symphony as a preparation for their upcoming concert. Additionally I participate in 2 Spanish speaking senior citizens Rondallas and we perform to senior health centers.

21. IF you are an artist, educator, and or possess professional qualifications and experience in disciplines of arts and cultures (see definitions of these terms below), please indicate which discipline(s) apply:

Definitions:

- **Artist:** A practitioner of an arts discipline (e.g. performing arts, fine arts, culinary arts, media arts or related arts disciplines)
- **Educator:** One who is credentialed in the field of the arts or one who teaches or has experience teaching one or more disciplines of the arts.
- **Professional qualifications:** Qualifications based upon one's body of work, one's educational background and experience in a discipline of the arts.

Not answered

22. If you selected one or more of the areas of discipline above, please describe your qualifications and experience. (250 words or less)

Not answered

23. If you are NOT an artist, educator, and/or possess professional qualifications and experience (as described in Question 1, above), please describe your competence, knowledge, and experience in cultural arts. (250 words or less)

I am not a trained artist, educator with title in the arts, however I love the fine arts and am a devoted fan.

24. What would you hope to accomplish in the role of a Cultural Arts Commissioner? (250 words or less)

I would hope to assist the City of Chula Vista with the much needed community bonding activities in the area of fine arts. I am fluent in Spanish and could collaborate with Tijuana for joint events.

I believe that fine arts must be introduced for young children at an early age so that they will be inspired to continue with it, and I further believe that the elderly could have a healthier life if enhanced with the fine arts.

25. I understand that to be considered, I must submit a resume along with this application.

[16 resume.docx](#)

26. 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 Cultural Arts Commission regular meeting date, time and frequency.

27.

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

Thank you,
City of Chula Vista

This is an automated message generated by the Vision Content Management System™. Please do not reply directly to this email.

Rosalba M. Ponce

Education

Spring 1984
Spring 1978

San Diego State University: **Master of Arts, Educational Administration**
San Diego State University: **Bachelor of Arts, Liberal Studies**

Credentials:

Spring 1984
Spring 1978
Spring 1986

Administrative Service Credential (K-12, Life)
Multiple Subjects Credential (K-12, Life)
Bilingual/Cross Cultural Emphasis (Life)
Gifted and Talented Education Certificate

Administrative Experience

July 2006 to 2016

Principal,
Rohr Elementary, Chula Vista Elementary School District
Served as educational leader of the school. Responsible for the direction of the instructional program, operation of the plan, participation in staff and student activities and community leadership.

July 2005 to June 2006

Associate Principal,
Rice Elementary, Chula Vista Elementary School District
Provided administrative assistance to the principal, assumed responsibility for assigned portions of the school operation.

Oct. 2001 to June 2005

Project Specialist,
Language Acquisition and Development Department,
Chula Vista Elementary School District
Assisted in facilitating services to schools for English Language Learner Programs. Oversight of State and Federal funding programs. Led staff development activities to support the EL programs.

Teaching Experience

2015 to present

Lecturer,
San Diego State University
Taught online courses for Dept. of Teacher Education and Extended Studies—
ELD and SDAIE 651, PIARA 602, Clear Induction TE 969.

1999 to 2001

Staff Developer and Peer Coach,
San Diego Unified School District
Led literacy staff development sessions to all K-6th grade teachers at two sites. Coached teachers in implementing new literacy strategies. Assisted the principal with quality instruction observational techniques. Attended professional training.

1997 to 1999

Kindergarten and First grade Teacher, Chavez Elementary
San Diego Unified School District
Taught all subjects. Piloted Language Arts Adoption. Selected for District wide Biliteracy Standing Committee. Served as Master Teacher for SDSU.

- 1993 to 1997 **Kindergarten Teacher**, Emerson-Bandini School,
San Diego Unified School District
Taught all subjects. Implement Two-Way Bilingual Language Model.
- 1984 to 1993 **Fourth Grade Teacher**, Off Campus Integration Learning Experience Program,
Taught race human relation lessons to all district fourth grade students and
teachers. Taught California history lessons in an integrated setting.
- 1978 to 1984 **Second and Third Grade Teacher**, Lee Elementary School,
San Diego Unified School District.
Taught all subject lessons in the Spanish Immersion Program. Demonstrated to
nationwide visitors. Wrote curriculum and educational literature for Title VII
dissemination.

Presenter & Consultant Experience:

- 2014 to 2016 **Presenter**, TESOL International Conference
Presented ELD strategies at TESOL Conferences.
- 1998 to 2005 **Management Project Specialist III**, English Learner Academy, Trainer of
Trainers Summer Conferences, San Diego County Office of education
Presented ELD Standards lessons to conference participants.
- 1999 **Consultant**, La Mesa-Spring Valley School District
Presented writing strategies and ELD Standards to bilingual staff.
- 1996 **Consultant**, Nestor School, South Bay School District
Assisted the school with the implementation of a Two-Way Bilingual Program.
- 1996 **Consultant**, San Bernardino School District
Assisted the district with the implementation of a Two-Way Bilingual Program.

Additional:

- 2005 Selected as Chula Vista District Leadership in **Biliteracy Award Recipient**.
- 2003 to 2004 **Adjunct Professor**, University of California, San Diego
Taught university course on ELD Standards, 2 semesters
- 1997 to 2000 **Adjunct Professor**, Elementary Education Credential Department,
San Diego State University
Taught Math Methods, Bilingual Reading Strategies and Reading for English
Learners, 3 semesters

References

Available upon request