

Cultural Arts Commission  
Applications Packet

## Leah Larrarte

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**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.

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### Survey Details

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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]  
[REDACTED]  
[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](http://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

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**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.

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### Survey Details

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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

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

## Omar G Firestone



### **OBJECTIVE**

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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**

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**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**

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**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**

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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

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**From:** Webmaster  
**Sent:** Tuesday, March 14, 2017 6:54 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:** 03/14/2017 6:53 PM  
**Response #:** 14  
**Submitter ID:** 23623  
**IP address:** 72.199.50.212  
**Time to complete:** 47 min. , 57 sec.

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### Survey Details

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Page 1

#### Application for membership on the Cultural Arts Commission

**1. Prefix**

(o) Mr.

**2. First and Last Name**

Abel Herrera

**3. E-mail**

[REDACTED]

**4. Home Address**

[REDACTED]

**5. City**

Not answered

**6. ZIP code**

91914

**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?**

12 years

**12. Present employer**

San Diego Law Enforcement Coordination Center - City of Chula Vista

**13. Occupation**

Graphic Designer

**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?**

My principal areas of interest are graphic design and photography. I'm a multi-disciplinary graphic designer who has delivered creative and engaging solutions across brand identity, print, photography, and digital media. I successfully manage and coordinate graphic design, web design, and photography projects from concept through completion. I work closely with federal, state and local law enforcement/public safety agencies, non-profit organizations, government agencies and private sector businesses to create vision, conceive designs, and consistently meet deadlines and requirements.

**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.

[x] 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 lead and participate in a variety of San Diego/Imperial County-wide graphic design, web design, photography and art projects for visual communication media including illustration, photography and photo-retouching, page layout and display design; oversee and formulate artwork concepts for San Diego/Imperial County-wide use and prepare layouts and artwork to visually attract targeted audiences for various San Diego/Imperial County-wide partners. I formulate concepts and execute layout designs for artwork on cover designs, booklets, annual reports, threat assessments, brochures, forms, flyers, posters, invitations, publications, displays, signage, charts, graphs, maps, websites, presentations, logos, and certificates for the various law enforcement partners in San Diego and Imperial counties and throughout the United States. I also advise and confer with San Diego Law Enforcement Coordination Center units regarding design needs.

**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 hope to bring a valuable perspective to the team of nine for the betterment of our community. I hope that my experience as a graphic designer can help make our community a better place.

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

[AHerrera 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.**

(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**

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# ABEL HERRERA

## PROFESSIONAL EXPERIENCE:

### SAN DIEGO LAW ENFORCEMENT COORDINATION CENTER

Graphic Design Specialist | 2005 – Present

Successfully manage and coordinate graphic design, web design, and photography projects from concept through completion. Work closely with federal, state and local law enforcement/public safety agencies, non-profit organizations, government agencies and private sector businesses to create vision, conceive designs, and consistently meet deadlines and requirements.

Key Achievements:

- Earned several recognition for providing graphic design support to both headquarter colleagues and field offices throughout the United States.
- Established trusting relationships with federal, state and local law enforcement/public safety agencies, non-profit organizations, government agencies and private sector businesses.

### ABEL HERRERA DESIGN - [www.abelherreradesign.com](http://www.abelherreradesign.com)

Owner/Graphic Designer | 2015 – Present

Freelance graphic designer offering print, web and photography services to local, state and federal law enforcement agencies, non-profit organizations, and local businesses.

Key Achievements:

- Alastar Defense Consulting – Logo, catalog, business card and PowerPoint design.
- Scarlett Wines – 10th Anniversary logo, collectors print, website and social media graphics.
- Industry Armament – Catalog, brochure and business card design.

## CREATIVE EXPERIENCE:

### PRINT

- Annual Reports | Catalogs
- Brochures | Newsletters
- Logos | Business Cards
- Posters | Announcements

### WEB/MULTIMEDIA

- Web Design
- PowerPoint Presentations
- Video | Video Editing
- Social Media

### PHOTOGRAPHY

- Professional DSLR Camera
- Event Photography
- Editing | Restoration
- Retouching

## EDUCATIONAL BACKGROUND:

Bachelor of Arts, Graphic Design, 2001

San Diego State University, San Diego, California

Technical Proficiency:

- Platforms: Mac OS | Windows
- Tools: Adobe Acrobat, Bridge, Dreamweaver, InDesign, Illustrator, LiveCycle, Photoshop, QuarkXPress, Microsoft Word, PowerPoint, Excel, Outlook, Publisher, Xilisoft, SnagIt

## ADDITIONAL:

- Spanish
- Security Clearance
- San Diego State University Baseball

## Leah Larrarte

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**From:** Webmaster  
**Sent:** Tuesday, February 07, 2017 10:46 PM  
**To:** CityClerk; Adrianna Hernandez; Lynnette Tessitore-Lopez  
**Subject:** City of Chula Vista: Cultural Arts Commission Application - Web form

**Categories:** B & C Apps for Leah

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

**Form Name:** Cultural Arts Commission Application  
**Date & Time:** 02/07/2017 10:46 PM  
**Response #:** 13  
**Submitter ID:** 22524  
**IP address:** 72.197.118.162  
**Time to complete:** 34 min. , 35 sec.

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### Survey Details

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Page 1

#### Application for membership on the Cultural Arts Commission

1. **Prefix**  
(o) Mr.
2. **First and Last Name**  
Matthew A Lowery
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?**

4 Years

**12. Present employer**

Stay at home dad

**13. Occupation**

Stay at home dad

**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?**

Bike Walk Chula Vista

**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 principal area of interest in the City government is to be involved in the cultural arts community. While I cannot offer any governmental experience, what I can offer is an artists perspective that is also a citizen in the community.

**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.

[x] Fine Arts

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

My interest in art started while at Chula Vista Middle School where I was involved in the school magnet program for the visual arts and continued in that program until graduating from Chula Vista High School. While in high school I knew that I wanted to be involved in the art community and I wanted to champion a variety of artists. This led me to pursue a degree in art, visit museums and galleries around the U.S. and to be an artist myself.

**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 help Chula Vista develop as a cultural arts destination and assist the Cultural Arts Commission in promoting a connected community that is engaged in the arts. I would like to help recognize artists of every ability and provide the community with an encouraging environment.

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

[MatthewLoweryResume2017.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

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## Matthew Lowery



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### WORK EXPERIENCE

Emergency Medical Technician

March 2002 - August 2016

Rural/Metro Corporation | San Diego, CA

- Effectively communicate with patients, families under distress, medical doctors, police and firefighters
- Perform routine maintenance checks on vehicles and equipment at the beginning of each shift; and record and submit lists to Shift Coordinator
- Receive call information from dispatch and drive ambulance to the scene
- Assist sick or injured patients by providing proper medical care and treatment
- Assess patient conditions to include obtaining patient histories and vital signs
- Maintain cleanliness of equipment and ambulances, and restock supplies used after each call
- Complete trip information via electronic format to include patient information, location and treatments administered
- Attend in-house product training and outside training sessions to learn new techniques and maintain current skills

Teachers Assistant

June 2007 – January 2008

San Diego City College Disability Support Programs and Services | San Diego, CA

- Provided frequent individual attention to students
- Assisted teacher with the management of the classroom
- Developed projects for students
- Maintained and placed orders for classroom supplies

#### Sr. Lifeguard and Swim Instructor

May 2000 – March 2002

South Bay Family YMCA | Chula Vista, CA

- Monitored activities in swimming areas to prevent accidents and provided assistance to swimmers
- Maintained pool deck and took chlorine and pH readings
- Provided group and individual lessons to children and adults
- Kept attentive position in pool area at all times by walking, sitting and observing pool activity

#### Driver/Warehouse Worker

June 1998 – May 2000

W& O Supply | National City, CA

- Organized merchandise to prepare for shipment
- Filled customer orders in accordance with invoice
- Delivered and picked up merchandise in a timely manner
- Operated company vehicle in a professional, safe and courteous manner

#### Bicycle Mechanic

May 1996 – September 1998

Bike USA | San Diego, CA

- Consulted with customers on bike issues and assessed the necessary repairs
  - Provided customers with quotes for bicycle repairs
  - Maintained the professional and organized order of the repair shop
  - Provided assistance with sales
- 

#### EDUCATION / CERTIFICATIONS / HONORS

Bachelor's Degree, BAAS Art with Emphasis in Sculpture

San Diego State University | San Diego, CA

December 2011 [Dean's List Honoree]

Associate's Degree

San Diego City College | San Diego, CA

May 2008

San Diego City College Foundation Fine Arts Faculty Scholarship

April 2009

## Leah Larrarte

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**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.

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### Survey Details

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#### 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)**
- **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

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

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**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 conditions ....then 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

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**From:** Webmaster  
**Sent:** Tuesday, April 11, 2017 5:54 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:** 04/11/2017 5:53 PM  
**Response #:** 17  
**Submitter ID:** 24605  
**IP address:** 72.199.114.245  
**Time to complete:** 24 min. , 42 sec.

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### Survey Details

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Page 1

#### Application for membership on the Cultural Arts Commission

1. **Prefix**  
(o) Mr.
2. **First and Last Name**  
Jon Milburn
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**  
Milburn & Associates
13. **Occupation**  
Graphic Design
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?**  
Chula Vista Walking For Fitness, Norman Park Senior Center
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 would like to help elevate the experience of the City and the community through the arts. I have operated a design firm for over 30 years. Having designed marketing material and public awareness material for varied groups from the Urban Land Institute to software companies, to community theater, and various fund raising galas.
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.

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 a BFA from the University of Tennessee with a concentration in drawing and graphic design. In addition, I completed all core courses required for a major in advertising in the college of communications at the University of Tennessee. I have worked with photography, film, video and animation for the past 30 years.

**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 ensure that the effort made by the city to involve the arts is as consistent as possible so that the most return on investment can be realized. I would like to ensure that the students of Chula Vista get an opportunity to contribute to the city and the community as a whole through the arts and get the opportunity to have their voice heard through the arts.

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

[Milburn Resume 2017.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**

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# Jon Milburn



BFA in communication design with honors from the University of Tennessee with a concentration in drawing, graphic design and advertising.

32 years experience in the Design, Advertising and Marketing fields.

CelPlan - A wireless software and engineering firm. Creative Director for all printed, exhibit and digital material. Work directly with CEO and Vice-President of Marketing. 1994 to present.

Urban Land Institute - A national association of urban and land planners, and real estate developers. 2005 to present.

National Association of Small Business Investment Companies -A venture capital industry association. Creative Director for all brochures, annuals and exhibit graphics. Worked directly with Executive Director and Vice-Presidents. 1990 to present.

American College of Bankruptcy - An association of peer selected fellows consisting of judges, attorneys and trustees. Designed newsletter and handle design and production of all conference, meetings materials and publications. 1992 to present.

Defense Logistics Agency - DOD agency. Designed magazine template and handled layout and production, as well as a inventory supplement publication from 2000 to 2001. Worked with staff and prime contractor to create a successful and informative magazine to ultimately be produced in-house.

Milburn & Associates - A design firm founded in 1986.  
1986 to present.

Winner of multiple Addy awards, including a Best of Show and Silver Regional Addy Award.



**Leah Larrarte**

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**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.

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**Survey Details**

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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

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**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

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**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

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**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

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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

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

**Professional & Personal References Available Upon Request**



# City of Chula Vista Cultural Arts Commission Supplemental Questions

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*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](mailto:llarrarte@chulavistaca.gov). Electronic or scanned signatures are acceptable.

**Leah Larrarte**

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**From:** Webmaster  
**Sent:** Monday, June 20, 2016 7:26 PM  
**To:** CityClerk; Adrianna Hernandez  
**Subject:** City of Chula Vista Cultural Arts Commission Application - Web form

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

**Form Name:** Cultural Arts Commission Application  
**Date & Time:** 06/20/2016 7:25 PM  
**Response #:** 3  
**Submitter ID:** 15103  
**IP address:** 216.70.236.2  
**Time to complete:** 23 min. , 52 sec.

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**Survey Details**

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Page 1

**Application for membership on the Cultural Arts Commission**

1. Prefix

(o) Mrs.

2. First and Last Name

Rachel Morineau

3. E-mail

[REDACTED]

4. Home Address

[REDACTED]

5. City

Chula Vista

6. ZIP code

91911

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?

19 years

12. Present employer

South Bay Community Services

13. Occupation

Program Director

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?

CV Promise Parent Advisory, Live Well San Diego South Region Leadership, South Region Emergency Services, Mexi'coyIt Danza volunteer member, Trojan Football Parent Organizer

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 both a parent and professional, living in the Chula Vista area for over 22 years. I bring a wealth of experience in connecting a broad spectrum of cross-cultural partners including schools, City & County Departments, social service providers, hospitals, clinics, institutes of higher education, volunteers, parent & resident groups for change. My professional experience working with Chula Vista Promise Neighborhood (CVPN) has provided me with a deeper understanding of the cultural needs and desires of this community. Together with many partners a unique vision was formed to improve educational, health, and social development outcomes for children and youth by building a continuum of 'cradle to career' solutions. Centered around great schools and a thriving Culturally friendly neighborhood that will enhance the lifestyles of children and families living in Chula Vista's West side. Through my coordination of these services I have supported with the gains in Health, Community, Culturally friendly Partnerships and Quality Education for all families, as proven through a data collection system built specifically for this project.

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

I am interested in serving in an advisory capacity to further support our new local community leaders in the Chula Vista area.

**Did not receive supplemental questions**

My goal is to help support these community leaders in developing a sound, understanding of environmental; and social conditions that impact a families health and well being. Many of our families living in Chula Vista, children included feel isolated and distant from the families and cultures they were once use to. It is my intent to help support these families, the commission and the entire Chula Vista community with the increased knowledge and exposure to more arts and cultural opportunities. This includes creating more culturally friendly neighborhoods where families can continue to thrive.

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

Prog Director Resume 2015.doc

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

**24.**

(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**

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

## Rachel Pinuelas-Morineau

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### Program Director

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Highly motivated and goal-oriented professional committed to pursuing a long-term career in Management. Offers 20+ years experience working with partners, families, youth and community. Exceptional relationship-building skills in communicating with all levels of professionals, which propels smooth project delivery and capacity building. Easily adaptable to change, with an eagerness towards learning and expanding project capabilities. Experienced in most computer programs, as well as Effort To Outcomes and CISRS Data management. Bi-lingual in English/Spanish.

---

### PROFESSIONAL EXPERIENCE

#### Community Engagement Director

2011 – Present

SOUTH BAY COMMUNITY SERVICES-  
CHULA VISTA PROMISE NEIGHBORHOOD Initiative - Chula Vista, Ca

#### 013-Present

Awarded the Chula Vista Promise Neighborhood (CVPN) 27.8 Million Implementation grant. Conducted and assisted in coordinated of mass hiring for all departments and staff training. Directly overseeing staff, development of training academy, placement, worksite plans, community activities and deliverables. Ongoing staff leadership development, monitoring of workload, review and evaluation of performance correlating to project goals. Key manager in assembling a broad spectrum of cross-sector partners and community in the support and development of CVPN. Responsible for coordination of yearly community needs assessment. Created and analyzed comparison data based from the previous year. Provided venues to share comparison data with community, partners, key stake-holders and dignitaries. Implementation of 5 Parent Centers and Literacy Cafes located on each school site. Development of Centers worksite plan and goals which include: outreach, community activities, parent and youth engagement, workshops and planning for future needs. Expanded volunteerism to support programs across the pipeline. Collaborate weekly with agency contract compliance, grant, data and public relation teams to ensure streamline program facilitation. Monitoring of program budget, site operations, material, printing and office needs. Assisted and co-created program specific data tracking system for delivering outcomes. Develop reports and public speaking presentations as needed. Perform other related duties as assigned.

#### 2012-2013

Coordinated collaboration efforts in the program planning and design of the South Bay Community Services, Chula Vista Promise Neighborhood (CVPN) planning grant. Key manager in the development of the CVPN program's policies and procedures, activities and services of coordination. Supported and directed partner and program needs. Conducted community needs assessment which included the staff selection, training, and implementation procedures needed to conduct door to door surveys. Coordinate time sensitive outreach material, scheduling, and data collection. Collaborate with schools, districts and other partners to ensure the planning grant and all pilot programs are properly implemented. Facilitate monthly Partner committee meetings and documentation. Ensure youth and families are involved in the design and planning of all services. Introduce schools, districts and other partners to monitoring system for compliance and contract evaluations. Coordinate the Bilingual Parent/Resident Committee meetings to ensure 2-way communication between schools / parents / residents and other project committees. Ensuring that all partners are culturally aware of our community and delivering services cohesively to our community's needs. Provide parents with the resources and support needed for addressing Cradle to College or Career pathways. Coordinate pilot home and classroom visiting program for families. Submitted and Awarded mini grants for community driven garden, nutrition and exercise projects. Created volunteer database to assist in the sustainability of programming

#### EXCEL Program Coordinator

2007 – 2012

SOUTH BAY COMMUNITY SERVICES WIA/ ILS PROGRAM - Chula Vista, Ca

Conduct program planning, program design and implementation of the South Bay Community Services WIA/ILS year-long program in the South, East and North Regions. Development of the EXCEL program's policies and procedures, activities and services in coordination with any other program needs. Conduct staff supervision, including the selection, training, and evaluation process. Supervise monitoring system for compliance and contract evaluations. Monitor data reported into CISRS, development of data tracking system, analyze data, and the preparation of reports for executive staff and contract compliance department. Manage program operating plan, expenditure plan and WIA outcome measures. Develop and implement corrective action plan if necessary. Coordination of workforce development services with One-Stop Career Centers and collaborative partners. Conduct outreach through presentations to promote both the EXCEL program and the agency's needs. Act as liaison with employers, employer groups, City and County employees, other community organizations, and the San Diego Workforce Partnership. Perform other related duties as assigned.

**Rachel Pinuelas-Morineau**

PAGE 2

**Youth and Family Development Associate/  
Job Developer****2005 – 2007**

SOUTH BAY COMMUNITY SERVICES ILS PROGRAM - Chula Vista, Ca

Provide individual case management for youth between the ages of 16 to 21 years of age. Maintain case records and client files. Create individual case plans with youth surrounding issues of school, stable housing, employment and crisis management. Appropriate coordination of contacts with other public and private organizations. Facilitate weekly ILS classes when needed. Participation in special projects within the SBCS organization as needed. Assist clients with employment searching, interviewing process, including job referral, placement, counseling and coordination, in addition to daily office procedures and assignments for Employment and Training activities.

Develop employment positions with employers in the community that are suitable to the needs and desires of our clients, assist clients with any other employment skills as needed.

**Parent Advocate****2002 - 2005**

BREAKING CYCLES (SAY, San Diego Inc.), San Diego, Ca

Serve as first point of contact to assist parents with children entering the juvenile justice system, act as the liaison between probation and the parents, review files, attend assessment intakes as support for the parents, assist in devising the case plan, supervise and train student workers with daily activities, provide community resources, advocate for parental involvement, implement quarterly Parent Advisory Board, facilitate weekly parenting groups, organize community development activities, follow-up with parents on any continuing needs/services, translate in Spanish for parents, minors in custody and for probation staff whenever necessary.

**Family Support Worker/ Reading Program Leader****2000 - 2002**

FAMILY RESOURCE CENTER (SAY, San Diego Inc.), San Diego, Ca

Provide intake, information, assessment and case management to families assigned, respond to the needs of low income/high risk families in the Mid-City area with dignity and respect, meet regularly in the home with families, develop family service plans and ensure its completion, assist families in improving their parenting skills, domestic violence education and counseling, assist families with any legal forms as needed, family service plans, case notes and data collection forms, provide outside community referrals as needed, supervise a weekly group of 20-30 community children and volunteer teens during a reading enrichment class, Lead Coordinator of company and community events.

**Administration Assistant/Reading Program Leader****1998 - 2000**41<sup>ST</sup> FAMILY RESOURCE CENTER (SAY, San Diego Inc.), San Diego, Ca

Greet public in person and via telephone, intake and referral of potential clients, translated for non-spanish speaking caseworkers, counselors, probation officers and teachers, maintained positive communication and problem solving interface with the clients, staff and 13 collaborative agencies, data entry, typing, copying and other clerical task, including memos correspondence and reports, processed incoming and outgoing mail, developed and maintained filing system, record keeping of petty cash and casework matters, prepared check request and purchase orders, supervised a weekly group of 20-30 at-risk community children and volunteer teens during a reading activity class. Coordination of agency events.

**Intake Assistant****1996 - 1997**

GUADALUPE HOMES FOSTER FAMILY AGENCY, West Covina, Ca

Kept various confidential records, obtained basic information regarding potential clients, prepared client file in English and Spanish, dealt with grieving and angry natural parents, transported foster children to new homes, delivered or collected paperwork relating to the child in placement, maintained filing system for client files, distributed and updated weekly information to Social Services and other agencies, assisted secretary with phones and other duties as assigned.

**Admin Assistant/Social Worker Assistant****1995 - 1996**

GUADALUPE HOMES FOSTER FAMILY AGENCY, Long Beach, Ca

Phones data entry, translation for non-spanish speaking social workers, monitored parent visits, assisted in placement paperwork, created client files, kept client files updated, interviewed potential foster parents, fingerprinted, certified and re-certified foster parents, assisted Coordinator and Social Workers with reports, maintained communication between Community Care Licensing and our agency, coordinated office events.

**Additional work history available upon request**

**Rachel Pinuelas-Morineau**

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PAGE 3

**EDUCATION**

University of Phoenix, Chula Vista, Ca 2000 to 2003  
Bachelors Science Human Service Courses

Mt. San Antonio College, Walnut, Ca 1990 to 1995 (part-time)  
General Education Courses

West Covina High School, West Covina, Ca Graduated 1988  
General Education Courses

**TRAINING**

**Skills to Accelerated Results Training**

12 month Results leadership-based training designed to provide leaders with the skills and tools to help work collaboratively with government, nonprofit and community agencies effectively to make changes that will produce results.

**Resident Leadership Academy**

40 hour Resident Leadership Academy designed to empower residents in San Diego County communities. This empowerment leads to improved quality of life in neighborhoods, with changes promoting physical activity and healthy food choices.

**Effort To Outcomes Training**

16 hour training designed to increase the understanding the development of a data system. To help measure the incremental progress of participants, understanding the effectiveness of the programs and demonstrate the impact to funders and key stakeholders both quickly and easily

**Graduation Coach Facilitator**

8 hour Graduation Coach facilitators training campaign. A community-based service strategy aimed at educating other caring adults in Chula Vista about critical conversations to discuss with students in their lives that help them navigate through school and take positive actions with the goal of graduating on time and preparing for life after high school.

## CityClerkIntern

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**From:** Webmaster  
**Sent:** Thursday, April 23, 2015 12:46 PM  
**To:** CityClerk  
**Subject:** City of Chula Vista Boards & Commissions Application - Web form

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

**Form Name:** Boards & Commissions Application  
**Date & Time:** 04/23/2015 12:45 PM  
**Response #:** 23  
**Submitter ID:** 1512  
**IP address:** 68.101.189.106  
**Time to complete:** 10 min. , 39 sec.

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### Survey Details

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[S]: This question is marked as sensitive, answers to sensitive questions are not sent by email. [Log in](#) to the CMS to view the answer to this question.

#### Page 1

1. **Prefix**  
(o) Mr.
2. **First and Last Name**  
Anwar Nash
3. **E-mail**  
[REDACTED]
4. **Home Address**  
[REDACTED]
5. **City**  
Chulavista
6. **ZIP code**  
91910
7. **Primary Phone**  
[REDACTED]
8. **Secondary Phone**

Not answered

**9. Please indicate your areas of interest by checking the boxes below.**

- Board of Ethics
- Civil Service Commission
- Cultural Arts Commission
- Growth Management Oversight Commission
- International Friendship Commission
- Safety Commission

**If you checked more than one box, which would be your:**

**10. First choice?**

International Friendship Commission

**11. Second choice?**

Board of Ethics

**12. Third choice?**

Cultural Arts Commission

**13. [S] For the following board/commissions, please submit your resume: Board of Ethics, Board of Library Trustees, Civil Service Commission, Growth Management Oversight Commission, Parks & Recreation Commission**

**14. Are you registered to vote in Chula Vista?**

Yes

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

Yes

**16. How Long?**

7 years

**17. Present employer**

Loyal Antiquity, Inc (Co-Owner)

**18. Occupation**

Self Employed

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

No

**20. Which one(s)?**

Not answered

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

No

**22. Which ones?**

Not answered

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

No

**24. Which ones?**

Not answered

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

1) International Affairs Board. I am really interested in this board as I am personally part of three different cultures and speak perfectly 2 languages (English & Spanish). I was born and raised in Mexico City, and both of my parents are from different nationalities. So I understand different cultures and would love to be part of projects that oversee the share of cultures. I have good contacts in different companies and corporations that might be interested in investing their money in non profit projects or any kind of cultural or economic event that could benefit the city.

Arts & Culture Commission. I believe this is one of the most important boards or commissions in the city and would also love to be part of because it oversee not only the funds for arts and culture but the revenue that these two important subject attract. I believe that these commissions need young and creative minds to change or at least give another point of view of "what could be" instead of "what should be" I've been in the best cities in America and in my opinion there is none like San Diego / Chulavista, and we need to support creativity and embrace ideas to make deserve the title of America's Finest City.

**26. What would you hope to accomplish by your participation?**

I just want to contribute to the community, make the place that I live in a better place for all of us. People often complain about what is going on on their surroundings but do nothing about it. My intention is to identify those concerns and make it better. Speak up and suggest ideas that will help the youngest generations to achieve their goals and help them use their talents.

***I am familiar with the responsibilities of the Boards and Commissions for which I am applying. By submitting this application, I hereby attest that the above information is accurate and true.***

Thank you,  
City of Chula Vista

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# City of Chula Vista Cultural Arts Commission Supplemental Questions

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*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): Promoting all that selected.

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

I am part of a Mexican Non Profit organization created by my father in law that supports new talent in filmography, photography, painting, contemporary dance and others.

My wife is one of the most successful artists in Mexico. You can check her work at [www.robetalobeira.com](http://www.robetalobeira.com) or check her instagram "robbylobeiraart". I also promote her pieces and all events besides my work.

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)

Since I've been married with an artist for more than 5 years I've become part of that world. Events, processes, etc. Like I've mention before, we have a yearly budget in Mexico directed to promote new talent. Me & my wife will be honored to form part of this Commission

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: Anwar Nash

Date: 01/06/16

Please return via email to [llarrarte@chulavistaca.gov](mailto:llarrarte@chulavistaca.gov). Electronic or scanned signatures are acceptable.

# ANWAR NASH



Motivated individual experienced in diverse areas such as financial analysis, Non Profit, Research & Development and Top Security analysis. Skilled in solving complex problems in high-pressure environments. Excels at cultivating, managing and leveraging professional relationships. Skilled at building strong working relationships with fellow staff, supervisors and community members. My goal is to obtain a challenging leadership position with a growing company or entity applying creative problem solving and to achieve optimum utilization of resources and maximum profits, to be given the chance to apply the knowledge I already have and at the same time learn new skills quickly and effectively with plenty of hard work and dedication. Some of my qualifications and highlights are:

- Exceptional organizational skills
- Creative problem solver
- Analytical reasoning
- Project management
- Public policy background
- Data collection and analysis
- Financial policy development

SUMMARY

## **Loyal Antiquity, Inc. [www.loyalantiquity.com]**

As a business professional I decided to start an e-commerce side business that made \$45k the first eight months. I started doing it all by myself and now I have a total of 4 employees that run everything from shipping orders, contact suppliers, handling inventory, marketing and seasonal promotions. I currently just attend to a week conference call where we discuss numbers and address what needs to be done. We currently have as clients FOX and NBC as costume design on some of their shows and we also have been featured in big magazines such as Harper's Bazaar, In style, Cosmopolitan and other international magazines. We have also been featured and sponsored by national and international celebrities in such a short time of existence.

## **Metropolitan Inc.**

Our group received the EAD Director's Award given once a year to the best case investigation in the whole country. Promoted to Lead Analyst after just 7 months of employment. I received the state of California department of justice certification to conduct and participate in top-secret investigations. I hold a Homeland Security clearance.

## **LPL Financial**

I introduced a new method for tracking investments, which saves a lot of time and paperwork and has now become an effective researching tool used in various departments on this company. I was promoted to Sr. Investment Specialist.

ACCOMPLISHMENTS

## **Bilingual Intel Analyst**

**Nov, 2011 to Current**

**Metropolitan, Inc. - San Diego, C A**

- Intel analysis and support on Investigations for several Government agencies such as ICE (Immigration and Customs Enforcement), HIS (Home land Security Investigations), DEA (Drug Enforcement Administration) and FBI (Federal Bureau of Investigation).
- Identify and extract essential information from investigations, analyze the data, and synthesize the information into reports that can be disseminated. Develop specific expertise, discern patterns of complex behavior, and provide an accurate understanding of present and future threats.
- Apply highly developed inductive reasoning skills to provide a proactive approach to potential threats. Navigate a variety of records, reports, miscellaneous communications, case files, and other sources to support research and analysis.
- Performed translations and transcriptions (Spanish to English and vice versa) of legal documents required by any Government Agency to be used in the court of law. Analyze information and interpret it accurately (Spanish to English and vice versa).

## **Non Profit Sector Funding**

**Apr, 2011 to Current**

**Mexico D.F.**

- I am part of a Mexican non-profit organization that supports new talent in Filmography, Photography, Painting, Contemporary Dance just to mention a few.
- Manage the budget to fund upcoming projects such as film and art festivals supporting new Mexican Talent. Some of the main contributions was for the film making of two movies called “I don’t know whether to slit my wrists or leave them long” in 2013 and “Amor de mis Amores” in 2014 by the talented Mexican writer and director, Manolo Caro.
- Suggest events and projects to invest that will help the cause that is intended every 6 months.

## **Sr. Alternative Investments Specialist**

**Jul, 2006 to Mar, 2011**

**LPL Financial - San Diego, CA**

- Improved financial status by analyzing results and variances, identifying trends and recommending actions.
- Analyst in charge of handling Private Placements (3040 Investments), which includes being in touch with CEO's and CFO's of the Companies that the client is investing in. Responsible for reviewing and approving investments by signing the contracts as LPL Financial Custodian before the investment takes place.
- Knowledgeable in Private & Public investments such as Managed Features, Hedge Funds, Mutual Funds, Equipment Leasing, Limited Partnerships, 1031 Exchanges, Real Estate Investments, Oil & Gas Investments. Analyzed prospectus for future investors, measured risks

**EXPERIENCE**

of investments and confirming assets, Audit of shares & funds.  
Handled Dividend Changes for Financial Advisers.

### Research Analyst

Feb, 2005 to Apr, 2006

Luth Research - San Diego, CA

- Collected and analyzing data on customer demographics, preferences, needs, and buying habits to identify potential markets and factors affecting product demand. Preparing reports of findings, illustrating data graphically and translating complex findings into written text.
- Measuring the effectiveness of marketing, advertising, and communications programs and strategies. Measuring and assessing customer and employee satisfaction. Forecasting and tracking marketing and sales trends, and analyzing collected data.

- 
- BA Degree, Public Administration 2009  
SDSU San Diego State University - San Diego, CA, USA
  - AA Degree, Liberal Arts 2007  
SDCCD San Diego City College - San Diego, CA, USA
    - Diploma, International Business Program 2016  
Grossmont College - San Diego, CA, USA
  - Diploma, Communications Program 2004  
Anahuac University - Mexico City, Mexico

**EDUCATION**

- 
- Languages: Spanish and English - 100% Read, Write, Speak
  - Department of Homeland Security Background Clearance as of February of 2011 awarded.

**ADDITIONAL  
INFORMATION**

**Leah Larrarte**

---

**From:** Tyshar Turner on behalf of CityClerk  
**Sent:** Thursday, June 04, 2015 8:12 AM  
**To:** Kerry Bigelow; Judy Walsh-Jackson; Adrianna Hernandez  
**Subject:** FW: City of Chula Vista Boards & Commissions Application - Web form

~Tyshar

**From:** Webmaster  
**Sent:** Wednesday, June 03, 2015 6:10 PM  
**To:** CityClerk  
**Subject:** City of Chula Vista Boards & Commissions Application - Web form

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

**Form Name:** Boards & Commissions Application  
**Date & Time:** 06/03/2015 6:09 PM  
**Response #:** 38  
**Submitter ID:** 2341  
**IP address:** 151.151.109.5  
**Time to complete:** 15 min. , 28 sec.

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**Survey Details**

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[S]: This question is marked as sensitive, answers to sensitive questions are not sent by email. [Log in](#) to the CMS to view the answer to this question.

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**Page 1**

1. **Prefix**

(o) Ms.

2. **First and Last Name**

Mireya Cruz Olais

3. **E-mail**

[REDACTED]

4. **Home Address**

[REDACTED]

5. **City**

chula vista

6. **ZIP code**

91915

7. **Primary Phone**

[REDACTED]

8. **Secondary Phone**

[REDACTED]

Please indicate, in order of preference, which of the following board(s) and/or commission(s) you would be interested in serving on. You may select up to three.

9. **First Choice:**

Cultural Arts Commission

10. **Second Choice: (if applicable)**

Board of Appeals & Advisors

11. **Third Choice: (if applicable)**

Commission on Aging

12. **[S] For the following board/commissions, please submit your resume: Board of Ethics, Board of Library Trustees, Civil Service Commission, Growth Management Oversight Commission, Parks & Recreation Commission**

13. **Are you registered to vote in Chula Vista?**

Yes

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

Yes

15. **How Long?**

35 years

16. **Present employer**

Wells Fargo Bank

17. **Occupation**

Bank Manager

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

No

19. **Which one(s)?**

Not answered

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

(o) No

**21. Which ones?**

Not answered

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

(o) No

**23. Which ones?**

Not answered

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

I have been a Wells Fargo Manager for 25 years. I have lots of management knowledge. I consider myself to be a positive leader.

**25. What would you hope to accomplish by your participation?**

Be involved and help my community. I'm getting close to retirement; I would like to give back to my community and to make a difference

***I am familiar with the responsibilities of the Boards and Commissions for which I am applying. By submitting this application, I hereby attest that the above information is accurate and true.***

---

Thank you,  
City of Chula Vista

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## Leah Larrarte

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**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.

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### Survey Details

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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?**

(o) Yes

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

(o) 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?**

(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?**

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

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# 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 Bilingual 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

## Leah Larrarte

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**From:** Webmaster  
**Sent:** Tuesday, December 20, 2016 4:02 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 4:01 PM  
**Response #:** 10  
**Submitter ID:** 21245  
**IP address:** 68.15.15.233  
**Time to complete:** 5 min. , 8 sec.

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### Survey Details

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Page 1

#### Application for membership on the Cultural Arts Commission

**1. Prefix**

(o) Mr.

**2. First and Last Name**

Michael Tactay

**3. E-mail**

[REDACTED]

**4. Home Address**

[REDACTED]

**5. City**

Chula Vista

**6. ZIP code**

91911

**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?**

28 Years

**12. Present employer**

Keyser Marston Associates, Inc.

**13. Occupation**

Senior Analyst

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

No

**15. Which one(s)?**

[REDACTED]

**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?**

City of Chula Vista

**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 the correlation between the arts community and economic development of the City as a whole. I think that this linkage has not yet been formalized in the City's current policies/planning documents and there is tremendous room for growth in the City's government for these two areas. Chula Vista has a great community of artists that are seeking places elsewhere to show their talents, and I believe it is in the City's best interest to capture and stimulate this growth for economic development purposes. As a former employee of the City of San Diego and City of Chula Vista, and current employee of Keyser Marston Associates, Inc. I can bring five (5) years of economic development and community planning experience to the cultural arts commission. Also, as a former Executive Assistant at the Barrio Logan Arts Association, I understand the effort it takes to conduct outreach to artists and the procedures required to create arts-related events.

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)

N/A

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)

Aside from working in City government, I have also worked for the Hillcrest Business Improvement District (BID) and Barrio Logan Arts Association (BLAA). These two organizations involved ongoing outreach to local artists for beautification projects and art-related events. For the Hillcrest BID, I was responsible for conducting outreach to Hillcrest artists (via e-mail, social media, and door-to-door). During my time with the BLAA, I was responsible for conducting outreach to Barrio Logan artists, creating a database for contact information, creating marketing materials, and planning events. In conjunction with other art organizations, I helped plan the Barrio Art Crawl, which included a tour of the art scene and art studios in the Barrio Logan area.

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

As a Cultural Arts Commissioner, I hope to bring the City's arts community together to celebrate the culture of Chula Vista. The arts community is responsible for artistic (visual) representations of our community, and I feel that this needs to be celebrated in more tangible ways so that both residents and visitors can enjoy our community. I hope to create a thriving arts community that can be organized and mobilized as efficiently as possible for community/celebratory events. I hope to make Chula Vista a destination place for arts in the San Diego region, capturing tourism and funds to improve City infrastructure.

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

[MTactay Resume 7 28 16.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.

# MICHAEL D. TACTAY

## EDUCATION

Bachelor of Arts,  
Business Economics  
Public Policy  
University of California, Irvine

## CERTIFICATIONS

Real Estate Finance,  
Investments, and Development,  
University of San Diego

Excellence in Customer Service,  
City of San Diego

## AFFILIATIONS

San Diego American Planning  
Association (APA), Urban Land  
Institute (ULI), San Diego  
Housing Federation

## COMPUTER PROFICIENCY

Microsoft Office Programs;  
Geographic Information  
Systems (GIS); ESRI, Business  
Analyst Online; CoStar;  
LoopNet; U.S. Census Bureau

## PROFESSIONAL REFERENCES

**Mariana Garcia**, City of Chula  
Vista, Economic Development  
Specialist;  
[REDACTED]  
[REDACTED]

**Toni Dillon**, City of San Diego,  
Economic Research  
Coordinator;  
[REDACTED]  
[REDACTED]

**Benjamin Nicholls**, Hillcrest  
Business Association, Executive  
Director;  
[REDACTED]  
[REDACTED]

## SPECIALTIES

- Fiscal and economic impact analysis, real estate pro forma analysis, urban revitalization strategies, public financing strategies, market and financial feasibility, and general and specific plan updates.

## PROFESSIONAL EXPERIENCE

### SENIOR ANALYST—Keyser Marston Associates, Inc.

December 2014 – Present

- Project manager for multiple economic development and urban revitalization projects for public sector clients, totaling over \$500,000.
- Performs economic analysis for a range of land uses including specific planned-residential, mixed-use, commercial, and hotel developments.
- Current clients: City of San Diego, City of Chula Vista, San Diego Unified Port District, Civic San Diego, City of Encinitas, City of Escondido, City of Indio, City of Temecula, San Diego Housing Commission.

### ECONOMIC DEVELOPMENT INTERN—City of Chula Vista

October 2014- March 2015

- Managed the City's shop local campaign by recruiting vendors, writing request for proposals for citywide projects, and creating marketing materials.
- Maintained database of all business owners in Chula Vista in order to foster strong relationships with the business community.
- Prepared city staff reports and presentations to the Mayor and City Council.

### ECONOMIC RESEARCH ASSISTANT—City of San Diego

May 2011- December 2012

- Managed and reviewed economic and fiscal impacts of large development projects on the City's budget including the development of One Paseo in Carmel Valley and Watermark in Miramar Ranch.
- Drafted the economic prosperity goals for the planning areas of Uptown, North Park, Golden Hill, San Ysidro, and Southeastern and Encanto.
- Prepared staff reports and filled out surveys for the Mayor's Office and City Council.

### NEIGHBORHOOD PLANNER—Hillcrest Business Association

October 2010- May 2011

- Aided in fostering the economic vitality of nearly 1,300 businesses by drafting their community plan recommendations for the City of San Diego.
- Assisted in the creation of special events including Hillcrest City Fest, Mardi Gras, and the San Diego Pride Festival.
- Managed a group of five interns with various projects throughout the district including the feasibility of a streetcar along 5<sup>th</sup> Avenue.