

PLANNING COMMISSION
APPLICATIONS

Leah Larrarte

From: Webmaster
Sent: Monday, June 20, 2016 10:33 AM
To: CityClerk; Adrianna Hernandez; Pat Laughlin
Subject: City of Chula Vista Planning Commission Application - Web form

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

Form Name: Planning Commission Application
Date & Time: 06/20/2016 10:32 AM
Response #: 11
Submitter ID: 15087
IP address: 72.220.79.57
Time to complete: 1 min. , 56 sec.

Survey Details

Page 1

Application for membership on the Planning Commission

1. Prefix

(o) Mr.

2. First and Last Name

Joe Garbanzos

3. Email

[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. If so, how long have you lived within the City limits of Chula Vista?

17 years

12. Present employer

Alliant School of Management, Alliant International University

13. Position

Adjunct Faculty

14. Please indicate the area(s) in which you have expertise and experience, or select None: (select as many as applicable)

☒ None of the above (You will still be considered to represent the City At-Large)

15. If you selected one or more of the areas of expertise and experience above, please describe your expertise and experience that you would bring to the selected area(s). (250 words or less)

I am a volunteer member of the AARP Executive Council in California. In my role as executive council member, I am involved in working with local communities and non-profit organizations interested in joining AARP's network of Livable Communities in the state. Chula Vista's mayor and council have passed a resolution recently joining the network of Livable Communities. Livable Communities are a growing movement that local jurisdictions are adopting incorporating eight domains that contribute to livability of community residents in planning for development. The eight domains include Outdoor Spaces and Building, Transportation, Housing, Social Participation, Respect and Social Inclusion, Civic Participation and Employment, Communication and Information, Community and Health Services. I can contribute my knowledge and expertise in Livable Communities when given the opportunity to serve as part of Planning Commission.

16. Are you currently serving on any board or commission for Chula Vista or any other governmental agency?

☐ No

17. If so, which ones?

Not answered

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

Implementation of Livable Community resolution. As member of AARP Executive Council in CA, have experience, knowledge and have access to resources on how communities achieve goals of Livable Community.

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

My motivation in serving in the commission is to contribute to the effort and knowledge in making Chula Vista a more livable community for all residents across generations and culture. I can contribute to this goal by working with commission team and policy makers to include changing demographics and livability domains when advising, planning and implementing policies and programs for the city's development.

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

Resume JGarbanzos 062016.docx

21. I understand that to be considered, I must submit a letter of reference along with this application.

Reference Planning Comm.docx

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

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

23.

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

Thank you,
City of Chula Vista

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SUMMARY

A proven leader and manager with a successful track record in managing complex projects involving diverse stakeholders to achieve results. Successfully led projects by collaborating with commercial and non-profit organizations in the implementation of the Affordable Care Act and AARP's Livability Community Initiative. Demonstrated effective leadership in successfully leading diverse teams in managing change.

COMPETENCIES & SKILLS

Livable Community – Demonstrated track record of success in working with local communities and non-profit organizations as part of network of Livable Communities.

Community Outreach & Education: Demonstrated success in working with diverse stakeholders, provider groups, non-profit organizations, health plans, government agencies and advocacy groups in implementing CA Coordinated Care Initiative/Cal MediConnect, launched Affordable Care Act, Covered California and AARP's Livable Community Initiative.

Program Management. Planning and Implementation: Collaborated with culturally diverse partner organizations in program planning, implementation and delivering timely results.

Social Marketing & Outreach Program Implementation. Demonstrated a track record in effectively working with multi-cultural groups to achieve community goals through effective promotion, outreach and education of target population.

Teacher and Mentor of People: Demonstrated experience in recruiting, training and managing new recruits, mentored experienced talent and lead multi-cultural teams in diverse workplaces.

Drucker Leadership: A practitioner of effective Drucker leadership principles. Demonstrated a track record of leadership and management skills, working with diverse groups, across generations, inspiring others and achieving results.

Entrepreneurial/Resource Management: Effectively allocated and aligned resources to seize high yield opportunities and produce highest impact results by working with people.

Collaboration and Teamwork: Proactively collaborated with associates across functional boundaries and lead efforts to achieve team-success on shared goals.

Results-Driven: Showed consistent track record in delivering program results. Consistently achieved stretched objectives through effective leadership and management of team/people.

Relationship Management: Demonstrated Engagement and success in establishing relationships with all types of people especially in relationship-sensitive fields of health care and non-profit.

Team & Peer Development: Demonstrated effective cross-functional teamwork and collaboration to deliver results.

EXPERIENCE

Executive Council Member (Volunteer) California AARP Executive Council

Aug. 2015 - Present

- Works in this capacity similar to a member of the board of directors, advising AARP's Leadership in the state on policies and implementation of programs for Asian-American Pacific Islander (AAPI). Example: The Livable Community Initiative. Also the Lead volunteer in outreach and education to AAPI communities in the state.

Community Outreach and Education Harbage Consulting (Current) Richard Heath Associates

May 2013 – Present

- Successfully Managed program implementation of Affordable Care Act in California. Involved in the project launch of Covered California in 2013; Implemented the Department of Health Care Services project, California Coordinated Care Initiative/Cal MediConnect, in LA, San Diego, Riverside/San Bernardino and Orange County by collaborating with stakeholders such as community based organizations, local government agencies, managed care organizations, health care providers and IHSS caregivers and beneficiaries.

ADJUNCT FACULTY

Aug. 2012 – Present

School of Management, Alliant International University; San Diego, CA

- Teaching Health Care courses. Teaching Drucker principles in Marketing, Management and Leadership courses on-line and campus
- Collaborated wt other Departments/Faculties in developing inter-disciplinary courses
- Collaborated with Marketing Dept. in developing courses for managers and professionals in San Diego area

HEALTH POLICY & PATIENT SAFETY FELLOW (Volunteer)

Jan 2013 – May 2013

Hospital Association of San Diego and Imperial Counties; San Diego, CA

- Project Management: Assessing Impact and Implications of Medi-Connect, Dual Eligible Program Demo, from Fee-For-Service to Managed Care, for hospitals, physician provider groups, payers and patients in San Diego County.

HEALTH POLICY FELLOW

Aug. 2012 – Jan. 2013

The Randall Lewis Health Policy Fellow Program; City of Ontario, CA

- Project Management. Led in planning impact and implementation of the Affordable Care Act; Collaborating with partner organizations, i.e. SACH, Loma Linda Med Center and non-profit groups.
- Supports public health solutions in cities/communities promoting changes in policies, systems, and "built" environment.

NOVARTIS PHARMACEUTICAL INC.

March 2006 – June 2012

Senior District Sales Manager, Infusion Sales, Specialty and Primary Care Products

- **District Manager of the Year (2007); Multiple Winner of DM Quarterly "Impact" Awards**
- Successfully launched new products as Point Manager; developed Thought-Leaders and Product Champions to achieve early product adoption and utilization.
- Developed/retained team talent, inspiring teams while managing ambiguities and constant change.

ELAN PHARMACEUTICALS**April 2004 – Nov 2005****Hospital Sales Manager, Academic, VAMC, Military, County, Comm Hospitals Accounts**

- Top Team Sales Performance in 2004.
- (Vicuron Pharmaceutical: March-April 2004)**

MERCK & CO**May 1997- March 2004****Hospital Sales Manager, KOL Development, Systems of Care Accounts**

- Leadership and Sales achievements: Top Sales Growth Team 1998, Leadership Award 1998, 1999, Account Management Award 2002.
- Built a new Hospital Team and delivered top performance. Collaborated with Primary Care Sales Teams in launching new products and developed product advocates.

CIBA-GEIGY/NOVARTIS**June 1987 – May 1997****District Sales Manager, Launched a New Sales Division/Team.**

- Launched a new Sales Division. Built high performing teams and delivered top performance in highly competitive markets: Summit Pharmaceuticals in KC, MO, and Ciba in Southern California. **Geneva Pharma in the West.**

WYETH PHARMACEUTICALS**Sept 1978 – June 1987****District Sales Manager, Managed Wyeth's full book of business.**

- Turned-around a low performing team in KC, MO and made it a top district in the region.
- Started as a sales representative at Wyeth International, Philippines (1978).

EDUCATION

- **DBA (candidate), Strategic Management**, Alliant School of Management, San Diego, CA
- **Master in Public Health/MS Advance Management** (dual program), School of Global & Community Health, Drucker School of Management, Claremont Graduate School, Claremont, CA, May 2013.
- **EMBA**, Drucker School of Management, Claremont Graduate School, Claremont, CA, 1996
- **M.A. Management**, Drucker School of Management, Claremont Graduate School, 1996
- **B.A. Mass Communication/Business**, University of the Philippines, Diliman, Philippines, 1978

HONORS & AWARDS

- **Honor Society for Business Students; Beta Gamma Sigma; May 2013**
The Beta Gamma Sigma is the honor society for the best students in business programs accredited by Assn to Advance Collegiate Schools of Business. Membership in Beta Gamma Sigma is the highest recognition business students throughout the world can receive in undergraduate or master's program. Membership is restricted to outstanding scholars in the 504 business and management programs accredited by AACSB International.
- **Exceptional Service and Dedication to Community, San Bernardino County Board of Supervisors; January 2013**
Certificate of Recognition presented by San Bernardino County Board of Supervisors in recognition for exceptional service and dedication to communities producing a positive impact on wellbeing of county's community members.

PERSONAL INTERESTS

- Hiking – Summitted Mt. Whitney (14,412ft)
- Marathons – NYC, Chicago, LA, San Diego Rock & Roll, Culver City
- Endurance Biking – Death Valley Century (100m), Solvang Century, Palm Springs Century
- Reading – Biographies, History, Non-Fiction

Personal References

Bob Prath – California AARP Executive Council member

Alejandra Solis – San Diego Foundation

Stacy Kurz – Chula Vista City Hall staff

June 20, 2016

Planning Commission
City of Chula Vista
Chula Vista, CA 91910
Reference: Planning Commission Application

Dear Sir/Madam;

It is with pleasure that I am submitting this letter of reference in behalf of Mr. Joe Garbanzos who is applying to become member of the Planning Commission in the City of Chula Vista.

Joe and I have worked collaboratively in many projects at AARP as members of the Executive Council. I have seen him work constructively as part of diverse team to achieve common goals. He is an effective collaborator and contributes to team success. His work in the Asian American Pacific Islander (AAPI) communities is inspiring and making a difference in this important minority group. His contribution to the implementation of the Livable Community Initiative also informs us of his talent to work with diverse teams collaboratively to achieve goals that benefit communities. He will be a definite asset to the Planning Commission.

Thank you for considering this letter of reference in support of Joe's application. If you have questions, please feel to reach out to me. You may reach me at [REDACTED]

Sincerely,

Bob Prath

CityClerkIntern

From: Webmaster

Sent: Friday, February 27, 2015 1:32 PM

To: CityClerk

Subject: City of Chula Vista Planning Commission Application - Web request

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

Form Name: Planning Commission Application

Date & Time: 02/27/2015 1:32 PM

Response #: 6

Submitter ID: 463

IP address: 138.163.0.42

Time to complete: 17 min. , 30 sec.

Survey Details

[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

**A resume and one letter of reference must be submitted along with a completed application to be considered.
Thank you.**

1. Prefix

(○) Mr.

2. First and Last Name

Gregory Hall

3. Email

[REDACTED]

4. Home Address

[REDACTED]

5. City

Chula Vista

6. ZIP Code

91910

7. Primary Phone

8. Secondary Phone**9. Are you registered to vote in Chula Vista?**

☐ Yes

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

☐ Yes

11. If so, how long have you lived within the City limits of Chula Vista?

14 years

12. Present employer

Department of the Navy

13. Position

Supervisory Financial Management Analyst

14. Please check the box(es) in which you have professional preparation or expertise, or check "None":

☒ Land Planning

☒ Urban Planning

15. Please describe the professional preparation or expertise that you bring to this position, if any:

Master Degree in Public Administration, National University 2009; several courses related to Urban Planning and Development. Thesis Project related to City Branding Chula Vista. Graduate Certificate in Metropolitan Studies obtained from Virginia Tech University Alexandria Campus. Worked with several city leaders affecting DC, Arlington, and Alexandria as it relates to urban development and Affordable housing.

16. Are you currently serving on any board or commission for Chula Vista or any other governmental agency?

☐ No

17. If so, which ones?

N/A

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

My principle areas of interest in our City government are economic development and growth, housing to include affordable housing, and city planning. My special knowledge and skills I received Master Degree in Public Administration at National University in 2009; several core classes covered Urban Development and City Planning. My thesis related to the City Branding of Chula Vista. I spent three years in the metro DC area and had the opportunity to obtain Graduate Certificate in Metropolitan Studies. Core classes; Economic Development, Affordable Housing, Urban Planning and Theory, and Land Use Law. I participated in several housing commission meeting and outreach for the Cities of Arlington and Alexandria, VA. The metro DC area was an active real life urban planning academy. I had the opportunity to work with City leaders in DC, Arlington, and Alexandria as they tackled issues ranging from City Development and Growth, Affording Housing, and transportation.

19. What would you hope to accomplish by your participation?

I hope to accomplish by participation a greater sense of responsibility for the City that I live in and have to come to

love. I have a sincere desire to serve my community and would like to put into practice the knowledge I have learn from academia as well as apply real life concepts used and observed in other metropolitan areas. I want to help be catalyst to put Chula Vista on the map not only because of its close proximity to San Diego and Mexico, because of the City's own unique merits. I want to help bring the four year university and research and development center to fruition and help our local resident find meaningful employment within our city borders as well as affordable housing.

20. **[S] Please submit your resume**

21. **[S] Please submit a letter of reference**

22. ***I am familiar with the responsibilities of the Planning Commission.***

(o) I hereby attest that the above information is accurate.

Thank you,
City of Chula Vista

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CityClerkIntern

From: Webmaster

Sent: Friday, February 27, 2015 4:59 PM

To: CityClerk

Subject: City of Chula Vista Planning Commission Application - Web request

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

Form Name: Planning Commission Application

Date & Time: 02/27/2015 4:58 PM

Response #: 7

Submitter ID: 470

IP address: 104.176.78.34

Time to complete: 7 min. , 12 sec.

Survey Details

[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

**A resume and one letter of reference must be submitted along with a completed application to be considered.
Thank you.**

1. Prefix

(○) Mr.

2. First and Last Name

Gregory Hall

3. Email

[REDACTED]

4. Home Address

[REDACTED]

5. City

Chula Vista

6. ZIP Code

91910

7. Primary Phone

8. Secondary Phone

9. Are you registered to vote in Chula Vista?

☐ Yes

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

☐ Yes

11. If so, how long have you lived within the City limits of Chula Vista?

11

12. Present employer

Department of Defense

13. Position

Supervisory Financial Management Analyst

14. Please check the box(es) in which you have professional preparation or expertise, or check "None":

☒ Land Planning

☒ Urban Planning

15. Please describe the professional preparation or expertise that you bring to this position, if any:

MPA National University, Graduate Certificate in Metropolitan Studies Virginia Tech University

16. Are you currently serving on any board or commission for Chula Vista or any other governmental agency?

☐ No

17. If so, which ones?

N/A

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

Planning, Urban Development, Housing

19. What would you hope to accomplish by your participation?

Service to community

20. [S] Please submit your resume

21. [S] Please submit a letter of reference

22. *I am familiar with the responsibilities of the Planning Commission.*

☐ I hereby attest that the above information is accurate.

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.

GREGORY H. HALL

PROFESSIONAL PROFILE

Senior U.S. Navy/Civilian Management and Program Analyst with 20+ years of progressive experience analyzing complex program data, preparing policies and procedures, correspondence management, funding analysis, improving efficiency and effectiveness and ensuring leadership and performance of staff.

PROFESSIONAL EXPERIENCE

REGION BUSINESS ANALYST, [REDACTED]

Commander, Navy Region Southwest

Supervisor: Adrian Porter, [REDACTED]

05/2016 to Present

[REDACTED]
40 Hours per Week

Effectively operate in the dynamic Regional matrix organization structure, which includes coordinating, mediating and reconciling diverse perspectives of Installation Commanding Officers (ICOs), Region Program Directors (RPDs), Program Managers (PMs), Installation Site Managers (ISMs) and Staff Directors (DIRs) for 29 programs. Reports to the Region Business Financial Manager, Resource Management Division that includes business requirements, Capability Based Budget, Business Plan development, Strategic Planning, Resource Allocation and Governance, POM/PR, Mitigations Strategy, Quality Assurance Surveillance Plan, Data Call Management, Performance Data Call, Integrated Priority List, Program Reviews and Feasibility Studies. Lead work teams to include other Business Analysts (military and civilian), contractor support and other program personnel (i.e., Comptroller, HR, IT, Manpower, Office of General Counsel, RLSO, IG) within region and other CNIC enterprise Combined Functional Teams (CFTs). Provides guidance and integrated business, planning, process and resource/tools support and is responsible for effective integration, collection and analysis of resources of over \$500 million dollars in direct annual and multi-year appropriations allocated to CNRSW in support of shore installation management within the Commander, Navy Installations (CNI) enterprise.

Assigned special projects by Executive Director, Chief of Staff and Region Business Manager and reports directly to senior leadership on many sensitive and high visibility issues. Work products are developed for higher echelon and are often endorsed as is and forwarded by senior leadership.

Primary Business Analyst for CNRSW, performs a wide variety of analytical, technical and advisory functions related to the entire field of business. Tasks include but are not limited to future-year planning and programming, programmatic resource distribution and utilization, program budget formulation, presentation, justification and execution, program performance management, trend analysis and assisting Region Program Directors with business planning and execution. This work requires knowledge and skill in the application of related laws, regulations, policies, precedents, methods and techniques of program management, planning, requirement development, performance management, trend analysis, cost analysis and resource strategy.

SUPERVISORY FINANCIAL MANAGEMENT ANALYST, [REDACTED]

Commander, Helicopter Maritime Strike Wing U.S. Pacific Fleet

Supervisor: Samuel Scruggs, [REDACTED] may contact

07/2014 to 05/2016

[REDACTED]
40 Hours per Week

SUPERVISION: Directly supervise two financial technicians ([REDACTED]). Assign work based upon priorities or difficulty of assignments in accordance with individual strengths and competencies.

IMPROVE PERFORMANCE MANAGEMENT OF CIVILIAN AND MILITARY STAFF: Provide technical and administrative guidance. Develop performance standards and evaluate performance. Interview

and recommend new hires, staff promotions, and awards. Independently resolve complaints and disciplinary issues, as necessary; referring serious complaints to a higher authority. Identify employee developmental requirements. Promote training and continuing education.

COORDINATE AND RESOLVE PROGRAM ISSUES IN PERFORMANCE MANAGEMENT: As Alternate Management Internal Control Coordinator, monitors and maintain internal controls program to ensure that COMHSMWINGPAC programs achieve mission effectiveness and to reduce risk. Provides documentation to the Procurement Performance Management Assessment Program (PPMAP) team for annual internal audits. Researched and analyze data in order to provide in-depth analysis to support guidance, develop standard operating procedures, training, and evaluate program based on findings.

MAINTAIN EFFECTIVE AND EFFICIENT PROGRAM SUPPORT. As primary Agency Program Coordinator (APC), ensured efficient travel support for \$1.8 million travel card for 2,000 personnel. As a Defense Travel System (DTS) Certifying Official, provide guidance to 28 travel Authorizing Officials. Review and verify travel orders and vouchers and ensure compliance with regulations. Subject matter expert and point of contact (POC) for TDY-related financial audits and travel processes. Apply knowledge of Joint Travel Regulations (JTR), Defense Travel Administrator Manual, and Financial Management Regulations (FMR) to support and ensure compliance.

FORMULATE, PRESENT, AND DEFEND FUNDING AND ESTIMATES to the Commander, Naval Air Pacific (CNAP) to support strategic plans, programs, and activities. Assure budgets reviewed or formulated respond to budget marks within established timeframes. Prepare and present budget briefs and execution reports to senior leadership. Develop and submit monthly civilian labor reports. Write responses to information requests from the Office of the Budget/Fiscal Management Division (FMB) and Office of the Secretary of Defense (OSD).

MANAGEMENT AND PROGRAM ANALYST, [REDACTED]

02/2011 to 7/2014

Commander, Navy Installations Command, Anacostia Naval Station, Washington, DC [REDACTED]

Supervisor: CDR Darian Caldwell, [REDACTED], may contact

40 Hours per Week

Program and Management Analyst overseeing directives, policies and budgets, as well as ensuring performance and workforce management for the Transient Personnel Branch, Military Personnel Services (MILPERS), Navy Installations Command, Entitlement Travel, and Navy Mobilization Sites.

Maintained efficient and effective programming support: Leverage technical expertise and strong leadership and project management skills; and expert knowledge of CNIC and its business/support lines to plan, program, budget, and execute TPU operations and Shore Corrections, worldwide. Develop, implement, and monitor program execution consistent with the CNIC Strategic Plan.

- Ensure effective management and standardization of Navy-wide resources and business processes across the shore installation network. Identify and validate requirements.
- Develop and monitor performance and cost metrics and budget guidance and develop annual business/execution plans to further the CNI Strategic Plan to support development of the Total Force Strategy for the Shore Corrections and TPU.
- Evaluate the capabilities of other DOD Services and Government Agencies, reducing duplication of investment and creating surge capability through joint use opportunities.

NOTABLE PROJECTS & ACCOMPLISHMENTS:

Performance Management Tracking Systems Experience: Developed, planned, and implemented the U.S. Navy's first standardized, Web-based Transient Personnel Tracking System (WTPTS SQL Server System), providing the Navy with a standardized and consolidated platform that will minimize the average time a Sailor spends in any given transient processing category. The new system was successfully rolled out in 6/2012 and is operational at all seven TPU's and five TPD's. Navy leadership can now track performance metrics for 20,000 transients being processed across the TPU Enterprise. It

features a customized dashboard, which allows CNIC leadership to engage external stakeholders to mitigate the opportunity costs associated with TPU processing. Project Highlights:

- Team Leadership / Collaboration: Attended weekly meetings with the WTPTS transition team to provide feedback and guidance for transition plan implementation. Collaborated with numerous internal and external stakeholders including SAIC contractors, CNIC N6 IT personnel, TPU Commanding Officers, CNIC Service Delivery Point personnel and other staff to ensure compliance with Navy Information Assurance (IA).
- Business Process Reengineering: Worked with WTPTS programming developers to identify processing bottlenecks and TPTS legacy system inconsistencies. Established and led a working group to standardize and align the Account Classification Codes. Utilized our TPUs in the testing phase to populate data and submit feedback to HQ and the SAIC team. Led staff training, standardization of report generation, and transfer of customer support from SAIC to CNIC N6.

Manage four Navy Mobilization Processing Sites (NMPS) to provide rapid, ready, professional manpower support to mobilized and demobilized Active and Reserve Components called in support of contingency operations worldwide; with a primary focus on Afghanistan, Iraq and Horn of Africa.

Manage a \$5M Program Budget for FY-13: Develop, track and manage the annual controls and budget for the NMPS program. Create an annual spend plan for labor and non-labor, track program execution rates, notify leadership of budget shortfalls and justify funding for critical shortfalls.

- Developed and led process and efficiency improvements and cost savings measures that reduced contracts and manpower costs across the enterprise. Provided mission-critical quantitative and qualitative analysis to support decision-making at the highest levels of the Navy, to include:
- Initiated an 8% budget cut. Provided guidance to all regions for more stringent enforcement of entitlement travel expenditures. Cut the \$5.4M POM 14 budget to \$4.1M. Identified must fund items such as labor and critical contracts for supporting systems Navy Family Accountability System. Replaced personnel support contracts and with military manpower. Developed a POM Capability Plan. Re-evaluated baseline program requirements for POM 14.
Created a customized financial tracking tool that provides leadership with a snapshot of current expenditures, remaining balances, and allocated controls to be used for budget tasking.
- Developed Analytics; Standardized Processes and Procedures: Conducted an environmental scan to review required briefings at each NMPS. Developed a matrix to assess and compare processing at each site and to minimize variances. Collaborated with SMEs from various Navy Commands and Divisions to standardize briefing content for any given NMPS. Worked across the organization to design and implement a standardized and consolidated NMPS website on the public CNIC server. As working group leader, coordinated an organized shut-down of the legacy sites and ensured visitors were directed to the new site. Utilizing Google Analytics to analyze site traffic and leverage best practices to ensure visitors use a minimum number of clicks per visit.
- Coordinated CNIC Policy Update of OPNAV Instructions (3060.7B/C), which provides policy and guidance on Active Duty and Reserve mobilization and demobilization requirements. Developed timelines and methodologies to facilitate a smooth and efficient process. Updated policies to reflect changes in management. Provided input and feedback for the development of new policies with direct and indirect impact on the NMPS program. Worked collaboratively with staff in multiple departments to ensure policy was compliance with guidelines and leave policy.
- Business Case Analysis (BCA): Developed a BCA in 11/2011 to evaluate possible course of actions (COAs) that correlate to USFFC's IA drawdown plan. Led team in data collection to formulate an environmental scan capturing cost information for transportation, berthing, manning (MPN/FTS), supplies, and additional OCO funding. Managed conversion of tangible cost data for each COA into a spreadsheet. Analyzed and developed recommendations. Led briefings to CNIC Leadership and U.S. Fleet Forces Command Leadership on the BCA.
- Results: The recommendations I presented were approved by Navy leadership at the 3-star level and implemented for a \$5M cost savings over two-years. The first facility closure was at NMPS Point Hueneme in 6/ 2012. The qualitative and quantitative information I presented in the second BCA 2 was a key resource for determining the closure of NMPS Gulfport in the summer of 2013.

Establishing a new, efficient and effective Resource Referral Tracking Manager (RRTM), as part of the medical referral efforts to take care of veterans returning home. Designed policies and procedures for implementation.

- Collaborated with CNIC Support center to establish a functioning mailbox that will be the primary source for tracking referrals and addressing customized questions from Sailors redeploying from theatre. The contact information will be advertised across multiple channels of communication.
- Coordinated with NAVY 311 personnel to establish a toll free 24-hour service contact number to address Sailors concerns on post deployment processing and post deployment referral/resource management issues.
- Facilitated TELCON, to discuss strategy for standardizing the post-deployment medical referral process in conjunction with creation of the Resource Referral Tracking Manager (RRTM) position.
- Created a new toll free resource help line for medical referrals. Set up a contact email address for Sailors and staff and a briefing to the N14 on the new position via an Executive Summary.
- Finalized NAVADMIN message to announce the creation of the new RRTM position and to inform thousands of Sailors and staff about the enhanced post-deployment Medical Referral Process.
- Revised tri-folds to feature the new RRTM/medical referral assistance capabilities. Added the updated tri-folds to the CNIC NMPS webpage. Distributed digital versions to key stakeholders.
- Collaborated to develop an icon for the NMPS website that will draw attention to new Referral and Resource Tracking position and updated the site with the latest Expeditionary Screening Checklist and modified Tri-Folds.

Budget Management: Plan, program, execute, and manage a \$6M+ annual program budget for the Transient Personnel Branch. Develop estimates for labor, non-labor: training, travel, supplies, and contracts. Write contract solicitation, statements of work (SOWs), and review proposals. Submit Total Force Manpower Management packages to change billet description and reassign manpower throughout the enterprise. Go-to person for Command Financial Management Systems (FMS) reports and weekly funds verifications. Submit Program unfunded /Region funds realignment requests via CNIC RAM system.

- Revised the FY-12 POM budget and prepared FY-13 budget and FY-14 POM for submission to FMB. Revised phasing spend plan (FY-11) to account for 5% reduction cut. Created and maintained customized financial tracking tools to monitor current expenditures, remaining balances, and allocations for budget tasking and data calls.
- Determined and defined capability output levels for the TPUs and Navy Mobilization Processing Sites. Prepared estimates for TPU and NMPS Fiscal budgets.

Manage a \$2.5M Entitlement Travel Program budget with a statutory requirement to pay for military and civilian personnel and their dependents assigned overseas for Emergency and Funded Environmental Morale leave; Travel for Medical Escorts and Attendants and Medical Travel; and Student Dependent Travel.

- Ensured Navy Region Japan received funding to evacuate military, civilians, and their dependents during the March 2011 earthquake in Japan -- 273 families total.

Contracting Officer Representative (COR): Manage four government contracts in excess of \$1.9 million. As N1 Total Force Management Technical Expert assigned to review proposals and make selection recommendation to Contracting Officer. Ensure accuracy of monthly funding execution; approve invoice payments. Work directly with vendors to rectify discrepancies.

SUPERVISORY MANAGEMENT SERVICES SPECIALIST, [REDACTED]

05/2010 to 02/2011

Naval Consolidated Brig Miramar, San Diego, CA

Supervisor: CDR Robert Stover, [REDACTED] may contact.

[REDACTED]
40 Hours per Week

Provided essential daily administrative and management support to a command with eight departments, two staff offices, and five detachments supervising 246 prisoners. Provided administrative guidance and support to staff in policy, procedure, and program management; to include manpower management, leave and travel. Supervised and managed 5 staff and 2 IT Office personnel. Provided management, oversight, and direction for human capital military and civilian areas. Served as Privacy Act and FOIA Officer.

HR Liaison: Managed civilian conversion from NSPS to General Service for 51 civilian employees. Managed all civilian employment issues, including retirement benefits and cash award processing. Ensured performance appraisals were completed on time. Revised position descriptions. Administered recruitment functions. Personnel oversight for two detachment commands: Pearl Harbor and Puget Sound.

Security Manager: Processed security clearances for both civilian and military staff members. Conducted initial security clearance background checks for new employees. Verified clearances of military members. Processed clearances for military personnel assigned to individual Augmentation orders in support of Overseas Contingency Operations Support.

ADMINISTRATIVE OFFICER, [REDACTED]

01/2009-05/2010

Region Legal Service Office Southwest, U.S. Navy, San Diego, CA [REDACTED]

Supervisor: CDR Andrew Henderson [REDACTED], may contact

40 Hours per Week

Managed and implemented the full range of daily administrative services and programs for 88 employees, including procurement, workforce planning, human resources, training, facilities, records management, security and administrative support. Lead Defense Travel Administrator. Budget Officer and Certifying Official for Government Credit Purchase Card program. Used expert knowledge of federal laws and regulations to provide advice and guidance to managers and employees. Planned, developed, executed and monitored \$1.2M budget.

PROGRAM SPECIALIST, [REDACTED]

09/2007-01/2009

Veterans' Administration San Diego Health Care System, San Diego, CA [REDACTED]

Supervisor: Debra Dyer, [REDACTED] may contact

40 Hours per Week

Provided IT support and performed essential training system functions as System Administrator and Domain Manager for Learning Management System (LMS) and Service Training Coordinator for Information Technology Service. Managed all Human Resources functions for the IT Department. Interfaced with HR, IT and other departments.

SENIOR ENLISTED ADVISOR, [REDACTED]

08/2003-01/2007

San Diego Military Entrance Processing Station, San Diego, CA [REDACTED]

Supervisor: LDCR Hildebrand, [REDACTED], may contact

60 Hours per Week.

Supervised 47 military and civilian clerical, administrative, and supply support personnel. Planned, prepared, reviewed, and revised work schedules and duty assignments according to budget allotments, customer needs, employee capabilities, and workloads. Initiated changes for military and civilian manpower allocations, requirements and authorization for U.S. Military Entrance Processing Command.

COR: Managed three government contracts worth \$3M. Verified contractor compliance with contract terms, Performed monthly quality assurance inspections, submitted reports. Directed corrective work.

- Key Accomplishments: As security manager, planned, coordinated, and scheduled installation of \$76,000 dollar security system, ensuring compliance with Anti-Terrorism guidelines.

PROGRAM MANAGER, [REDACTED]

10/2001-08/2003

Commander, Tactical Group One, San Diego, CA. [REDACTED]

Supervisor: Tom Varrallo [REDACTED], may contact.

60 Hours per Week

Trained and oversaw manpower duties for 180 air traffic controllers. Researched and analyzed manpower issues using the Total Force Manpower Management System (TFMMS) database.

EDUCATION**Pursuing Master's Degree, Human Resource Management**

Webster University, District of Columbia campus, Washington, DC – Anticipated in May 2012.

Master's Degree in Public Administration, 2010

National University, San Diego, CA. GPA: 3.4/4. Completed degree while working full time.

Selected Coursework: Workforce Planning, Development & Outsourcing; Legal, Ethical, and Safety Issues in HR Management; Ethics and Theories of Leadership; Negotiation and Conflict Resolution; Financial Management and Grant Administration; Quantitative Methods in Public Administration; Foundations of Public Administration; Theory & Practice of Organizational Development.

Bachelor's Degree in Business Administration, National University, San Diego, CA - 2006

SELECTED PROFESSIONAL TRAINING / CERTIFICATIONS

Certified Federal Job Search Trainer, 7/2015.

Certified Federal Career Coach, 7/2015.

Planning, Programming, Budgeting, and Execution (PPBE) training, 3/2011.

Program Budget information System training, 4/2011.

Labor Relations for Supervisors and Managers training course, 11/2010.

Navy Correspondence Manual and Contemporary Navy Writing course, 2/2010.

Administrative Officers Workshop, 2/2010; Lean Six Sigma Champion Training, 12/2009.

Federal Budgeting, GS Graduate School, San Diego, CA, 3/2009.

Civilian Personnel Management Academy Course, Commander Navy Region Southwest, Human Resource Office, San Diego, CA; Lead Defense Travel Administrator, CACI, San Diego, CA, 5/2009.

Chief Petty Officer Leadership. Naval Aviation Schools Command, Pensacola, FL, 2/2000.


Tasked Based Curriculum Development, Naval Air Technical Training Center, Pensacola, FL, 5/2000.

US MILITARY SERVICE / HONORS AND AWARDS

US Navy, Active Duty 06/1984-01/2007, [REDACTED]. Participant in Operation Desert Storm and Operation Enduring Freedom. [REDACTED] Last Veterans' Administration Letter: 10/16/2007

Medals: Defense Meritorious Service Medal, 2006; Navy and Marine Corps Commendation Medal, 2003; 2001; and Navy and Marine Corps Achievement Medal, 2001, 1999, 1996

Gary P. Geiler



I highly recommend Mr. Greg Hall for a position with a Commission at the City of Chula Vista. His knowledge and experience would be an asset on the Growth Oversight Commission, Planning Commission or Housing Commission.

I have known Mr. Hall for over 5 years, first during his graduate education where I was the Adjunct Professor in two of his courses-Urban Planning and Redevelopment and Urban Affairs. He was an exemplary student, consistently displaying all the necessary skills and abilities to participate in discussions, contribute to the learning environment and submit high quality work consistently and on time. He was fully engaged in all aspects of the class, and showed an unusually high level motivation to succeed in comparison to the other students that I have taught. In my experience in the classroom, there is always one student that stands out among a class of 20+ students. Mr. Hall is that one student.

Greg related the course material perfectly with issues in Chula Vista. He provided excellent discussion points, raised valid questions and concerns and proved to be very focused on how to best come up with a vision of Chula Vista.

The Master of Public Administration program at National University is challenging and demanding of students. Mr. Hall impressed me with his active participation in the accelerated program while working full-time. He has the time, energy, patience, and dedication to serve the City of Chula Vista.

Mr. Hall has shown an interest in city planning. As a Senior Planner with the City of San Diego, he has often contacted me to discuss development issues and stay informed with the issues in Chula Vista and San Diego. As he pursued his Graduate Certificate from Virginia Tech, he increased his knowledge of the areas that he can be of value to the City of Chula Vista.

I am confident that he will be make a significant contribution in the City of Chula Vista as a member of a Commission dealing with development, growth, and land use planning.

Sincerely,



Gary P. Geiler
Adjunct Professor
National University

Senior Planner
City of San Diego
Development Services Department



AMERICAN UNIVERSITY

W A S H I N G T O N , D C

SCHOOL OF PUBLIC AFFAIRS
DEPARTMENT OF PUBLIC ADMINISTRATION AND POLICY
METROPOLITAN POLICY CENTER

City Hall
City of Chula Vista
276 Fourth Avenue
Chula Vista, CA 91910

June 25, 2015

Dear City of Chula Vista Representative:

I write to give my unequivocal support to Gregory Hall's applications to serve on the city's planning and housing commissions. Gregory is a bright, energetic, and committed citizen who has much to offer in the areas of urban planning and housing. I had the pleasure of teaching him at Virginia Tech in the Urban Affairs and Planning Program in my Spring 2014 graduate-level housing policy course.

Gregory is very adept at understanding urban planning and affordable housing issues, especially in high-cost areas. He deeply knows federal subsidies including public housing, Housing Choice Voucher Program, HOME, and CDBG funds as well as local policy tools such as inclusionary zoning and housing trust funds, which facilitate the construction and maintenance of affordable housing. In my class he wrote an excellent paper assessing the affordable housing issues in Arlington, County (Virginia), a high-cost suburb of Washington, DC. In the paper he demonstrated his ability to understand the forces that lead to high-cost housing challenges, and recommended that Arlington better utilize Low Income Housing Tax Credits to promote more affordable units.

Not only does Gregory have a grasp of federal and local housing policy tools but he understands the constraints on facilitating affordability. His background in finance steers him to practical and feasible affordable housing solutions. Additionally, he keenly understands that local planning and housing decisions are collaborative in nature and that the interests of many actors must be considered when making these critical city decisions.

Gregory possesses important characteristics needed to be an effective city planning or housing commissioner. He is a sharp observer, critical thinker, and can effectively articulate, in both oral and written forms, a sound argument. But more importantly he is a dedicated citizen who has fought for this country and cares deeply about making it a more prosperous and equitable nation. I highly recommend that you appoint him to a position on your city's planning or housing commission. He will no doubt make several meaningful and important contributions. If you have any questions, please do not hesitate to contact me by phone, [REDACTED], or email, [REDACTED]

Sincerely,

A black rectangular box redacting the signature of Derek Hyra.

Derek Hyra, Ph.D.

WARD CIRCLE BUILDING, ROOM 349
4400 MASSACHUSETTS AVENUE, NW • WASHINGTON, D.C. 20016-8070

Leah Larrarte

From: Webmaster
Sent: Sunday, June 19, 2016 6:18 PM
To: CityClerk; Adrianna Hernandez; Pat Laughlin
Subject: City of Chula Vista Planning Commission Application - Web form

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

Form Name: Planning Commission Application
Date & Time: 06/19/2016 6:17 PM
Response #: 10
Submitter ID: 15077
IP address: 172.6.41.42
Time to complete: 27 min. , 41 sec.

Survey Details

Page 1

Application for membership on the Planning Commission

1. Prefix

(o) Mr.

2. First and Last Name

Mike Spethman

3. Email

[REDACTED]

4. Home Address

[REDACTED]

5. City

Chula Vista

6. ZIP Code

91910

7. Primary Phone

[REDACTED]

8. Secondary Phone

[REDACTED]

9. Are you registered to vote in Chula Vista?

(o) Yes

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

(o) Yes

11. If so, how long have you lived within the City limits of Chula Vista?

61 years

12. Present employer

Quality Landscape Inc.

13. Position

Owner

14. Please indicate the area(s) in which you have expertise and experience, or select None: (select as many as applicable)

☒ Architecture

☒ Land Planning

☒ Landscape Architecture

☒ Other related design expertise

15. If you selected one or more of the areas of expertise and experience above, please describe your expertise and experience that you would bring to the selected area(s). (250 words or less)

I am presently the owner of a landscape design build company and have been located in Chula Vista for 37 years. I have been trained and have experience in site design, landscape design, construction and architecture, as well as general construction.

16. Are you currently serving on any board or commission for Chula Vista or any other governmental agency?

(o) Yes

17. If so, which ones?

Charter Review

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

Land planning and land use are of principal interest to me, I have an interest in architecture and building design as it relates to the site and use. I have served on several commissions, and groups that give me a unique perspective in the areas of design, construction, development, planning, and permitting as well as finance.

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

As a lifelong resident of the west side I am keenly aware of the finite existence of available land here, there needs to be a balance between increased density, available open space, and quality development that creates a vibrant business environment while respect the history and charm of the west side.

We need to maintain a health balance between residential and commercial development on the east side and be reminded of the endless possibilities to bring and keep high paying jobs at home.

In the south we need to be sensitive to the needs for increased infrastructure while recognizing the uniqueness of the neighborhoods.

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

[planning comission resume.pdf](#)

21. I understand that to be considered, I must submit a letter of reference along with this application.

[Planning commission rference letter.pdf](#)

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

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

23.

(o) I am familiar with the responsibilities of the Planning 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 Spethman



EDUCATION

Southwestern College, 1972-1974
General education

San Diego Mesa College, 1979-1980
Landscape Architecture, Design, and Construction

PROFESSIONAL EXPERIENCE

Owner, Quality Landscape, Inc.
1979-Present

An award winning landscape design, build construction company, Quality Landscape is licensed by the State Contractors Board of California. In business for 37 years in Chula Vista, my company specializes but is not limited to custom residential landscape design and construction. Quality Landscape contracts with commercial properties including strip malls, banks, restaurants and multi-family residential properties. Experienced in all phases of landscape architecture, new construction, remodel and renovation, design and general construction.

COMMUNITY SERVICE

Member, Chula Vista Design Review Commission, 1990-1998 *Chair for two years
Member, Chula Vista Growth Management Commission, 2000-2008 *Chair for two years.

Member, Chula Vista Planning Commission, 2006-2013 *Chair for two years.

Member, Chula Vista Charter Review Commission, 2013-present.

Member, General Plan Update Committee

Member, Eastlake, Otay Ranch, San Miguel Ranch, and Rolling Hills Ranch Master Plan Committees

Member, Bay Front Master Plan Committee

Member, Design Committee for the Olympic Training Center, Coors Amphitheater, and Knott's Water Park.

June 18, 2016

To Whom It May Concern:

I have known Mr. Spethman for over fifteen years. During that time I have both observed and worked with him in various capacities pertaining to community support. He is a strong advocate for Chula Vista and willingly and unselfishly gives of his time and talent to support efforts to make improvements and assist the City in developing and managing growth. He is keenly aware of and sensitive to the needs of the community and strives to achieve positive and timely resolution to problems and concerns. Knowledgeable with regard to building and development standards, Mr. Spethman continually searches for better and more streamlined methods to support and enhance the planning and development processes.

Because of his proven record of dedication for the entire community and the City of Chula Vista in particular, I strongly recommend his appointment to the Chula Vista Planning Commission.

Respectfully,


Christopher H. Lewis 

From: [REDACTED]
Sent: Saturday, June 28, 2014 2:58 PM
To: CityClerk
Subject: Alexandra Vinson-Shepard - Planning Commission Application Form



**APPLICATION FOR MEMBERSHIP ON
PLANNING COMMISSION**

Name: Mrs. Alexandra Vinson-Shepard
Email: [REDACTED]
Address: [REDACTED] Chula Vista, 91913
Primary Phone: [REDACTED]
Secondary Phone: [REDACTED]

Are you registered to vote in Chula Vista?: Yes

Do you live within the City limits of Chula Vista?: Yes

How many years have you lived in Chula Vista?: 24

Present employer: Coldwell Banker Royal Realty

Position: Manager/ Realtor

Please check the box(es) in which you have professional preparation or expertise, or check "None":

- Other related design expertise

Please describe the professional preparation or expertise that you bring to this position, if any:

- I have worked with Fannie Mae in assisting them with some of their rural properties in Jamul, Potrero and Campo in advising on how best to further their land use. This has included the responsibility of overseeing environmental impact of health hazards, land fill areas , dump sites and more. Being a Realtor I am very familiar with architecture, planning and building requirements , permit history. I have had to work with contractors in obtaining permits to build not only with the city of Chula Vista but San Diego, and county of San Diego. I am familiar with ADA compliance requirements as well.

Are you currently serving on any board or commission for Chula Vista or any other governmental agency?:
No

Have you previously served on on any board or commission for Chula Vista or any other governmental agency? No

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

Which ones?:

- BOD for PSAR, RPAC for SDAR, Kiwanis, BOD for National Association of Hispanic Real estate professionals, I assisted National Association of Realtors in founding the Young Professionals division at the

PSAR.

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 sat on the board of directors for the Pacific Southwest Association of Realtors, the RPAC committee for the San Diego Association of Realtors, The BOD for Nahrep, and assisted NAR in founding and sat as president for the Young Professionals organization a division of the PSAR. I am interested in assisting our city and by using my history and experience in working with builders through my various associations and work history.

What would you hope to accomplish by your participation?:

- I feel it is important that further the growth of our beautiful city. We are the second largest city in San Diego, with the second largest undeveloped bayfront area in the state, we need to take advantage of our natural resources. We need to see what can be done to help the city grow, attract new companies , attract new builders . We are capable of great things.

Alexandra Vinson Shepard

Chula Vista, CA 91914

To whom it may concern,

My name is Alexandra Vinson Shepard. I am a second generation Real Estate Broker, we own a small real estate office which we opened in 1996 located in Chula Vista. I have assisted my family in not only the selling of homes but also in personnel & property management. I have worked as an independent contractor for Fannie Mae. A part of the contract is to determine highest and best land use and overall recommendations for building quality and standards. I must review properties for health and safety concerns and make recommendations based on my inspections. I have had to work with the environmental department, building departments and planning departments in the past.

In addition to my work experience, I am a mother and a wife. I own a home in Chula Vista and plan to continue raising my family here. I grew up in Chula Vista, we have a very special community, full of tradition. Because I was raised here I feel very nostalgic, I like the city the way it is, I want to keep many things the same but see an opportunity for change and growth in others.

I come from family that believes in giving back to the community. I was raised volunteering with both my parents, assisting the Rotarians with their annual bike assembly, getting out paint brushes for the Christmas in October event, planning events for our sister city and the exchange students, stopping by for pancakes the Chula Vista firefighter association breakfasts' and more. I believe in bettering the city and giving back. I enjoy rolling up my sleeves to give back time to help improve the community we live, work and raise our families in.

I want to be on the planning commission because I believe our city has a lot to offer. I believe in retention of what is already great. I want to see how I can help further the opportunities presented. I want to assist the city and members of the community in the developmental direction of the city. I am concerned about the future of my community. I would like to assist the city in creating goals and policies for directing and managing our future development. I want to help the public be heard and listen to the concerns of my neighbors. I would like to help coordinate local plans and programs with other public agencies to assist the planning and building department and the city overall.

If chosen, I plan to have an objective opinion on proposals. I believe the commissioner's share a responsibility for seeing that there is a continuing flow of ideas and discussion among all parties, including applicant, staff, members of the public and the commissioners themselves. A good commissioner is objective and asks questions.

I think I can be a good planning commissioner. Not only because of extensive background knowledge in planning and land use, zoning and the permit process but also because I have a sincere love for the city of Chula Vista. I care about the position and would treat it an honor not an obligation if appointed.

With Sincere Appreciation,

Alexandra Vinson Shepard



Alexandra Vinson Shepard

Chula Vista, CA 91914

Work History

- Shea Builder- New Homes 2000-2001
- Benefit Title and Escrow 2001-2002
- Coldwell Banker Royal Realty Sales Person and Manager 2002-Present
- Independent contractor for Fannie Mae 2010-Present

Affiliations/Memberships

- Founder of Greater San Diego Young Professionals Network with National Association of Realtors 2010-2012
- Director for National Association of Hispanic Real Estate Professionals 2012-2013
- Board of Director of Pacific Southwest Association of Realtors 2009-2011
- RPAC Committee member for SDAR 2012-2014
- Chula Vista Chamber of Commerce member 2000-Present

Interests

- Wife and Mother, currently raising my family in Chula Vista
- Resident of Chula Vista since 1990
- Hobbies include reading, running and gardening

Experience

- Management of our family owned company. Owned and operated since 1996
- Assisted home owners in obtaining permits with city of Chula Vista, County of San Diego building departments

- I have worked as an independent contractor Fannie Mae in assessing highest and best land use.
- I have worked with Fannie Mae in assessing property "building standards" . Determining if their properties meet city or county regulations

Scott Vinson Sr.
Owner/Broker
Coldwell Banker Royal

6-28-2014

To whom it may concern,

It has been my pleasure over the last few years to sit as a planning commissioner for the city of Chula Vista.

I am writing this letter to endorse and recommend my daughter Alexandra Vinson Shepard for the upcoming available seat on the planning commission. Not only because she is my daughter, and I would be proud to pass on the tradition of serving the community to her, but because she is one of the most capable people I know and I could think of no better person to fulfill the position then her.

She has helped manage my company since 2002, starting off with simple management details and personnel issues. However, it was when adversity struck in 2007 with the "market meltdown" that I really saw her capabilities and skills. She was instrumental in the survival of our company. When many others gave up, she looked for ways to continue and help us succeed and stay open. She keeps a cool head in tough situations and has an ability to view issues from the other parties' perspective. She listens to all sides before making a decision.

In addition, her knowledge from growing up in the industry is far beyond the common persons or Realtors'. She has extensive knowledge is land use, and experience in permit history, application and zoning.

I truly feel she would be a great asset to the community and would assist the planning and building department greatly.

Sincerely, /

Scott Vinson Sr.

CityClerkIntern

From: Webmaster
Sent: Wednesday, April 29, 2015 6:26 PM
To: CityClerk
Subject: City of Chula Vista Planning Commission Application - Web request

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



Form Name: Planning Commission Application
Date & Time: 04/29/2015 6:26 PM
Response #: 7
Submitter ID: 1639
IP address: 98.173.54.165
Time to complete: 51 min. , 17 sec.

Survey Details

[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

**A resume and one letter of reference must be submitted along with a completed application to be considered.
Thank you.**

- 1. Prefix**
(○) Mr.
- 2. First and Last Name**
Max Zaker
- 3. Email**

- 4. Home Address**

- 5. City**
Chula Vista
- 6. ZIP Code**
91910
- 7. Primary Phone**

8. Secondary Phone

9. Are you registered to vote in Chula Vista?

☐ Yes

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

☐ Yes

11. If so, how long have you lived within the City limits of Chula Vista?

13 years

12. Present employer

Keller Williams Realty

13. Position

Owner/CEO

14. Please check the box(es) in which you have professional preparation or expertise, or check "None":

☒ Other related design expertise

15. Please describe the professional preparation or expertise that you bring to this position, if any:

As part of my prior work with The Downtown San Diego Partnership and the Jacobs Center for Neighborhood Innovation, i worked closely with CCDC and SEDC on a number large-scale development projects in downtown San Diego and South East San Diego. I have been operating a large residential real estate brokerage firm in Chula Vista, and as such, I'm fully vested in the success and growth of our City. I also live in Chula Vista.

16. Are you currently serving on any board or commission for Chula Vista or any other governmental agency?

☐ Yes

17. If so, which ones?

Housing Advisory Commission

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

Economic development, Redevelopment, Business Development, Housing and planning.

19. What would you hope to accomplish by your participation?

Support current planning efforts and help create new economic and growth opportunities.

20. ☒ Please submit your resume

21. ☒ Please submit a letter of reference

22. I am familiar with the responsibilities of the Planning Commission.

☐ I hereby attest that the above information is accurate.

Thank you,
City of Chula Vista

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MAX ZAKER

SUMMARY OF QUALIFICATIONS BUSINESS MANAGEMENT ~ ECONOMIC DEVELOPMENT

Forward-thinking, strategic-minded, and visionary leader experienced in uncovering new business opportunities and transforming underdeveloped communities. Team leader; effective in providing direction to groups, giving clear instructions, maximizing accountability, and championing measured risk-taking to arrive at innovative solutions. High-achiever with proven history of exceptional reviews. Influential, versatile communicator offering superior interpersonal skills to forge advantageous relationships, facilitate decision-making at the upper echelons of organizations, and motivate others to excel. Recent accomplishments:

- Launched new Keller Williams Realty Chula Vista franchise.
- Founder and President of Marina Vista Escrow
- Built social-enterprises which created 100+ new jobs.
- Developed high performing nonprofit organizations.
- Conceived, developed, and secured \$1,000,000 federal grant, and established on-the-job training programs.

Areas of Expertise

Organizational Development ~ Strategic Planning ~ Nonprofit Management
Real Estate Investment & Financial Analysis ~ Workforce Development ~ Coaching & Facilitating
Community Economic Development

PROFESSIONAL EXPERIENCE

KELLER WILLIAMS REALTY CHULA VISTA, Chula Vista, California | 2014 - Present

Keller Williams Realty is an international real estate franchise company with more than 700 offices in the U.S. and 21 other countries. Keller Williams Realty is the largest real estate company in the world by agent count. KW was named #1 training organization among top 125 companies by the Training Magazine. Each office is independently owned and operated.

President and Operating Principal: Founded and launched the new Market Center in the City of Chula Vista.

MARINA VISTA ESCROW, Chula Vista, California | 2016 - Present

Full service, independent escrow company licensed by the California Department of Business Oversight.

Founder and President: Founded and launched the company in the City of Chula Vista

THE ZAKER GROUP, San Diego, California | 2011 – Present

Consulting business specializing in Real Estate investment services, business management consulting, site selection and analysis, and community economic development.

Co-Founder: Conceived the vision, established the company, and built the business from ground up.

JACOBS CENTER FOR NEIGHBORHOOD INNOVATION, San Diego, California | 2003 – 2011

Operating foundation committed to the premise that residents must own and drive the change that takes place in their community for it to be meaningful and long lasting.

Director of Economic Development: Oversaw site selection and feasibility studies, business operations support systems, conference center operations, business planning, lease contract negotiations, investment and financial analysis, workforce development, and asset management.

Key Highlights:

- Supported development of the Village at Market Creek (www.thevillageatmarketcreek.com), a 60 acre community in San Diego, which was mostly underinvested by defining and implementing economic development strategies.
 - Played a pivotal role in empowering local residents with ownership opportunities by partnering with construction and development personnel to establish social enterprises focused on employment creation and on-the-job training.
-

PROFESSIONAL EXPERIENCE

(Continued from previous page)

DOWNTOWN SAN DIEGO PARTNERSHIP, San Diego, California | 2000 – 2003

Privately funded non-profit 501(c) 6 business organization whose membership consists of companies and individuals committed to strengthening the business, residential and cultural environment of Downtown San Diego.

Executive Director of Property-Based Business Improvement District (PBID): Directed efforts to bolster image and visibility of the Downtown San Diego area working with individuals at all levels across business and government sectors.

Executive Director of Property-Based Business Improvement District with DOWNTOWN SAN DIEGO PARTNERSHIP (Cont'd)

Key Highlights:

- Spearheaded lobbying efforts in support of 2,200 property owners in downtown San Diego to establish the areas's first property-based improvement district (www.downtownsandiego.org).
- Structured operating organization and contracted with the City of San Diego to administer and manage the district, contributing to the hiring of 95 full time ambassadors and management of a \$6.7 million annual budget.
- Enabled formerly incarcerated and homeless individuals to become productive community members; collaborated with district to identify, hire and train them, as well as provide critical support services.
- Improved tourism to the downtown area by partnering with law enforcement agencies, elected officials, and non-profits to enhance public safety, visitor/guest relations, park maintenance services, and public right-of-way.

UPTOWN PARTNERSHIP, San Diego, California | 1997 – 2000

Publicly funded non-profit 501(c) 3 organization established to improve parking and mobility within the Uptown communities of San Diego.

Executive Director: Supported efforts to create council policy for sharing parking meter revenues which created three parking districts in San Diego. Established nonprofit organization and contracted with the City of San Diego to administer and manage the Uptown Parking District. Oversaw day-to-day operations and program development reporting directly to the Board of Directors.

Key Highlights:

- Co-directed lobbying efforts in support of establishing parking districts
- Structured operating organization and contracted with the City of San Diego to administer and manage the district, contributing to the enhancement of Uptown business district
- Spearheaded and introduced parking meter debit card pilot project resulting in all parking meters converting to electronic devices.
- Developed financing and development plan for a publicly-owned parking structure in Hillcrest. Spearheaded district-wide parking and mobility signage program.

Additional experience includes Entrepreneur from 1989 – 2003. Founded and managed several businesses in San Diego County. Details on request.

CERTIFICATIONS

Certificate in Economic Development
SAN DIEGO STATE UNIVERSITY

Certificate in Economic Development
NATIONAL TRUST FOR HISTORIC PRESERVATION

Facilitation Certificate in New Venture FasTrak
KAUFFMAN FOUNDATION

EDUCATION

B.S. in Business Management
LONDON UNIVERSITY

AFFILIATIONS

Board Chair & Co-Founder (past)
SOUTHEASTERN DIAMOND BUSINESS DISTRICT

Housing Advisory Commissioner (current)
CITY OF CHULA VISTA

Chair of Government Affairs Committee (current)
PACIFIC SOUTHWEST ASSOCIATION OF REALTORS

Richard D'Ascoli
Chief Executive Officer
Pacific Southwest Association of REALTORS®



Honorable Mary Salas, Mayor of Chula Vista, and Members of the Chula Vista City Council
City of Chula Vista
276 Fourth Ave
Chula Vista, CA 91910

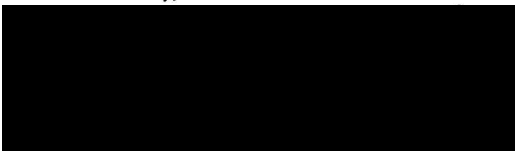
Dear Honorable Mary Salas, Mayor of Chula Vista, and Members of the Chula Vista City Council:

Max Zaker is an established resident of Chula Vista. He is an involved member in the Chula Vista community living on the west side with his wife and children. He is also a small business owner who understands what businesses need to thrive in our city. As a member of the Chula Vista Planning Commission, Max would be an asset to the future of Chula Vista. I've known Max for about five years. Recently, I've watched him build a successful Real Estate business around the idea that businesses need to partner with members of the local community.

Max is well known for his work with the Jacobs Center for Neighborhood Innovation along with other non-profits. I've gotten to know Max through his volunteer service at the Pacific Southwest Association of REALTORS®. Max currently Chairs our Government Affairs committee and was recently elected to PSAR's Board of Directors. He is thoughtful and considerate. Max diligently examines problems from multiple perspectives before drawing a conclusion. He looks for long-term strategic solutions and can see through the chaotic information to draw on the points of information that matter. He will work well with the elected officials in Chula Vista, members of the community, and the Chula Vista staff.

Max will bring great perspective to the Chula Vista Planning Commission and serve the city well. Please consider him for a position on the Chula Vista Planning Commission.

Sincerely,



Chief Executive Officer
The Pacific Southwest Association of REALTORS®