

Cultural Arts Commission
Applications Packet

CULTURAL ARTS COMMISSION APPLICATIONS

Current vacancy for an Arts Professional

Last Name	First Name	Supp. Questions	Resume	App Date	Indicated Expertise	Currently Serving on	Preference	Notes
Gray	Sophia	N/A	X	1/12/2017	Y		1	
Maigue	Francine	Not Received	X	5/11/2015	Did not receive supplemental questions		2	Sent interest/request for resume/supplemental questions on 12/20/2016; sent second interest email 1/4/2017; sent new deadline email 1/12/2017; spoke to Francine 1/19/2017, she is still interested, resent email to new email given
Maynard	Lorise	X	X	11/16/2016	Y		1	Sent interest/request for resume/supplemental questions on 12/20/2016; sent second interest email 1/4/2017; received supplemental questions 1/5/2017; sent new application in 1/18/2017
Moctezuma	Lisa	Received Post-Deadline	Received Post-Deadline	5/3/2016	Y		1	Sent interest/request for resume/supplemental questions on 12/20/2016; sent second interest email 1/4/2017; responded saying she'll apply if there's a future deadline; sent new deadline email 1/12/2017; spoke to on 2/15/2017, still interested

Leah Larrarte

From: Webmaster
Sent: Thursday, January 12, 2017 1:25 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: Completed

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

Form Name: Cultural Arts Commission Application
Date & Time: 01/12/2017 1:25 PM
Response #: 11
Submitter ID: 21727
IP address: 209.242.141.27
Time to complete: 53 min. , 14 sec.

Survey Details

Page 1

Application for membership on the Cultural Arts Commission

1. Prefix

(o) Ms.

2. First and Last Name

Sophia Gray

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?

(o) Yes

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

(o) Yes

11. How Long?

4 years

12. Present employer

SUHSD

13. Occupation

Teacher

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) No

19. Which ones?

Not answered

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

I am interested in continuing to promote awareness of the diverse community we live in. I am very passionate about the arts and hope to be in a position where I can propose new ways to continue to highlight community members, students, and artists. I have done several events for Hilltop High School, where as many as 500-600 community members attended. All of the events were made with the intent to showcase not only the students ability, but to promote and preserve the students culture and traditions. I feel that as an honest, humble, and culturally aware member of the community I can continue to help preserve the various cultures and traditions that exist in Chula Vista and continue to highlight the growing number of artists that exist in our 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] 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 am a Career Technical Education teacher, and have been teaching Television, Film, Digital Media, and Multimedia for the past six years at Hilltop High School. I have worked to develop and establish Hilltop Television Broadcast at Hilltop High School, and have seen many of my students go on to major in Design, Media, or Film at various universities nationwide. I love teaching as well as art, and by teaching what I love I am able to instill the same passion I have into many of my students.

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)

As cultural arts commissioner my goal would be to ensure that the city continues to be a city empowered by the arts and by the diversity that exists in our community. My goal would also be to create more and more opportunities for the community to be involved in events that not only promote the arts, but also promote the various cultures that exist. As an educator I would want to ensure that students from Chula Vista are provided various opportunities to showcase their work to people around the community. As well as students, I would propose that events highlighting art and artists in Chula Vista were implemented. I want the community to know just how important the arts are to the city, and show just how many members of the community are also artists themselves. I want to further promote the arts, and help in continuing the growth of education in the arts as well.

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

[Sophia Gray Resume.docx](#)

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

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

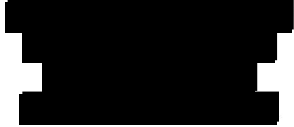
27.

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

Thank you,
City of Chula Vista

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

Sophia E. Gray



Qualifications

- Market Smart and Ebusiness Builder
- Yellow Belt certified in Lean Six Sigma
- Green Belt trained (eLearning)
- Over 5 years experience utilizing multi-media tools for marketing projects and presentations
- CTE Credential in Arts, Media, and Entertainment
- Board Member for Lights, Camera, Awesome
- McCandiss Arts 2016 Bravo Award

Experience

Multimedia / Graphic Design/Television, Film, & Digital Media, Hilltop High School, Chula Vista, CA, December 2010 – Present

- Teaching multimedia, video production, and graphic design
- M.E.Ch.A Club advisor- create cultural events for the school, fundraise for student scholarships, and student trips.
- Hilltop Television Club advisor - create events showcasing student work, fundraise for student scholarships.
- Mexican Voice and Pride Society Club advisor - promote cultural awareness, cultural events, fundraising for student scholarships.
- Teach and certify students in Adobe Suite software. (Photoshop, InDesign, Illustrator, Dreamweaver CS6.)
- In charge of daily morning bulletin broadcast.
- A part of the HT Academy at Hilltop High.

Arts Media and Tennis Summer Camp, Hilltop High School, Chula Vista, CA, Summer 2013

- ☐ Teaching ADOBE Photoshop and Flash.
- ☐ Teaching students the various production phases.
- ☐ Teaching students how to use iMovie.
- ☐ Lead Instructor for 25 students ages 6-14.
- ☐ Providing detailed activities for students Monday through Friday.

Video Editor/ and Marketing Designer, Self-Employed, Chula Vista, CA, February 2007 - present

- Design marketing tools such as trifolds, brochures, flyers, invitations and logo designs for small businesses
- Operate video camera for video of private lessons, produce and edit final videos for students using Final Cut Express and iMovie.
- Design and develop marketing strategies and materials for product launching and customer presentations, including but not limited to, informational CD's, flyers, brochures, invitations, and DVD's.
- Using two-dimensional computer animation software, create marketing videos; including sound and video production, editing, and publishing (using Final Cut Express).
- Film, edit and produce videos for events (weddings, graduations) and commercial videos.
- Create and maintain web pages for different small businesses and personal pages.

Education

National University

Bachelor's Degree in Communication

References available upon request

Erin Rivero

From: Tyshar Turner on behalf of CityClerk
Sent: Tuesday, May 12, 2015 11:02 AM
To: Kerry Bigelow; Judy Walsh-Jackson
Cc: Erin Rivero
Subject: FW: City of Chula Vista Boards & Commissions Application - Web form
Attachments: Mague, Francine.pdf

Follow Up Flag: Follow up
Flag Status: Flagged

Resume attached.

~Tyshar

From: Webmaster
Sent: Monday, May 11, 2015 6:21 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: 05/11/2015 6:20 PM
Response #: 29
Submitter ID: 1886
IP address: 70.183.111.34
Time to complete: 44 min. , 20 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

1. Prefix

(o) Ms.

2. First and Last Name

Francine Mague

3. E-mail

4. Home Address

5. City

Chula Vista

6. ZIP code

91911

7. Primary Phone

8. Secondary Phone

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

☒ Cultural Arts Commission

☐ International Friendship Commission

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

10. First choice?

International Friendship Commission

11. Second choice?

Cultural Arts Commission

12. Third choice?

Not answered

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?

33 Years

17. Present employer

California State Assembly

18. Occupation

District Director, Assemblywoman Lorena Gonzalez

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

(o) No

20. Which one(s)?

Not answered

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

(o) No

22. Which ones?

Not answered

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

(o) Yes

24. Which ones?

Please kindly refer to attached resume/CV.

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

The empowerment of underserved and underrepresented communities has been my life's passion and my life's work. Art and diplomacy have been my choice mediums for my service and my advocacy—building bridges of understanding, harmony, and shared growth and progress.

Through the arts, we have the opportunity to educate those who don't normally listen, engage those who don't normally participate, and empower those who don't normally speak up. To all this, I've dedicated most of my life, as a professional and classically trained director, choreographer, dancer, and arts educator since the age of 11, as a journalist and weekly columnist of nearly a decade, as a church administrator, community leader, civil servant, and, most humbly, as a concerned citizen. My educational background includes a Bachelor's Degree in World Arts & Cultures from UCLA and a Master's Degree in Management from Harvard University.

I've had the blessing of being mentored by some of the most decorated leaders, including His Excellency Jose L. Cuisia, Jr., Philippine Ambassador to the United and countless Consuls General. I've traveled alongside these leaders as an Inaugural Delegate to the Filipino American Young Leaders Program—meeting with the President of the Philippines, leaders from Hawaii to Washington, D.C., and, most importantly, concerned members of the community that seek innovative solutions to long-standing problems. I've lectured at colleges and universities and produced and hosted community programs and summits that look to strengthen relations amongst businesses, community organizations, sectors, and countries. I've been tenacious in my efforts to connect people to resolve issues, locally and globally, from taking on leadership roles in organizations, like the Filipino American Chamber of Commerce and the United Lions Club, to presenting community events, like international leadership conferences for students and their families. I have been most proud of the events I've hosted in my hometown of Chula Vista, which have welcomed leaders of all ages and backgrounds to productive discussions, resulting in strong international representation, support, and relationships from which our community continues to benefit today. For my efforts, I am humbled to have received various humanitarian and service awards. The greatest reward, of course, is the success of uniting communities to foster awareness and work together to assist those in need.

Please kindly refer to my attached curriculum vitae for more details on my background, areas of interest, and achievements.

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

I've found that the arts often serve as the most effective reflection of societal challenges, inadequacies of systems, and the needs of our people. I've witnessed and experienced injustices big and small throughout our community. I witnessed bright, intelligent women being objectified and undermined, so I created art. I witnessed children being bullied, so I created art. I witnessed cultures being underestimated, misrepresented, and misunderstood—so I created art. I've worked hard to illustrate

such issues through choreography, song, written work, and more. I've always understood that the arts have the power to uplift people, initiate important discussions in a safe environment, and inspire positive change.

I've also devoted myself for many years to producing events like conferences, town halls, and summits, which allow attendees to grow in cultural awareness and engage in dialogue that facilitates understanding and partnerships across communities. Such events empower our community to speak freely and problem solve together. I am already working on projects for the coming months that look to connect new international organizations with members of our local community to celebrate cultural achievements and address common concerns.

As a Commissioner for my beloved hometown of Chula Vista, it would be my great pleasure and honor to represent our community, coordinate and facilitate programs and events that foster cultural understanding, strengthen relationships and unite communities near and far, and provide sound recommendations that serve the best interests of our residents and guests. Simply put, I love Chula Vista, and I welcome every opportunity to help our city achieve its greatest potential.

I thank you for your kind consideration and hope to work with you very soon.

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

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

2012 Filipino-American History Achievement Award in the areas of Humanitarianism, Art, and Community Service
2012 Outstanding Filipino American Young Leader Award

EDUCATION

Harvard University *Master's Degree in Management – Specialization in General Management & Operations*

Commencement Speaker Prize

University of California, Los Angeles *Bachelor's Degree in World Arts & Cultures*

Peer-Elected Commencement Speaker
Charles E. Young Humanitarian Award
Outstanding Senior Award

Chancellor's Service Award
Distinguished Bruin Award
Woman for Change Award

Prytanean Alumnae Scholar
Jones Alumni Scholar
Homecoming Queen

University of Cambridge *Psychology of the Workplace*

CAREER HIGHLIGHTS

2014-Present: California State Assembly, 80th District

District Director, Assemblywoman Lorena Gonzalez

- Oversees all District Office operations & community outreach
- Leads District Team – Staff, Interns, Volunteers
- Represents Assemblywoman at community events and meetings
- Member scheduling and briefing
- Produces large-scale community events and programs to engage community, assess & best address constituent needs, and educate community on legislation
- Acts as liaison with media & other agencies on behalf of the Member & constituents

2009-Present: The Filipino Press, Award-winning weekly Filipino-American Newspaper

Weekly Columnist, Staff Writer, Producer / Host of Community Events

- Cover Story Writer
- Host of Press Conferences and Special Events
- Producer and On-Camera Host for specialty segments
- Weekly Columnist, "Francine & Friends" (formerly "The Pampered Pinay"), about the latest in community events, health & well-being, arts, entertainment, education, civic engagement, business, career development, travel and policies that impact the Filipino community

2013-2014: California State Assembly, 80th District

Field & Communications Representative for Assemblywoman Lorena Gonzalez

- Representative for issue areas of Filipino & Filipino-American Communities, Women, LGBTQ, Water, Taxation
- Media Contact for local and international media
- Designed and produced printed and social media communication materials
- Developed News Advisories, Press Releases, Op-Eds, Talking Points

2012-2014: New Hope Community Church

Church Administrator – Director of Operations, Educator

- Advised Senior Pastors in the most efficient and cost-effective operations of the church
- Managed staff and large body of volunteers
- Served as Capital Giving Campaign Director; Secured financial commitments totaling nearly \$1M in less than 2 weeks for new church building fund
- Developed and executed New Hope's rebranding strategy
- Enhanced childcare protocol to best serve growing church family
- Managed redesign of new Children's Ministry Wing
- Oversaw Marketing and new Website & Social Media development
- Designed community outreach publications
- Special Projects (e.g. Emergency Preparedness partnerships)
- New Hope Arts & Sports Academy – Production Director, Educator

2012-2014: Dance with Miss Francine

Owner, Executive Director

- Produced, supervised, and hosted classes, programs, camps, events
- Handled team hiring, casting, training, and sustaining of morale
- Created press releases, contracts, policies
- Director of companies in residence
- Coordinated budget & schedule including, but not limited to, weekly classes, specialty workshops, guest artist master classes, co. tours
- Stewardship, Development, and Facilities Management
- Developed & implemented curricula for year-round courses, summer programs, and community outreach services
- Counseled students and their families
- Educated students ranging in age from 2-45 years old
- Web, Production, Graphic, Sound, Costume Design - Film, TV, music videos, photo shoots, competitions, LIVE events

2012-2014: San Diego Junior Theatre, Christian Youth Theater

Educator, Choreographer, Creative Director, Costume Designer

(Most Recent Productions: CYT South County-Little Mermaid, Peter Pan, Pocahontas; JT- A Little Princess)

2000-2003, 2012-2013: Chula Vista High School for the Creative & Performing Arts

Award-winning Arts Educator and Choreographer

- Mentored competitive high school show-choir & dance students
- Won numerous awards across the nation from Hawaii to New York

2002-2012: Mystic Entertainment | Mystic Dance San Diego

Artistic Director, Public Relations Manager, Award-winning Company Director, Educator, Choreographer, Production Designer

- Managed faculty, staff, and volunteers
- Produced, managed, and hosted special events
- Handled team hiring, casting, training, and sustaining of morale
- Created press releases, contracts, policies, grant proposals
- Director of companies in residence

Did not receive supplemental questions

- Coordinated schedule including, but not limited to, weekly classes, specialty workshops, guest artist master classes, company tours
- Coordinated development of studio space & rental
- Developed & implemented curricula for year-round courses, summer programs, and community outreach services

2009-2010: Ultimate Magazine and Ultimate TV, Boston

Creative Team, Columnist, and Ultimate TV Host

- Produced and Hosted "Ultimate TV" Show and LIVE events including, but not limited to, charity fundraisers, launch parties, community events, fashion shows
- Monthly Columnist, "Boston's Ultimate It Girl," about the latest in community events, arts, restaurants, health & beauty, travel, fashion
- Directed Promotional Photo Shoots

2005-2006: SONY BMG | Paramusic

Creative Director | Choreographer | Costume Designer – SWEETBOX 10th Anniversary Concert Tour – Germany, Japan, Korea

2000-2005: University of California, Los Angeles - Office of Residential Life

Assistant Resident Director, Resident Assistant, President of Student Association

- Highly-coveted position overseeing programming for co-ed residential community of thousands of UCLA students
- Counseled, trained, and supervised full staff of Resident Assistants, Student Leaders, Student Health Advocates, Resident Computer Resource Consultants, and Administrative Assistants
- Oversaw programming, event coordination, and emergency, judicial, conduct, and conflict resolution
- Developed & executed regularly scheduled team building activities
- Planned & led retreats and meetings
- Assessed and served the needs of community of thousands of UCLA students from a variety of ethnic, financial, and academic backgrounds, including transfer students
- Assisted with the maintaining of academic success
- Counseled staff members and students
- Designed and implemented programs to educate and cater to the development of leadership and effective networking skills
- Developed strong community rapport through intimate and large-scale events in a variety of themes
- Encouraged personal growth of staff and students through personal motivation sessions and multiple workshops, such as "Goal Mapping"
- Emergency response and university regulation enforcement
- Designed and implemented programs to educate and cater to gender and culture specific needs and issues
- Handled fundraising and grant proposal writing
- Created marketing campaigns to create awareness of events, safety precautions, notification of building construction, and more
- Designed and executed services and programs to celebrate cultural diversity and understanding

2004-2005: UCLA Life Skills for College Men & Women Course

Teaching Assistant, Workshop Creator & Leader

- Effective Communication
- Finding Balance as a Student and Professional
- Stress Management
- Time Management
- Health & Fitness
- Meditation

2005: ABC Network's Reality Series "The Scholar" – Nationally and internationally televised series

On and Off-Camera Resident Advisor

- Advised scholars competing for a full college scholarship
- Provided counseling
- Developed and executed team-building events
- Managed conflict intervention and resolution
- Produced segments and events of mentorship and exchange between high school students and college students

1991-2002: The Body Arts Center Dance Foundation

Award-winning Arts Director, Educator, Coach, Choreographer

- Developed and executed special events on a local and national level
- Served as representative, promoting the benefits of arts education
- Managed fundraising for special projects and community outreach
- Collaborated with partnering community organizations
- Produced concerts, company tours
- Taught year-round courses in multiple art genres

1998-1999: Beacon Dance Light - Chula Vista Elementary School District Community Outreach Arts Education Program

Arts Educator

- Provided after-school master classes for children K-6 in various genres of the arts to enhance self-confidence, level of fitness, and communication skills
- Rallied community support, artist involvement and student enrollment

CURRENT COMMUNITY LEADERSHIP ROLES

2015-Present: Philippine Honorary Consul General of San Diego, Audie de Castro

Special Advisor to Consul General

2013-Present: Filipino-American Chamber of Commerce of San Diego County

Secretary & Board of Directors

2014-Present: Sharp Chula Vista Medical Center Foundation Advisory Board

Board of Directors

2014-Present: Los Chabacanos of Cavite City (sister city of San Diego)

Board of Directors

2014-Present: San Diego United Lions Club

Member

2014-Present: Silayan Filipina

Member

Harvard Women's Empowerment Convention And Network – WECAN**Founder / Executive Director / Director of Strategic Partnerships / Event Master of Ceremonies**

- Conceived, established, directed, and hosted grant-supported program uniting women and women supporters from across the United States
- Assembled and directed team of professionals and students to serve on Executive Board
- Secured sponsorships, partnerships, media coverage, keynote speakers, workshop leaders, vendors, contributing artists, and more
- Engaged in extensive research and needs assessment of program demographic and program team
- Wrote grant proposals
- Oversaw Sales & Marketing
- Developed and maintained event website
- Developed and executed networking activities for attendees
- Carried out day-of event logistics and conducted post-event analysis and evaluation

Harvard Business Society – “Innovation in Challenging Times Conference”**Director of Operations**

- Assembled and directed team of professionals and students to serve on Operations Team
- Secured sponsorships, partnerships, and media coverage
- Assisted in Sales & Marketing
- Developed program budget
- Successfully negotiated with numerous vendors
- Carried out day-of event logistics and conducted post-event analysis and evaluation
- Served as host to dignitaries, such as Wen Jiabao-Prime Minister of China, keynote speakers, workshop leaders, and panelists

2010 Philippine Presidential Debate presented by Harvard Law School**Host and Debate Leader for Overseas Filipino Voters****Harvard Business Society****Diversity Ambassador for Women Entrepreneurs****Harvard Ballet Company & Harvard-Radcliffe Modern Dance Company****Director of Marketing, Choreographer****UCLA Student Alumni Association**

- District 7 Leadership Conference Representative
- Brought hundreds of Bruins from all walks of life together to bond and network both on a professional and personal level through a series entitled “Dinner for 7 Strangers”
- Selected and served as mentor for over 200 performers in “Spring Sing” presented to an audience of 5,000 people at the LA Tennis Center

The UCLA Neverland Youth Dance Project: A College Bound Program**Founder/Executive Director/Director of Strategic Partnerships & Sponsorships, Winner 2005 Charles E. Young Humanitarian Award**

- Conceived, established, and directed award-winning, grant-supported, arts-based exchange program between youth, parents, and UCLA students, professors, and residential life leaders
- Received awards including the prestigious Charles E. Young Humanitarian Award, Chancellor's Service Award, and the Woman for Change Award

UCLA World Arts & Cultures Procession: World Arts & Cultures Department**Development Team - Student Group Coordinator**

- Created parade of hundreds through the campus and streets of Westwood in celebration of opening of new UCLA Arts building and its new services

UCLA Dance Marathon: Elizabeth Glaser Pediatric AIDS Foundation**Student Director of Entertainment**

- United students to raise funds and sustained positive morale through uplifting performances, presentations, and services

American College Dance Festival – John F. Kennedy Center - Washington, D.C.**National Winner/Southwest Representative Celebrating diversity & understanding through artistic innovation & cultural collaboration****“Death's Jest Book” – Original Musical – Fordham University, Lincoln Center - New York, New York & Los Angeles, California****Critically acclaimed Choreographer, Production & Costume Designer, Directed by Dr. Frederick Burwick, Professor Emeritus, UCLA****UCLA Mortar Board Honor Society****Vice President****HONOR SOCIETIES**

Omicron Psi - UCLA Chapter Founder & President
 Mortar Board - Vice President
 National Honor Society for Collegiate Scholars
 Alpha Lambda Delta

Phi Eta Sigma
 Phi Sigma Theta
 UCLA Dean's Honor List
 Golden Key International Honour Society

RECENT HONORS

2012 OUTSTANDING FILIPINO AMERICAN YOUNG LEADER AWARD

- Toured The Philippines with His Excellency Ambassador Jose L. Cuisia, Jr. as an Awardee & Inaugural Delegate to the Filipino American Young Leaders Program
- Met with President Aquino and other dignitaries to champion global initiatives to educate and empower communities through arts & culture
- Delivered well-received Master Classes titled "Arts as Tools of Community Service & Ministry" at the University of the Philippines, Diliman
- Currently developing projects with the Philippine Embassy, Philippine Consuls General – San Diego & Los Angeles
- Appeared on multiple ABS-CBN TV Shows to promote positive international relations and collaborations

2012 FILIPINO AMERICAN HISTORY ACHIEVEMENT AWARD

- Honored in the three areas of Humanitarianism, Art, and Community Service
- Presented with honors from the Philippine dignitaries, California State Senate, County of Los Angeles, and City Councilmembers

SPECIAL AREAS OF TRAINING AND EXPERIENCE

Arts Education & Entertainment	Positive Self-Image	Character Development	Organizational Skills
Effective Communication	Responsible Sexual Education	LGBTQ	Home Sickness
Special Event Coordination	Self-Presentation & Networking	Depression/Suicide	Student Leadership
Team Building	Time Management	Rule Enforcement &	Fundraising
Travel & Retreats	Respect & Cultural Awareness	Discipline	Theme/Special Needs Environments
Conflict Resolution	Meditation and other forms of	Community Service	Counseling
Health, Fitness, Wellness	catharsis	Workshops/Master Classes	Study Skills & Test Preparation

RESEARCH INTERESTS

COMMUNITY: Community Development; Civic Engagement; Empowerment of Underrepresented & Misrepresented Communities; Developing Young Leaders; Sustainable Urban Development; Public Health

BUSINESS: Organizational Behavior, Health, and Well Being; Equity, Diversity, and Inclusion; Best Practices in the Workplace; Employee Development; Social Media; Crowd Sourcing; Strategic Partnerships; Marketing and Public Relations; Event Production & Management; Hospitality; Needs Assessment; Building and Maintaining Positive Team Dynamic

INTERNATIONAL RELATIONS: Diplomacy; World Arts & Cultures; Social Entrepreneurship; Social, Cultural, & Visual Anthropology

EDUCATION: Interdisciplinary Curricula Development; Project-Based Learning, Critical Thinking, and Gamification; Blended Learning; Student Development; Arts Education; Best Practices in Academic Environments; Innovation in Higher Education; Developmental Technology in Education

SPECIAL SKILLS

FOREIGN LANGUAGES: Fluent in Tagalog (Filipino dialect), Studied elementary French & Italian

DESIGN: Curriculum, Special Events, Production, Graphic, Sound, Photography, Choreography, Costume

COMMUNICATION: Motivational Speaker, Team-Building Coordinator, Public Speaking Coach

WRITING: Grant Proposals, Press Releases, Speeches, Scripts, Critiques & Reviews

PRINT | MARKETING: InDesign, Illustrator, Photoshop, Publisher

PRESENTATION: Power Point, iPhoto, iMovie

ADMINISTRATIVE SOFTWARE: Word, Excel, Outlook, Community Church Builder CCB, Eventbrite, Blue Sombrero, Both MAC & PC savvy

SOUND | MUSIC: Sound Forge, Acid Pro, Adobe Audition, Garage Band

DANCE: Ballet (Royal Academy of Dancing & Imperial Society techniques, en pointe, pas de deux), tap (Rhythm & Broadway), jazz (musical theater, lyrical, contemporary, modern, character, competitive team), Polynesian (hula, Tahitian, Maori), Hip Hop, Ballroom, Combat, Cotillion, Irish Step, flamenco, Indonesian, Afro-Cuban, Indian (Bhangra, Giddha, Bollywood), Philippine Folk Dance, Cheer & Stunts

REFERENCES

Professional: Lorena S. Gonzalez, California State Assemblywoman, 80th District

Personal: William Gray,

SAMPLING OF SPEAKING ENGAGEMENTS & MASTER CLASSES

Did not receive supplemental questions

- **Karangalan Magkaisa Filipino-American Youth Conference** April 28, 2015
Speaker – Sweetwater Union High School District
- **San Diego Lunar New Year Celebration** February 27, 2015
Master of Ceremonies
- **“Our NET Worth:** February 24, 2015
Networking across sectors
Engaging mis and under-represented communities
Teaching and empowering our young people”
Keynote Speaker – Filipino American Chamber of Commerce of San Diego County
- **Los Chabacanos of Cavite City Gala** 2015
Master of Ceremonies
- **105th National City Chamber of Commerce Gala** 2015
Master of Ceremonies
- **San Diego Asian Heritage Month Celebration** 2014
Master of Ceremonies
- **National Federation of Filipino American Associations** 2014
Master of Ceremonies – National Empowerment Conference
- **Your Move International Filipino-American Young Leaders Conference** 2014
Keynote Speaker | Workshop Leader | Panelist
- **FilAmSD – “Uniting, Empowering, Celebrating the Filipino American Community of San Diego”** 2013
Producer | Host
- **His Excellency Jose L. Cuisia, Jr. Philippine Ambassador to the USA – San Diego Tour** 2013
Liaison between dignitaries | Producer | Host of community events and meetings, Scheduler
- **Karangalan Magkaisa Filipino-American Conference** 2013
Speaker – Sweetwater Union High School District
- **Chula Vista Elementary School District – “So You Want to Go to College...”** 2011
Panelist
- **Karangalan Scholars of San Diego – “College Journeys: Looking Forward, Finding Your Way Back”** 2011
Keynote Speaker
- **Harvard Business Society – “Effective Networking: Building Good Social Habits to Enhance Professional Success”** 2010
Keynote Speaker | Workshop Leader
- **Harvard University Women’s Empowerment Convention and Network (WECAN)** 2010
Master of Ceremonies | Founder | Executive Director | Director of Strategic Partnerships
- **Cambridge Rindge and Latin School – “The Art of Dance as An Effective Communication Tool & Team Builder”** 2010
Master Class Presenter
- **Nestor United Methodist Church – “Universal Lessons from Charlie and the Chocolate Factory”** 2009
Keynote Speaker | Service Coordinator
- **Nestor United Methodist Church – “Exchanging Cultures, Engaging Communities”** 2008
Keynote Speaker | Service Coordinator
- **San Diego Job Corps – “Building Effective On-Campus Organizations”** 2009-2010
Keynote Speaker | Workshop Leader
- **University Residential Life Conference** 2005
Workshop Leader
- **ABC Family Network “Movie Xtra with Forbes Riley”** 2004
Guest Host | Residential Housing Expert

ENDORSEMENTS OF FRANCINE MAIGUE'S WORK AS AN EDUCATOR, PUBLIC SERVANT, AND ARTIST:

"As a single mother trying to raise a young, teenaged, biracial girl, I am most impressed by Francine's ability to reach the core of these future women and inspire them to do and be more. I don't think anyone has made an impression upon my daughter the way that Francine has. Her creative teaching techniques, along with her willingness to spend additional time, really get to know each girl, lavish them with praise and constructive advice and her desire to share her success with each of them - as if it was their own - has made her the type of role model you could only pray that your daughter could have. If we had more dance teachers like Francine Maigue, I am confident we would have far fewer girls of color dropping out of school, getting pregnant and engaging in other risky behavior, and far more headed to Harvard University."

-Assemblywoman Lorena Gonzalez, California's 80-District

"I witnessed first-hand, Francine's passion, drive, and commitment to building the community around her. She brought together people of all ages, ethnic backgrounds, educational and work experience for events committed to celebrating and achieving life-long learning and self-development. I know of no other woman that is more committed to the vision of building a stronger, more capable, more caring community."

-Marci Anderson, Director – MAUM Center, Boston, Massachusetts

"What impresses me most about Francine is her strong drive. She is a highly determined individual who knows how to set goals and carry them out. Francine is well organized and willing to extend herself to complete any and all tasks, especially with the inspiration of best serving her community in new ways every single day...a remarkable legacy of public service set and inspired by Francine herself. Francine Maigue is a devoted public servant and an exceptional example of the outstanding individuals that Harvard has graduated."

-Theresa DiLando, Former President – Harvard Alumni Association

"Francine was not only the key organizer, but she was also the MC for the event. Her speech about why it is so important for women to be empowered and what that means was poignant and set the tone for what would be a well-rounded and powerful event for all who attended...She also led and developed a unique networking exercise for all conference attendees that I will never forget...Francine used the poetry of the great Maya Angelou to create a networking exercise in this environment at this conference where attendees felt safe, confident to speak out and able to make sincere networking connections with each other in a meaningful way...Francine is an event organizer, public speaker and developer of programs that uplift and inspire people. Her poise, professionalism and warm demeanor stand out, and she is a very special and charismatic person."

-Tanya Pinto, Founder – Baal Dan Charities

"Francine is one of the most genuine people I have ever met...She has the ability to believe in others when they can't find the strength to believe in themselves...It is her extraordinary poise and style in contributing her best to all of her endeavors that creates an environment that draws the very best from her colleagues...She dares to dream big for everyone's sake and puts in the tremendous amounts of work it takes to bring those dreams to life! So many people have been so blessed by her efforts, but even more blessed by the spirit and heart behind those efforts. She builds up everyone she meets. I don't know one person who isn't better for knowing Francine."

-Mandy Muenzer, SAG|AFTRA & UCLA Fitwell Coordinator

"Francine has been an excellent role model for my two daughters and to thousands of other children in the community. Francine empowered both of my daughters to explore new movement, music, and cultures to garner the ability to excel in an art form and society that continues to progress. In doing so, she also gave them the skills, confidence, and drive to excel academically and socially. They are emerging young leaders in the community because they had Francine Maigue to model themselves after."

-Bonnet Dacayo, Mother of Francine Maigue's Students of over 10 years

"Francine Maigue delivers work that amplifies the sensory experience."

-Ute Berns, Michael Bradshaw, Ashgate Research

"Francine unites young artists and provides an empowering outlet for them to express themselves through dance. She gives youth the opportunity to really justify the art form again. Francine feels it just as important to feel good about yourself and comfortable in your own body, as it is to entertain an audience. She provides a safe environment, where young people explore their artistry and experiment with their sense of self without feeling the pressure of being judged by others...The most important skill Francine has passed on to these kids is the ability to teach other kids these same skills. She teaches students how to effect positive change in others' lives. That is something truly remarkable."

-Matt Motal, FX Artist – Motion Theory, Los Angeles

"Francine choreographs her performances in an ingenious way, which addresses important community issues such as women empowerment, self-image, depression, peer pressure, social outcasting, and more."

-Alex Mulyar, Harvard University

"Not a dull moment...So many great moments to capture!"

-Deborah Davis-Gillespie, Programming Manager, Producer - Emmy Award-winning "COX Presents: A Salute to Teachers"

FRANCINE MAIGUE

“Born in Cavite City, Philippines and raised in Chula Vista, California, Francine Mague is passionate about empowering, engaging, and educating underrepresented communities in the hopes that they may have their American Dreams fully realized.

Francine graduated with her Master’s Degree in Management with a Specialization in Operations from Harvard University, where she received the prestigious Harvard Commencement Speaker Prize, hosted the Philippine Presidential Debate at Harvard Law School, and founded the Women’s Empowerment Convention and Network (WECAN). While in Boston, Francine hosted “Ultimate TV,” and became known as Boston’s “Ultimate It Girl.”

Francine graduated with her B.A. in World Arts & Cultures with a Concentration in Dance Studies from UCLA, where she was a member and leader of eight honor societies, peer-elected Commencement Speaker, Homecoming Queen, and winner of numerous awards, including the Distinguished Bruin Award, Outstanding Senior Award, Chancellor’s Service Award, Woman for Change Award, and Young Humanitarian Award for founding a college bound program and establishing multiple student organizations, including an undergraduate dance company that highlighted women’s issues.

In 2012, Francine was selected by His Excellency Philippine Ambassador Cuisia and the Consuls General as an Inaugural Delegate to the Filipino American Young Leaders Program (FAYLP). That same year, Francine was honored with the Filipino American History Achievement Award in the three areas of Humanitarianism, Arts, and Community Service.

While in the Philippines, Francine taught Master Classes at the University of the Philippines, assisted with storm relief, and appeared on multiple ABS-CBN TV shows. Francine met with a wide spectrum of government officials, business leaders, and academics, such as President Aquino, Vice President Binay, Secretary of Transportation & Communication Roxas and Members of Congress the Senate to brainstorm and develop programs and services that best represent and serve the Filipino community in the Philippines and abroad.

Francine is the District Director for Assemblywoman Lorena Gonzalez, proudly representing the California State Assembly’s 80th District, which includes Chula Vista, National City, and portions of the City of San Diego. Francine writes the widely-followed weekly column, “Francine & Friends” (formerly “The Pampered Pinay”) for The Filipino Press, is a former Miss Philippines, and serves as Secretary for the Filipino-American Chamber of Commerce of San Diego. Francine also serves on the Sharp Chula Vista Medical Center Foundation Advisory Board and is a member of the San Diego United Lions Club and Silayan Filipina.

Francine is considered a trusted voice in and for the community, who works especially hard to build alliances across organizations and industry sectors. As such, Francine was recently appointed as Special Advisor to the Philippine Honorary Consul General of San Diego. Francine tirelessly advocates for mis and under-represented communities through events and projects that promote cultural understanding, unite & civically engage members of the community, and celebrate each community’s history and achievements—all with the goal to sustain the advancement of the community as a whole, especially our young people.”

HIGHLIGHTS FROM ARTIST RESUME

- Miss Philippines of San Diego 1999
(Miss Talent, Miss Congeniality, Best in Evening Gown, Academic Scholarship Winner)
- 8-time Pacific Coast Talent Solo Champion
(Holds record for the most wins)
- Appeared as “Francine the RA (Resident Advisor)” on ABC’s Reality Show “The Scholar”
Produced by Bunim-Murray and Steve Martin
- As a Dancer, Choreographer, and Designer, artistic work has been showcased in venues around the world,
including The Kennedy Center (Washington, D.C.), The Lincoln Center (New York), and Seoul Olympic Stadium (Seoul, Korea)
- Received Honors from the Royal Academy of Dancing and has performed with Mikhail Baryshnikov, White Oak Dance Project, and the San Francisco Ballet
- Was hand-picked by Jackie Jackson of the Jackson 5 to appear as his only dance soloist for his production, “Tomorrow’s Stars Today”
- Choreographed the multi-Emmy Award-winning “A Salute to Teachers” LIVE 2007-2013
- As a child, provided voices for characters in various animated series
- Growing up in San Diego, trained and performed with San Diego Junior Theatre and Christian Youth Theatre; Returned as an adult to teach, direct, and choreograph the community’s next generation of performers



OFFICE OF THE MAYOR
Mary Casillas Salas

MEMO

July 20, 2015

TO: Donna Norris, City Clerk
CC: Kerry Bigelow, Senior Deputy City Clerk
FROM: Mayor Mary Casillas Salas
RE: Boards and Commissions Appointees

I would like to recommend Michael D. Jackson for appointment to the Safety Commission, Francine Mague for appointment to the International Friendship Commission and Manuel Delgado for appointment to the Mobilehome Rent Review Commission. Michael D. Jackson will replace Rodney Caudillo, Francine Mague will replace Rufino Roque and Manuel Delgado will replace Marco Torres.

Please place these items on the July 28, 2015 Council agenda for ratification and schedule the oaths of office for the following City Council meeting.

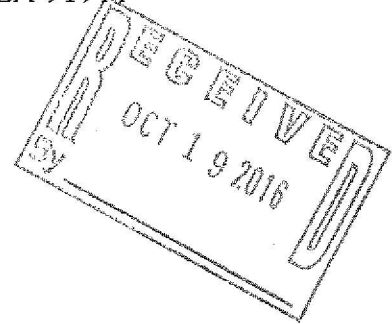
Thank you.

FRANCINE A. MAIGUE

[REDACTED]
[REDACTED] CHULA VISTA, CA 91911

October 19, 2016

Hon. Mary Casillas Salas
Mayor
City of Chula Vista
276 Fourth Ave.
Chula Vista, CA 91910



Dear Mayor Casillas Salas:

Please accept this letter as my notice of resignation from the International Friendship Commission.

In my time of service, I was honored to represent my beloved hometown of Chula Vista, contribute to and heighten awareness of the commission, and initiate and execute plans which allowed for the successful journey of our city and commission's first-ever youth ambassador to our sister city of Cebu, Philippines.

As Commissioner and Vice Chair, I worked diligently to build bridges with key individuals and organizations, both locally and abroad, to bring projects to fruition for our community. I hope our current and future commissioners will find these connections and resources helpful in growing and sustaining these programs for years to come. I look forward to witnessing as more of our youth and their families enjoy these very special opportunities. These experiences allow for positive international relations, cultural understanding and inclusion within communities, and the development of the next generation of worldly, resourceful, and compassionate leaders.

Though I must withdraw from the commission to focus on my family and work at this time, I will always remain a humble and dedicated servant to Chula Vista and its people. I feel blessed to have been raised in a place that celebrates cultural diversity and empowers youth in a myriad of ways. Regardless of titles, I will be steadfast in my support of our city's initiatives to honor these core community values.

I am grateful to the many who joined me in bringing new and important programs and resources to life while in this role. Mayor Casillas Salas, I thank you for the opportunity to have served my city in this capacity and will always treasure your support and mentorship.

With respect and gratitude,
[REDACTED]

Francine A. Mague

Leah Larrarte

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

Follow Up Flag: Follow up
Flag Status: Flagged

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

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

Survey Details

Page 1

Application for membership on the Cultural Arts Commission

1. **Prefix**
Not answered
2. **First and Last Name**
Lorise W. Maynard
3. **E-mail**
[REDACTED]
4. **Home Address**
[REDACTED]
5. **City**
Chula Vista
6. **ZIP code**
91915
7. **Primary Phone**
[REDACTED]

8. Secondary Phone

[REDACTED]

9. Are you registered to vote in Chula Vista?

(o) Yes

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

(o) Yes

11. How Long?

3

12. Present employer

Retired

13. Occupation

Artist

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

(o) No

15. Which one(s)?

N/A

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

(o) No

17. Which ones?

N/A

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

(o) 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

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

Lorise W. Maynard Artist Biography

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

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

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

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

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

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

Lorise W. Maynard

Scholarship Chair

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

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

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

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

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

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



Leah Larrarte

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

Follow Up Flag: Follow up
Flag Status: Flagged

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

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

Survey Details

Page 1

Application for membership on the Cultural Arts Commission

1. Prefix

(o) Mrs.

2. First and Last Name

Lisa Moctezuma

3. E-mail

[REDACTED]

4. Home Address

[REDACTED]

5. City

Chula Vista

6. ZIP code

91910

7. Primary Phone

[REDACTED]

8. Secondary Phone

Not answered

9. Are you registered to vote in Chula Vista?

(o) Yes

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

(o) 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?

(o) No

15. Which one(s)?

Not answered

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

(o) 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?

(o) 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.

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

Did not receive supplemental questions and resume

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.

_____ - _____ - _____ - _____

Professional Experience

- ◆ 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

- ◆ 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

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

Lisa Moctezuma, CFRM

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

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

Community Service & Affiliations

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

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

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

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

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

Education

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

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

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

Skills

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

Professional & Personal References Available Upon Request



City of Chula Vista Cultural Arts Commission Supplemental Questions

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

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

Definitions:

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

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

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

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

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

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

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

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

Name: Lisa Moctezuma Date: February 16, 2017

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