

Planning Commission  
Applications Packet

## Leah Larrarte

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**From:** Webmaster  
**Sent:** Wednesday, May 31, 2017 11:23 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:** 05/31/2017 11:22 AM  
**Response #:** 21  
**Submitter ID:** 26416  
**IP address:** 185.125.225.10  
**Time to complete:** 16 min. , 37 sec.

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### Survey Details

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Page 1

#### Application for membership on the Planning Commission

**1. Prefix**

(o) Mrs.

**2. First and Last Name**

Krista Burroughs

**3. Email**

[REDACTED]

**4. Home Address**

[REDACTED]

**5. City**

Chula Vista

**6. ZIP Code**

91913

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

15 years

**12. Present employer**

CLEAResult Consulting

**13. Position**

Project Manager

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

[x] Landscape Architecture

**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)**

My career in Landscape Architecture began in 1996 and over the next 10 years, I was employed in the industry in multiple capacities. As the Project Manager in the private sector at a design-build firm, I was able to see my designs come to life and be an integral part of on-site work and on-demand decision-making. I managed and facilitated design presentations to clients and local agencies and supervised site inspections to ensure compliance with governing regulations and ordinances.

As a Landscape Planner II for the City of Chula Vista during a time of the city's most expansive growth (2003-2008), I had the opportunity to work closely with developers, consultants and city officials to provide the best possible project to the city's residents while keeping fiscal and practical procedures at the forefront. Much of my role revolved around managing, reviewing and approving improvement plans for Master-Planned communities and implementation of Capital Improvement Projects. Additionally, I was involved in developing and employing multiple procedural documents that are currently in use by the City, such as the Landscape Plan Review Checklist, Parks Facilities Guidelines and Skate Park Ordinance, which has been adopted to the City's Municipal Code.

My most recent professional experience has largely focused on program management and contract administration. I've prepared multiple Requests for Proposal documents and administered contracts for both federal agencies and local districts and private consultants. My currently role includes coordination of day-to-day activities, budget management and goal achievement for a \$3.5M energy efficiency program.

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

(o) 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?**

In general, there always seems to be some disconnect between local government and the community it serves. I believe that any successful project should inclusive of community collaboration and a realistic fiscal plan. I also believe that more can always be done to help bridge this gap and boost public involvement and community relations. A large contributor to the success of the programs I've been involved with in a professional capacity are a direct result of public outreach campaigns in multiple forms, including printed and digital newsletter publications, various social media resources and press releases

through local media outlets.

Working for the City of Chula Vista gave me great experience in coordinating outreach campaigns with staff, consultants, contractors, agency partners and members of the community. I was responsible for planning and facilitating several local events including community forums and presentations to City Council. Responsibilities of my current position involves coordination of and representation at multiple outreach events, including monthly luncheons with the San Diego Hotel-Motel Association and several annual public events hosted by local utility companies.

Every professional position I've ever had has involved some level of budget monitoring and financial reporting. I've reviewed project cost-estimates and monitored contracts during the construction phase of a project. I've also worked closely with contractors on value engineering and budget phasing of many municipal projects. A significant portion of my role at the Resource Conservation District was to assign funds and monitor them on a stringent basis. The program had very little room for funding shortfalls so it was imperative that each dollar was spent appropriately. At program end, the contract work was completed on time and under budget. My current work with CLEAResult involves consistent budget monitoring of the limited funding source. I prepare monthly and quarterly reports for the client which detail the program's expenditures and forecasted work for the remainder of the program cycle.

Fiscal responsibility by the City is important not only to the success of a project, but to the community for which it serves. They need to know that the best efforts were made to get the best end result possible for the best price possible.

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

I've been a resident of Chula Vista for over 15 years and my husband was born and raised here. His family has stayed in town and his siblings work here as well. My children have attended elementary, middle and high school in Chula Vista and have played all of their sports for local leagues. We make it our practice to shop, dine and play in our city as much as possible. I have always had a vested interest in what happens in the place my family and I call home.

I've watching this City go through some highs and lows in the past 15 years and now I'm excited to see it growing and expanding yet again. I feel that I have a unique perspective having worked for the community I also reside in. I can understand and relate to both sides of an issue and can be fair and partial. I currently reside on a Federal Grand Jury panel for the County of San Diego and have previously held a board position with the San Diego Chapter of ASLA. My experience with a variety of agencies, local municipalities and private sector consultants would provide a well-rounded voice to the Planning Commission.

There are so many amazing things the City of Chula Vista has to offer, from shopping to parks, weekly farmer's markets and some incredible local businesses. I would love the opportunity to make sure we keep these in place and foster the City's growth even further.

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

[Krista Burroughs - Resume \(2017\).pdf](#)

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

[Krista Burroughs - Letter of Recommendation.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**

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# Krista Burroughs

## **CAREER PROFILE**

A motivated, organized and energetic program and project management professional with an extensive background in managing and coordinating a large volume of work and a diverse array of projects at once. Proven ability to achieve fundamental aspects of project management for both short and long-range projects including schedule development, budget monitoring and project team coordination. Consistent record of providing comprehensive data research and analysis, project planning, evaluating alternatives and making recommendations with excellent written and verbal communication skills.

## **PROFESSIONAL EXPERIENCE**

- Coordinate and manage multiple projects concurrently and all program-related activities
- Establish and maintain program work plans
- Develop project budgets and monitor expenditures
- Prepare written project activity and financial reports on a monthly, quarterly and annual basis
- Routinely arrange and facilitate meetings and presentations with staff, consultants, contractors, agency partners and members of the community
- Plan and facilitate events, activities and exhibit displays for multiple public and private functions
- Create and administer successful public outreach campaigns in multiple forms (newsletters & publications, e-mail, various social media outlets and local events/meetings)
- Manage and train departmental interns, entry-level employees and program volunteers
- Provide a wide variety of technical assistance and support to local, state and federal agencies, school districts, community groups, contractors and industry professionals
- Develop and coordinate the creation of numerous governing documents and forms required for successful implementation of the project
- Perform contract administration duties and consistent oversight of all field work activities to ensure project activities and timelines are followed
- Prepare Requests for Proposals (RFP's), complete bid packages and execution of formal bid procedures, including contractor pre-qualification and the award process
- Prepare grant applications and proposals for program funding from local, state and federal agencies
- Very knowledgeable and comfortable with the functions and operations of municipal government and non-profit organizations

## **EMPLOYMENT HISTORY**

<b>CLEAResult Consulting</b> – San Diego, CA <i>Project Manager</i>	1/2013-present
<b>Resource Conservation District of Greater San Diego County</b> – Lakeside, CA <i>Program Manager</i>	2009 - 2012
<b>City of Chula Vista</b> – Chula Vista, CA <i>Landscape Planner II</i>	2003 - 2008
<b>Urban Arena, LLC</b> – San Diego, CA <i>Project Manager</i>	2000 - 2003

## **TECHNICAL EXPERIENCE**

- Proficiency in Microsoft Office XP 2010/Office 365 – Microsoft Word, Excel & Outlook & PowerPoint
- Working knowledge of Microsoft Publisher & Adobe Photoshop

## **ADDITIONAL SKILLS & EXPERIENCE**

- Vice President of Programs and Social Activities (*San Diego Chapter of American Society of Landscape Architects, 2000-2001*)

## **ACADEMIC BACKGROUND**

### ***California Polytechnic University, Pomona***

- Bachelors of Science, Landscape Architecture (*1993-1998*)

May 29, 2017

To whom it may concern,

I am pleased to write this letter of recommendation for Krista Burroughs for a position on the City of Chula Vista Planning Commission. I've known Krista since 2000 when we served together on the Board of Directors for the San Diego Chapter of the American Society for Landscape Architects. Over the last 17 years, we've not only worked together on a professional level but have become great friends as well. During that time, I've found Krista to be incredibly detailed, energetic and thoughtful.

Krista's attention to detail was clearly evident when I first started working with her - any task assigned was finished ahead of time in an efficient manner. She took the time to take detailed notes at every meeting and was extremely organized when handling the many events we had to coordinate. This organization extends to her personal life as well - I'm always in awe at her ability to schedule her work, family, professional development, hobbies and friends with such balance and ease.

Krista has an incredibly energetic personality that makes people feel at ease and allows her to connect with a wide range of people. Over the years, I've seen her interact with people as a leader where she is able to bring out the best in individual's abilities, as well as being a great team player when working in a collaborative group situation.

Krista is extremely thoughtful in her decision making process. She always weighs how her decisions will affect others and does not take this responsibility lightly. In addition to this, she is able to effectively communicate her thought process through her excellent verbal and written skills.

I feel confident in recommending Krista for a position on the City of Chula Vista Planning Commission. She has always taken great pride in her work and has a deep understanding of the city development process from her time working as a Landscape Planner for the City of Chula Vista. Joining the Planning Commission would allow her to continue to develop her leadership role within the community she resides and takes great pride in.

Sincerely,

*Jennifer Sabo Spencer*

Landscape Architect  
Ivy Landscape Architects, Inc.



## Leah Larrarte

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**From:** Webmaster  
**Sent:** Friday, March 31, 2017 4:57 PM  
**To:** CityClerk; Adrianna Hernandez; Pat Laughlin  
**Subject:** City of Chula Vista: Planning Commission Application - Web form

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

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

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

**Form Name:** Planning Commission Application  
**Date & Time:** 03/31/2017 4:56 PM  
**Response #:** 13  
**Submitter ID:** 24194  
**IP address:** 174.66.145.137  
**Time to complete:** 33 min. , 8 sec.

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### Survey Details

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Page 1

#### Application for membership on the Planning Commission

1. **Prefix**  
(o) Mr.
2. **First and Last Name**  
RODNEY CAUDILLO
3. **Email**  
[REDACTED]
4. **Home Address**  
[REDACTED]
5. **City**  
CHULA VISTA
6. **ZIP Code**  
91915

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

18 YRS

**12. Present employer**

WEDBUSH INC.

**13. Position**

WEALTH MANAGER-PORTFOLIO

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

[x] 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 have lived here in the city for 18 yrs. I have seen the eastern part of Chula Vista grow from the ground up. I have seen the good and the bad (mostly good) !!! I have been very inspirational in developing and implementing policy for the Eastlake2 Greens residential community for the past 15 yrs as the Board president.. I know what it takes to keep a community safe, desirable and appealing. Its so important to look at "tomorrow" rather than "today" when making planning decisions and I believe I have that characteristic. I believe I understand the overall City and where its headed. I believe I understand what good planning means to bring good quality jobs to our Great City!!!. I will be able to use my knowledge in working with companies to help develop the city into something that companies will want to be a part of. Its imperative to not under or over develop in order to attract good paying jobs and facilitate highly desirable living conditions. I serve on the GMOC commission currently and was on the Traffic/Safety commission for the City for 8 years. I have experienced a great deal over the years in our city. I believe my knowledge best suits me for this position.

**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?**

GMOC

**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 interest is to make our Great City the best it can be. I want to expand on our Urban Core and make our city highly desirable for people wanting to live here. Most importantly I want to make sure our planning process if pro growth for companies wanting to do business in Chula Vista. In the end, its about bringing high quality jobs to our city and the growth will follow with proper city planning

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

I will ensure every resident that proper and effecting planning will create good jobs as well as keep the quality of life at its highest level with highly desirable living conditions.

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

PLANNING COMMISSION RESUME.doc

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

PLANNING COMMISSION RESUME.doc

**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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## **RODNEY CAUDILLO**



### **OBJECTIVE**

Seeking a Planning Commissioner position. Work with the City Council to ensure that the infrastructure and efficient and effective use of land is met in our city. I will work to make sure the quality of life remains at the highest level and that future growth is effectively accomplished with proper City Planning.

### **WORK EXPERIENCE**

- 1991-1999      First Wall Street Investments, Financial Advisor. La Jolla, Ca  
Managed customers investment accounts, Made financial management decisions for customers, Retirement planning, Managed 401 K portfolios for large corporations. Business development.
- 1999-Present      Wedbush Morgan Securities, Vice President Investments. La Jolla, Ca  
Investment wealth management with Individuals, Large Financial Institutions, Municipalities. Designed and implement large and complex investment portfolios. Managed and constructed large 401k platforms for corporations. Pension management, Business development, Retirement planning and Budgeting.

### **RELATED EXPERIENCE**

- 2007-2015      Chairman of the Safety Commission for the city of Chula Vista, Ca.  
Worked with the engineering department on various traffic matters. Conceived and developed ideas and suggestions to contribute to the improvement of personal, traffic or property safety within the city.
- 2007- present      President of Eastlake 2 Home Owners Association. Manage 3 million dollar budget. Develop and enforce policies. Oversee the management of 2450 residential homes in the community.

### **EDUCATION**

- 1991              BS degree in Business Administration, Finance San Diego State University.





Francisco X. Rivera P.E., T.E.



May 31, 2017

Honorable Mayor Mary Casillas Salas & City Council  
City of Chula Vista  
276 Fourth Avenue  
Chula Vista, CA. 91910

Honorable Mayor Casillas Salas and members of the City Council,

This letter is to request consideration of Mr. Rodney Caudillo for the Chula Vista Planning Commission. I have known Mr. Caudillo since January 2008 when he was first appointed to the Chula Vista Safety Commission. He served diligently on the Commission for eight years and helped the citizens of Chula Vista resolve the many issues brought before the Commission for consideration and resolution. As the staff liaison to the Safety Commission for many years, I can attest to the character and work ethic that Mr. Caudillo brought to the Safety Commission and it is without any hesitation that he would bring the same character qualities to the Planning Commission. He is very thoughtful of the duties required of him and his responsibility to conduct city business as a true professional and to the best of his ability.

During his two terms on the Safety Commission, I found him to be well prepared to handle the matters on the agenda in a fair and impartial manner. His years on the Safety Commission exposed him to the city organization and the issues related to traffic and how development impacts the community. This experience gained with the Safety Commission would certainly help the Planning Commission. Several previous Safety Commissioners have proceeded to serve on the Planning Commission and this serves as a testament that the skills gained on the Safety Commission prepare a candidate well for the Planning Commission.

Should you have any concerns about this letter, please do not hesitate to let me know.

Sincerely yours,



Francisco X. Rivera P.E., T.E.

## Leah Larrarte

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**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.

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### Survey Details

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#### 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

## Leah Larrarte

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**From:** Webmaster  
**Sent:** Thursday, June 01, 2017 11:38 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:** 06/01/2017 11:38 PM  
**Response #:** 23  
**Submitter ID:** 26502  
**IP address:** 72.199.114.245  
**Time to complete:** 53 min. , 51 sec.

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### Survey Details

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Page 1

#### Application for membership on the Planning Commission

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

2.5 years

**12. Present employer**

Milburn & Associates, Inc.

**13. Position**

President

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

☒ 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 a BFA graduate with over 35 years experience in design. Having worked with Associations, high tech firms and manufacturers. I have worked with the Urban Land Institute (ULI), an association of urban planners and real estate developers, for over 10 years, producing materials for their meetings and educational programs. Producing work for them has require me to have an intimate knowledge of the subject matter. Although this in not a formal urban planning education, it has been very instructional and enlightening. I also own several pieces of both urban and rural properties and have a keen interest in development from both a property owner, taxpayer, and a citizen wanting the best possible Chula Vista for all. I have also served as a board member of my HOA.

**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?**

Urban and suburban planning to create the best city possible. I have extensive design and marketing skills to promote the city's efforts through print, web, social media and marketing automation. I am also an extensive walker for exercise and for purpose. Walking not only for my health, but to run errands as well. Regularly visiting our Third Avenue village during its renaissance on foot. A renaissance that I am very excited about.

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

I would like for the growth and improvement in Chula Vista to benefit all of the citizens. I would like for these changes to be carefully planned and executed for the long term. Chula Vista has the potential to be a model city for California and the world for that matter. I feel that walkability is very important to the future of Chula Vista. Walkability with a purpose, not just a pretty neighborhood to walk in, but a place where you can walk to the store, the post office and other errands. I feel that this is the promise that western Chula Vista has to offer. Newer mixed use developments can be the key if they are carefully planned and looked at as a whole.

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

Milburn Resume 2017 single.pdf

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

Milburn Letter of Rec.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.

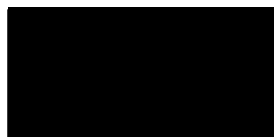
**23.**

(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**

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

Over 20 years experience in the Design, Advertising and Marketing fields.

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

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

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

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

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

Milburn & Associates - A design firm founded in 1996.  
1996 to present.

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

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# LOU A. PADILLA & ASSOCIATES

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May 26, 2017

To Whom It May Concern:

I write in support of Jon S. Milburn for the position of Commissioner of the Chula Vista Planning Commission. He would be an asset to any organization as he has over 30 years experience as a successful business owner. Additionally, he is the owner of several properties, in both urban and rural areas, and has dealt frequently with zoning issues and matters of concern to various types of communities.

Jon Milburn's tenure as a businessman, working with high-tech, real estate, financial and innumerable other governmental and non-governmental organizations has given him an extensive breadth and depth of knowledge and experience. He has also become an avid walker and proponent of "walkable communities," which serve both the business and private citizens, alike.

Jon is a bright and diligent individual with a natural ability to solve problems fairly and honestly. His even-tempered countenance and his ability to listen to every side of an argument have served him well in his personal life and in his career. I am certain that he would be an excellent Planning Commissioner.

Sincerely yours,

Lou A. Padilla

Real Estate and Property Management



## Leah Larrarte

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**From:** Webmaster  
**Sent:** Thursday, June 01, 2017 2:35 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:** 06/01/2017 2:34 PM  
**Response #:** 22  
**Submitter ID:** 26473  
**IP address:** 68.107.0.18  
**Time to complete:** 38 min. , 12 sec.

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### Survey Details

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Page 1

#### Application for membership on the Planning Commission

1. **Prefix**  
(o) Mr.
2. **First and Last Name**  
David L. Potter
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?**

34 years

**12. Present employer**

Retired

**13. Position**

Attorney

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

☒ Civil Engineering

**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 was a commissioned in the U.S. Army Corps of Engineers in June of 1967 and served for almost thirty years in active duty and reserve assignments with that branch of service. My last assignment was with the Corps of Engineers, Southern Mississippi Division in Vicksburg, Mississippi. My duties there included legal issues on land use and emergency procedures during periods of flooding.

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

(o) 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?**

Having previously served on the Charter Review Commission I had an opportunity to see the operation of the city government and very much enjoyed the experience. As my family intends to stay in the City my particular interest is helping the City continue to grow in a well organized and logical manner. I believe my experience as an attorney and with the Corps of Engineers will be helpful in insuring some problems encountered in planning may be avoided.

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

I have always felt that one who benefits from the community in which he resides must contribute to the that community in ways beyond merely paying taxes and voting. I would hope that my experience would help the Planning Commission to make Chula Vista an even finer place to live.

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

David L. Potter Resume.docx

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

LOR For David Potter.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**

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

David L. Potter

[REDACTED]

[REDACTED]

[REDACTED]

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**Education:**

**Western State University, College of Law.** San Diego, California.

Graduated:

1987

Degree: Juris Doctor

**Syracuse University:** Syracuse, New York.

Graduated: 1980

Degree: Master of Business Administration- Concentration in transportation and distribution management.

**State University of New York, College at Geneseo.** Geneseo, New York.

Graduated:

1974

Degree: Bachelor of Arts: Major in Political Science with a Minor in Sociology

**Experience:**

**Superior Court of California, County of San Diego.** March 2002 to Retirement March 2014

Staff Attorney, Office of The Family Law Facilitator, South County Division. Assist in the developing, planning and implementation of the Family Law program that provides services to un-represented litigants. These services facilitate and expedite family law proceedings related to child support, spousal support, and health insurance matters. Included in these services are mediation, assistance with completion of forms and orders, as well as referrals to appropriate agencies and the private bar referral services. Serving as a Judge Pro Term in the Small Claims night court session.

**Law Offices of David L. Potter, San Diego, California.**

1992 to

March 2002

Sole practitioner in the area of civil litigation, primarily involved in Law and Motion practice and Bench Trials. Primary emphasis in Family Law, Bankruptcy, Small Business Law, Probate and Criminal Law. Practice included negotiation and drafting of transactions and settlements. Served as Judge Pro Term in both the Superior and Municipal Courts of San Diego County.

**Law Offices of L. Hunter Tracht, San Diego, California.**

1987

to 1992

Associate attorney in a general civil litigation practice. Practice included client interviewing, discovery proceedings, case management, and appearances at hearings and civil trials. Conducted legal research and drafted pleadings, motions, and appeals.

**Krael and Krauel, Attorneys at Law, San Diego California.**

1984 to

1987

Law clerk with duties including drafting of ordinances, drafting and preparation of form agreements, legal research and the staffing and preparation of pleadings and code enforcement documentation for City Attorney for the cities of Del Mar, Coronado and Encinitas.

**Military Service:**

Lieutenant Colonel, U.S. Army Retired (1995)

U.S. Army, Corps of Engineers

Reserve Service: 1971-1995

Active Duty (Vietnam, Germany) 1966-1971

**Community Involvement:**

Charter Review Commission, City of Chula Vista (former member)

Board of Trustees, First United Methodist Church of Chula Vista (former member)

Boy Scout Troop 895, Chula Vista (former committee chair)

Habitat for Humanity Committee (former member)

Hilltop High School Lacrosse, assistant coach (2006 to present)

May 31,2017

To: City of Chula Vista, Planning Commission

Subject: Recommendation of Mr. David Potter for appointment to Citizen  
Planning Commission.

From: Gary W. Gleason

I would like to take this opportunity to recommend Mr. David Potter as a volunteer to serve as a member of the city Planning Commission.

I have known Mr. Potter for over 18 years. He has served in many leadership and planning positions through his work and as a volunteer.

Both Mr. Potter and I retired as Lieutenant Colonels from the U.S. Army Reserves. As an Army Engineer, Mr. Potter was involved with many civic planning projects.

Mr. Potter is a very civic minded individual. As an attorney, he had a private practice in Chula Vista where he practiced Law in the South Bay Court system. In doing so, he became very aware of many Planning issues in Chula Vista.

I am a retired career Law Enforcement Officer from San Diego. My last position was with the San Diego County District Attorney's Office as a Commander, supervising District Attorney Investigators in all of the Branch offices, as such I was aware of the great work Mr. Potter performed when he moved from private practice to work as a Family Services Attorney in the South Bay Courts.

Mr. Potter and I were active leaders for many years in the Boy Scouts of America with Troop # 895, sponsored by Chula Vista Elks Lodge # 895. David was the Chairman of the Parents Committee for several years. In this capacity he planned, and schedule many meetings and events. He would be a very effective member of any Planning Board.

Chula Vista has been Mr. Potter's home for many years. He raised his family and worked here. Mr. Potter is also the owner of several rental properties in Chula Vista, giving him insights into the housing and rental issues in Chula Vista.

Mr. David Potter is a very well educated and experienced individual, and would be a great addition to the Chula Vista Planning Commission. I am recommending him to be appointed to this commission.

Thank You for your consideration of his appointment to the City Planning Commission.

Respectfully: Gary W. Gleason, [REDACTED]

[REDACTED]  
Chula Vista, CA.

91910

## Leah Larrarte

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**From:** Webmaster  
**Sent:** Monday, April 24, 2017 3:56 PM  
**To:** CityClerk; Adrianna Hernandez; Pat Laughlin  
**Subject:** City of Chula Vista: Planning Commission Application - Web form

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

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

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

**Form Name:** Planning Commission Application  
**Date & Time:** 04/24/2017 3:55 PM  
**Response #:** 14  
**Submitter ID:** 24987  
**IP address:** 23.113.207.179  
**Time to complete:** 36 min. , 26 sec.

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### Survey Details

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#### Page 1

#### Application for membership on the Planning Commission

1. **Prefix**  
(o) Mr.
2. **First and Last Name**  
Joseph Quinlivan
3. **Email**  
[REDACTED]
4. **Home Address**  
[REDACTED]
5. **City**  
Chula Vista
6. **ZIP Code**  
91913

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

1997

**12. Present employer**

Self-employed

**13. Position**

Commercial & Residential Real Estate Investment Consultant

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

☒ Architecture

☒ Landscape Architecture

**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 have been commercial and residential real estate consultant for the last 13 years in the San Diego/Chula Vista area. In the last year I worked for a major property management company where I was the Community Guidelines and Architectural Director for 5 communities on the east side of Chula Vista; Otay Ranch 3&5, Rolling Hills, The Village of Montecito, Lomas Verdes (approximately 8000 households). I was in charge of HOA guidelines and enforcement as well as coordinating, advising community boards, and approving all architectural plans for installation. As the Architectural Guidelines Director I was tasked with overseeing all facets of the architectural approval process from providing initial information to homeowners and vendors, reading arch plans/schematics to ensuring that elevation charts and materials adhere to each communities guidelines, drafting/revising guidelines and policies, plan and preside over board meetings, and perform site visits to ensure that all guidelines are being met up through completion.

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

(o) 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?**

My principal areas of interest are development and redevelopment. Please refer to my areas expertise and experience above and my attached resume.

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



As a long time residence of this beautiful City I'd like to be a part of the change as our City redevelops the Westside and continues to grow to the East. I see huge potential for starting redevelopment around the marina and extending that development into our historical 3rd avenue district. Growth in the East is important but revitalization is key to our cities future success. Chula Vista is one of the few areas where property values dip as you move closer to the ocean- I'd like to see that change.

At one point Chula Vista was one of the fastest growing cities in the nation due in large part to the growth in the East and then the financial crises hit and well the rest is history. East Chula Vista/Eastlake area is great, but in my opinion it lacks what other great areas in SD have... We lack a sense of community and therefore seem to house a very transient population. We have great schools, parks, chain restaurants, stores, etc... But we have very few successful longstanding locally owned restaurants and specialty stores. This is due in large part to a poor walk score. All retail/restaurants are located in strip malls away from the general populations and to far for families to walk to. In my opinion, those services should be provided by locals and sprinkled in and around the various housing communities we live in- much like Southpark, Northpark,... etc. We also need to bring more industry into the Eastside. Inviting more industry to our growing area will help support local businesses as those employees (what I like to call a lunchtime crowd) will help support the many smaller mom and pop businesses in the area.

I would love the opportunity to serve this great city and appreciate your consideration. Thank you!

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

[Quinlivan2017.pdf](#)

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

[Letter of recom.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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# J. Robert Quinlivan

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## Education

**National University**, San Diego, CA  
**M.B.A., Marketing** Emphasis in Management & Marketing 2012

**San Diego State University**, San Diego, CA  
**BA, Economics** 2003

**San Diego City College**, San Diego, CA  
**A.A., Business Administration** 2000

## Work History

**Walters Management**, San Diego, CA 2016- 2017  
**South County Architectural & Community Guidelines Director**

**Top Rank Realty**, San Diego, CA 2005-Pres  
**Loan Officer/Real Estate Agent/Property Management**

**Anzus Software, Inc.**, San Diego, CA 2004-2005  
**Sr. Pricing Analyst**

**AIES** (A General Dynamics Company), San Diego, CA 2003-2004  
**Supply Cost Analyst II**

**Law Offices of Rose, Klein, & Marias**, San Diego, CA 1995-2003  
**Bookkeeper/Customer Relations**

**Best Regards Wine Company**, San Diego, CA 1992-1995  
**Marketing/Promotions/Sales**

**Southern California Construction & Landscaping**, San Diego, CA 1989-1992  
**Project Management/Irrigation/Demo**

## Languages

English and Spanish

## **Boards**

**Regional Director for Lutheran Social Services,**  
San Diego, CA 2012-2013

**Chairman and Board Member of Pilgrim Lutheran Board Of Education,**  
Chula Vista, CA 2008-2011

**Mission Director Pilgrim Lutheran Church,**  
San Diego, CA 2009-2011

## **Volunteer Work**

**YWAM – Youth with a Mission,**  
Southern California/Mexico 2000-2001

**City Of Chula Vista's Citizen's Leadership Academy,**  
Chula Vista, CA 2007-2009

**The Leukemia and Lymphoma Society – Team In Training,**  
San Diego/Hawaii 2008 -2011

**Lutheran Social Services – Organizer for Walk to End Poverty,**  
San Diego 2011- 2012

**YMCA – Board of Directors Fundraising Campaign Team Member**  
Chula Vista 2016

April 24, 2017

To Whom It May Concern,

I have known and worked with Robert Quinlivan for over 13 years. Robert is one of the most hardworking and dedicated people I know. He is fair and level headed and is someone I often go to for advice. His eye for detail, out of the box thinking, calm demeanor, and communication skills have served him well over the years. I believe his vision, education, and work experience makes him a great candidate for this position.

Sincerely,

Esaul Alatraste

A solid black rectangular box used to redact the signature of Esaul Alatraste.

## Leah Larrarte

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**From:** Webmaster  
**Sent:** Tuesday, May 23, 2017 1:22 PM  
**To:** CityClerk; Adrianna Hernandez; Pat Laughlin  
**Subject:** City of Chula Vista: Planning Commission Application - Web form

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

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

**Form Name:** Planning Commission Application  
**Date & Time:** 05/23/2017 1:21 PM  
**Response #:** 19  
**Submitter ID:** 26174  
**IP address:** 38.88.220.210  
**Time to complete:** 3 min. , 15 sec.

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### Survey Details

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Page 1

#### Application for membership on the Planning Commission

1. **Prefix**  
(o) Mr.
2. **First and Last Name**  
JEROME TORRES
3. **Email**  
[REDACTED]
4. **Home Address**  
[REDACTED]
5. **City**  
CHULA VISTA
6. **ZIP Code**  
91911
7. **Primary Phone**  
[REDACTED]

**8. Secondary Phone**

Not answered

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

(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?**

<>10 YEARS

**12. Present employer**

SANDAG

**13. Position**

RISK PROGRAM MANAGER

**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)**

Although I have no direct professional experience in any of the listed disciplines, I have extensive experience working with architects, engineers, environmental consultants, planners, et al., on various major capital improvement projects in all phases of development. This includes CEQA, planning, design, permit approvals, construction, etc.

While serving as a Sr. Management Analyst in the Office of the City Manager for the City of Coronado, I collaborated with planning staff in the enforcement of the City's zoning laws, ordinances, rules and regulations.

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

(o) 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?**

My interest in the City of Chula Vista is multi-faceted. This prompted my previous successful candidacy as a member of the City's Districting Commission where I was honored to be appointed as its Chairperson. Now, I would like to further my community involvement by, hopefully, serving as a member of the City's Planning Commission.

The experience or special knowledge I bring to my candidacy stems from my tenure serving as a Sr. Analyst in the Offices of a City Manager and County Administrator. As indicated by my resume, my professional experience has provided me a skill set that is directly applicable to the land use duties of the Planning Commission. Moreover, during my professional career, I was tasked to provide staff support to various appointed citizen advisory groups/commissions. As a citizen, I have served as an appointed official on various citizen advisory groups/commissions as well. Thus, I have an in depth understanding and knowledge of the role that citizen advisory groups/commissions play in local government.

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

I hope to play a constructive role in the implementation and update of the various elements of the City's General Plan and other City planning documents. I'm particularly interested in the Urban Core Specific Plan, Palomar Gateway District Specific Plan and the Bayfront Specific Plan.

Based on my professional experience, I hope to bring an informed and unique perspective on the Planning Commission as it deliberates on: 1) development applications; 2) economic development strategies; and 3) long-range planning efforts. My primary focus will be toward improving the present and future quality of life for residents of Chula Vista.

If appointed, I have no conflict of interest that would prevent me from discharging my full duties as a Planning Commissioner. Finally, I would adhere to a strict code of conduct regarding ex parte contact.

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

[JTResumeList-NEW, 03-20-17.pdf](#)

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

[Torres Recommendation Letter 052217.docx.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**

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**JEROME ORLANDO TORRES**

**Chula Vista, CA 91911**

## **PROFESSIONAL RESUME**

### **EDUCATION: California State University, Long Beach**

- Masters of Public Administration
- Bachelor of Arts (Political Science w/ an Option in Public Administration)

## **SKILLS AND EXPERIENCE**

- Providing professional-level research, analytical and administrative support to County Administrative Officer, City Manager and Board of Education.
- Preparing, monitoring and analyzing multi-million dollar annual budgets at four levels of local government: City, County, School District and University.
- Managing major contracts and leases at City and County level (including preparing RFPs/RFQs, term sheets and contracts; negotiating term sheets and contracts, developing cash flow analysis, and conducting performance reviews).
- Preparing grant applications that secured millions of dollars in federal and state funding.
- Serving as Risk Manager for City and Regional Transportation Planning Organization.
- Serving as Project Leader for high profile public ventures (including: \$30 million marina redevelopment project, telebusiness center and tourism improvement district).
- Conducting organizational, legislative, and public policy research and analysis at three levels of local government: City, County and School District.
- Developing major feasibility studies, business plans, needs assessments, strategic action plans and research studies.
- Developing and administering local government programs at the City and County level.
- Preparing and presenting major staff reports before governing boards at three levels of local government: City, County and School District.
- Serving as staff liaison to public agencies and staff support to community advisory groups.

## **EMPLOYMENT HISTORY**

San Diego Association of Governments, CA Risk Program Manager (Office of General Counsel)	07/16 to Present
City of Coronado, CA Sr. Management Analyst (City Manager's Office)	4/03 to 07/16
University of California, Riverside Principal Budget Analyst I (Academic Planning & Building)	8/01 to 4/03
San Diego Unified School District Policy Analyst II (Board of Education)	1/98 to 6/01
County of Santa Cruz Sr. Administrative Analyst (County Administrative Office)	5/95 to 1/98



## EMPLOYMENT REFERENCES

- Mark Ochenduszkowski (*Retired*)  
City Manager  
City of Coronado

[REDACTED]

- Scott Huth  
City Manager  
City of Del Mar

[REDACTED]

*Former Director of Public Services for City of Coronado.*

- Thomas Ritter  
Assistant City Manager  
City of Coronado

[REDACTED]

- Steve Boehmer, Managing Partner  
McDougal Love Eckis Boehmer & Foley

[REDACTED]

*Defense Counsel for City of Coronado.*

- Matthew Hull  
Assistant Vice Chancellor  
Academic Planning & Budget  
University of California, Riverside

[REDACTED]

- Morgan Foley, Partner  
McDougal Love Eckis Boehmer & Foley

[REDACTED]

*Former City Attorney for City of Coronado.  
Currently serves as City Attorney for El Cajon.*

- Susan A. Mauriello  
County Administrative Officer  
County of Santa Cruz

[REDACTED]

- Board of Education  
San Diego Unified School District

[REDACTED]


Fran Zimmerman (*retired*)

John DeBeck (*retired*)

[REDACTED]

[REDACTED]

William J. Richter



May 22, 2017

Donna Norris, CMC  
City Clerk  
City of Chula Vista  
276 Fourth Avenue, Building A  
Chula Vista, CA 91910


Subject Letter of Recommendation

Dear Ms Norris

Please accept this Letter of Recommendation on behalf of Jerome O Torres and his candidacy as an at-large member of the City's Planning Commission

My recommendation is based on my personal experience working with Jerome during our tenure as members of the recent Districting Commission. Jerome displayed the attributes as Chairperson that will greatly benefit the deliberations of the Planning Commission. As Chairperson, Jerome was a strong, decisive leader who was open to all stakeholders and always making sure that everyone had input. With his experience with past commissions, he led us through uncharted territory as this was the first time that the city had created city council districts.

It was because of his experience, consensus building and ability to take decisive action to achieve results that our work during the process went smoothly. I am confident you will gain from his knowledge, passion for civic duty, skills and experience. I highly recommend Jerome Torres for the Planning Commission.

If you require further information, please contact me at  or via email at



Sincerely,



William Richter

## Leah Larrarte

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**From:** Webmaster  
**Sent:** Tuesday, May 23, 2017 3:23 PM  
**To:** CityClerk; Adrianna Hernandez; Pat Laughlin  
**Subject:** City of Chula Vista: Planning Commission Application - Web form

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

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

**Form Name:** Planning Commission Application  
**Date & Time:** 05/23/2017 3:22 PM  
**Response #:** 20  
**Submitter ID:** 26178  
**IP address:** 72.220.80.14  
**Time to complete:** 38 min. , 32 sec.

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### Survey Details

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Page 1

#### Application for membership on the Planning Commission

1. Prefix

(o) Dr.

2. First and Last Name

Jim Trotter

3. Email

[REDACTED]

4. Home Address

[REDACTED]

5. City

Chula Vista

6. ZIP Code

91913

7. Primary Phone

[REDACTED]

**8. Secondary Phone**

Not answered

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

(o) No

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

(o) No

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

17 years

**12. Present employer**

ESPN

**13. Position**

Sports Writer

**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 spent 10 years on the Board of Directors for my homeowners association.

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

(o) 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?**

I spent 10 years on the Board of Directors for our Homeowners Association.

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

To help ensure that Chula Vista grows at a pace, and in a manner, that benefits residents.

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

[trotter resume.pdf](#)

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

[letter of rec.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**

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## Leah Larrarte

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**From:** Tamisha Woods on behalf of CityClerk  
**Sent:** Tuesday, May 30, 2017 9:03 AM  
**To:** Leah Larrarte  
**Subject:** FW: City of Chula Vista: Planning Commission Application - Web form

Tamisha Woods  
Records Specialist  
(619) 409-5961

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**From:** [REDACTED]  
**Sent:** Friday, May 26, 2017 10:32 AM  
**To:** CityClerk  
**Subject:** Re: City of Chula Vista: Planning Commission Application - Web form

Hi, Leah.

I apologize for the error. I indeed am a registered voter in Chula Vista. I have been for 17 years.

Jim

On May 26, 2017, at 10:11 AM, CityClerk <[CityClerk@ci.chula-vista.ca.us](mailto:CityClerk@ci.chula-vista.ca.us)> wrote:

Good morning Mr. Trotter,

Thank you for your application to the Planning Commission. Per our Municipal Code, our board and commission members must be residents of Chula Vista and registered to vote. I wanted to clarify your answers to questions #9 and #10 where you stated that you are not registered to vote or live in Chula Vista, as your address is a Chula Vista address. Please let me know as soon as possible.

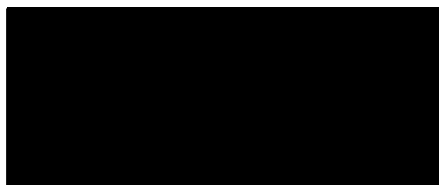
Thank you,

Leah Larrarte | Deputy City Clerk  
City of Chula Vista | 276 Fourth Ave, Chula Vista, CA 91910  
(619) 476-2300 | [LLarrarte@chulavistaca.gov](mailto:LLarrarte@chulavistaca.gov)

*Please note that email correspondence with the City of Chula Vista, along with attachments, may be subject to the California Public Records Act, and therefore may be subject to disclosure unless otherwise exempt.*

**From:** Webmaster  
**Sent:** Tuesday, May 23, 2017 3:23 PM  
**To:** CityClerk; Adrianna Hernandez; Pat Laughlin  
**Subject:** City of Chula Vista: Planning Commission Application - Web form

## **Jim Trotter**



### **EDUCATION**

Howard University, B.A., Broadcast Journalism, 1986.

### **BACKGROUND**

I am a respected reporter/author who has covered the National Football League since 1996.

### **EXPERIENCE**

05/2014 to present **NFL reporter, ESPN**

The job requires reporting NFL news and providing features for the Web site and television.

09/2007 to 03/2014 **Senior NFL writer, Sports Illustrated**

The job required writing weekly NFL news and notes columns and features for the country's No. 1 sports magazine. I also wrote a weekly West Coast-centric column for The MMQB.

07/2005 to 09/2007 **National NFL writer, The San Diego Union-Tribune**

The job required writing daily features, news stories and columns about the NFL at large. Also staffed the playoffs and Super Bowl.

07/1997 to 07/2005 **San Diego Chargers beat writer, The San Diego Union-Tribune**

The job required providing daily coverage of the city's NFL franchise, including contract negotiations, coaching and player changes, injuries and front-office moves.

11/1995 to 07/1997 **National NBA writer, The San Diego-Union Tribune**

The job primarily required writing features and game stories while staffing Los Angeles Lakers home games. Also staffed the NBA Finals.

03/1989 to 11/1995 **Prep reporter, The San Diego Union**

The job required staying on top of all high school stories in East County San Diego, as well as covering the local International Hockey League franchise, the San Diego Gulls.

### **AFFILIATIONS**

San Diego Association of Black Journalists (2000 to present)

Pro Football Hall of Fame voter (2007 to present)

Pro Football Writers of America, president (2017 to present)

### **REFERENCES**

Available upon request

5/23/2017

• • •

Rob Burnett

[REDACTED]

**To whom it may concern:**

Jim Trotter and I served together on the Otay Ranch One Home Owners Association Board of Directors for approximately 10 years. Otay Ranch One is a large association in Eastern Chula Vista containing approximately 1,700 single family homes and 900 apartment/condo units. During that time Jim was constantly a voice of reason that urged fiscal restraint, fairness and service to the residents of our community. Mr. Trotter listened carefully to resident issues and offered thoughtful, reasoned solutions while recognizing constraints placed on board actions by our governing documents, statute and precedent.

Jim is the kind of person that can be counted on to consistently provide his best efforts to the task at hand. He has always shown an abiding concern for the members of our community; a concern that I am confident he will continue to exercise in a position with the Chula Vista Planning commission. As a longtime resident of Chula Vista with experience in working issues that are of concern to residents Mr. Trotter is well positioned to contribute to the city and its residents.

Sincerely,

[REDACTED]

Rob Burnett

President

Otay Ranch One Home Owners Association



## Leah Larrarte

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**From:** Webmaster  
**Sent:** Monday, May 22, 2017 8:15 PM  
**To:** CityClerk; Adrianna Hernandez; Pat Laughlin  
**Subject:** City of Chula Vista: Planning Commission Application - Web form

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

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

**Form Name:** Planning Commission Application  
**Date & Time:** 05/22/2017 8:14 PM  
**Response #:** 18  
**Submitter ID:** 26155  
**IP address:** 108.83.15.211  
**Time to complete:** 17 min. , 18 sec.

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### Survey Details

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Page 1

#### Application for membership on the Planning Commission

1. Prefix

(o) Ms.

2. First and Last Name

MONIKA TUNCBILEK

3. Email

[REDACTED]

4. Home Address

[REDACTED]

5. City

Chula Vista

6. ZIP Code

91913

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

3 years

**12. Present employer**

Drain Help

**13. Position**

President

**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 do not currently have any design experience but I am confident that I can learn and be a valuable member of this committee.

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

(o) 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?**

I am most knowledgeable when it comes to small businesses. Playing a role that connects my business expertise with the way city government is ran and creating opportunities for more business owners in the city would keep me busy.

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

My biggest hope is to work to make chula vista a more competitive city and to help evaluate land.

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

[Monika Tuncbilek Resume FEB 2017.pdf](#)

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

[monika tuncbilek rec.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**

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## **Monika Tuncbilek**



### **SKILLS**

- \* Able to report and interview
- \* 10 years of knowledge about the Plumbing Industry
- \* Fluent in English, Spanish and Portuguese

### **ONE AMERICA NEWS NETWORK**

Jan 2017-Present

News Writer

- Write news for television
- Create in-house packages

### **DrainHelp.com**

President/Owner

Feb 2006-2017

- Manage business for over 10 and rebranded 2 years ago with a new DBA: Drain Help
- Manage all marketing, legal, and human resources for company.
- Responsible for growing business significantly since taking over 2 years ago. Now a million dollar business for the past 2 years.
- Have been appointed to PHCC Board of Directors in 2016.

### **KCR College Radio, San Diego, CA**

#### **NEWS DIRECTOR**

August 2012-2014

#### **\*Politics with Monika Show**

Mondays & Wednesdays at 10am

#### **\*El Show the Monika (Spanish language show)**

August 2013-2014

Wednesdays at 8-10am

Talk show host

- Coordinate on-air guests, research and create daily radio show content including: Election 2012, The Gaza Conflict and the Mayoral Race in San Diego, CA.
- Manage Politics with Monika social media platform on Facebook, Twitter and YouTube.
- Interview outside of the studio for radio content.
- Videotape radio show and post on YouTube.

### **Awards**

- \* Winner! 2014 awarded the San Diego Business Journal emerging generation award: 25 in their 20s.
- \* Winner! 2016 awarded Most Admired CEO award by the San Diego Business Journal.

### **EDUCATION**

#### **San Diego State University — San Diego, CA**

Bachelor of Arts Degree — Journalism, with an emphasis in Media Studies

Minor- International Studies

## Leah Larrarte

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**From:** Blauer, Phil [REDACTED]  
**Sent:** Friday, May 26, 2017 5:13 PM  
**To:** Leah Larrarte  
**Subject:** Monika Tuncbilek recommendation letter

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Ms. Leah Larrarte  
Deputy City Clerk  
City of Chula Vista.

Dear Ms. Larrarte:

I am writing you to highly recommend Monika Tuncbilek for a design representative Position with the city's Planning Commission. I have known Monika for nearly 10 years and she is a highly-qualified candidate for a spot in city government.

She has lived in Chula Vista for a number of years, she is involved in the community, her Church and her children's schools. As a businesswoman, Monika has shown her commitment To Chula Vista as an active participant in many community projects.

Monika would be a tremendous asset to your board and I recommend her to you without reservation. She also has the ability for building and maintaining strong, enduring friendships, which will help your commission immensely.

These relationship building skills would make her a great fit to help you with projects within the Community. Please do not hesitate to be in touch if you have any further questions about Monika. Once again, I believe you cannot go wrong by selecting her for this position.

Sincerely,  
Phil Blauer  
Fox 5 News Anchor  
[REDACTED]  
[REDACTED]