

Leah Larrarte

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

Follow Up Flag: Follow up
Flag Status: Completed

Categories: B&C

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

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

Survey Details

Page 1

Application for membership on the Cultural Arts Commission

1. **Prefix**
(o) Mr.
2. **First and Last Name**
OmarFirestone
3. **E-mail**
[REDACTED]
4. **Home Address**
[REDACTED]
5. **City**
Chula Vista
6. **ZIP code**
91910

7. Primary Phone

[REDACTED]

8. Secondary Phone

Not answered

9. Are you registered to vote in Chula Vista?

(o) Yes

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

(o) Yes

11. How Long?

25 years

12. Present employer

Orquesta de Baja California

13. Occupation

Musician

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

(o) No

15. Which one(s)?

Not answered

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

(o) No

17. Which ones?

Not answered

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

(o) Yes

19. Which ones?

Crossroads II

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

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

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

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

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

Definitions:

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

[x] Performing Arts

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

See above

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

Not answered

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

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

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

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

[Resume.pdf](#)

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

(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.

Omar G Firestone



OBJECTIVE

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

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

Impart the orchestra skills required of principle and section players

Inspire them achieve their full artistic potential

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

WORK EXPERIENCE

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

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

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

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

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

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

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

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

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

Principle Cello

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

Berkeley Symphony Orchestra , Berkeley, CA

09/1985 - 06/1990

Section Cello (rotating)

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

EDUCATION

San Francisco State University San Francisco, CA

1983 - 1989

Bachelor of Music in Music Performance

Includes 2 years of Advanced Studies with Professor Laszlo Varga

University of California Berkeley

1979 - 1981

Undeclared

SKILLS

Mastery of standard concert repertoire

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

Ability to coach string ensembles to competition level

Oral skills in Spanish

Ability to organize and maintain an ensemble music library

Ability to Stage-manage youth orchestra concerts

Leah Larrarte

From: Webmaster
Sent: Tuesday, March 14, 2017 6:54 PM
To: CityClerk; Adrianna Hernandez; Lynnette Tessitore-Lopez
Subject: City of Chula Vista: Cultural Arts Commission Application - Web form

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: B&C

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

Form Name: Cultural Arts Commission Application
Date & Time: 03/14/2017 6:53 PM
Response #: 14
Submitter ID: 23623
IP address: 72.199.50.212
Time to complete: 47 min. , 57 sec.

Survey Details

Page 1

Application for membership on the Cultural Arts Commission

1. Prefix

(o) Mr.

2. First and Last Name

Abel Herrera

3. E-mail

[REDACTED]

4. Home Address

[REDACTED]

5. City

Not answered

6. ZIP code

91914

7. Primary Phone

[REDACTED]

8. Secondary Phone

Not answered

9. Are you registered to vote in Chula Vista?

☐ Yes

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

☐ Yes

11. How Long?

12 years

12. Present employer

San Diego Law Enforcement Coordination Center - City of Chula Vista

13. Occupation

Graphic Designer

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

☐ No

15. Which one(s)?

Not answered

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

☐ No

17. Which ones?

Not answered

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

☐ No

19. Which ones?

Not answered

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

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

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

Definitions:

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

[x] Media Arts

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

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

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

Not answered

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

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

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

[AHerrera Resume.pdf](#)

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

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

27.

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

Thank you,
City of Chula Vista

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

ABEL HERRERA

PROFESSIONAL EXPERIENCE:

SAN DIEGO LAW ENFORCEMENT COORDINATION CENTER

Graphic Design Specialist | 2005 – Present

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

Key Achievements:

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

ABEL HERRERA DESIGN - www.abelherreradesign.com

Owner/Graphic Designer | 2015 – Present

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

Key Achievements:

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

CREATIVE EXPERIENCE:

PRINT

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

WEB/MULTIMEDIA

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

PHOTOGRAPHY

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

EDUCATIONAL BACKGROUND:

Bachelor of Arts, Graphic Design, 2001

San Diego State University, San Diego, California

Technical Proficiency:

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

ADDITIONAL:

- Spanish
- Security Clearance
- San Diego State University Baseball

Leah Larrarte

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

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

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

Survey Details

Page 1

Application for membership on the Cultural Arts Commission

1. Prefix

(o) Mrs.

2. First and Last Name

Rachel Morineau

3. E-mail

[REDACTED]

4. Home Address

[REDACTED]

5. City

Chula Vista

6. ZIP code

91911

7. Primary Phone

[REDACTED]

8. Secondary Phone

Not answered

9. Are you registered to vote in Chula Vista?

(o) Yes

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

(o) Yes

11. How Long?

19 years

12. Present employer

South Bay Community Services

13. Occupation

Program Director

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

(o) No

15. Which one(s)?

Not answered

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

(o) No

17. Which ones?

Not answered

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

(o) Yes

19. Which ones?

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

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

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

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

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

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

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

Prog Director Resume 2015.doc

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

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

24.

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

Thank you,
City of Chula Vista

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

Rachel Pinuelas-Morineau

Program Director

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

PROFESSIONAL EXPERIENCE

Community Engagement Director

2011 – Present

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

013-Present

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

2012-2013

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

EXCEL Program Coordinator

2007 – 2012

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

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

Rachel Pinuelas-Morineau

PAGE 2

**Youth and Family Development Associate/
Job Developer**

2005 – 2007

SOUTH BAY COMMUNITY SERVICES ILS PROGRAM - Chula Vista, Ca

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

Parent Advocate

2002 - 2005

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

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

Family Support Worker/ Reading Program Leader

2000 - 2002

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

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

Administration Assistant/Reading Program Leader

1998 - 2000

41ST FAMILY RESOURCE CENTER (SAY, San Diego Inc.), San Diego, Ca

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

Intake Assistant

1996 - 1997

GUADALUPE HOMES FOSTER FAMILY AGENCY, West Covina, Ca

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

Admin Assistant/Social Worker Assistant

1995 - 1996

GUADALUPE HOMES FOSTER FAMILY AGENCY, Long Beach, Ca

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

Additional work history available upon request

Rachel Pinuelas-Morineau

PAGE 3

EDUCATION

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

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

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

TRAINING

Skills to Accelerated Results Training

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

Resident Leadership Academy

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

Effort To Outcomes Training

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

Graduation Coach Facilitator

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

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): Professional Qualifications- Community Engagement

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

Working and living in this community, for over 22 years I come with both Professional and Personal experience that I feel could benefit the Cultural Arts Commission in making decisions that best meet the needs of this community. Professionally my career is centered around great schools and a thriving Culturally friendly neighborhood that helps to enhance the lifestyles of children and families living in Chula Vista's West side. Through my coordination of these services I have supported families with promoting cultural arts health, safety, education and resources in our neighborhood. As well as creating culturally friendly Partnerships and quality education for all families, as proven through a data collection system built specifically for this project.

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: Rachel Morineau Date: 7/26/17

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

Leah Larrarte

From: Webmaster
Sent: Monday, July 10, 2017 1:49 PM
To: CityClerk; Adrianna Hernandez; Lynnette Tessitore
Subject: City of Chula Vista: Cultural Arts Commission Application - Web form

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

Form Name: Cultural Arts Commission Application
Date & Time: 07/10/2017 1:48 PM
Response #: 20
Submitter ID: 28764
IP address: 146.244.114.111
Time to complete: 18 min. , 15 sec.

Survey Details

Page 1

Application for membership on the Cultural Arts Commission

1. Prefix

(o) Ms.

2. First and Last Name

Christianne Penunuri

3. E-mail

[REDACTED]

4. Home Address

[REDACTED]

5. City

Chula Vista

6. ZIP code

91911

7. Primary Phone

[REDACTED]

8. Secondary Phone

[REDACTED]

9. Are you registered to vote in Chula Vista?

(o) Yes

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

(o) Yes

11. How Long?

16+ years

12. Present employer

San Diego State University

13. Occupation

Director of Communications, College of Professional Studies & Fine Arts

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?

In my professional capacity I work with a variety of arts organizations throughout San Diego County. I market and promote a number of arts programs and build collaborative partnerships in music, theatre, film, dance, graphic and interior design, and fine arts. Additionally, I hold an MPA and understand the unique challenges of municipal government. I have lived in Chula Vista for more than 16 years, and am actively engaged in the redevelopment of Third Avenue as a small business owner. I am thrilled to see so much change happening in Chula Vista. My professional, educational, and personal passion can be of assistance to the city and its residents.

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)

While not an artist, I have 13+ years of experience working in the arts. I am the former Marketing and Communications Manager for the San Diego Museum of Art in Balboa Park. Additionally, I have consulted to the San Diego History Center, San Diego Junior Theatre, San Diego Museum of Man, and Vatican Museums. I have produced concerts with the San Diego Symphony, and on behalf of San Diego State, worked with the City of Imperial Beach to develop a summer pops concert at the Imperial Beach Pier (Oct. 7).

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

I have 13+ years of experience working with a number of local and international arts organizations. Primarily, my work experience is in marketing and public relations, however I have produced concerts and exhibitions. I have broad experience in the arts, and a depth of background in developing collaborative partnerships with arts organizations to maximize exposure and increase audience engagement while managing limited human and financial resources. I have an MPA which provides me a unique perspective on municipal entities.

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

As a commissioner, I hope to engage the public in a wide variety of arts programming.

I hope to raise awareness of the City of Chula Vista as a destination and art hub.

I hope to introduce and provide access to the arts to those in the community with limited access.

I expect to support the arts organizations doing great work in the community with additional outreach and exposure opportunities.

I can provide linkages between SDSU arts schools and programs and residents of the City of Chula Vista. Further, I can provide educational arts access to residents and children in Chula Vista.

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

Penunuri Resume 0117.doc

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

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

27.

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

Thank you,
City of Chula Vista

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CHRISTIANNE PENUNURI



PROFESSIONAL PROFILE

Marketing and communications professional with more than 15 years experience developing strategic communication efforts, successfully managing and motivating high-performing teams, and creating innovative partnerships.

EXPERIENCE

San Diego State University

Director of Communications, College of Professional Studies & Fine Arts

May 2011 – current

- Develop, implement, and evaluate strategic marketing/communications plan for the college and strategic initiatives based in the college
- Direct and develop strategic plan, and serve on leadership team for campus-wide engagement initiative
- Lead project management and marketing execution of campus- and college-wide innovation initiatives
- Develop and execute branding strategy for college, schools, and special initiatives
- Provide expertise and advice to President, Dean, Boards, and other administrative professionals on public affairs issues and related messaging
- Create partnerships and liaise with government, civic and community leaders, community organizations, and media entities
- Manage, lead, and evaluate a collaborative communication team including: marketing/PR, social media, graphics, and web professionals
- Plan and direct and manage budget and staffing requirement for the day-to-day operations in public relations, marketing, communications, advertising, web and graphic design
- Research and reconcile department budget
- Manage special event planning for government, civic, and community events
- Oversee all media relations for the college, serve as media spokesperson
- Serve on Dean's Senior Leadership Team, Dean's Executive Cabinet, University Communication Committee, Public Affairs Task Force
- Represent university and college at a variety of high-visibility civic, community, industry, and donor events

Marketing & Communications Consultant

October 2000 – April 2011

Clients Include:

County of San Diego, City of San Diego, Metropolitan Water District, San Diego Business Improvement District Council, San Diego Workforce Partnership, San Diego Museum of Art, San Diego History Center, Inter@ctivate, Dudek & Associates

- Research, write and execute communications plans/organizational messaging
- Manage messaging, design and production of marketing collateral, outreach materials, social media and website
- Develop and maintain strategic marketing, media, and civic relationships
- Support administrative staff and board members with research, developing strategy, drafting talking points, presentation materials
- Provide advice on strategic initiatives and program development
- Develop and execute social media strategy and campaigns
- Research, write and edit press releases, feature articles, and other communication materials
- Manage budget and strategically plan initiatives
- Conduct targeted outreach to policy makers, community groups, industry associations, and stakeholders
- Conduct media training for administrators and board members

San Diego Museum of Art

Marketing & Communications Manager

May 2007 – March 2009

- Oversee the comprehensive communications program to address the local, regional, national and international reputation
- Manage media relations, publications, advertising, and marketing activities
- Manage all phases of publication production, from editorial to production
- Write and edit institutional communication, talking points, presentations and speeches for board and administration
- Direct responsibility for supervision and training of the Mar/Com Department personnel, strategic planning, and annual budget
- Coordinate institutional press conferences, statements, and media activities
- Provide direct support to executive director, board of directors, marketing and public relations committee

Bulldog Drummond, Inc.

Brand Manager

February 2005 – November 2006

- Manage brand positioning and expression for global brands such as Phillips 66, Firestone Walker, Clif Bar, and World Vision
- Manage design and production of marketing tools, publications and annual reports

- Research and execute concept development for print and web advertising; manage brand expression
- Direct responsibility for account management, budgeting, and team personnel
- Manage and storyboard concept and creative brief development
- Manage advertising budget for clients in excess of \$5 million

Clear Channel Exhibitions/Vatican Museums

Public Relations Manager

January 2004 – October 2004

- Manage local, national, and international public relations and marketing
- Manage design and production of marketing collateral and advertising
- Develop, budget, and implement group marketing initiatives
- Manage staff and contractor relationships, duties, and deadlines
- Create and implement community relations, and crisis communications plan
- Develop and manage sensitive and highly-visible international partner relationships
- Execute regional marketing outreach including public presentations to diverse audiences

San Diego Workforce Partnership, Inc.

Public Relations/Web Site Specialist

October 1998 – October 2000

- Develop, manage, and integrate on- and off-line communications plan
- Manage content, creative, navigation, and growth of web site
- Maintain news bureau activities including press releases, coordination of media interviews and press conferences, designated media spokesperson
- Conduct regular briefings of civic and community leaders on initiatives impacting the regional workforce
- Coordinate partnership-marketing efforts with regional employers

EDUCATION

Master of Public Administration

San Diego State University, 2015

Master of Arts

San Diego State University, 1998

Communication (emphasis in Public Relations and Advertising)

Bachelor of Arts

University of California, Riverside, 1993

Social Relations /Journalism

Leah Larrarte

From: Michael Tactay <[REDACTED]>
Sent: Thursday, July 20, 2017 11:31 AM
To: Leah Larrarte
Subject: Expertise Addition to Cultural Arts Commission Resume

Categories: B&C

Hi Leah,

I am writing to you to add an expertise portion to my application for the vacant position on the City of Chula Vista's Cultural Arts Commission. From my career, I have gained sufficient knowledge and expertise in economic development related to Planning in the form of General, Community, Specific, and Master Plans. Through my work experience at the City of San Diego and Hillcrest Business Improvement District, I was able to gain expertise in the planning process, working one on one with business owners, residents, and property owners to update their existing Community Plans. I organized, attended, and presented various community planning meetings where we discussed issues such as transportation, urban design, public parks/open space, economic development. I believe that this experience has given me invaluable experience in various city planning processes. I am currently an Economic Analyst for Keyser Marston Associates (KMA), where revitalization strategies and planning are a part of my every day craft. I have worked on formulating many planning documents during my three years at KMA, including General Plans, Community Plans, and Specific Plans. I feel that my multifaceted experience in the planning process gives me sufficient expertise to contribute to the formation of the Master Plan for Arts in the City of Chula Vista.

Thank you,
Michael

--

Michael D. Tactay
Ph. [REDACTED]

Join my [LinkedIn](#) Network!

Leah Larrarte

From: Webmaster
Sent: Tuesday, December 20, 2016 4:02 PM
To: CityClerk; Adrianna Hernandez; Lynnette Tessitore-Lopez
Subject: City of Chula Vista: Cultural Arts Commission Application - Web form

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: B&C

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

Form Name: Cultural Arts Commission Application
Date & Time: 12/20/2016 4:01 PM
Response #: 10
Submitter ID: 21245
IP address: 68.15.15.233
Time to complete: 5 min. , 8 sec.

Survey Details

Page 1

Application for membership on the Cultural Arts Commission

1. Prefix

(o) Mr.

2. First and Last Name

Michael Tactay

3. E-mail

[REDACTED]

4. Home Address

[REDACTED]

5. City

Chula Vista

6. ZIP code

91911

7. Primary Phone

[REDACTED]

8. Secondary Phone

Not answered

9. Are you registered to vote in Chula Vista?

☐ Yes

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

☐ Yes

11. How Long?

28 Years

12. Present employer

Keyser Marston Associates, Inc.

13. Occupation

Senior Analyst

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

☐ No

15. Which one(s)?

[REDACTED]

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

☐ No

17. Which ones?

Not answered

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

☐ Yes

19. Which ones?

City of Chula Vista

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

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

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

Definitions:

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

Not answered

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

N/A

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

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

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

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

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

[MTactay Resume 7 28 16.pdf](#)

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

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

- 27.

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

Thank you,
City of Chula Vista

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MICHAEL D. TACTAY

EDUCATION

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

CERTIFICATIONS

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

Excellence in Customer Service,
City of San Diego

AFFILIATIONS

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

COMPUTER PROFICIENCY

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

PROFESSIONAL REFERENCES

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

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

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

SPECIALTIES

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

PROFESSIONAL EXPERIENCE

SENIOR ANALYST—Keyser Marston Associates, Inc.

December 2014 – Present

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

ECONOMIC DEVELOPMENT INTERN—City of Chula Vista

October 2014- March 2015

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

ECONOMIC RESEARCH ASSISTANT—City of San Diego

May 2011- December 2012

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

NEIGHBORHOOD PLANNER—Hillcrest Business Association

October 2010- May 2011

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

Leah Larrarte

From: Webmaster
Sent: Thursday, April 27, 2017 3:50 PM
To: CityClerk; Adrianna Hernandez; Lynnette Tessitore
Subject: City of Chula Vista: Cultural Arts Commission Application - Web form

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: B & C Apps for Leah

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

Form Name: Cultural Arts Commission Application
Date & Time: 04/27/2017 3:50 PM
Response #: 18
Submitter ID: 25148
IP address: 72.197.104.74
Time to complete: 30 min. , 11 sec.

Survey Details

Page 1

Application for membership on the Cultural Arts Commission

1. Prefix

(o) Ms.

2. First and Last Name

Beatrice Zamora

3. E-mail

[REDACTED]

4. Home Address

[REDACTED]

5. City

Chula Vista

6. ZIP code

91911

7. Primary Phone

[REDACTED]

8. Secondary Phone

[REDACTED]

9. Are you registered to vote in Chula Vista?

(o) Yes

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

(o) Yes

11. How Long?

30years

12. Present employer

Retired Educator

13. Occupation

Educator

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

(o) No

15. Which one(s)?

Not answered

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

(o) No

17. Which ones?

Not answered

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

(o) Yes

19. Which ones?

Mexicayotl Indio Cultural Center

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

I am interested in the arts. I have been a dancer and a member of a non-profit arts/dance organization for 35 years. I have written numerous arts grants and administered/coordinated many arts fairs, dance interchanges, exhibitions and various special arts focused projects in the San Diego Community. I am a member of the board of directors for the Mexicayotl Indio Cultural Center, a nonprofit arts organization.

For over 10 years I coordinated a multi-cultural arts week at San Diego Mesa College called Festival of Colors that included diverse entertainment, and awareness building workshops.

I was a member of the Chicano Park Steering Committee for about 15 years and we oversaw activities in the park and

coordinated the annual anniversary celebration.

I was also involved with and led at times the San Diego Commemorative Cesar Chavez Breakfast committee. I haven't been involved over the last 5 years, but it was a great event to coordinate ticket sales, promotion, venue and speaker planning. At times this also included the arts involvement.

I have also been the recipient of a few community awards for my work in the Latino community and with the Aztec dance tradition. I received the Barrio Station, Cesar E. Chavez Social Justice award; the Abrazo award from Casa Familiar; Latino Leaders Award from Union Bank, and a few others along the way.

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

☒ **Related Arts or Disciplines (please specify below):**

Dance and traditional arts regalia making

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 been a trained educator and administrator in the California Community Colleges and retired in December, 2015. During my personal time, I have been lead woman dancer for the Danza Mexicayotl, a traditional Aztec Dance group. In this role, I have led classes and taught the dance tradition. I have provided seminars on special topics such as designing and creating traditional regalia including the art of "recortaje" and "beadwork." This includes the dress for men and women and headdress construction. In my role as a board member for the parent organization, Mexicayotl Indio Cultural Center, a nonprofit organization, I have written arts grants and been involved with leading many projects to completion. I have participated in hundreds of community arts programming including the Nations of San Diego, Native American Pow-wows and shows, Mariachii Festivals, school assemblies and various intercultural exchanges throughout the years. This involvement has allowed me to understand the importance of the arts in community development, and also to appreciate the importance of diversity in the arts. I believe I could bring expertise to the Arts Commission of Chula Vista, and, perhaps a new perspective to the dialogue.

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 believe that the arts have been undervalued in our society and in the public schools there are little opportunities for students to participate in the arts. Community arts programming has suffered cutbacks over the years and so adults are often limited in their ability to access the arts. I believe that the arts can be a healing activity, allowing one to access that creative spirit that flows within us all. The arts can reduce stress in life and can bring a sense of fulfillment and joy to one's life--no matter your economic class level.

With that in mind, I would like to create more access to the arts for youth and adults alike. I would like to see more multi-

generational learning opportunities, because I believe that builds harmony and communication between the generations. I would also like to see more attention and funding being provided to the arts and I would like to explore private funds and grants that may be interested in collaborating with the City of Chula Vista to explore the great diversity that exists within the city limits and expand the arts.

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

[Beasartsresume.docx](#)

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

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

27.

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

Thank you,
City of Chula Vista

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BEATRICE ZAMORA



SUMMARY OF QUALIFICATIONS

- A traditional artist and community arts educator in Indigenous arts and culture of the Southwestern U.S.
- A seasoned educator with over 30 years of experience working with adult students in the California Community Colleges
- An experienced college administrator overseeing district and categorical programs and budgets with proven knowledge of the needs of the college, the community, and most importantly, the student.

LEADERSHIP AND SUPERVISION

- Dance teacher and co-lead of Danza Mexicayotl, a traditional cultural dance group
- Board Member of the Mexicayotl Indio Cultural Center
- Co-organized and led several Azteca Dance Symposiums and special arts programming in San Diego County
- Community College leadership and direction to the departments of: AmeriCorp, Articulation, Assessment Center, Basic Skills Initiative, CalWORKs, Career Center, Center for Technical Education and Career Success, Disabled Student Services, EOPS, First Year Experience-Title V Grant, General Counseling, Orientation Services, Personal Development Instruction, Service Learning, Scholarships, Student Employment Services, Student Support and Success, Student Equity, Transfer Center, Women's Resource Center, Workability III, and Cooperative Education
- Oversee and manage a 10 million+ dollar community college budget (unrestricted and restricted)
- Administer and plan Student Success and Support services in compliance with categorical mandates, including Orientation, Counseling, and follow-up services to students at the Chula Vista, National City, and San Ysidro campuses
- Coordinate and plan intervention strategies for students placed on Probation and Disqualification
- Oversee and fully implement Title V federal grants, Hispanic Serving Institutions, IME Becas for AB 540 Students, Mexican Consulate, and various others.
- Hire, supervise and evaluate tenured and adjunct faculty (40 each year) and evaluate classified and academic managers and support staff (30 each year)
- Review and update policies and procedures

- Participate in various college-wide committees and serve as a voice for the School and Student Services
- Facilitate Program Review processes and participate in the Accreditation Self-Study and the development of Student Learning Outcomes

COUNSELING/INSTRUCTION

- Provide community education in dance and regalia-making of the Aztec dance tradition for over 30 years
- Provide arts workshops in the community, at arts conferences, and intertribal cultural events
- Provided academic, career, and personal counsel to culturally diverse students at various college sites in the areas of general counseling, EOPS, CARE, Puente, transfer, and career
- Created and facilitated various student workshops in the areas of study skills development, career related topics, successful transfer, and goal setting
- Instructed various Personal Development courses including, Orientation to College, Career Planning, and College Success
- Instruct community dance classes in traditional dances of Mexico
- Coordinated various statewide transfer conferences/workshops with UC and CCC for students in the Puente Project

EMPLOYMENT HISTORY

Arts and Dance Teacher

Mexicayotl Indio Cultural Center, 1980-present

Dean, School of Counseling and Personal Development

Southwestern Community College *January 29, 2003 -December 30, 2015*

Department Chair, School of Counseling and Personal Development

Southwestern Community College *Spring 2001-Fall 2002*

Professor/Counselor, School of Counseling and Personal Development

Southwestern Community College,

Chula Vista and San Ysidro campuses *1997 — 2003*

Adjunct Counselor/Instructor, EOPS and Coordinator, Puente Project

San Diego Mesa College *1981-1997*

District Counselor

San Diego Unified School District *1980-1982*

CO-Author

Native American College and Career Success, Kendall-Hunt Publisher 2014, 2017

SELECTED LECTURES AND PRESENTATIONS

"Empowering Women," LLC, San Diego and San Jose, CA
 "Women's Roles," CACD, Long Beach, CA
 "Culture and Power," TWCC, Palm Springs, CA
 "The Puente Project," SDICCA Conference, San Diego, CA
 "Dia de los Muertos," San Diego Mesa College, San Diego, CA
 "College Opportunities," Adelante Mujer Conference, SUHD, Chula Vista, CA "Aztec Dance and Traditions," International Inter-tribal, MICC, San Diego, CA "Community College Counseling," University of San Diego, San Diego, CA

EDUCATION

Master of Science, Counselor Education, San Diego State University, 1979
 Bachelor of Arts, Sociology and Ethnic Studies, CSU Fullerton, 1978
 Associate of Arts, Liberal Arts, Mt. San Antonio College, 1975

CREDENTIALS/PROFESSIONAL LEADERSHIP DEVELOPMENT

- Association of California Community College Administrators, Mentee, 2006
- Department Chair Institute, Trainers of Experts, Cypress College, 2002
- Puente Project Coordinators Residential Institute, UCSD, 1988; UC Berkeley, 1992
- California Community College Credentials — Counselor and Psychology, 1981
- Pupil Personnel Services Credential, 1979

COMMUNITY AND STATEWIDE INVOLVEMENT

Statewide Matriculation Advisory Committee, Co-Chair and Region X Representative, 2006 – 2009
 California Community College Matriculation Professionals, Board Secretary, 2006
 San Diego Cesar Chavez Commemorative Committee, Registration Chair, 2005-09
 Mexicayotl Indio Cultural Center, Board President, 2005-2012; Member 1988-present
 Danza Mexicayotl, Capitana (Lead Woman Dancer), 1980-present

LEADERSHIP COMMUNITY AWARDS

- Woman of the Year, Higher Education, Assemblywoman Lorena Gonzalez, 2015
- Team Leadership Award, SCCDAA Southwestern College, 2015 and 2014

- Hispanic Leadership Award, KPBS Studios and Union Bank, San Diego, 2004
- Outstanding Community Mother, Latina/Latino Unity Coalition, 2004
- Abrazo Award, Casa Familiar, San Ysidro, 2001
- Community Leadership, MICC, Chula Vista, 2000
- Cesar E. Chavez, Social Justice Award, Barrio Station, San Diego, 1995

EDUCATIONAL PHILOSOPHY

My educational philosophy is rooted in my values and exemplified in all aspects of my life's work. I believe...

Education connects one to the past and to the future

Through the study of the arts and sciences one realizes that the chain of evolution continues to develop. Our world is built upon the past and our future requires an analytical assessment of that past so that we may move forward with hope and clarity.

Education develops voice and vision

Through the examination of diverse world views, and the experience of challenging interactions, one develops a clearer sense of self. Through this development, thoughts and beliefs result in voice. With increased self-confidence and self-realization comes a vision for one's future and for one's role in their community and as people of reason.

Education nurtures equality

Education is the most neutralizing factor for breaking the chains of oppression and the cycle of poverty. Through the attainment of higher education, one is able to move in circles of power and decision making, changing policies and laws that discriminate. One is also able to expose their children and community to the opportunities of higher education through example and through action.

Education inspires hope

Education changes lives, opens minds, inspires creativity, and develops self-expression. Higher education brings hope for change, for personal growth, for personal wealth, and most importantly, personal empowerment of the individual, especially those coming from the most disenfranchised groups of our society.

MANAGEMENT PHILOSOPHY

My management philosophy is based on the following basic truths from which form the basis of my life.

- I lead by example.
- I have high standards for self and for others.
- Collective wisdom is by far superior than a singular perspective.
- Collective planning results in stronger, well thought out programming and builds ownership by all.
- There is essential good in all human beings and communication brings people together.
- Treating others with respect and equity are essential and the foundation for building trust.
- Calculated risks are sometimes needed; mistakes can often be repaired or at the very least, be a lesson.
- I lead by serving others—the students, the college, my colleagues.
- I assume that each person under my direction makes the best decision possible and provides the best service possible at any given time.
- Faith and positive hope often guide my decisions.

LEADERSHIP PHILOSOPHY

Leadership is the ability to influence and guide others through means other than simple authority. Sound leadership inspires purpose and confidence among those who follow.

My leadership philosophy can best be described as a unique blend of basic tenets that borrows from others and incorporates my personal values.

I incorporate some basic tenets of Servant Leadership, such as:

- a sincere desire to help others;
- a commitment to listen intently to others;
- an eagerness to identify and clarify the will of the group;
- a focused awareness of my inner voice;
- a readiness to reflect upon decisions;
- a willingness to build consensus whenever possible;
- an enthusiasm to dream great dreams;
- a commitment to the growth of people; and
- an optimistic desire to build a community with a common goal.

I also include some tenets of Connective Leadership, such as:

- a strategic approach to institutional methodologies;
- an ethical and altruistic purpose;
- a willingness to connect conflicting views for a common purpose;
- a willingness to facilitate negotiated conflicts for the good of the group; a desire to contribute to others' successes and to act as a mentor;
- a willingness to collaborate and entrust others with a common vision; and a desire to see connections rather than chasms.

It has been my desire to lead others as I would prefer to be led—with trust, enthusiasm, a listening ear, and a willingness to take action. At times, I have made difficult decisions and have advocated controversial stances on behalf of the students, the college, and my staff. I believe I have been true to my inner voice and that I have upheld the values and basic tenets as listed above. Each day brings a new challenge, a new opportunity to grow and learn. I have learned a tremendous amount in the last six years.