
**CITY OF COSTA MESA
CITY MANAGER'S OFFICE
INTEROFFICE MEMORANDUM**

IX-1

TO: CITY COUNCIL
FROM: THOMAS R. HATCH, ASSISTANT CITY MANAGER *TH*
DATE: OCTOBER 9, 2007
**SUBJECT: APPOINTMENTS TO THE 3R COMMITTEE AND
COSTA MESA SENIOR CORPORATION BOARD**

The attached Committee/Board Interest Form applications were received after the submittal deadline and after the staff report on Committee and Board appointments/reappointments was already completed and downloaded into the agenda system. The individuals seeking to serve are to be included in the staff report under City Council's New Business Item IX.1., for your consideration.

One application was submitted for move up from alternate to regular member status on the 3R Committee. Please see the additional information from the Neighborhood Improvement Manager.

Four applications were submitted for the Costa Mesa Senior Corporation Board, in addition to the two applications previously received and attached to the staff report.

Additional applications may be received by our office up to the Council meeting of October 16. These will be date/time stamped and provided to you at the dinner session.

ccp/

Attachments: Memo from Neighborhood Improvement Manager dated 10-1-07
Committee/Board Interest Forms (1-3R Committee; 4-Senior Center Board)

c: City Manager
Management Analyst – City Manager's Office
Neighborhood Improvement Manager
Administrative Services Director
Recreation Manager
City Clerk

interoffice memorandum
city of costa mesa

To : Carol Proctor, Management Analyst
From : Muriel Ullman, Neighborhood Improvement
Manager 
Subj : Appointment to 3R Committee
Date : October 1, 2007

On September 25, 2007, Bill Turpit, full member of the 3R Committee, formally resigned. His term ended October 1, 2007. Per the Committee and Commissions Handbook, the next alternate automatically moves up to fill the vacant position. Cambria Briggs is the next Alternate.

Because Bill had a late resignation just prior to October reappointments, it was impossible to have a reappointment form submitted by Ms. Briggs by the September deadline.

I talked to Ms. Briggs last week, and she is most interested in being reappointed to the 3R Committee as a full member. She has since turned in a Committee/Commissions Interest Form.

If Ms. Briggs is re-appointed as a full member, that still leaves two Alternate positions vacant.

Please let me know if you require additional information.

Attachment

CITY OF COSTA MESA

3R - REDEVELOPMENT & RESIDENTIAL REHABILITATION COMMITTEE MEMBER TERM ROSTER (BY YEARS OF SERVICE) as of 9-26-07

11 Regular Members & 5 Alternate Members

<u>REGULAR MEMBERS</u>	<u>Term Expires</u>	<u>Appointment Date</u>	<u>Current Year of Service as a Regular Member</u> (as of printing date)
1. Arlene Schafer - Chairperson	October 2007	1989	18
2. Philip Morello	October 2007	1992	15
3. Crissy Brooks	October 2008	10/02	5
4. Jonathan Zich	October 2007	2003	4
5. Christian Eric	October 2008	3/04	3
6. Sam Clark	October 2008	3/17/05	2
7. William R. "Bob" Wakeham	October 2007	10/3/05	2
8. Robert Norling	October 2008	3/18/06	1
9. Christian Olson	October 2008	3/18/06	1
10. Yvonne Rowden	October 2008	10/3/06	1
11. Cambria Briggs	October 2007	9/26/07	1

ALTERNATES

- | | |
|---------------------------------|---------|
| 1. Keith Maximillian Scheinberg | 6/20/06 |
| 2. James Winter | 2/13/07 |
| 3. Daniel J. Skahill | 2/13/07 |
| 4. Vacant | |
| 5. Vacant | |

CITY COUNCIL LIAISON
CITY COUNCIL LIAISON ALTERNATE
PLANNING COMMISSION LIAISON
STAFF LIAISON

Mayor Alan Mansoor
Council Member Linda Dixon
Jim Fisler (as of 3-17-05)
Alma Penalosa

City of Costa Mesa Application for Commission/Committee Appointment

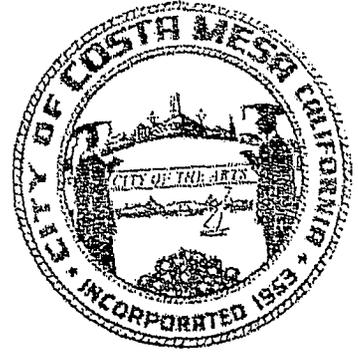
Name: Cambria Briggs

Address: [REDACTED]

Phone (H): [REDACTED] (W): [REDACTED]

E-mail Address: [REDACTED]

Indicate the name of the Commission/Committee/Board you are interested in serving on:
3R Committee



City of Costa Mesa
77 Fair Drive, Costa Mesa, CA 92626

1. Indicate why you wish to serve on this Commission/Committee/Board:

As a resident in West Side Costa Mesa, I am passionate about ensuring that Costa Mesa remains one of the best places to live in Orange County. I love my neighborhood and can see great potential in this city. When I tell people that I live in Costa Mesa I am proud, however I am displeased with some of the reactions that I receive. People see Costa Mesa as a haven for multi family housing and dilapidated buildings. I believe that we can positively impact Costa Mesa's reputation by evaluating our current redevelopment and residential improvement opportunities.

I am extremely interested in serving in the Redevelopment and Residential Rehabilitation (3R) Committee for the following reasons:

- 1) I am determined to make a change in the overall reputation of Costa Mesa
- 2) I am passionate about the need to improve Costa Mesa's first impression
- 3) I want to get involved

I have a strong desire to remain involved in my community. Instead of letting others make decisions, I want to be at the table. I love the political process. The fact that I am able to make a difference in my community excites me.

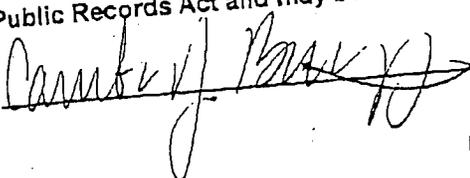
(Over)

2. Indicate any experience or qualifications you possess that might apply to the Commission/Committee/Board interested in serving on. A resume may also be attached to this form. This is strictly optional.

My current position as a Leadership Development Consultant for Bank of America allows me to demonstrate my strong presentation, influencing, and organizational skills on a daily basis. I work with multiple Senior Executives to instill change, create impact and lead from the front. I manage multiple project teams and I am constantly working toward compromise to facilitate optimal results.

Please see my resume for a more detailed explanation of my experience and qualifications.

"Please note that this document and information included therein becomes public information pursuant to the California Public Records Act and may be disclosed to the public upon request."

Signature:  Date: 9-24-07

CAMBRIA BRIGGS

PROFESSIONAL EXPERIENCE

PROGRAM DEVELOPMENT MANAGER; VICE PRESIDENT

Bank of America

2002-Present

Costa Mesa, CA

- Co-led the build of a Corporate University that touches 70,000 associates
- Created an innovative MLL program design that is considered a Bank-wide best practice
- Brought a high-touch B4 leader program in-house, realizing a first year saving of over \$500K
- Developed processes to enable large scale deployment of a Corporate University
- Drove the integration of Line of Business-specific programs into a Corporate University structure
- Designed, deployed and maintain two Corporate University websites and dashboards
- Forecast an annual budget, manage actuals monthly, and reforecast, as necessary for a \$2,000,000+ budget
- Consult with Business Partners to conduct root-cause analyses and identify performance gaps to create customized solutions
- Contract with and manage external vendors for the design and development of learning programs
- Manage event-related vendors such as hotels, facilities, catering, supplies, printing
- Partner with business associates to implement program marketing strategies
- Perform consistently at an "exceeds expectations"

ONLINE INSTRUCTOR

University of Phoenix.

2006-present

- Teach University level curriculum in a completely online environment
- Provide ongoing feedback and consultation on effective business writing, persuasive communication and college writing
- Manage 2+ online classes and forums each with approximately 25 students over a 9-week span

PERFORMANCE IMPROVEMENT COACH II

- Facilitated Leadership Training Courses for leaders at all levels within the organization
- Managed business specific reward and recognition projects
- Assisted in curriculum design and development
- Partnered with site leaders to create career pathing tools for frontline associates
- Drove customer/client interfacing enhancement initiatives

INDEPENDENT CONSULTANT

Brooks Consultants, Inc.

2000-2002

Leadership Research Institute

2000-2001

- Developed content for pharmaceutical sales training programs
- Researched and wrote pharmaceutical product case studies for pre-marketing and product launch strategy
- Quantitatively and qualitatively evaluated the effectiveness of pharmaceutical manufacturers' public relations and product awareness
- Researched leadership practices implemented into client presentations
- Conducted in-depth explorations of clients' past and present accomplishments and financial status

GRADUATE TEACHING ASSOCIATE AND INTERCOLLEGIATE DEBATE COACH
San Diego State University 1999-2001 San Diego, CA

- Developed coursework for Public Speaking and Argumentation courses
- Instructed Communication courses
- Coached students in critical thinking, logical reasoning and argumentation tactics
- Organized and coordinated intercollegiate and high school debate tournaments
- Served as an undergraduate student advisor

EDUCATION

1999-2001 San Diego State University San Diego, CA

MASTER OF ARTS IN COMMUNICATION

Coursework included instructional and website design, business and international marketing, persuasion, quantitative and qualitative methodologies, organizational, interpersonal, and intercultural communication

1995-1999 San Diego State University San Diego, CA

BACHELOR OF ARTS IN COMMUNICATION SPECIALIZING IN INTERNATIONAL AND INTERCULTURAL STUDIES

OTHER PROFESSIONAL OPPORTUNITIES

MULTICULTURAL EDUCATION

- Participated in Semester at Sea study abroad program
- Worked at a safari in Zambia

NONPROFIT WORK

- School Sight Support Coordinator; Tariq Khamisa Foundation, an organization designed to decrease violence in schools

CERTIFICATIONS

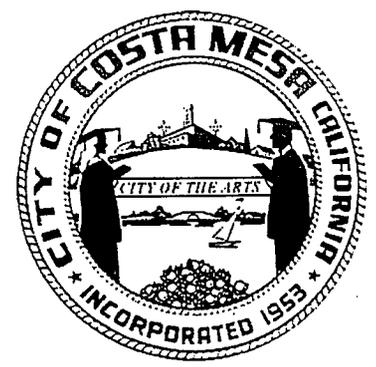
- Franklin Covey: FOCUS: Achieving Your Highest Priorities
- PDI: Master Trainer for Speaking with Impact
- PDI: Leading and Dealing with Change
- DDI: Coaching and Communication
- Paradigm Learning Inc.: Leading for Higher Standards
- J. Howard and Associates: Building Inclusion

COMPUTER SKILLS

- Microsoft Office including Excel, Outlook, Word, PowerPoint
- SPSS
- EBSCOhost, Lexis/Nexis, ProQuest
- HTML
- HRIS
- Microsoft Visio
- Adobe Acrobat

City of Costa Mesa Application for Commission/Committee Appointment

Name: Kym ESPINOSA
Address: _____
Phone (H): _____ (W): _____
E-mail Address: _____



City of Costa Mesa
77 Fair Drive, Costa Mesa, CA 92626

Indicate the name of the Commission/Committee/Board you are interested in serving on:
COSTA MESA SENIOR CENTER

1. Indicate why you wish to serve on this Commission/Committee/Board:

I have been a supporter of the Senior Center for several years, have attended many of their ~~red~~ fundraising events and support many of their current programs.

I believe that my community and business background could be a useful resource to the Director and staff and would like to make a positive contribution to this vital organization within our community.

I would also be a proactive board member and seek to expand both community awareness and support for the organization. Having a strong, advanced background in community events, publicity and marketing efforts, I believe my skill sets will help to advance the Senior Center's mission and bring larger community support for the organization through solicitation of private business support and creative fundraising.

2. Indicate any experience or qualifications you possess that might apply to the Commission/Committee/Board you are interested in serving on. A resume may also be attached to this form. This is strictly optional.

My personal and professional background includes the following:

- 18 years professional Advertising and Marketing Director.
- Worked for various newspaper and media organizations including The Daily Pilot and TIME WARNER Cable.
- Director of Marketing for regional shopping centers managing marketing budgets in excess of \$1 million annually.
- Worked with Ad/PR agencies -- managing marketing and PR efforts for retail, industrial, trade and non-profit organizations.
- Currently working as local Account Sales for TIME WARNER Cable. Close relationships with wide array of businesses in Orange County.

All of the above has provided me with a deep background in managing the affairs of a large community supported organization. I feel these skill sets would make me a valuable asset to the Costa Mesa Service Center.

Thank you for your support. (Resume attached)

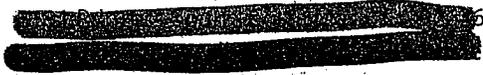
"Please note that this document and information included therein becomes public information pursuant to the California Public Records Act and may be disclosed to the public upon request."

Signature: Wayne Giger

Date: 9/24/07

E

M. Kym Espinosa



Professional Experience

ACCOUNT EXECUTIVE, TIME WARNER CABLE, AUGUST 2005 to PRESENT.

- Develop and execute a strategic plan for accelerated long term revenue growth for largest cable television MSO in the Los Angeles DMA.
- Solidify relationships and maximize revenue with top tier advertisers in the Los Angeles DMA .
- Represent and sell a variety of products including over 60 television networks, video on demand and long form advertising.
- Manage accounts with all departments to insure that revenues meet or exceed projections.

DIRECTOR OF MARKETING, PASSCO REAL ESTATE ENTERPRISES, Inc./THE KRAUSZ COMPANIES
JULY 2000 to APRIL 2005.

- Identify and implement strategic marketing strategies for the company's single largest real estate asset including leasing strategies, market repositioning strategies, and on-going market share strategies to maximize customer productivity throughout the on-going redevelopment process.
- Manage both consumer and trade marketing including the development of business and marketing plans and their budgets.
- Develop the complete sales, leasing and development materials and promotional events for Passco/ Krausz Co. property portfolio including ICSC trade conventions, events, parties, and public relations programming.
- Create, manage and produce full consumer advertising collateral for Puente Hills Mall including print, direct mail, television, outdoor, point of purchase, signage, and busy event calendar.
- Work with targeted retailers on sales performance programs and lease requests.
- Coordinate with leasing on various tenant requests, renewals, and continued direction of property tenant mix as it applies to properties' strategic business plan.
- Manage monthly financial performance and cost of sales ratios within the marketing program. Work with property accountant to develop monthly variance reports, sales reports, occupancy cost reports and manage receivables.
- Manage Customer Service activities including the launch of a closed-end, mall-wide Gift Card program and full web site access for mall customers.
- Help to oversee the daily operations of center working with all departments to insure the property is maintained and maximizes overall value to ownership's portfolio for highest possible ROI.

DIRECTOR OF MARKETING, JONES LANG LASALLE/ GENERAL GROWTH (EASTRIDGE MALL)
MAY 1998 TO JULY 2000

- Manage full range of marketing activities for 1.2 million sq. ft. regional mall.
- Manage all visual merchandising aspects for mall properties including large format signage, windows, barricade graphics, and display case sales programs.
- Direct, manage and oversee new media and customer service marketing initiatives.
- Develop partnership marketing initiatives to maximize program budgets and consumer reach.
- Assist in the general management responsibilities of the center including operations budgeting, staff supervision and property management.

Professional Experience cont.

DIRECTOR OF MARKETING, JONES LANG LASALLE/ VILLA ITALIA MALL
FEBRUARY 1996 to MAY 1998

- Manage full marketing activities for 1.2 million sq. ft. regional mall
- Work with ownership on the strategic redevelopment of Villa Italia Mall, including active lobbying efforts for City of Lakewood to establish an Urban Renewal Authority to establish a means for city assistance via TIF financing.
- Assist in the management of mall staff and daily property management responsibilities.

ACCOUNT EXECUTIVE, ERVIN ADVERTISING AND DESIGN
AUGUST 1992 to FEBRUARY 1996

- Possess a strong working knowledge of production in television, radio, print, direct mail, outdoor and specialty advertising.
- Administered production estimates, budgets and media placement.
- Supervised and coordinated the full service advertising efforts for eleven regional shopping centers as well as managed consumer and manufacturing product accounts.

ACCOUNT EXECUTIVE, HERSHEY COMMUNICATIONS
JANUARY 1990 to DECEMBER 1992

- Supervised three account coordinators on the development of 21 shopping catalogs each season.

Computer and Software Skills

- PC Windows and MAC OS X
- Adobe CS
- Microsoft Office
- STRATA
- View 32/TIM
- Claritas Research Site

Recent Awards And Recognitions

- 2005 LCA Finalist Outstanding Retail Commercial Spot; Los Angeles, Puente Hills Mall, Back to School
- 2000 Award of Excellence, Public Communications of Los Angeles; Puente Hills Mall Public Relations Efforts. Second Place.
- 1999 Maxi Merit Award, Sales and Marketing Program, International Council of Shopping Centers (ICSC)
- 1998 Maxi Merit Award, Group Sales and Marketing Program, ICSC.
- 1996 Maxi Merit Award, Group Sales and Marketing Program, ICSC
- 1996 Maxi Merit Award, Sales and Marketing Program (Centers One Million Sq. Ft.+) ICSC

Affiliations And Designations

Southern California Marketing Director's Association; Past Treasurer.
International Council of Shopping Centers.

Education

Bachelor of Arts Degree, College of Fine Arts and Communications
Brigham Young University. 1987.

City of Costa Mesa
Application for Commission/Committee Appointment

Rec'd 9/27/07 ed

Name: Robert J. Ooten

Address: [REDACTED]

Phone (H): [REDACTED]

E-mail Address: [REDACTED]

Indicate the name of the Commission/Committee/Board you are interested in serving on:
Senior Center Board Member



City of Costa Mesa
77 Fair Drive, Costa Mesa, CA 92626

1. Indicate why you wish to serve on this Commission/Committee/Board:

I enjoy serving the community. I have time and experience that are valuable to running the senior center. I understand a Board member's responsibility which is to do strategic planning, set policy and be responsible for center finances.

I am well liked in the community and would be able to bring senior needs from my work with the Friends of Costa Mesa Library (Book store manager), the CMAA Lion's club, my position on the Costa Mesa Sanitary Board, my yoga group and other community involvement involving senior citizens.

I have taught @ The Center (computer classes) and a senior would enjoy serving

2. Indicate any experience or qualifications you possess that might apply to the Commission/Committee/Board you are interested in serving on. A resume may also be attached to this form. This is strictly optional.

I am an engineer who worked in the strategic planning, policy setting and financial management areas as a project manager, president of the California Water Environmental Association, HOA's as the manager of 300 staff responsible for treating the wastewater for Northern Orange County with a budget of 50 million dollars, and currently serve as a Board member on the Costa Mesa Sanitary District. In addition I manage the Friends of Library Bookstore where we have planned startup, purchase & setting up a fully functioning Bookstore.

I have taught computer classes @ the Senior Center and am familiar with and know the staff and other Board members.

I have led people, directed people and been functioning in a Board member capacity for some time in a number of organizations.

I am well liked, am a good public speaker and would put my experience together for this organization.

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Signature: Rob F. Dotson Date: Sept 29, 2007

City of Costa Mesa
Application for Commission/Committee Appointment

Rec'd 9/27/07



Name: Marjorie Judith Lindsay "Judy"
Address: [REDACTED]
[REDACTED]
Phone (H): [REDACTED] (W): [REDACTED]
E-mail Address: [REDACTED]

Indicate the name of the Commission/Committee/Board you are interested in serving on:
Costa Mesa Senior Center Board

City of Costa Mesa
77 Fair Drive, Costa Mesa, CA 92626

1. Indicate why you wish to serve on this Commission/Committee/Board:

I am extremely interested in serving on the Costa Mesa Senior Center Board. The past year I served on the center's strategic planning committee and continue to serve on two goal based sub-committees. The need to continue our long term planning with a renewed interest in communicating our center's benefits and services for seniors is critical. Fund raising will take a team effort of our seniors, staff and board and I would like to be a member of the team.

I find volunteering a window to developing and maintaining friendships, renewal of self worth and fulfillment of a service to others.

2. Indicate any experience or qualifications you possess that might apply to the Commission/Committee/Board you are interested in serving on. A resume may also be attached to this form. This is strictly optional.

My volunteering began as a young mother, I became my son's Cub Scout Den Mother, Den Mother trainer; my daughter's Brownie leader; taught cooking and knitting at Costa Mesa Girl's Club, and baked for Boy's Club events. PTA offered more opportunities in numerous leadership roles, as did working with Newport Harbor High School Band Boosters.

Employed by Newport-Mesa Unified School District and Coast Community College District served 35 years of combined service as a classified support staff member. Retirement in 2001 offered me an opportunity to use my experiences and skills for the betterment of the community.

While working full-time I became involved in numerous campus related committees and union leadership. Served and provided leadership on diverse committees such as campus Planning and Budget, hiring committees, Staff Development, Affirmative Action, Strategic Planning, Grievances, and organizational data based program planning.

Apprehensive about retirement I tried different volunteer opportunities until the realization I wanted to provide a service and "fill my own tank". Costa Mesa Senior Center has done just that in so many ways. Currently, I organize, plan and initiate events for a Red Hat Chapter; act as receptionist; recruit, train, and schedule other volunteers, and when available help with other tasks. As President of the local Retired Public Employees Association I plan events for other CalPERS retirees and work toward enhancing and maintaining benefits we retired under. In addition, the Harbor-Mesa Lion's Club has offered some very rewarding volunteer opportunities.

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Signature: Judy Sunday Date: 9-27-07

Patricia L. Linsky
[REDACTED]
[REDACTED]
[REDACTED]

September 27, 2007

City Manager's Office
City of Costa Mesa
P.O. Box 1200
Costa Mesa, CA 92628-1200

Dear Sir:

It is with pleasure that I am submitting an application for appointment to the Board of Director's of the Costa Mesa Senior Center. The senior center has played a vital role in the lives of our family, friends, and neighbors and offers outstanding programs that make it possible for seniors to stay functional, connect with friends, engage in enriching activities, and receive much needed services. I would like to be part of an organization that serves the community with services and activities for our seniors.

Sincerely,

Patricia L. Linsky

Patricia L. Linsky

Attachment

City of Costa Mesa Application for Commission/Committee Appointment

Name: Patricia L. Linsky

Address: [REDACTED]

[REDACTED]

Phone (H): [REDACTED] (W): [REDACTED]

E-mail Address: [REDACTED]

Indicate the name of the Commission/Committee/Board you are interested in serving on:

Board of Directors, Costa Mesa Senior Center



City of Costa Mesa
77 Fair Drive, Costa Mesa, CA 92626

1. Indicate why you wish to serve on this Commission/Committee/Board:

I have been a resident of Orange County for 29 years and live in a home in Costa Mesa that my husband's parents bought in 1960. I am fortunate to have my 90-year-old mother live with me, and she loves the fact that her name and the name of our street are the same. We are also incredibly fortunate to live in a wonderful close-knit area where neighbors support and look after each other. But being the principal caregiver of an elderly parent can sometimes be complicated. Finding resources and making decisions are not always easy, and the Costa Mesa Senior Center has been a great resource for information and help. The significance of senior centers cannot be underestimated for they provide a sense of belonging, provide an opportunity to socialize, and to promote participation of seniors in all aspects of community life.

Our family has benefited from the services of the senior center, and now I would like to reciprocate by serving on the Board of Directors and be responsible for raising funds as well as developing programs, policies, and services for the center.

2. Indicate any experience or qualifications you possess that might apply to the Commission/Committee/Board you are interested in serving on. A resume may also be attached to this form. This is strictly optional.

I am a donor and member of the Costa Mesa Senior Center.

Community experience:

- a. I have been actively involved in fund raising activities at the senior center for the past 5 years.
- b. I serve on the fund raising committee of the O.C. Association of Health Underwriters, a non-profit organization.
- c. I served as an officer of the Chinese guild at the Bowers Museum.
- d. I was a guild member at the O.C. Performing Arts Center.
- e. I worked on the successful election campaigns for Dr. Paul Berger, late trustee for the Orange Coast CC.

From 1991 to 2005, my late husband, Ronald B. Linsky, served as the Executive Director of the National Water Research Institute, a non-profit organization devoted to supporting cooperative research to create new sources of water and to protect freshwater and marine environments. I worked as a technical editor responsible for publishing reports from Nominal Group Technique Workshops that were held nationally and internationally.

I was also responsible for managing the business matters of his consulting firm, including contracts, accounting, personnel matters, etc. Ron was awarded a fascinating contract from the United Nations Development Programme that involved moving to the country of Trinidad and Tobago for two and a half years to develop a marine institute. I enjoyed the challenges of living in a developing country and interacting with a diverse population.

Other work experience include Office Administrator positions for engineering and aerospace companies, as well as working in the marketing departments responsible for preparing proposals for contracts. I also worked as an administrative assistant for the Governor and Lt. Governor, State of Hawaii, and at the University of Hawaii.

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Signature: Patricia L. Linsky Date: 09-27-2007