

# **ATTACHMENT 1**

## **APPLICATIONS FOR THE BIKEWAY AND WALKABILITY COMMITTEE**

\*\*\*To submit form via email, please save application, fill in, and send to cityclerk@costamesaca.gov.

## City of Costa Mesa Application for Committee Appointment

All information on this page only, is considered public information and will be released to the public, including being posted on the City's website.

Name: Russell Baldwin

Indicate the name of the Committee you are interested in serving on:  
Bikeway and Walkability Committee



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

1. Indicate why you wish to serve on this Committee. Provide any experience or qualifications you may possess that you think would be beneficial to this Committee. A resume (optional) may be attached.  
(Note: All information contained on the resume is public information, will be distributed to the public and posted on the City's website).

I am an over 45 year (total) resident of Costa Mesa. My family owns one vehicle and five bicycles. I bicycle to work almost every day and have been commuting to work by bike for many years. I am keenly aware of the dangers of bicycling without the proper personal protective gear (helmet) as well as the need for modifications to existing roadways to accommodate ever increasing bicycle and pedestrian traffic.

Thank you for your consideration.

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16 FEB 10 PM 2:51  
CITY OF COSTA MESA  
BY *Mcraugh*

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## City of Costa Mesa Application for Committee Appointment

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16 JAN 22 PM 12:35

CITY OF COSTA MESA  
BY \_\_\_\_\_



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

Name: Roy F. Duvall

Indicate the name of the Committee you are interested in serving on:  
Bikeway and Walkability Committee

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A Costa Mesa home-owner for 20+ years, I am a retired project manager from the petrochemical and plastics compounding industries, and currently a Construction and Architecture student at Orange Coast College. I completed an AS in Construction Technology at OCC in the fall of 2015, and am currently working towards an AS in Architectural Technology. I hold a Certificate of Specialization in Concrete and Masonry from OCC, and a Construction Technology 2nd award certificate.

I am interested in working on the Costa Mesa Bikeway and Walkability Committee to help improve our cycling and walking infrastructure, to improve recreational and destination cycling in our area, and to help improve relationships between vehicle drivers, cyclists and pedestrians.

I worked with the Costa Mesa Foundation's Concerts in the Park series during 2014 and 2015. I was recently appointed to the board of directors of the Costa Mesa Foundation for 2016-17.

At Orange Coast College, I was the 2014 Technology Student of the Year, and a 2015 recipient of the Joseph R. Kroll Student Leader Award, the top student leadership award available from OCC. An honor student and member of the Phi Theta Kappa honor society, I maintain a 4.0 gpa at OCC.

I am a recreational and commuter cyclist, and a 2015-16 student officer of both the Food Riders of OCC and OCC BikeWays. OCC BikeWays is a student cycling advocacy group that has similar goals to those of the committee that I am applying for. I am active in the OCC Student Veterans Group. I am also a member of the League of American Bicyclists, and bicycle almost daily.

I attended all of the Costa Mesa Bikeway and Walkability Committee meetings from September of 2015 through January of 2016 as an interested citizen.

I am a former U.S. Marine infantryman and Primary Marksmanship Instructor. I hold level 2 advanced driving certification and compete in sanctioned, on-track amateur racing events in Corvettes.

I have excellent communications skills, a high energy level, and am highly detail-oriented. I am proficient with computers and most Microsoft applications including Microsoft Project.

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## City of Costa Mesa Application for Committee Appointment

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Name: Michelle Fay

Indicate the name of the Committee you are interested in serving on:  
Bikeway and Walkability Committee



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

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I've lived in Costa Mesa for 12 years, and I worked at Orange Coast College for nearly 10, either walking or riding my Kickbike (large-wheeled kick scooter) to work most of the time. I'm an avid pedestrian and enjoy walking for recreation as well as for nearby errands. More recently, going for walks with my elderly mother has opened my eyes to the challenges faced by less able-bodied pedestrians.

I'm a regular volunteer and voting member at The Bicycle Tree, a non-profit community bicycle center in Santa Ana. At The Bicycle Tree, we help people repair their bikes and learn about bike repair, and we also refurbish donated bikes either to pass along to those in need or to sell at low cost. Working there has helped me realize how many people rely on bikes as their primary mode of transportation. At The Bicycle Tree's meetings, I learned about bicycle advocacy and infrastructure improvements in Santa Ana, and began to wonder about similar efforts in my home city of Costa Mesa, which led me to attending the February meeting of the Bikeway and Walkability Committee.

I've also participated in several of the CicLAvias held in Los Angeles as well as one of Garden Grove's open streets events, and appreciate how those sorts of events can build a sense of community.

I think walking, cycling, and other forms of human-powered transportation are beneficial to the individual, the community, and the environment, and I'd like to see Costa Mesa continue to facilitate active transportation.

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BY *mtfay*

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**City of Costa Mesa**  
**Application for Committee Appointment**

16 FEB 10 AM 11:16

CITY OF COSTA MESA  
BY M. [Signature]

All information on this page only, is considered public information and will be released to the public, including being posted on the City's website.

Name: MAGGIE GALLAGHER

Indicate the name of the Committee you are interested in serving on:  
BIKEWAY AND WALKABILITY



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

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(Note: All information contained on the resume is public information, will be distributed to the public and posted on the City's website).

I am interested in serving on the Bikeway and Walkability Commission.

I have been a resident of Costa Mesa since 1990 and an active member of Costa Mesa CERT (Community Response Emergency Team) since 2010. Through CERT, I have worked at the Snoopy House, the 60<sup>th</sup> Anniversary Party, Spark of Love food collections, CMFD Open Houses, various health and safety fairs, and last year's Bike Safety Festival and helmet give-away at City Hall. I am also a Super Volunteer for the Bolsa Chica Conservancy in Huntington Beach where I have lead school field trips and participated in trash pick-up, restoration and Earth Day events.

Costa Mesa is a great city and I love living here. I would like to expand my volunteer activities and involvement within the city on a more formal basis.

I have a Bachelor Degree in Communications. My professional experience is in Client Services, Vendor Relations and Office Management. I currently work for a Sales Rep firm in Laguna Hills specializing in factory automation and safety.

I am interested in the Bikeways and Walkability Commission because of what it promotes: a healthy lifestyle, a sense of pride in the community, and the opportunity for residents to get outside and meet their neighbors. I enjoy being outdoors and am an avid hiker. I think that providing safe, clean, accessible areas for exercise and relaxation is an important service for any city.

Thank you for your consideration.

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## City of Costa Mesa Application for Committee Appointment

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Name: Jim Glassman

Indicate the name of the Committee you are interested in serving on:  
Bikeway & Walkability



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

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I am an avid biker around Costa Mesa as well as the various bike paths in Orange County. Being able to cycle and walk safely makes Costa Mesa a better place to live and enjoy. Bike accidents have been increasing in the county, so safety is a huge concern.

My nonprofit experience includes organizations like Pacific Symphony, Laguna Art Museum, JDRF, University Synagogue, American Diabetes Association, American Heart Association. I have had considerable experience working on and leading committees.

My work experience covers operating radio stations, newspapers, a direct mail company and financial services. This means I have experience with the business aspects of any organization, which can help me on this committee.

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16 JAN 26 AM 7:20  
CITY OF COSTA MESA  
BY *mtkay*

## **Jim Glassman**

Costa Mesa, CA 92627 jdglassman@gmail.com 949-633-3940

Highly skilled CEO/owner of more than 30 successful businesses. Grew revenue from \$2,000,000 to \$10,000,000, increased profit from \$300,000 to \$3,500,000.

### **Accomplishments**

Summary: Have turned around or dramatically improved radio stations, newspapers, and nonprofits. Revenue gains as much as 100% in a year and long term return on investment as high as 2500%. Able to use extensive business skills to maximize performance, profit and operations. Negotiated purchase, financing, dealt with staffing, strategy, management, operations. \$300,000 initial investment yielded \$30,000,000 when businesses were sold.

#### *Leadership and Management*

Hired and supervised general managers in 7 different locations, 4 states.

Able to delegate operations and focus on strategy, sales and marketing ideas resulting in better performance.

Improved staff of dysfunctional newspaper group and became one of the first newspaper companies to send newspaper layout via Internet to the printer, resulting in better print quality. Dramatically reduced delivery complaints from subscribers by reducing the size of the circulation department. Complaints dropped from 100 per week to less than 10.

Developed one page daily report to summarize operations of each business. Report made it easy to monitor sales, collections, future revenue, cancellations.

Hired new music director for symphony; prior director had been there 20 years.

#### *Marketing*

Conducted market research to determine best format for radio stations, which resulted in improvements in audience and revenue in Peoria, Champaign and Carbondale IL,

Improved image of radio stations that had suffered under prior owners in Champaign IL. Resulted in revenue increasing from \$400,000 to \$1,500,000 in 3 years.

Made more than 7,500 personal sales calls on clients with sales staff to learn about local market and impress decision makers. Calls were made in **every** radio and newspaper market.

Able to grow revenue 10% in declining market that was down 5%. (Peoria radio stations)

Able to keep revenue steady in sharply declining market (newspapers)

#### *Finance*

Raised \$3.5 million dollars in stock offering to buy stations and then bought out partners, which resulted in ownership increase from 20% to 95%

Very skilled in dealing with banks to finance and refinance acquisitions.

Negotiating new bank terms when business was hit with unanticipated capital expenditures

Handled several IRS Audits with no penalties assessed to businesses.

Instituted credit and collections policies that resulted in bad debt of less than 1%, which was **below** industry norm.

### *Strategy*

Increased number of stations owned from 2 to 4 in Champaign IL and 1 to 6 in Carbondale IL to increase audience, revenue share. Also resulted in expenses declining more than 35% at each station.

Developed sales and training strategy to focus on local, retail accounts, which resulted in revenue gains of 50% in Champaign, 35% in Carbondale and 25% in Peoria IL.

### **Professional Experience**

Financial Advisor  
Westpac Wealth Partners 2014-present  
Work with business owners and professionals to improve their financial balance so they are as financially invincible as possible.

President/Owner/CEO  
Community Service Media 1987-2010  
Owned 9 newspapers and shoppers, direct mail company, and 31 radio stations. During this period bought, developed and sold properties continuously. ROI 2500%. Frequently bought businesses that were losing money so most were turnarounds. All but two were **highly** successful based on sales, profits and ultimate selling price.

### **Nonprofit Experience Highlights**

<b>Pacific Symphony</b>	Board, Executive Committee, Marketing Chair
<b>Laguna Art Museum</b>	Board, Executive Committee, Marketing and Development Chairs
<b>JDRF, Orange County</b>	Communications Committee, Special Projects
<b>University Synagogue, Irvine</b>	Membership Task Force, Communications Committee
<b>Living Success Center</b>	Public Relations
<b>Peoria Symphony Orchestra</b>	President, Board, Development Chair
<b>American Diabetes Association</b>	President, Development Chair
<b>American Heart Association</b>	Chairperson of 9 County Annual Campaign
<b>Christmas for the Needy</b>	President, Development Chair
<b>Southern Illinois University Foundation</b>	Board, Development Committee
<b>United Way</b>	Annual Champaign Chair

### **EDUCATION**

**Northwestern University**, Evanston, IL, BSJ, Journalism (Advertising)  
**Harvard University**, Cambridge, MA, Advanced Management Program  
**Stanford University**, Palo Alto, CA, Executive Program for Growing Companies  
**University of Chicago**, Chicago, IL, Sales Compensation, Strategic Sales Management  
**University of California**, Irvine, CA, Corporate Social Responsibility and Sustainability, Green Marketing Principles: Winning Strategies for a New Era, Integrating Social Media Marketing

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Name: Chan S Hunt

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

BIKEWAY & WALKABILITY COMMITTEE



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

1. Indicate why you wish to serve on this Committee. Provide any experience or qualifications you may possess that you think would be beneficial to this Committee. A resume (optional) may be attached.

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I currently reside in Mesa Verde, Costa Mesa is such a beautiful city and our forefathers have gone to great lengths in laying out the city for many of our citizens to walk and bike around the city. But sadly I do not feel enough has been in the last 10 years to create and expand the ability of the neighbors to move freely around the city. I have a son and as I explained to him, when I was younger in the summer I was gone on my bike all day exploring and moving freely around the city, sadly our bike paths and sidewalks have been neglected.

I would like to volunteer for the BIKEWAY & WALKABILITY COMMITTEE so I can hopefully make a change withing the city.

I currently own and operate a business here in Costa Mesa, At one time my business was located one block outside the city limits but after time I chose to relocate my business back into the city of Costa Mesa. I proudly renew my city business license and we support the CMPD and CMFD through their various fund raisers. Since I own my own business I have tremendous flexibility with my schedule thus allowing me the ability to attend meetings quickly and effortlessly.

The City Government process has always intrigued me and I am willing to step up and make a difference in the city.

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16 FEB -8 AM 8:15  
CITY OF COSTA MESA  
BY *M. T. [Signature]*

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**Application for Committee Appointment**

16 FEB 17 AM 8:33

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CITY OF COSTA MESA  
BY M. H. [Signature]

Name: Andrew W. Levins



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

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Having lived in Costa Mesa for just under two years, I am a comparatively new resident by some standards. Before moving here, I majored in urban planning with a minor in sustainable environments at Cal Poly San Luis Obispo and am currently working at an Architecture and Planning firm near SNA. My interest in participating in the Bikeway and Walkability Committee is rooted in a personal investment that I have in cycling, since moving here I have begun to cycle regularly in an effort to positively impact the environment, my health, and my wallet; as well as out of a sense of civic obligation and the need for citizen participation in local government.

I wish to serve on this committee because I believe problems with bicycle and pedestrian mobility are more than just transportation related issues. Oftentimes low income, minority, and transient people groups who may not have the resources or the wherewithal to advocate for alternative and accessible modes of transit are disproportionately affected by the costs and complexities that arise from inadequate or unsafe transit options, or are unable to use that transit due to its ineffectiveness. I believe a functional network serving cyclists and pedestrians is a major step towards addressing these issues, and will affect change in other aspects of municipal life as well, some of those aspects being land use, housing affordability and public health to name a few.

I also believe that personal automobiles and existing mass transit options also have an important place in city life. I am of the opinion that it is key to achieve a sense of "equality" on the streets, ensuring that all modes of transit are equally accessible, predictable, and safe and actually viable in practice. In addition to this, I believe that public education and familiarity with alternative modes of transit (those being cycling and walking in this instance) are tools that can improve the perception and adoption rate of alternative transit. I humbly believe that I have the educational and professional background to be an asset to the committee, and aid other members in making recommendations that will help examine and positively develop the city's Master Plan of Bikeways to continually improve our city's alternative transportation network.

I appreciate your consideration for the Bikeway and Walkability Committee and wish you luck with your decision!

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## City of Costa Mesa Application for Committee Appointment

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Name: Susan Tuchler

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

Bikeway & Walkability or Cultural Arts or Historical Preservation or Financial Advisory or Housing & Public Service or Pension Oversight



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

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I have served on the following committees for the City of Santa Ana:

1. Environmental & Transportation Advisory Committee 2010-2011
2. Community Redevelopment & Housing Commission 2011-2015, also serving as committee chair for one year
3. The Personnel Board 2015

I was asked to apply for a seat on these committees at the request of Councilman Sal Tinajero. I enjoyed working on each committee and making contributions to improve the city. Unfortunately I had to resign from my position on The Personnel Board due to my relocation to the city of Costa Mesa last summer.

Since my relocation I have been following the city of Costa Mesa website. I would like the opportunity to serve on one of the committees listed above in the new city that I now proudly call my home! I feel that I possess the necessary qualifications to sit on any of the committees. You can decide where I can best be of service.

Attached is my resume. Please contact Councilman Tinajero at city hall in Santa Ana for a reference! I look forward to speaking with you.

RECEIVED  
CITY CLERK  
16 FEB - 8 AM 7:51  
CITY OF COSTA MESA  
BY *mtidy*

**Susan Tuchler**  
1289 Westreef Costa Mesa, CA 92627  
949-246-5978 | stuchler@att.net

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Efficient, precise, and resourceful professional with proven nonprofit expertise gained throughout 15 years of professional service in the public and private sectors. Extensive event planning and fundraising skills, raising million-dollar proceeds for nonprofit organizations and businesses. Well versed in contract negotiations, budget implementation, and developing, organizing, and directing events successfully. Areas of expertise include:

Project Management  
Strategic Planning  
Team Facilitation

Training & Development  
Client Relations  
Promotions

Budget Preparation  
Writing & Research  
Event Planning

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## NOTABLE ACCOMPLISHMENTS

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- Raised over \$5 million for nonprofit organizations through successful campaigns.
- Acquired donated advertisement and editorial space in three major magazines to publicize events resulting in a 90% increase in event attendance.
- Captured an exclusive multimillion-dollar sales contract for a private business.
- Secured major retail shopping mall space to publicize a national awareness week for a nonprofit foundation resulting in 50% donation increase.
- Raised \$500K in four months for a congressional campaign.
- Obtained donated television time on local news programs to promote nonprofit organizations that increased membership by 85%.
- Established an Internet web directory for business and professional women which lead to 85% increased attendance at business and professional events.
- Devised and implemented a company's marketing and promotional events, successfully advertising a product that generated a 75% increase in sales.

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## PROFESSIONAL RESPONSIBILITIES

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- Solicited major companies/corporations and wrote grants to obtain over \$100K in event sponsorships.
- Managed outreach efforts for fundraising campaigns through major and minor event programs, encompassing up to 1,000 attendees.
- Secured speakers and celebrities, organized travel arrangements, conceived and planned events for multiple nonprofit fundraising functions.
- Negotiated contracts and conducted budget planning for a foundation and a federation's various functions.
- Performed statistical analyses, devising abstracts for publications and presentations at national conferences.
- Developed comprehensive systems to streamline and automate the operations of a company, including a computerized network and comprehensive database.
- Managed all aspects of a company's properties including a 15,000 square foot home.
- Oversaw installation of \$500K landscape project, working with architects, structural engineers, general contractors and subcontractors to ensure timely, under budget completion of the project.

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## TECHNOLOGY TOOLS

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- Advanced in Microsoft Office Suite
  - Advanced in Donor Database/Fundraising Programs (Gift Traq, Raiser's Edge)
  - Proficient in Social Networking (Facebook, LinkedIn, Twitter)
-

## **PROFESSIONAL EXPERIENCE**

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<b>Council on Aging of Orange County</b> Long Term Care Ombudsman	<b>Santa Ana, CA</b> 2015 – present
<b>Personnel Board City of Santa Ana</b> Commissioner	<b>Santa Ana, CA</b> 2015
<b>Community Redevelopment &amp; Housing Commission</b> Commissioner	<b>Santa Ana, CA</b> 2011 – 2015
<b>Committee To Re-Elect Loretta Sanchez</b> Finance Director	<b>Santa Ana, CA</b> 2011 – 2012
<b>Environmental &amp; Transportation Advisory Committee</b> Commissioner	<b>Santa Ana, CA</b> 2010 – 2011
<b>Leaffer Corporation</b> Estate Manager	<b>Denver, CO</b> 2006 – 2008
<b>Crohn's &amp; Colitis Foundation of America</b> Executive Director	<b>Denver, CO</b> 2004 – 2005
<b>Cystic Fibrosis Foundation</b> Director of Special Events	<b>Denver, CO</b> 2002 – 2003
<b>Allied Jewish Federation</b> Campaign Manager	<b>Denver, CO</b> 2000 – 2002
<b>Joslins Department Stores</b> Business Manager	<b>Littleton, CO</b> 1995 – 1997
<b>Medtronic Incorporated</b> Technical Service Representative	<b>Secaucus, NJ</b> 1989 – 1992
<b>Maimonides Medical Center</b> Medical Research Analyst	<b>Brooklyn, NY</b> 1987 – 1989
<b>J.C. Weidig M.D</b> Surgical Assistant	<b>Rockville, MD</b> 1986 – 1987

## **EDUCATION**

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<b>St. Georges University School of Medicine</b> Masters in Medical Sciences	<b>Grenada, West Indies</b> 1982 – 1985
<b>Creighton University</b> Bachelor of Science, Biology	<b>Omaha, Nebraska</b> 1978 – 1982