

## **ATTACHMENT 4**

# **APPLICATIONS FOR THE HISTORICAL PRESERVATION COMMITTEE**

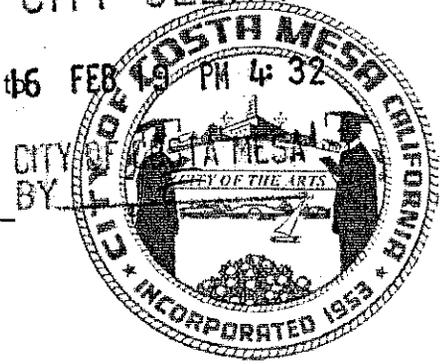
\*\*\*To submit form via email, please save application, fill in, and send to cityclerk@costamesaca.gov.

## City of Costa Mesa Application for Committee Appointment

RECEIVED  
CITY CLERK

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: Matthew Fletcher



Indicate the name of the Committee you are interested in serving on:  
Historical Preservation 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 look forward to continuing my work with the Committee following my first year. I am most excited to continue my work as we expand our awareness of the the Historic Registry and the tax-savings Mills Act to Costa Mesa residents through our targeted campaign. I also look forward to spearheading a focus on the history of our city's industrial west side, something I feel has been slightly overlooked so far.

Thank you for your consideration in extending my term on the Historical Preservation Committee. I look forward to serving the City for the next two years in this capacity.

Matthew Fletcher

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Name: Christopher Ganiere

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I am a 19 year resident of Costa Mesa. I served two terms on the board between August 2007 and March 2013. I was Vice Chair and served on Sub-Committees for Street Names and History of Parks. I am presently serving as Chair of the committee and have for my present term (2013-2016). I want to continue my service in Costa Mesa by returning to the committee.

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16 FEB 16 AM 8:29  
CITY OF COSTA MESA  
BY *smthay*

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## City of Costa Mesa Application for Committee Appointment

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Name: Mary Ellen Goddard

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I have been interested in -- and involved in -- saving the history of Costa Mesa and presenting it to the public since arriving in our town in 1977. I have been a volunteer at the Costa Mesa Historical Society since 1978 and a member of the Historical Preservation Committee for many years as well. I wish to continue the work we have been doing on the committee, which includes cooperating with the Historical Society. I have a Masters Degree in Public History and Historic Preservation.

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16 FEB 17 AM 10:41  
CITY OF COSTA MESA  
BY *mary ellen goddard*

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## City of Costa Mesa Application for Committee Appointment

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Name: Dave Goodman

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As a 15 year resident of Costa Mesa I have enjoyed watching the city grow and change around me. Although initially intended to be a short stay, my wife and I began to fall in love with Costa Mesa as both our children began attending the schools. After we (finally) bought our first home here in 2009, we couldn't imagine ever leaving. We both work on the Westside and currently have children at Estancia High School and TeWinkle Middle School.

Though a long time advocate for the city, I have missed an opportunity to really effect the way it's story is told. I have led in many other capacities, but only recently felt it was time to invest back into the city that has provided so much for my family.

People have always told me that I am an "old soul" because of my fascination with the past. It is a common occurrence for me to get caught staring at old photo's, letters, and even headstones from the past. I enjoy thinking about the people, their lives and stories. Everything from the past reveals who we are in the present. Costa Mesa has a rich history that many of its residents are not familiar with. There are many residents who are a wealth of information, with stories that need to be shared. Not only would I welcome the opportunity to share the history of our community, but it would be a great experience to learn more about it for myself. I would consider myself a protector of the past who brings a attitude of future thinking and innovation to preserving it.

I have spent 12 years at Hurley performing all aspects of Production and Development for apparel. This position requires a strong sense of ownership, detail, and attention to calendars and dates.

I also spent 3 years at RockHarbor Church serving as the Site Director for multiple buildings and coordinating off-site Easter Services at the Fairgrounds.

Additionally, I was the Co-Founder of a for profit company called Collaborative World, a clothing brand that was founded to give 50% of all profits to non profit organizations. In addition to carrying the vision of the brand, I was responsible for all areas involving people and relationships.

I am a thoughtful and effective communicator in one on one or large group settings and a natural collaborator with a strong passion for people and their stories.

Thank you for the time taken in consideration of my application. I would be honored if my qualifications could be of service to this committee.

Dave Goodman

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## City of Costa Mesa Application for Committee Appointment

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Name: George S. Nakai

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I am a current member of the committee and wish to continue to be on the committee.

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16 FEB 19 PM 3:07  
CITY OF COSTA MESA  
BY *M. Taylor*

## City of Costa Mesa Application for Committee Appointment

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Name: Garrett Peterson

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Historical Preservation Committee



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Hello Committee Memebers,

Five years ago I was proud part of this committee and value the experience that I gained while here. I departed to continue my education at UC, Merced, where I received my B.S. in U.S. History distinguished with High Honors. I would love to continue assisting the committee with the upcoming projects that are scheduled for this year. Also, I would love to continue the preservation of our Costa Mesa heritage so that future generations can appreciate why we are here and where we came from. Please allow to assist this committee.

Thank you,

Garrett Peterson

RECEIVED  
CITY CLERK  
16 FEB 12 PM 2:00  
BY J. HERRERA

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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



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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.

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16 FEB - 8 AM 7:51  
CITY OF COSTA MESA  
BY \_\_\_\_\_

**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)
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## **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