

*Town of San Anselmo  
Council Meeting*

*January 8, 2013*

*Interview Schedule  
Open Space Committee/  
Economic Development Committee*

<u>Time</u>	<u>Applicant</u>	<u>Committee</u>
6:00 p.m.	Daniel Krebs	Open Space Committee
6:10 p.m.	Magan Arthur	Economic Development Committee
6:20 p.m.	Jennifer Hansen	Economic Development Committee
6:30 p.m.	Connie Rodgers	Economic Development Committee
6:40 p.m.	Matt Storms	Economic Development Committee
6:50 p.m.	Wayne Wechsler	Economic Development Committee

**TOWN OF SAN ANSELMO  
BOARDS/COMMITTEES/COMMISSIONS  
STATUS REPORT  
As of 12/26/12**

<b>Board, Committee, Commission (total seats)</b>	<b>Seats Expiring/ Vacant</b>	<b>Applicants</b>	<b>Term (Yrs)<sup>1</sup></b>	<b>Date Interviewed</b>
<b>Arts Commission</b> 9 seats + 1 youth <i>Dave Donery</i> (Temporary Expansion to 11 seats)			3	
<b>Board of Review</b> 5 seats	1 exp	Michael Aycock	6	
<b>Capital Programs Monitoring Committee</b> 6 seats <i>Sean Condry</i>			4	
<b>Economic Development Committee</b> 5 seats <i>Dave Donery</i> <i>Diane Henderson</i>	5 vac	Matt Storms** Wayne Wechsler** Connie Rodgers** Jennifer Hansen** Magan Arthur**	3	
<b>Flood Committee</b> 5 seats <i>Sean Condry</i>			4	
<b>Historical Commission</b> 11 seats <i>Linda Kenton</i>	2 vac		4	
<b>Library Advisory Board</b> 7 seats + 1 youth <i>Linda Kenton</i>			4	
<b>Library Tax Oversight Committee</b> 5 seats <i>Linda Kenton</i>			3	
<b>Marin Commission On Aging</b> 1 seat			3	
<b>Marin County Hazardous &amp; Solid Waste Authority</b> 1 seat			3	
<b>Mosquito Abatement District</b> 1 seat	1 exp	William Holland*	2	
<b>Open Space Committee</b> 11 seats + 1 youth	1 exp	Daniel Krebs*/**	4	
<b>Parks &amp; Recreation Commission</b> 7 seats + 1 youth <i>Dave Donery</i>			4	
<b>Planning Commission</b> 7 seats <i>Diane Henderson</i>			4	
<b>Quality of Life</b> 7 seats <i>Debbie Stutsman</i>			2	
<b>Ross Valley Paramedic Authority</b> 1 seat <i>Roger Meagor</i>			4	
<b>Tax Equity Board</b> 3 seats <i>Daria Carrillo</i>			3	

\* Incumbent \*\* Interview has been scheduled

<sup>1</sup> Per Commission Guidelines, differing term lengths may be allowed to accomplish a staggering of the appointment schedule.



TOWN OF SAN ANSELMO

525 San Anselmo Ave, San Anselmo, CA 94960

APPLICATION FOR APPOINTMENT TO A SAN ANSELMO BOARD/COMMISSION/COMMITTEE

To: San Anselmo Town Council

Date: 11/22/12

I wish to apply for an appointment to a term/balance of term of the

Open Space Committee

Incumbent New Member

Name: Daniel Krebs

Home Address: 48 San Rafael Ave. SA 94960

Occupation: Attorney

Employer's Address: 80 E. St Francis Drake Blvd, Suite 1B  
Larkspur, CA 94939

Home Phone: 457-1949

Work Phone: 464-9958

Cell: 790-0708

E-Mail: danny@alliancecounsel.com

Number of Years as a resident of San Anselmo: 16

In Marin: 16

Education Level Achieved:

- Graduate Degree (Major: JD - Law)
College or University Degree (Major: Political Science)
Some College
High School Diploma
Other (Explain:)

Names and phone numbers of San Anselmo residents who can be contacted for referral information about me:

- Alan Cascio 456-5347
David Korol 457-8857
Jane Schwartz 405-5855

YES NO

I would be able to regularly attend the meetings of this Board/Commission/Committee.

I would be available to attend additional meetings when they are necessary.

I am familiar with the responsibilities and functions of this Board/Commission/Committee.

I have attended meetings of the Board/Commission/Committee as a member of the public.

List briefly, previous experience serving in public office, and/or on civic commissions, boards, or committees:

I have been a member of the Open Space Committee for approximately 10(?) years, and I am also serving on the Planning Commission (6 yrs.)

Reasons for this appointment:

I enjoy working on projects to promote, preserve and enhance open space in the Ross Valley. It is truly one of the special gifts we can bring to the Town and its

What are your qualifications for this appointment:

10 years of experience on the committee and involvement on a number of projects, together with the annual spring benefit.

Briefly, what do you consider to be the most important, one or two current issues facing this Board/Commission/Committee?

- ① Pushing harder to engage owners of Bald Hill in a constructive dialogue
- ② Explore other funding sources such as the Measure A revenues and determine how SA receives its reasonable share.

I understand that I, and all other applicants, will be personally interviewed by the Town Council as part of the selection process for this appointment. I also understand that my application material will be a public document and available on the Town's website. Sensitive materials that you don't wish to be posted on the website should not be included with the application.

*Joanne S. Kessel*

Signature

Date

11/22/12

Other Boards, Commissions, or Committees on which you would be interested in serving if not appointed to this seat?

Do you wish to be considered again if you are not selected for this appointment?  Yes  No

(You may attach personal resumes or other information which you believe would be helpful to the Council in its selection process.)

Thank you for your interest in serving the Town of San Anselmo and its citizens. For further information, please contact Joanne Kessel, Administrative Services Technician at [jkessel@townofsananselmo.org](mailto:jkessel@townofsananselmo.org) or (415)258-4626.



## TOWN OF SAN ANSELMO

525 San Anselmo Ave, San Anselmo, CA 94960

### APPLICATION FOR APPOINTMENT TO A SAN ANSELMO BOARD/COMMISSION/COMMITTEE

To: San Anselmo Town Council

Date: 11/6/12

I wish to apply for an appointment to a term/balance of term of the

Economic Development Committee     Incumbent     New Member

Name: Magan Arthur

Home Address: 21 A Rowland Ct

Occupation: CEO Lolo Cards Inc

Employer's Address: 21 A Rowland Ct

Home Phone: 415 482 9304

Work/Cell Phone: 415 462 2979

E-Mail: magan.arthur@gmail.com

Number of Years as a resident of San Anselmo: 2

In Marin: 17

Education Level Achieved:

- Graduate Degree (Major: Economics and Educational Theory)  
 College or University Degree (Major: \_\_\_\_\_ )  
 Some College  
 High School Diploma  
 Other (Explain: \_\_\_\_\_ )

Names and phone numbers of San Anselmo residents who can be contacted for referral information about me:

1. Adam Blum – (415) 459 2908
2. Stephen Kuhn – (415) 258 8198
3. Jen Hansen – (415) 456 7655

**YES**

**NO**

I would be able to regularly attend the meetings of this Board/Commission/Committee.

X

I would be available to attend additional meetings when they are necessary.

X

I am familiar with the responsibilities and functions of this Board/Commission/Committee.

X

I have attended meetings of the Board/Commission/Committee as a member of the public.

X

**List briefly, previous experience serving in public office, and/or on civic commissions, boards, or committees:**

I have not served in public office before. I have supported school boards (pre K and elementary) and served on boards of recreational clubs and associations.

**Reasons for this appointment:**

Since the fall of 2011 my career has been focused on local economic development of small and medium sized businesses. In the spring of 2012 I co-founded a new venture that aims to create community focused shop local programs. Through my own personal experience as well as through the research conducted prior to founding the venture I have come to deeply appreciate the importance of local independent business districts and their impact on the general economic development of communities and neighborhoods.

In the process I have found that my skills and experience may be of value to communities seeking to strengthen the economic environment of local businesses and I would like to offer my service to this committee.

**What are your qualifications for this appointment?**

After starting out as a small business owner in Germany almost 30 years ago I have spent over a decade in consulting for large global retail and consumer goods corporations mostly in the marketing and consumer engagement area. I have come to appreciate the strategic application of technological capabilities, an analytical approach to business and a data driven decision process. For some time during my career I have been interested in bringing some of these approaches also to small and medium size businesses and for the last year I have dedicated my career to that aim.

At the same time I have a deep appreciation for the reality of small and medium size businesses like the mom and pop store and the medium grocer with a union work force. Local economies are highly complex systems that are driven to a large extent by personality and emotional decision-making. Any development has to take the human factors into account. Taking a very human centric approach has been the foundation of my success in business. I did study psychology and it has been a valuable tool for me in my career.

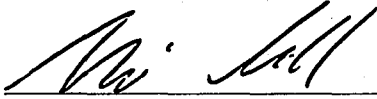
Last but not least I have been a part of the Ross Valley Community for 17 years and I enjoy good relationships with many of our local entrepreneurs, business owners and community leaders.

**Briefly, what do you consider to be the most important, one or two current issues facing this Board/Commission/Committee?**

One key challenge I see is the definition of scope. What can this committee accomplish? I assume we have very limited resources. Hence, simple is right. However smaller projects and actions may have limited impact. Success to me seems to lie in efforts that would leverage our community at large by motivating and including a large number of local stakeholders. However, San Anselmo has a very diverse group of businesses that have very different and sometimes contrasting needs and goals. Uniting a large number of stakeholders behind any economic development approach and effort will be a key challenge.

I think it will be very important to set goals and measures for us. What does business development for San Anselmo really mean and how can we measure and express it in a way that is relevant to the community at large? Often simply identifying the goals of economic development brings to the fore the conflicts between different constituencies. Data and research can provide some objective view on economic development. However many local constituencies may be used to a more emotional decision process or favor their own needs over those of the community while happily ignoring any data that we can show. If we can, or if the town already has established simple and clear goals for economic development we have something we can measure. Without generally accepted measures it is nearly impossible to claim success in development.

I understand that I, and all other applicants, will be personally interviewed by the Town Council as part of the selection process for this appointment. I also understand that my application material will be a public document and available on the Town's website. Sensitive materials that you don't wish to be posted on the website should not be included with the application.



Signature

11/19/2012

Date

**Other Boards, Commissions, or Committees on which you would be interested in serving if not appointed to this seat?**

None at this point.

Do you wish to be considered again if you are not selected for this appointment?  Yes  No

(You may attach personal resumes or other information, which you believe would be helpful to the Council in its selection process.)

[www.linkedin.com/in/maganomat](http://www.linkedin.com/in/maganomat)

*Thank you for your interest in serving the Town of San Anselmo and its citizens. For further information, please contact Joanne Kessel, Administrative Services Technician at [jkessel@townofsananselmo.org](mailto:jkessel@townofsananselmo.org) or (415)258-4626.*

Revised 10/01/2012



THE TOWN OF  
SAN ANSELMO  
TOWN OF SAN ANSELMO

525 San Anselmo Ave, San Anselmo, CA 94960

**APPLICATION FOR APPOINTMENT TO A SAN ANSELMO BOARD/COMMISSION/COMMITTEE**

To: San Anselmo Town Council

Date: 11/1/12

I wish to apply for an appointment to a term/balance of term of the

Economic Development Committee

Incumbent

New Member

Name: Jennifer Hansen Home Address: 205 G St Petaluma

Occupation: Retail/owner Employer's Address: 629 San Anselmo Ave

Home Phone: \_\_\_\_\_ Work Phone: (415) 456-7655 Cell: (415) 821-2226 E-Mail: juniper tea @ earthlink.net

Number of Years as a resident of San Anselmo: owned Sax since 2005, worked @ Sax since 1994

In Marin: Moved to Marin in 1983

Education Level Achieved:

- Graduate Degree (Major: \_\_\_\_\_)
- College or University Degree (Major: Art History UC Berkeley)
- Some College
- High School Diploma
- Other (Explain: \_\_\_\_\_)

Names and phone numbers of San Anselmo residents who can be contacted for referral information about me:

1. Lesley Madison (415) 987-5199
2. Anne & Phil Murphy (415) 454-4119
3. Burt & Martha Hem (415) 308-5893

	YES	NO
I would be able to regularly attend the meetings of this Board/Commission/Committee.	<u>X</u>	_____
I would be available to attend additional meetings when they are necessary.	<u>X</u>	_____
I am familiar with the responsibilities and functions of this Board/Commission/Committee.	<u>X</u>	_____
I have attended meetings of the Board/Commission/Committee as a member of the public.	<u>X</u>	_____

List briefly, previous experience serving in public office, and/or on civic commissions, boards, or committees:



Reasons for this appointment:

I wish to be part of making San Anselmo a vibrant, prosperous community.

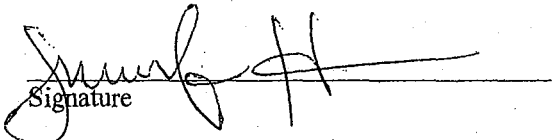
What are your qualifications for this appointment:

I have been a part of San Anselmo for 24 years. I own a successful business on San Anselmo ave and I am committed to making San Anselmo thrive.

Briefly, what do you consider to be the most important, one or two current issues facing this Board/Commission/Committee?

I believe a plan needs to be set in place which both encourages new business in town and protects and supports business which is already established. I also think a greater connection between business and residents could be fostered, it would be beneficial for all.

I understand that I, and all other applicants, will be personally interviewed by the Town Council as part of the selection process for this appointment. I also understand that my application material will be a public document and available on the Town's website. Sensitive materials that you don't wish to be posted on the website should not be included with the application.

  
Signature

11-1-12  
Date

Other Boards, Commissions, or Committees on which you would be interested in serving if not appointed to this seat?

Do you wish to be considered again if you are not selected for this appointment?  Yes  No

(You may attach personal resumes or other information which you believe would be helpful to the Council in its selection process.)

Thank you for your interest in serving the Town of San Anselmo and its citizens. For further information, please contact Carla Kacmar, Administrative Services Assistant II at [ckacmar@townofsananselmo.org](mailto:ckacmar@townofsananselmo.org) or (415)258-4691.

Carla Kacmar

From: support@civicplus.com  
Sent: Wednesday, November 07, 2012 5:51 PM  
To: Carla Kacmar  
Subject: Online Form Submittal: Boards & Committee Applications

If you are having problems viewing this HTML email, click to view a [Text version](#).

## Boards & Committee Applications

### TOWN OF SAN ANSELMO

#### APPLICATION FOR APPOINTMENT TO A SAN ANSELMO BOARD/COMMISSION/COMMITTEE

To: San Anselmo Town Council

Date\*

11/7/12

I wish to apply for an appointment to a term/balance\*

[Select \\/]

Name\*

Connie Rodgers

Home Address\*

P. O. Box 2844, SA 94979

Occupation\*

Accountant

Employer's Address

P. O. Box 2844, SA 94979

Home Phone\*

(415) 454-2510

Work Phone

Cell Phone

E-Mail\*

info@sananselmochamber.org

Number of years as resident of San Anselmo\*

0

Number of years as a resident in Marin\*

36

Education Level Achieved\*

[College/University Degree (Major) \\/]

Name and phone numbers of three San Anselmo residents who can be contacted for referral information about me:

1.) Name\*

Tom McInerney 1.) Phone\* 350-8312

2.) Name\*

Debbie Stutsman 2.) Phone\* 258-4652

3.) Name\*

Dave Donery 3.) Phone\* 258-4661

I would be able to regularly attend the meetings of this Board/Commission/Committee.\*

(X) YES ( ) NO

I would be available to attend additional meetings when they are necessary.\*

(X) YES ( ) NO

I am familiar with the responsibilities and functions of this Board/Commission/Committee.\*

(X) YES ( ) NO

I have attended meetings of the Board/Commission/Committee as a member of the public.\*

(X) YES ( ) NO

List briefly, previous experience serving the public office, and/or civic commissions, boards, or committees.\*

24 year president of SA Chamber of Commerce; Board of Directors - Marin Economic Forum; Board of Directors - Marin Council of Chambers; Board of Directors - Renaissance Marin; Board of Directors - Community Media Center of Marin; Board of Directors - San Anselmo Community Foundation; Member - SA Sub Economic

**Reasons for this appointment.\***

**What are your qualifications for this appointment.\***

**Briefly, what do you consider to be the most important, one or two current issues facing this Board/Commission/Committee?\***

**I understand that I and all other applicants will be personally interviewed by the Town Council as part of the selection process for this appointment. I also understand that my application material will be a public document and available on the Town's website. Sensitive materials that you don't wish to be posted on the website should not be included with the application.\***

**YES (X)**

**NO ( )**

**Other Boards/Commissions/Committees on which you [None \/] would be interested in serving if not appointed to this seat?\***

**You may attach personal resumes or other information which you believe would be helpful to the Council in its selection process.**

**[ ]**

**Convert to PDF? [ ]**

**(GIF, JPG, JPEG, PNG, DOC, DOCX, XLS, XLSX, TXT)**

Thank you for your interest in serving the Town of San Anselmo and its citizens. For further information, please contact Carla Kacmar, at ckacmar@townofsananselmo.org or 415-258-4691.

\* indicates required fields.

The following form was submitted via your website: Boards & Committee Applications

Date: 11/7/12

I wish to apply for an appointment to a term/balance: Select

Name: Connie Rodgers

Home Address: P. O. Box 2844, SA 94979

Occupation: Accountant

Employer's Address: P. O. Box 2844, SA 94979

Home Phone: (415) 454-2510

Work Phone:



TOWN OF SAN ANSELMO

525 San Anselmo Ave, San Anselmo, CA 94960

APPLICATION FOR APPOINTMENT TO A SAN ANSELMO BOARD/COMMISSION/COMMITTEE

To: San Anselmo Town Council

Date: *October 19, 2012*

I wish to apply for an appointment to a term/balance of term of the

Economic Development Committee

Incumbent

New Member

Name: Matt Storms

Home Address: 21 Mountain View

Occupation: Commercial Real Estate Broker

Employer's Address: 101 Larkspur Landing, Larkspur

Home Phone: 459-1202

Work Phone: 461-1010

Cell: 999-2156

E-Mail: mstorms@keegancoppin.com

Number of Years as a resident of San Anselmo: +/- 38 years

In Marin: +/- 38 years

Education Level Achieved:

- Graduate Degree (Major: \_\_\_\_\_)
- College or University Degree (*Major: BS Business Finance*)
- Some College
- High School Diploma
- Other (Explain: \_\_\_\_\_)

Names and phone numbers of San Anselmo residents who can be contacted for referral information about me:

1. George Wagner 461-1010
2. Bill Goodwin 458-8610
3. Greg Stewart 497-6089

YES

NO

I would be able to regularly attend the meetings of this Board/Commission/Committee.

X

\_\_\_\_\_

I would be available to attend additional meetings when they are necessary.

X

\_\_\_\_\_

I am familiar with the responsibilities and functions of this Board/Commission/Committee.

X

\_\_\_\_\_

I have attended meetings of the Board/Commission/Committee as a member of the public.

\_\_\_\_\_

X

I think this is a new committee. I have attended other meetings

List briefly, previous experience serving in public office, and/or on civic commissions, boards, or committees:

*Member of the commercial real estate sub-committee of the Marin Economic Forum.*

Reasons for this appointment:

*I am concerned citizen and would like to help our town develop and implement policy that can help foster economic development in San Anselmo while protecting and improving the character of our town.*

What are your qualifications for this appointment:

*Economic development is basically the essence of the commercial real estate brokerage. I work with small, medium and large business every day, providing guidance not only with their real estate needs, but with their dealings with local municipalities and the public at large.*


*15 plus years of commercial real estate brokerage in Marin County. Experienced with all aspects of commercial real estate including leasing, sales, the entitlement process, finance and construction.*


*Experience with all local municipalities and the County of Marin as it relates directly and indirectly to commercial real estate.*

Briefly, what do you consider to be the most important, one or two current issues facing this Board/Commission/Committee?

*The Town will always have challenges as it relates to economic development and that's not necessarily a bad thing. We need to capitalize on what makes San Anselmo a great place to live and apply those characteristics to economic development. Town Hall needs to maintain a positive relationship with the business community and look to improve processes required by those businesses looking to locate or relocate in Town. This all needs to be implemented in a way that improves the character of San Anselmo and quality of life of the residents.*

I understand that. I, and all other applicants, will be personally interviewed by the Town Council as part of the selection process for this appointment. I also understand that my application material will be a public document and available on the Town's website. Sensitive materials that you don't wish to be posted on the website should not be included with the application.

  
Signature

  
Date

Other Boards, Commissions, or Committees on which you would be interested in serving if not appointed to this seat?

Do you wish to be considered again if you are not selected for this appointment?  Yes  No

(You may attach personal resumes or other information which you believe would be helpful to the Council in its selection process.)

*Thank you for your interest in serving the Town of San Anselmo and its citizens. For further information, please contact Joanne Kessel, Administrative Services Technician at [jkessel@townofsananselmo.org](mailto:jkessel@townofsananselmo.org) or (415)258-4626.*



THE TOWN OF  
SAN ANSELMO  
TOWN OF SAN ANSELMO

525 San Anselmo Ave, San Anselmo, CA 94960

**APPLICATION FOR APPOINTMENT TO A SAN ANSELMO BOARD/COMMISSION/COMMITTEE**

To: San Anselmo Town Council

Date: 11/5/12

I wish to apply for an appointment to a term/balance of term of the

Economic Development Committee

Incumbent

New Member

Name: Wagner Wechsler

Home Address: 418 Main St San Anselmo 94964

Occupation: Self/owner

Employer's Address: Dove Place Antiques 306 SFD SA 94960

Home Phone: \_\_\_\_\_

Work Phone: 4531490

Cell: 3025921

E-Mail: doveplace@gmail.com

Number of Years as a resident of San Anselmo: \_\_\_\_\_

In Marin: 30

Education Level Achieved:

- Graduate Degree (Major: Public Health)
- College or University Degree (Major: \_\_\_\_\_)
- Some College
- High School Diploma
- Other (Explain: \_\_\_\_\_)

Names and phone numbers of San Anselmo residents who can be contacted for referral information about me:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

	<u>YES</u>	<u>NO</u>
I would be able to regularly attend the meetings of this Board/Commission/Committee.	<u>✓</u>	_____
I would be available to attend additional meetings when they are necessary.	<u>✓</u>	_____
I am familiar with the responsibilities and functions of this Board/Commission/Committee.	<u>✓</u>	_____
I have attended meetings of the Board/Commission/Committee as a member of the public.	<u>✓</u>	_____

List briefly, previous experience serving in public office, and/or on civic commissions, boards, or committees:

Past Member of Board of Directors  
Marin JCC  
Child Care Council

Reasons for this appointment:

Very interested in seeing the growth of the Town and working with other stakeholders on improving the economic environment.

What are your qualifications for this appointment:

Long time business owner, have served on Board of Chamber of Commerce and Downtown Merchants Association. Understands of forces which impeded/assist small business.

Briefly, what do you consider to be the most important, one or two current issues facing this Board/Commission/Committee?

Developing a unified vision of what types of business is desired in Town.

Bringing all parties together to realize that vision.

I understand that I, and all other applicants, will be personally interviewed by the Town Council as part of the selection process for this appointment. I also understand that my application material will be a public document and available on the Town's website. Sensitive materials that you don't wish to be posted on the website should not be included with the application.

Wayne Weckel

Signature

11/5/11

Date

Other Boards, Commissions, or Committees on which you would be interested in serving if not appointed to this seat?

Do you wish to be considered again if you are not selected for this appointment?  Yes  No

(You may attach personal resumes or other information which you believe would be helpful to the Council in its selection process.)

Thank you for your interest in serving the Town of San Anselmo and its citizens. For further information, please contact Carla Kacmar, Administrative Services Assistant II at [ckacmar@townofsananselmo.org](mailto:ckacmar@townofsananselmo.org) or (415)258-4691.

