

**TOWN OF SAN ANSELMO
STAFF REPORT**

For the Meeting of October 14, 2014

TO: Town Council
FROM: Debra Stutsman, Town Manager
SUBJECT: Appointments to the Boards, Committees and Commissions

RECOMMENDATION

That Council appoint two applicants to the Capital Programs Monitoring Committee.

DISCUSSION

The Capital Programs Monitoring Committee has a membership of 7 seats. There are two seats available and two applicants. Pascal Sisich and Katie Rice Jones have applied for a position and were interviewed on September 23, 2014.

Their applications are attached herewith.

The status report on current openings on the Town Boards, Commissions, and Committees is also attached.

Respectfully submitted,



Debra Stutsman
Town Manager

Attachment No. 1 Status Report
Attachment No. 2 Applications

TOWN OF SAN ANSELMO
BOARDS/COMMITTEES/COMMISSIONS
STATUS REPORT
As of 09/24/14

Board, Committee, Commission <i>(total seats)</i>	Seats Expiring/ Vacant	Applicants	Term (Yrs)¹	Date Interviewed
Arts Commission <i>9 seats + 1 youth</i> Dave Donery <i>(Temporary Expansion to 10 seats)</i>	3	Elizabeth Romanoff Linda Lujan* Elizabeth Flanagan Stacey Kamp*	3	
Board of Review <i>5 seats</i> Daria Carrillo	1	Jacqueline Olson	6	
Capital Programs Monitoring Committee <i>7 seats</i> Sean Condry	2	Katie Rice Jones Pascal Sisich	4	09/23/2014 09/23/2014
Economic Development Committee <i>7 seats</i> Dave Donery Diane Henderson <i>(Temporary Expansion to 8 seats)</i>			3	
Flood Committee <i>5 seats</i> Sean Condry			4	
Historical Commission <i>11 seats+ 1 youth</i> Linda Kenton			4	
Library Advisory Board <i>7 seats+ 1 youth</i> Linda Kenton <i>(Temporary Expansion to 8 seats)</i>			4	
Library Tax Oversight Committee <i>5 seats</i> Linda Kenton			3	
Marin Commission On Aging <i>1 seat</i>			3	
Marin County Hazardous & Solid Waste Authority <i>1 seat</i>			3	
Mosquito Abatement District <i>1 seat</i>			2-4	
Open Space Committee <i>11 seats + 1 youth</i> Diane Henderson <i>(Temporary Expansion to 12 seats)</i>	1	Kathleen Sanders* Amy Skewes-Cox	4	
Parks & Recreation Commission <i>7 seats + 1 youth</i> Dave Donery			4	
Planning Commission <i>7 seats</i> Diane Henderson			4	
Quality of Life <i>9 seats+ 1 youth</i> Phil Boyle	2		3	
Ross Valley Paramedic Authority <i>1 seat</i> Roger Meagor			4	
Tax Equity Board <i>3 seats</i> Daria Carrillo			3	

* Incumbent ** Interview has been scheduled

¹ 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: August 29, 2014

I wish to apply for an appointment to a term/balance of term of the: **Capital Program Monitoring Committee**
Incumbent X-New Member

Name: **Pascal Sisich** Home Address: **59 Park Drive**

Occupation: **Director of Housing Development, Burbank Housing Development Corporation**
Employer's Address: **790 Sonoma Ave, Santa Rosa, CA 95404**

Home Phone: **415-722-2380** Work Phone: **707-303-1003** E-Mail: **psisich@burbankhousing.org**

Number of Years as a resident of San Anselmo: 13 In Marin: 13

Education Level Achieved:

- Graduate Degree (Major: _____)
- College or University Degree (Major: BA-Human Relations)
- 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. **Conrad Gregory, 415-464-3332**
2. **Rex Thompson, 415-453-3342**
3. **Helen Britt, 454-0168**

YES NO

<input type="checkbox"/>	I would be able to regularly attend the meetings of this Board/Commission/Committee.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	I would be available to attend additional meetings when they are necessary.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	I am familiar with the responsibilities and functions of this Board/Commission/Committee.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	I have attended meetings of the Board/Commission/Committee as a member of the public.	<input type="checkbox"/>	<input checked="" type="checkbox"/>

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

Planning Commission- over 12 years.

Library Parcel Tax Oversight Committee- 1.5 years

Reasons for this appointment:

To fill a vacancy on the Capital Program Monitoring Committee, and my interest in serving the Town on this important Committee.

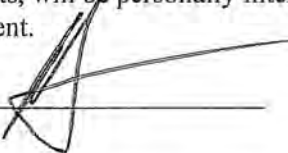
What are your qualifications for this appointment?

Please see attached Applicant Statement

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

Please see attached Applicant Statement

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.

Signature 

August 29, 2014
Date

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

Open to other service

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.) **Please see attached Applicant Statement**

Thank you for your interest in serving the Town of San Anselmo and its citizens.

For further information, please contact Jeannie Courteau, Administrative Services Assistant I at (415)258-4691.

Revised 6/1/08

Pascal Sisich
Application for the San Anselmo Capital Program Monitoring Committee
Applicant Statement
August 29, 2014

Please accept my application for an appointment to the Capital Program Monitoring Committee.

I have lived in San Anselmo for 13 years and I have served on the San Anselmo Planning Commission for over 12 years, and the Library Parcel Tax Oversight Committee for about 2 years. I am professionally employed in affordable housing development and have over 25 years' experience in real estate development. I have worked with local, State and federal grant and loan programs including CDBG, HOME, and the State of California Infill Infrastructure Grant Program.

In my work in affordable housing development, I have partnered with cities to improve infrastructure including sewer/water extensions and roadway improvements in conjunction with our apartment complexes. We have also partnered in the development of a small city park adjoining one of our properties. In one case we assisted with the development of site improvements for a police station, again in conjunction with a housing development. So, I have some background in how public improvements are designed, financed, and constructed.

I am familiar with the San Anselmo community and neighborhood issues, as well as the Town's infrastructure challenges and goals. I have always been interested in working to improve what we have in the following ways: 1) Mitigation/preparation for future floods, 2) Roadway improvements, and 3) improving our Town's public buildings including Isabel Cook Center, the Robson House, and our other recreational facilities (parks etc.). The outreach effort being conducted by the Town is good, and in a meeting I attended, it was clear that the participants felt a true "Community Center" would be a great resource for all ages.

I was happy to see Measure D pass, and played a very small role on the Measure D campaign. I am particularly interested in how those added resources will be incorporated in the Town's capital needs program. Especially how those funds can best be leveraged with other funding sources (including grants) to most efficiently address the Town's needs. However, we will never be able to satisfy all our needs/desires, which is why this committee is an important bridge between Town staff and the community at large. I feel that the public needs to get more involved with how, as a Town, we prioritize what should/could be accomplished.

My service on the Planning Commission and the Library Parcel Tax Oversight Committee has been a great way for me to get to know my neighbors and make a contribution to the Town. I believe that I have served well. I believe I would be a good member of this Committee, and my contribution would be beneficial to the Town. I hope you will consider me for this appointment.

Thank you,

Pascal Sisich

Carla Kacmar

From: noreply@civicplus.com
Sent: Wednesday, August 13, 2014 5:28 PM
To: Carla Kacmar; Sean Condry
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*	8/13/14
I wish to apply for an appointment to a term/balance*	[Capital Program Monitoring Committee \/]
Name*	Katie Rice Jones
Home Address*	14 Melville Ave
Occupation*	Lifestyle Editor / Author / TV Presenter
Employer's Address	
Home Phone*	4152544123
Work Phone	
Cell Phone	
E-Mail*	katie@katiericejones.com
Number of years as resident of San Anselmo*	4
Number of years as a resident in Marin*	4
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*	Kelly Eyler 1.) Phone* 415-794-6781
2.) Name*	Julie Stoughton 2.) Phone* 415-670-0573
3.) Name*	Deb McFeron 3.) Phone* 415-425-8820
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.*	San Anselmo Arts Commission (2011 - present) Pixie Park Board Member (2011-2013) San Rafael Leadership Institute (October 2014 enrollment)
Reasons for this appointment.*	I would like to have a say/hand in where our town improvement tax dollars go. We are a wealthy community (and getting wealthier) with poor infrastructure. Our quaint town looks rundown and tired. We

What are your qualifications for this appointment.*

desperately need our streets, parks (i.e.Creek Park), sidewalks, medians (i.e. along Sir Francis Drake), schools (i.e.Wade Thomas School), and community centers (i.e.Robson) repaired, updated, and modernized. However, I firmly believe with the discussion of most of these improvements must also come talk of their My understanding and experience in and with the media (broadcast, print, and online), marketing (traditional and social), and pr could support the commission in spreading the word on its deeds and appropriately solicit community feedback. Additionally, the commission may benefit from the design eye I have developed working in the fashion and retail industries. The good people of San Anselmo trust that this tax will be well spent. We must spend wisely and its impact, tangible.

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 would be interested in serving if not appointed to this seat?* [None \/]

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

Katie Rice Jones.pdf (Please login to view the uploaded file)

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: 8/13/14

I wish to apply for an appointment to a term/balance: Capital Program Monitoring Committee

Name: Katie Rice Jones

Home Address: 14 Melville Ave

Occupation: Lifestyle Editor / Author / TV Presenter

Employer's Address:

Home Phone: 4152544123

Katie Rice Jones
Katie@KatieRiceJones.com

14 Melville Avenue . San Anselmo . CA
415.254.4123

PR & Communications Director

Professional Summary

Committed to maximizing presence, profile, profitability, performance, and panache

A result-driven individual with 18 years of creative experience combining the fields of retail, fashion, marketing, entertainment, and media who leads teams by inspiration, example, and common sense. Expertise in both the application and communication of fashion principles via wardrobe styling and authoring of content including long form articles, blogs, and product copy. Well connected with an extensive network of media professionals. Effectively combines sharp style eye and practical style voice with the ability to balance editorial and brand marketing messages. Leverage core strengths to build brands, inspire buyers, and sell product.

Select Career Achievements

- Acted as Mervyn's, a Target Corporation, first Fashion Brand Spokesperson. Held the position for five years. Launched the Mervyn's *The Style Expert* media program with an annual budget of \$400,000. Developed vision for program, from the ground up, which resulted in over 400 TV fashion segments and in 300 print and online pieces promoting Mervyn's brands, products, and community giving messages. Appeared as the sole on-air style expert/stylist or as the fashion voice for all 700 media hits. Directed internal and external business teams focused program. Devised, wrote copy, edited merchandise, and was the face of a Mervyn's mix & match merchandising program dubbed *Kate's Picks*. Program rolled out to 200 stores.
- Produced in collaboration with Target Corporation, wrote, and starred in *Work that Wardrobe* how-to fashion video created for welfare-to-work transition programs focused on women. Video was in conjunction with a work wear seminar tour that reached over 75 women's organizations (over 1,500 women) across the country.
- Developed and wrote stylist training guide for Parasuco Jeans US. Trained all US employees at store-level.
- Hosted and wrote show script for Comcast's *Inside City Limits* television show focused arts, fashion, and entertainment for seven years. During tenure show's visibility and audience size grew from local San Francisco Comcast subscribers (potential audience 200,000) to Northern California Comcast subscribers (potential audience 1.6 million).
- Authored book on maternity fashion titled *Fashion Dues & Duen'ts; a Stylist's Guide to Fashionably Embracing your Baby Bump* (release 2014). Developed marketing engine to launch and promote the book that includes social media platforms WordPress, Pinterest, Facebook, and Twitter. Solely created blogsite FashionDues.com and produce its on-going mom-to-be/mom-related content.
- Featured in *7x7 Magazine* as one of the Bay Area's "40 under 40", in *San Francisco Magazine's* "San Francisco Style Undressed" as one of the city's preeminent style experts, and in *SF Fashion Week's* glitterati promotional bus side campaign.
- Selected as one of *Oprah Winfrey Show's* 80 Skype reporters covering the practical style beat.

Professional Experience

FREELANCE PROJECTS, 2005-Present

Media & Fashion Clients

As Lifestyle and Fashion Writer

MarinMommies.com
Pacific Sun
Pregnancy Magazine

MomLogic.com

As Copy Writer

CafePress.com
Propel Zero
Parasuco Jeans
Status Bags

As Wardrobe Stylist

Various private clients

As On-air Fashion Stylist

E!, Style Network, USA Network, Lifetime, FOX Reality TV, TV Guide Channel, HGTV, KTVU, KPIX, and ABC7 (full listing upon request)

As Fashion Brand Spokesperson

Dockers, CafePress.com, Parasuco Jeans, Kymaro, and Status Bags

Stylist Trainer

Parasuco Jeans
Status Bags

As Lifestyle Commentator

Real Simple, CNN.com, RadarOnline.com, Shine.com, SheKnows.com, StrollerTraffic.com, and *In Touch Weekly's*

"Celebrity Style Awards" weekly column (full listing upon request)

As TV Host

KRON 4's *Adventures* (special)

KRON 4's *Aging Matters* (special)

KRON 4's (various projects)

Ten Toe TV (video)

Comcast Hometown Network's *Inside City Limits*

As Show Creator and Writer (in partnership with Perfect Storm Productions)

The Style Method (showcased at Natpe and featured in *Variety*)

The Bump Squad

Mom-to-Mom

As Speaker

Comcast, Westfield Shopping Centers, YPO, DKNY, Anne Klein, Worth Collection, Fashion Group International, Pacific Sun, and National Retail Federation's *Racie Awards*

As Live Side Line Reporter

Comcast Hometown Network (various projects)

KNOW ACT BE BOOKS, San Anselmo, California

Author, *Fashion Dues & Duen'ts; a Stylist's Guide to Fashionably Embracing Your Baby Bump* (2014)

- Secured an agent and publisher for book.
- Solely developed maternity fashion book concept, wrote proposal, and manuscript.
- Created unique maternity wear and pregnancy concepts as well as new language for book called *Pregnese*.
- Art directed book's graphic design (sample chapter upon request).
- Developed WordPress blogsite *FashionDues.com* for book.
- Design, conceive, and write original content for *FashionDues.com*.
- Integrate social media platforms like Pinterest, Facebook, and Twitter with blogsite to promote book launch, drive brand, and solidify book philosophy

PACIFIC SUN MAGAZINE, San Rafael, California

Lifestyle Editor-at-large, January 2013 – Present

- Conceive and develop story ideas based on current fashion trends.
- Write weekly style advice piece focused on making trends wearable (samples upon request).
- Manage fashion editorial calendar and freelance lifestyle writers.
- Provide creative direction for newspaper's upcoming revamp.
- Represent the *Pacific Sun* as spokesperson.
- Make personal appearances as editor on the behalf of *Pacific Sun*.
- Responsible for promoting fashion pieces across social media platforms.

COMCAST HOMETOWN NETWORK, San Francisco, California

Lifestyle Host of *Inside City Limits*, 2005-2013

- Appeared as TV host and personality on Comcast's *Inside City Limits*.
- Interviewed notable guests from the art, fashion, and entertainment worlds with an approachable personality.
- Researched interviewees and show topics, wrote stand up opens, closes and tosses, coordinated with PR representatives on client messaging, and crafted interview questions.
- Performed in commercials promoting show.
- Made personal appearances as host on the behalf of Comcast.
- Role has also included work as a sideline reporter for Comcast's live televised events, segment producer, guest booker, and show editor.

TARGET CORPORATION, Minneapolis, Minnesota

Fashion Brand Spokesperson for *Mervyn's*, 2000- 2005

- Promoted Mervyn's brand message in the print, online, and broadcast media at the national, regional, and local levels.
- Appeared on over 400 television style segments and in 300 print and online pieces (search: Kate Rice, Mervyns).
- Managed internal and external PR teams focused on Mervyn's *The Style Expert* media program with an annual budget of \$400,000.
- Constructed strategies and tactics, fostered media relationships, directed the development of press kits and secured coverage for the *The Style Expert* media program.

- Presented Mervyn's, Target, and Marshall Field's brands on multiple media tours.
- Served as Mervyn's face and style voice in all press kits.
- Collaborated with the Trend, Marketing, and Merchandising teams to identify the 'right' product for media exposure.
- Developed, wrote, produced, styled, and starred in TV style segments promoting Mervyn's seasonal strategies and supervised Mervyn's broadcast production team.
- Oversaw all broadcast media production needs from clothing pulls to hiring models, stylists, and hair and makeup professionals to props and sets as well as day-of management at studios.

MERVYN'S, Hayward, California

Event Marketing and Fashion Events Manager, 1996- 2000

- Acted as Style Editor for Mervyn's internal publications (200 stores) and the company's external magazine *The View* (Published by *Sunset Magazine*).
- Produced, wrote, and starred in *Work that Wardrobe* how-to fashion video created for welfare-to-work transition programs focused on women. Video was in conjunction with a work wear seminar tour that reached over 75 women's organizations (over 1,500 women) across the country.
- Created the overall creative vision for Mervyn's events including store openings, fashion shows, book signings, product launches, celebrity public appearances, corporate meetings, conferences, expos, and shopping events.
- Budgeted, planned, and coordinated event logistics.
- Collaborated with internal creative marketing teams to develop look and feel of event including event-related collateral and large-scale event décor.
- Stylized each event and monitored set-up met taste-level standards.
- Directed internal and external event teams.
- Strategized with external PR agencies on securing exposure for events.
- Hosted events as Emcee and acted as company representative in media.
- Executive produced fashion shows and oversaw all show vendors from stylists to lighting to av to catering to staging.
- Created fashion show rundowns and master cued shows.
- Analyzed and recapped each event's successes and failures.

Education

UNIVERSITY OF WISCONSIN, Madison, Wisconsin

Bachelor of Arts, Journalism

Social Media Skills

Proficient at:

Facebook

Pinterest

Twitter

Design Skills

Proficient at:

WordPress

Adobe Photoshop

Adobe Premiere Pro

Moderately proficient at:

InDesign

Training

Edelman Public Relations

Beginning Media Training

Advance Media Training

Fleishman Hillard Public Relations

Media Training

Joel Roberts and Associates

Personal Brand Training

Ramey and Black

Persona Training

Community Involvement

San Anselmo Art Commission, San Anselmo, California

Commissioner, Social Media - 2010 - Present

Pixie Park, Ross, California

Board Member - 2010 - Present