

#10

COMPLETE

Collector: Web Link 1 (Web Link)
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Time Spent: 00:25:31
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Page 1

Q1

Full Name:

Diane Beach

Q2

**Parks, Arts and Community Services Commission
(Districts 3)**

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

Q3

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

I am a resident and business owner in Costa Mesa. I live on Junipero Dr, which is where the tennis center, skateboard park, dog park and Tewinkle Park are located. I frequent everything. My business is Side Street Cafe on Newport Blvd next to Lyons Park. The community services these locations provide are very important to our residents. Covid has really disrupted services in the past, and I am happy to see things returning to more normal times. Between what my neighbors and my customers express to me, I feel I can give voice to concerns and needs some of our residents are hoping for.

Q4

As a Committee/Commission member, what ideas or projects are of interest to you?

I would like to see the programs Hank and Maureen Lloyd initiated at CMTCC continue. Especially the junior tennis camps and classes for the locals. I think Pickleball should be promoted. I would like to see activities at Tewinkle Park initiated: movie nights, concerts, food truck dining, dog shows, Mommy and me exercise classes, and city sponsored arts and crafts classes. Maybe badminton courts and wedding venues, family reunion spots with catering provided, things like that.

Q5

Respondent skipped this question

Optional Resume:

#24

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, March 01, 2022 11:38:11 AM
Last Modified: Tuesday, March 01, 2022 11:40:39 AM
Time Spent: 00:02:27
IP Address: 107.184.190.76

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Q1

Full Name:

brian buckner

Q2

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

Parks, Arts and Community Services Commission (Districts 3)

,

Housing & Public Service Grants Committee,

Animal Services Committee,

Bikeway and Walkability Committee,

Cultural Arts Committee,

Historical Preservation Committee

Q3

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

I want to be able to serve my local community. Currently don't have experience with local politics.

Q4

As a Committee/Commission member, what ideas or projects are of interest to you?

The Arts in Costa Mesa.

Q5

Respondent skipped this question

Optional Resume:

#35

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Thursday, March 03, 2022 11:34:20 AM
Last Modified: Thursday, March 03, 2022 11:57:36 AM
Time Spent: 00:23:15
IP Address: 107.184.180.182

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Q1

Full Name:

Michelle Murphy

Q2

**Parks, Arts and Community Services Commission
(Districts 3)**

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

Q3

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

Michelle Murphy, MSW: I have been Orange County United Way's Director of Public Affairs since 2016. My professional background includes over 20 years of fundraising and non-profit management experience with organizations focused on serving children and families, and legislative and public affairs experience working for U.S. Representative Loretta Sanchez and CalOptima, Orange County's Managed Medi-Cal healthcare plan. I was born and raised in Northern California and attended the University of Arizona and the University of Southern California where I received a B.A. in Psychology and Master's Degree in Social Work, focusing on Communities, Organizations, Planning and Administration. I am Co-Chair of the Health Funders Partnership of Orange County and Co-Chair of Covered OC, as well as a member of the OC Forum Board of Directors and the Strategic Advisory Committee for the Community Health Initiative of Orange County. I am very active in my community and have been President of the Parent Faculty Organization for Kaiser Elementary in Newport-Mesa Unified School District for almost four years. I'm also currently serving my second term as a member of the Housing and Public Service Grants Committee for the City of Costa Mesa. I have served as President of the Parent Advisory Committee for Orange Coast College's Harry & Grace Steele Children's Center and was a past member of the Parent Advisory Board for UC Irvine's Center for Autism and Neurodevelopmental Disorders. My husband and I live in the College Park neighborhood of Costa Mesa, with our two children, ages, 11 and 10, and our rescue dog Jack.

Q4

As a Committee/Commission member, what ideas or projects are of interest to you?

I have been very impressed with the unique ways the City has been working with small spaces to build more parks and keeping up the spaces that bring our community together. My favorites is the "pocket park", Perez Park, in East Side Costa Mesa and I would be particularly interested in seeing if there were other spaces in Costa Mesa that could be utilized in such a creative, constructive and efficient way! Also, as the mother of a son who has played baseball, football and soccer on almost every field in Costa Mesa, I'm also interested in making sure these spaces stay well-maintained (and even upgraded!) to keep up with the City resident's active lifestyle and enjoyment and use of these accessible and open places.

Q5

Optional Resume:

MMResume02.20.pdf (50KB)

Q6

Contact Information: Note: This contact information will not be posted on the City's website or distributed to the public. However, this information is still subject to release pursuant to the California Public Records Act.

Name:

Michelle Murphy

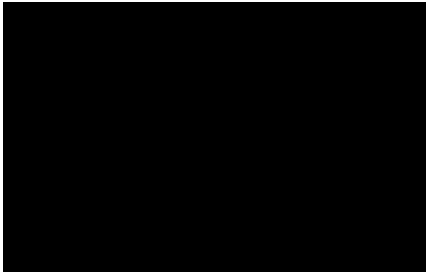
Address:

City/Town:

ZIP/Postal Code:

Email Address:

Phone (cell):



Q7

Signature Required

By checking this box and typing my name below, I am electronically signing my application.

Q8

Full Name:

Michelle Murphy, MSW

MICHELLE A. MURPHY, MSW

2567 Columbia Dr • Costa Mesa, CA 92626 • michelleawynne@gmail.com • Cell (949) 870-6090

PROGRAM, POLICY & COMMUNICATIONS PROFESSIONAL

Innovative Solutions / Targeted Growth / Strategic Relationships

An effective leader who is highly adept in aligning new program and communication efforts with organization's goals and strategy. Innovative in developing and delivering a broad range of effective strategies to capture additional market share and optimize organizational presence in the community. Ensures excellence in developing collateral and awareness campaigns that builds interest within intended target markets. Excellent interpersonal skills, external relationship building, and extensive community relationships.

Over 15 years' experience with:

- Strategic Development and Strategic Initiatives
- Public Policy Analysis
- Budget Administration & Management
- Board Governance, Recruitment and Development
- Project Development & Leadership
- Staff Training, Coaching & Mentoring
- Community Outreach & Public Relations
- Market Research & Analysis
- Marketing through Print & TV Advertising
- Branding & Promotional Activities
- Donor/Client Relationship Building and Stewardship
- Corporate Relations & Sponsorships

PROFESSIONAL EXPERIENCE

ORANGE COUNTY UNITED WAY – IRVINE, CA

Director, Public Affairs (2016 – Present)

Track and report out on current federal, state and local legislation, regulation and government policies affecting Orange County United Way's policy priority areas of education, health, income and housing. Utilize regional communication forums for dissemination of advocacy information, partner with local community groups and convene Board of Directors Advocacy Committee on a bi-monthly basis, updating the full Board of Directors as necessary on advocacy efforts. Liaise and collaborate with United Ways of California and United Way Worldwide on public policy and advocacy affecting early childhood education and graduation rates, broad health access, income inequality and tax policy, and homeless and affordable housing policy and legislation. Prepare statements, reports, and letters of support at the local, state and federal levels, maintain strong relationships with the Orange County state and federal delegations and their staff members, and work with local elected leaders, partners, and constituents on key issues affecting families and children and the community. Secured \$2.9 million from the 2019-2020 budget process for United to End Homelessness, Veterans Housing Initiative.

CALOPTIMA FOUNDATION – ORANGE, CA

Strategic Development Consultant (2014 – 2016)

Worked collaboratively with senior members of CalOptima's Public Affairs and Strategic Development team, actively managing foundation relationships with Orange County and other regionally based healthcare funders and community-based organizations. Provided guidance and support in developing the Foundation's charter and funding priorities based on analysis of healthcare providers' community health needs assessments. Developed presentations and reports for the purpose leading the discussion on the future of the Foundation with the Board of Directors and Senior Management. Managed a suite of IGT funded external grant programs designed to support community based and federally qualified health centers expand their behavioral and oral health services. Supervised outside project consultants and evaluated scope of work and project progress. Assisted the Director of Strategic Development with maintaining and strengthening positive working relationships with external stakeholders and advisory community groups.

U.S. REPRESENTATIVE LORETTA SANCHEZ – GARDEN GROVE, CA

Federal Grants Manager/ Special Projects & Healthcare (2011 – 2013)

Acted as representative and liaison to Congresswoman Loretta Sanchez. Managed healthcare portfolio for District office and worked on all healthcare related issue areas. Maintained excellent working relationships with government, non-profit and private healthcare constituencies. Directed Affordable Care Act enrollment activities including supporting the start-up of CoveredOC. Worked closely with Washington DC legislative staff on healthcare policy and legislation and related appropriations requests.

Supported local organizations with requests for federal funding and managed letters of support for the Congresswoman. Assessed constituent inquiries and assisted business, public agencies, and non-profit organizations (including school districts and healthcare organizations) with federal agencies. Conducted workshops with relevant stakeholders and funding entities to educate the community about opportunities and assistance. Built successful relationships between grant seekers and federal departments, including state offices. Conducted community outreach efforts with funders, community leaders, elected officials.

Selected Contributions:

- Coordinated and implemented all District communication regarding the Affordable Care Act in a timely and consumer-friendly manner. Communicated complex legislation to members of the public, constituent groups and media inquiries. Developed strategic messaging for the Congresswoman for health care reform and all related health care events.
- Advised and informed the Congresswoman and staff regarding legislation and current developments in health care at the state and local level.
- Developed all written materials, talking points, speeches, announcements and presentations for the Congresswoman on health care issues and other topic areas pertinent to the District as needed.
- Maintained good relationships with all press and media present at the Congresswoman's events. Ensured successful delivery of the Congresswoman's message to the press and social media.
- Drove the timely creation and distribution of all Federal grants communication from the Congresswoman including monthly eNewsletter, Grants Manual and event materials.
- Supervised interns and staff members on all health care and grant related events.

ANONYMOUS, LLC – Irvine, CA

Vice President Fundraising and Development (2009 – 2011)

Fundraising and program development for select group of non-profit clients with a focus on board governance and development, strategic planning, corporate relations, grant writing and annual giving – concentrating on external relationship building, stewardship and giving societies. Clients included: Inside the Outdoors Foundation, Festival of Children Foundation, and the Starkey Hearing Foundation.

Selected Contributions:

- Doubled the size and capacity of the ITOF Board of Directors, successfully introduced ITOF to over 20 new potential funders and provided strategic guidance on fundraising plan to provide more emphasis on the membership program which produced twice the number of members in a year.
- Increased the number of corporate supporters to FOCF's signature program and negotiated \$100k title sponsorship. Researched and developed strategic plan with executive management and developed and implemented the first FOCF fundraising plan and secured first grant awards for the foundation.
- Analyzed fundraising operations for the West Coast office of the Starkey Hearing Foundation, provided advice and counsel on the development of the annual fundraising plan and a leadership circle for donors in the Los Angeles area.

MIND RESEARCH INSTITUTE, A NEUROSCIENCE AND EDUCATION RESEARCH-BASED NOT FOR PROFIT CORPORATION – Santa Ana, CA

Senior Development Officer (2008 – 2009)

Managed the identification, cultivation, solicitation and stewardship of major donors, including individuals, corporations and foundations for \$8.5M organization. Worked closely with the Director of Corporate and Foundation Relations to research and strategically target prospective potential funders. Built close relationships with community leaders and mission-critical stakeholders, and successfully and closed several new six figure gifts. Established new

fundraising relationships for Math Initiatives in Dallas, TX and San Francisco Bay Area. Secured in-kind gifts of laptop computers for Orange County Math Initiative Schools, SMART Board technology, and met personal fundraising goals for the development department.

Selected Contributions:

- Grant proposal writing and management: Researched, wrote and prepared persuasive and winning proposals, conducted site visits, prepped and facilitated donor meetings and made several presentations to large groups including the National Defense Industry Association and Hitachi, Ltd.
- Major gifts: Prospect, initiated and closed new gifts - managed donor communication, ensured all funder objectives, gift requirements and commitments were met. Initiated \$1M proposal with new funder. Secured several new gifts of \$200,000+
- Donor Publications: Planned, wrote and coordinated bi-annual agency donor newsletter, bi-monthly "e-blast", annual report, special Fund-A-School direct mail campaign, event invitation and program, and press releases.
- Volunteer/Solicitor Management: Coordinated activities of Los Angeles and Orange Counties' advisory councils including events, new donor prospecting, solicitor activity and direct mail solicitations.

ZUK FINANCIAL GROUP, NPC – Lake Forest & Emeryville, CA

Director of Business Development and Marketing (2006 – 2008)

Defined direction and spearheaded marketing and business-development operations, including staff management and training, research and development, communications management, and market research. Drafted and instituted company marketing policy / strategy. Oversaw vendor selection / relations and drove project development to ensure quality standards were maintained. Employed strategic initiatives to lead company growth in seminar marketing, and brand / collateral / Web site development. Controlled budget and established reporting guidelines.

Selected Contributions:

- Provided the vision to develop corporate brand / identity through ongoing PR activities, management of intellectual property, and active participation in conferences and events.
- Planned and executed client retention and development strategy resulting in overall increase of new company revenues.
- Successfully improved internal communications, building greater awareness of company vision / direction.
- Researched new marketing concepts to build market presence for rapidly changing 403 (b) market.

CHRYSLIS SHELTERS FOR DOMESTIC VIOLENCE, INC. – Phoenix, AZ

Director of Development (2002 – 2006)

Directed all giving campaigns and programs, including major gifts, corporate sponsorships and special events, elevating giving by as much as 50%. Provided strategic guidance, established goals, developed and administered \$1M budget. Successfully executed new fundraising programs, including a new major giving society and strategic corporate 3rd party-events. Managed media relations with local television stations to promote capital campaign, build brand awareness, and develop joint-marketing and promotional activities. Cultivated vendor relations, obtaining free TV advertising services to deliver domestic violence public awareness campaign. Maintained fiscally responsible budget management and oversaw reporting efforts. Networked at business / community events to promote the shelter's value to the community.

Selected Contributions:

- Performed expert relationship management to maintain loyalty of corporate partners / major donors and lead executive leadership team / capitol campaign committee to solidify major contributions from \$1M - \$100K.
- Seized opportunity to establish new revenue sources and secured strategic partnerships while coordinating annual giving program and all donor communication.
- Outreached to community leaders and developed and managed 2 new successful special events, boosting corporate sponsorship as well as implementing new corporate partnership program to cultivate new business relationships and expand loyalty of existing corporate and individual partnerships.

MEALS ON WHEELS OF SAN FRANCISCO – San Francisco, CA

Director of Development (1997 – 2002)

Directed all development and fundraising operations, lead fundraising team in all goals and objectives, led fundraising strategy with Board of Directors, identified major growth opportunities, forged strategic alliances, and furthered revenue objectives. Developed and managed \$1M fundraising budget and analyzed financial reports. Designed new fundraising programs successfully and increasing overall giving by 50%. Developed direct mail campaigns, all donor communications, three annual special events and corporate and foundation relations. Created new marketing collateral, re-designed newsletter and donor communication to increase giving. Oversaw development staff and built up donor database. Successfully negotiated a new in-kind Web site to create online presence as well as secured gifts of computer hardware and software. Managed strategic fundraising and marketing plans, researched new fundraising opportunities, and solicited major gifts from individual, corporations and foundations.

Selected Contributions:

- Managed key campaigns, initiated contact with new potential revenue sources, and increased giving by 50% through effective direct mail campaign, in addition to securing major gifts of \$50K+ through ongoing networking and partnership building.
- Successfully researched, managed and submitted all grant requests.
- Exceeded expectations by developing high-impact plans and creating new revenue-generating and recognition events for major partners / contributors. Directed media, marketing, and PR communications, including generating media attention through positive relations with local press and managing community partnerships to build program visibility.
- Planned and executed three annual special events and developed related promotional / marketing materials, sparking increase of 125% to generate total of \$500K for a new event; also introduced major donor recognition event to acknowledge major gifts and supporters.
- Elevated funding through new Board development; recruited several new Board Members.

PROTOTYPES, CENTERS FOR INNOVATION IN HEALTH, MENTAL HEALTH & SOCIAL SERVICES – LOS ANGELES, CA

Development Associate - Internship (1996 – 1997)

Participated in all aspects of development department including: special event planning, researched and identified new grant prospects, grant writing, and direct mail solicitation. Produced board, funder and budget reports, developed invitations and contributed to newsletter. Supervised and managed volunteer recruitment and staffing of various fundraising programs, including two for-profit thrift shops. Researched, wrote and developed agency testimony for the California Senate and Assembly Budget Sub-Committees' on Health and Human Services.

EDUCATION AND CREDENTIALS

Master of Social Work • Concentration in *Communities, Organization, Planning and Administration*

UNIVERSITY OF SOUTHERN CALIFORNIA – Los Angeles, CA, 1998

Bachelor of Arts in Psychology • UNIVERSITY OF ARIZONA – Tucson, AZ, 1994

International Studies and Social Policy classes, UNIVERSITY OF LONDON, London, UK, 1992

Computer Skills:

MS Office (Word, Excel, Outlook, Access, Power Point) and Database Management (PledgeMaker, Sage, JSI Fundraising Software, Raisers Edge, Donor Perfect, ARMS, and ACT!).

Board Memberships:

Member, Board of Directors, OC Forum

Member, City of Costa Mesa Housing & Public Service Grants Committee

Member, Strategic Advisory Board, Community Health Initiative of Orange County

President, Kaiser-Woodland Parent Faculty Organization