

#10

COMPLETE

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Page 1

Q1

Full Name:

Becca Walls

Q2

Animal Services Committee

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

Q3

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.

I would like to be of service to the Animal Services Committee because I have a passion for animal rescue and being a voice for the voiceless. I have been volunteering with animal rescues for about 8 years. I have been on the Animal Services Committee in Costa Mesa since it began 5 years ago and have been the chair for the last 4 years. The committee has made a lot of progress with the animal services in Costa Mesa. I am proud of the work we have done and need to continue to do.

Q4

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

The most important tasks of the animal service committee at this time are solidifying the current contracts and bringing TNR to the city of Costa Mesa. Ensuring that our contracts are in place benefits the community as a whole and ensures that Costa Mesa can remain a no kill city. TNR will enhance collaboration between the community members and the animal service pieces in Costa Mesa. This will also reduce the number of community cats as a whole and save the lives of cats that are healthy but feral.

Q5

Respondent skipped this question

Optional Resume:

#21

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, March 06, 2023 5:36:29 PM
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Time Spent: 00:43:00
IP Address: [REDACTED]

Page 1

Q1

Full Name:

Kavin Alvarez

Q2

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

**Animal Services Committee ,
Housing and Public Service Grants Committee**

Q3

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.

Having served as a liaison to the County of Orange's Board of Supervisors OC Animal Care Services Department, I believe that joining the City of Costa Mesa's Animal Services Committee would be a great way to continue my involvement in enhancing the well-being of our County's animals and outreach efforts. By joining the committee, I would be able to share my knowledge and experience with other members who are equally passionate about animal care. I'd also be able to stay up to date on the latest developments and issues in our community's animal care, as well as contribute to the creation of policies and programs that promote responsible pet ownership and exciting opportunities for our Dog Park and other animal facilities. As a renter at South Pointe who owns a handsome English Cocker Spaniel, I am always looking for opportunities to enrich my dog's life. I am passionate about helping animals, and joining the Animal Services Committee is a great way for me to stay involved in the field and make a difference in our community.

As a resident of Costa Mesa, I have always been fascinated by the rich history and unique character of our city. I believe that preserving our heritage is essential to maintaining our community's identity and creating a sense of pride and connection among its residents. That's why I am also applying for City of Costa Mesa's Historical Preservation Committee. By serving on this committee, I can actively contribute to preserving the historical landmarks and buildings that make our city so special. I believe that these structures are not only important to our past but also to our future, as they serve as tangible reminders of our shared heritage and help us understand our community. Furthermore, being a part of the Historical Preservation Committee would allow me to work with other dedicated individuals who share my passion for preserving the past. Together, we can identify and protect important historical sites, educate the community about the significance of these structures, and find creative solutions for their preservation. By preserving our past, we can build a stronger and more connected community for generations to come.

Lastly, it is essential that everyone in our community has access to safe, affordable housing and the essential public services they require to thrive. I am excited about the possibility of joining the City of Costa Mesa's Housing and Public Service Grants Committee, as I believe that these issues are essential to building a strong and vibrant community. I have previously served on this committee and am able to actively promote community understanding of activities funded by the U.S. Department of Housing and Urban Development (HUD) and Community Development Block Grants (CDBG). I believe it is crucial for our community members to comprehend how these funds are utilized to support affordable housing and essential public services. We can create a more equitable and just community by identifying and funding programs that provide essential services our community organizations in need. Despite the fact that this committee meets as needed, I believe that its work is essential to ensuring that our community members have access to the resources they require to thrive. By serving on this committee, I can contribute to the development of a stronger, better-connected, and more equitable community for all Costa Mesa residents.

Q4

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

If I were appointed to the Animal Services Committee, I would be thrilled to have the opportunity to make a positive impact on the well-being of our community's animals. One particular area of interest to me would be improving the City's Dog Park. While the Dog Park is a wonderful resource for our community, I believe that there is still room for improvement. For instance, I would be interested in exploring ways to make the park more accessible to individuals with disabilities, such as making the park's surface more even. This would also reduce the complaints I hear almost every time I visit the park about the degraded field. I would also be interested in exploring ways to make the park more environmentally sustainable, such as by installing solar-powered structures or water-saving features. In addition to improving the Dog Park, I would also be interested in exploring other projects and initiatives that promote the health and well-being of our community's animals. For instance, I would like to explore ways to increase pet adoptions and decrease the number of animals in our local shelters. We can engage a larger audience and bring attention to the necessity of adopting our shelter's animals by partnering with local organizations to conduct more Adoption Drives, similar to those I helped plan for the County. I would also be interested in exploring ways to educate our community about responsible pet ownership and animal welfare, such as by offering workshops or hosting informational events. Overall, I am excited about the possibility of serving on the Animal Services Committee and contributing to projects and initiatives that make a positive difference in the lives of our community's animals.

Q5

Respondent skipped this question

Optional Resume:

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: **Kalvin Alvarez**
Address: [REDACTED]
City/Town: [REDACTED]
ZIP/Postal Code: [REDACTED]
Email Address: [REDACTED]
Phone (cell): [REDACTED]

Q7

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

Signature Required:

Q8

Full Name:

Kalvin Alvarez

#11

COMPLETE

Collector: Web Link 1 (Web Link)
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Page 1

Q1

Full Name:

Diana Lorraine Gardiner

Q2

Animal Services Committee

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

Q3

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.

I have enjoyed serving on this committee in the past and would like to continue to do so. The containment and care of stray animals in our community is an important service. As this committee provides oversight for that process - as well as other issues affecting domestic and urban wild animals - it's important that it is made up of members dedicated to the mission. I'm a long-time resident/homeowner in Costa Mesa and I want to participate in making sure all members of our community - including animals - thrive within our city's borders...

Q4

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

I would like to continue on the sub-committee I'm currently involved in that is interested in making sure that the community-at-large knows where and how to rescue animals in the shelter that our city uses. We are working with pet stores and veterinarian offices to get the word out.

Q5

Respondent skipped this question

Optional Resume:

#19

COMPLETE

Collector: Web Link 1 (Web Link)
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Last Modified: Friday, March 03, 2023 9:22:15 AM
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Page 1

Q1

Full Name:

Randall Hoppe

Q2

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

Animal Services Committee ,
Active Transportation Committee ,
Fairview Park Steering Committee ,
Finance and Pension Advisory Committee ,
Historical Preservation Committee ,
Housing and Public Service Grants Committee

Q3

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.

As a mid 30's individual and resident of Costa Mesa I think it is important to have additional representation of the community in local government. I have been getting more and more interested in the policies that affect myself and the community in which I reside. Having additional insight and potential input into the local community sounds like a good way to be involved and make a difference in the area in which I live.

Q4

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

I wouldnt say that there is a particular area in which I am interested. I am interested in an over arching view of the entire process. To understand better how the policy works and the process in which it happens.



Randall Hoppe

917 W 19th St, B Costa Mesa, CA 92627 · (408) 839-0262 · randallrhoppe@gmail.com

Marketing Strategist I Social Media Strategist I Brand Builder

EDUCATION

Bachelor of Science in Communications (Organizational/Professional), Minor in Public Relations
California State Polytechnic University, Pomona, June 2010

Master of Science in Marketing
United States Sports Academy, December 2013

WORK EXPERIENCE

Advertising and Brand Marketing Manager, K1 Speed.
Irvine, CA

Jun 2013-Present

- Develop quarterly and yearly marketing strategy and calendar.
- Plan, create and implement all marketing projects that promote goodwill and enhance sales/promote K1 Speed.
- Develop and main company national brand identity and yearly marketing campaigns.
- Manage annual Marketing and PR budget \$10M.
- Manage paid media buys for all 60 locations worldwide. (TV, radio, billboards, print publications, Google Adwords, Social Media, etc).
- Develop in store sales promotions to increase traffic and drive sales at the local level.
- Oversee the planning, creation, and execution of all Social Media and Influencer Marketing initiatives.
- Oversee and maintain active partnerships with sporting organizations and national brands.
- Create cross promotional marketing objectives with charities, outside industry contacts, and partners.
- Initiate new media and sponsorship opportunities (i.e. media reviews, event sponsorship, etc.).
- Monitor advertisement-response data.
- Competition research (competitor email campaigns, social media, and digital marketing campaigns).
- Develop graphic elements for digital advertising, print advertising, and web.
- Manage daily relationship with third party vendors and agencies.
- Reconcile overall marketing and location restaurant marketing budgets in relation to the P&L.
- Work with Director of Operations and local Managers to create plans, develop marketing tactics, and execute programs with the goal of increasing sales and guest counts.
- Continue to monitor and uncover local marketing opportunities that align with marketing strategy and objectives

Marketing Director, Rebel Coast Winery
Redondo Beach, CA

Sep 2013-Oct 2014

- Planned, created and implement all marketing projects that promote goodwill and enhance sales/promote Rebel Coast.
- Planned, created, and execute all Media Buy initiatives for Rebel Coast Winery.
- Planned, created, and execute all Social Media initiatives for Rebel Coast Winery.
- Sustained database of all industry contacts and update when necessary.
- Drafted, finalized and distribute press releases based on Rebel Coast Winery's needs.
- Created, built, and retain relationships with all industry magazine and press associates.
- Created cross promotional marketing objectives with charities, outside industry contacts, and partners.
- Initiated new media and sponsorship opportunities (i.e. magazine product reviews, event sponsorship, etc.).
- Monitored advertisement-response data; prepare presentations for the company.
- Competition research (i.e. competitor email campaigns, web development, Social Media).

Adjunct Professor, Pacifica College
Anaheim, CA

Sep 2013-Dec 2014

- Introduction to Sports Marketing and Social Media.

Marketing and PR Director, EVS Sports
Rancho Dominguez, CA

Oct 2012-Jun 2013

- Planned, create and implement all marketing projects that promote goodwill and enhance sales/promote EVS products.
- Managed annual Marketing and PR budget of \$100K.
- Managed EVS' entire social media network.
- Sustained database of all industry contacts and update when necessary.

- Drafted, finalize and distribute press releases based on EVS' needs.
- Created, build and retain relationships with all industry magazine associates.
- Collaborated with the Athlete Marketing Manager and Inside Sales Reps to facilitate and implement specials.
- Created cross promotional marketing objectives with charities, outside industry contacts.
- Developed strategic sales and marketing plans to increase brand awareness and sales by utilizing EVS Athletes.
- Launched sales promotions in a timely manner that coincides with EVS sponsored events, holidays, races, etc.
- Assisted in developing athlete marketing and sales campaigns to achieve company sales goals.
- Managed CRM database and mass email schedule.
- Facilitated new product launches.
- Collected testimonials pertaining to EVS products and use accordingly in marketing plan.
- Initiated new media and sponsorship opportunities (i.e. magazine product reviews, event sponsorship, etc.).
- Assist with new and updated product copy from year to year.
- Performed catalog proofing.
- Competition research (i.e. competitor email campaigns, web development, social media).

Marketing Manager, Revgear Sports Co.

Mar 2012-Oct 2012

Van Nuys, CA

- Managed all social media content (Facebook, Twitter, YouTube, and blog).
- Managed Revgear pro and amateur athletes; as well as coaches, gym owners, and Ring Girls.
- Processed and coordinated fulfillment of sponsorship requests and fighter contract obligations.
- Maintained relationship with media.
- Digital and print marketing metric analysis.
- Maintained digital, video, print archives.
- Managed Email and CRM Marketing.
- Provided copy for Quarterly Revgear catalog; in addition to quarterly licensee catalogs.
- Coordinated product filming and photo shoots.
- Created new "outside of the box" marketing programs.

Manager of Marketing and Promotions, Homestead Miami Speedway

Feb 2011-Jan 2012

Homestead, FL

- Assisted VP of Marketing/Sales and Director of Marketing.
- Maintained Speedway's website (content generation, information/ad placement, web design/layout).
- Managed all social media content and blogger outreach.
- Lead development and launch of Speedway's Mobile Application in coordination with third party vendor.
- Oversaw development and continued maintenance of Mobile Website with Speedway's I.T. department.
- Created all graphics and graphic media (tickets, flyers and brochures, ads, signs).
- Created innovative promotions (on-line contests, text-to-win).
- Maintained facility signage, design, and placement.
- Facilitated drivers for press conferences and media appearances.
- Coordinated and documented driver press conferences.
- Draft and finalize press releases when needed (in conjunction with PR dept.)
- Worked efficiently with ad agency.
- Managed entertainment for and during events.
- Managed community outreach and marketing via grassroots marketing events (street teams, show car).
- Photo and written documentation of every in market events.
- Managed yearly promotional budget while reducing expenses and increasing Speedway's market exposure.

Director of Marketing and Promotions, Irwindale Speedway

Jan 2010-Feb 2011

Irwindale, CA

- Assisted General Manager and Corporate Sales Executives
- Maintained social media websites (Twitter, Facebook, and Constant Contact Email Marketing).
- Maintained website updates and content.
- Facilitated drivers for press conferences and media appearances.
- Managed bands and car clubs on event nights.
- Formatted and published monthly Speedway Newsletter. Formatted and published monthly Speedway Newsletter.
- Designed and published weekly promotional flyers, tickets, programs.
- Managed community outreach and marketing.
- Photographed and documented each event.
- Processed and scheduled mascot appearances and event requests.

SKILLS

Proficient in: Microsoft Word, PowerPoint, Excel, Outlook, Calendar and Publisher; Adobe Photoshop; VideoPad Video Editor. Working knowledge of FinalCut; Basic knowledge of HTML

LEADERSHIP EXPERIENCE

Guest Professor , University of Miami Sports Administration Program; Marketing and New Media	October 2011
Panel Member , ISC Marketing Summit 2012-Digital/Social Media	January 2012
Pi Kappa Alpha Fraternity-Kappa Psi Chapter , Public Relations Chair	Dec. 2007-Mar. 2009

#14

COMPLETE

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Page 1

Q1

Full Name:

Diane Scioli

Q2

Animal Services Committee

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

Q3

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.

I am a long time volunteer for animal rescues and an animal advocate. I understand social media well and have excellent computer skills.

Q4

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

Animal adoption events and social media activities related to animal adoptions and animal care and resources. Also, sourcing, hosting and advertising low cost spay and neuter services.

Q5

Respondent skipped this question

Optional Resume:

#15

COMPLETE

Collector: Web Link 1 (Web Link)
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Last Modified: Wednesday, March 01, 2023 11:06:14 AM
Time Spent: 00:08:09
IP Address: [REDACTED]

Page 1

Q1

Full Name:

Dr Randi miller

Q2

Animal Services Committee

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

Q3

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.

I've been a long advocate for animal rights. I've done everything from rescuing, fostering and now I've formed a non profit charity. In 2020 I formed Puppy Pals Club its a 501(3)c non profit organization with the main mission is to help fund unexpected medical emergencies. With the current economic downturn. We have been focusing on providing pet items like food, treats, toys, beds, blankets etc. for pet owners dealing with food insecurity. This includes the elderly, homeless, out of work, disabled and others.

Q4

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

Helping food insecure pet owners get much needed medical care including spay/neutered. Distribute much need food for owners that need help. To make sure all dog parks are clean, all doggie bags are filled and new grass/sod is installed. Maybe even artificial grass?

Q5

Respondent skipped this question

Optional Resume:
