

#3

COMPLETE

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Page 1

Q1

Full Name:

Syed Zia Hussain

Q2

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

Active Transportation Committee ,
Fairview Park Steering Committee ,
Historical Preservation Committee ,
Housing and Public Service Grants Committee ,
Mobile Home Park Advisory 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.

I have conducted research on "Effect of New High-Density Housing on Walkability in Costa Mesa" and have presented at the OCC symposium and recently presented to the student of Malmo University Sweden, invited by Director of Transport Management studies Professor Carl Magnus Carlsson. I ran a meetup group called "OC Smart City Developers" that is a group of Architecture, Urban Planning and Landscape Arch. students and professionals. I was the only Costa Mesa resident who stood for first bike lane at Fairview Park and CM school. I remember I was at the bikeway committee meeting and wanted to invite the members to my community event which was on the book Happy City by Charles Montgomery.

I have travelled and visited many parts of Europe especially Denmark (walking street; Stroget), lived in Netherlands for five years, visited Sweden many times and visited several other EU countries and Middle East.

I am in my final semester in my second undergraduate degree. I have management degree from Stenden University Netherlands and in final semester with Urban Planning undergraduate degree from Cal Poly Pomona. I have worked as Planning intern for City of Tustin and Planning Dept Cal Poly Pomona CSU.

I have passion for research (finding issues and trying to find best solutions)- I have people skill and do not shy away if required to do field survey and collect information to make a well informed decision. I am good with presenting.

I am a member of American Planning Association and Young Transportation Planning.

Q4

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

My vision is to make Costa Mesa the most sustainable city of Orange County and this the role of increasing walkability, parks and community justice.

I m also conducting research individually on Long Beach parks and see how they are servicing the youth and its community and what needs to be done to make it more accessible to more recreation activities.

Q5

Optional Resume:

URP-CV.docx (19.5KB)

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: **Syed Zia Hussain**

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:

Syed Zia Hussain

Syed Zia Hussain

Ziahussain2019@gmail.com. Cell phone: 1-714-280-3730

Education

Cal Poly Pomona, California, United States.

Bachelor of Science in Urban and Regional Planning GPA 3.1

Anticipated Dec'23

Orange Coast College, California, United States.

Associate degree in Architecture

Associate Degree in Event Management

GPA 3.36

Dec 2019

Relevant Coursework

URP 4062 Senior Project – Research on “How Mix-Use Land Contributes to Walkability in 19th Street, Costa Mesa, CA.”

URP 4350 Regional Transportation Policy and Planning - Understanding factors in land use, travel behavior, politics and finance that shape regional transportation policy choices.

URP 4040 Place-making – Field-trips, taking video/photos for land-use research short assignments. And recognize zoning standards applications and districts connectivity. Trip supervised by professor and personal from City office.

City of Costa Mesa Planning Commission - Attend meetings.

Work Experience:

Smart City Developers- Meetup Group

June 2023 - update

Community Enrichment Program – Provide information how build environment effects healthy, economic, and environment.

CivicWell 2023 Adaptation Climate Forum – Support to recruit volunteers.

Presented research work to Malmo University, Sweden.

Videography on “Impact of McBride Park Long Beach on Youth”

[McBride Park Impacts on the Youth Community Long Beach, California. - YouTube](#)

And several field trips. Group page <https://www.meetup.com/oc-smart-city-developers-meetup-group/> details on past Events page.

Volunteer Civic-Well

July '23-Aug'23

Supported in recruit volunteers for “2023 California adaptation Forum”. Supported through “Smart City Developers” meetup group.

Student Connect SoCal Community Outreach: SCAG Project

May '23-June '23

Engage public to fill out surveys, conduct street events, Research and suggest new locations for more survey

Planning Aide Intern:

June '22-July '22

Cal Poly Pomona Facility Planning and Management, CA.

Record keeping, cold calls, drawing figure grounds, site analysis, printout architectural drawing, keeping files, report writing, and administrative work.

Administrative Intern

Oct '21- Feb '22

City of Tustin Department of Community Planning, Tustin, CA.

Review variance, condition permits, and design reviews, Quality control and update code files. Customer service and attend phone calls. Review General Plan, zoning, subdivision, and environmental report review. Work as a team and individually.

Awards and Recognitions:

Researches on Walkability, Presented at OCC Symposium 2019, 2020 Topic: “*Effects of New High-Density Residency on Walkability in Costa Mesa, CA*”.

Skills: MS office, Sketch up, Rhino, AutoCAD, Adobe Creative Suite, Micro-Station, ArcGIS, InDesign, and some knowledge on HCS, SYNCHRO and the MUTCD.

Administration Skill: Comfortable working in, group and individual setting, research, excellent customer service skills, and marketing and sales experience, organizational skills, general clerical tasks, data managing, data entry, report writing, and event management.

Clubs and Organization:

- Member of OC- American Planning Association.
- Member of Young Transportation Planners, LA, and American Planning Association.
- Member of ITE (Institute of Transportation Engineering Student Chapter CPP).
- Orange Coast College: Scholarship in Architecture, and member Architecture Club.

#4

COMPLETE

Collector: Web Link 1 (Web Link)
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Last Modified: Sunday, February 19, 2023 12:52:14 PM
Time Spent: 00:24:59
IP Address: [REDACTED]

Page 1

Q1

Full Name:

Madison Elizabeth Gibson

Q2

Housing and Public Service Grants 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.

As a Costa Mesa renter and MPA student, I spend a lot time thinking intentionally about our local housing and economic development. As a Committee Member, I hope to use my knowledge and experience in grant writing, public engagement, and housing development policy to communicate effectively with the public and encourage further civic participation.

Q4

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

Affordable, low-income, supportive, walkable, sustainable and mixed-use housing developments

Q5

Optional Resume:

Madison%20Gibson%20-%20Resume%20-%20Housing%20and%20Public%20Service%20Grants%20Comittee.pdf (60.2KB)

Madison Gibson

Costa Mesa, CA 92626 | Phone: 949-910-2687 | Email: Madison.Elizabeth.Gibson@Gmail.com

Professional Experience

Sims Law Firm LLP – Irvine, CA

Legal Assistant, December 2019-Present

- Draft and track legal documents for attorney use, proofreading and redlining drafts for high levels of accuracy.
- Attend to reception and office management duties, including the oversight of all mail and deliveries.
- Moderate Zoom depositions and facilitate the exchange of records.

[Skills: Word; Excel; Outlook; Adobe Acrobat; Timeslips; Mail; Office management; IT; Typing; Administration; Reception; Zoom; Data entry; Digital file maintenance; Project management]

Disneyland Resort – Anaheim, CA

Operations Training Coordinator, October 2016-April 2022

- Served as point of contact for an ‘On the Job’ training program which served 150+ Trainees annually.
- Scheduled and oversaw set-up and breakdown of training classes, including: booking rooms; setting up A/V equipment; recording participant progress; and coordinating the delivery and return of company assets.
- Collaborated across training disciplines to design and carry out a unified Train-the-Trainer program.

[Skills: Onboarding; Train-the-Trainer; Publisher; PowerPoint; Documentation; Curriculum; Scheduling; Quality assurance]

Look-Alike Trainer, August 2016-April 2022

- Co-facilitated a range of training programs to assign new and additional job knowledge to employees.
- Conducted performance assessments and submitted documentation to a performance tracking database.

[Skills: Training; Presentation; Facilitation; Training; Performance feedback; Documentation; Leadership; Tour guide]

Look-Alike Character Performer, April 2014-April 2022

- Portrayed world-famous Disney characters while interacting with guests of all ages, backgrounds, and abilities.
- Collaborated with Creative Development to workshop and open multiple new character offerings and events.
- Partnered with Disney Southeast Asia to deliver the *Dream Big Princess* campaign.

[Skills: Public engagement; Storytelling; Improvisation; Customer service; Special events; Global documentation]

Creative Identity – Anaheim, CA

Fine Arts Program Administrator, January 2015-January 2016

- Provided support to clients with moderate to severe intellectual disabilities within an adult day program.
- Ensured record keeping compliance guidelines for Regional Center if Orange County audit.
- Maintained regular communication with clients’ guardians and case workers in order to: keep client files up to date, organize meetings with staff, and provide client updates as needed.

[Skills: File management; Classroom management; Correspondence; Art and music therapy; HIPAA]

Education & Campus Involvement

University of Central Florida *(Currently enrolled)*

Master of Public Administration (MPA)

- 4.0 GPA
- Relevant coursework in: Public organization management; Public budgeting; Housing development and planning

[Skills: Research; Proposals; Change management]

California State University, Fullerton

Bachelor of Science in Human Services, 2016

- Dean’s List Honoree
- Finance Chair - College of Communications Inter-Club Council

[Skills: Casework; Developmental psychology; Grant writing; Budgeting; Finance; Event planning; Fundraising]

Additional Skills & Training

- Completed coursework in: Bystander Intervention in the Workplace and Conflict De-Escalation
- Nature enthusiast, sewist, home cook, avid reader, and proud pet parent to a kitten and bearded dragon.

#21

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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

#3

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Page 1

Q1

Full Name:

Daniel J Baume

Q2

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

Fairview Park Steering Committee ,
Housing and Public Service Grants Committee ,
Historical Preservation 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.

I wish to serve on this committee to help serve the residents of Costa.

Q4

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

FVP master plan, 50 years and still in Costa Mesa, Proper division of funding & grants.

Q5

Respondent skipped this question

Optional Resume:

#1

COMPLETE

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IP Address: [REDACTED]

Page 1

Q1

Full Name:

Becks Heyhoe

Q2

Housing and Public Service Grants 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 been working in the human services sector for over fifteen years and currently work for OC United Way as the Executive Director of United to End Homelessness. I also serve as the Vice Chair of the Continuum of Care Board which is responsible for the oversight and administration of over \$35m of federal funding to address homelessness. As a resident of Costa Mesa I have served on previous city homelessness and neighborhood improvement task forces and would be honored to serve my city in this capacity.

Q4

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

I would be most interested in looking into ideas and projects that would support all Costa Mesa residents to have stable, accessible housing and community supports that allow them to thrive.

Q5

Respondent skipped this question

Optional Resume:

#8

COMPLETE

Collector: Web Link 1 (Web Link)
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Last Modified: Friday, October 06, 2023 1:27:10 PM
Time Spent: 03:40:40
IP Address: [REDACTED]

Page 1

Q1

Full Name:

Andrea Schmidt

Q2

Housing and Public Service Grants 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.

With over 7 years of Public Affairs experience working with local Health Care and Domestic Violence Shelter non-profit organizations, I've had the ability to build strong community relationships that have given me a deeper understanding of the needs, lack of resources, and opportunities for growth in our community.

Now, my partner and I live in Westside Costa Mesa where we plan to build our life together. I hope to bring a unique perspective to the committee as a young, latina who came from a lower middle class household and was the first person in my family to get a Bachelor's Degree.

Q4

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

Projects that will help uplift BIPOC communities, provide resources to our young people, and allow growing families to thrive are of extreme interest to me. Specifically, I'd love to help increase housing affordability so young people can afford to live in Costa Mesa and our unhoused population and struggling addicts can have a roof over their head. Costa Mesa is an incredibly diverse and lively city with a rich history that has so much potential for innovative projects and solutions.

Q5

Respondent skipped this question

Optional Resume:

#6

COMPLETE

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Page 1

Q1

Full Name:

Jose Gomez

Q2

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

Active Transportation 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.

I want to serve on both the Active Transportation and the Housing and Public Service Grants committee to help the people of my community. I want to be the voice of the people, and I know what the people want, especially younger voices in the community that get unnoticed. Some of my qualifications would be that I know how to lead due to being a former Boy Scout, Senior Patrol Leader position, and being an intern for City Councilmen Manuel Chavez. I am also on Estancia's Honor Roll and a Lyceum member. Nevertheless, some of my experience comes in the form of listening to my community and knowing what the people want. As mentioned before, I also believe that my leadership skills would be a beneficial addition to the committee.

Q4

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

As an Active Transportation committee member, I would strive for safer, clear, and better bike lanes and sidewalks. I would also try to make the streets safer by regulating the speed at which cars go, especially in certain places. And as a Housing and Public Service Grants committee member, I would want to make sure that the public is aware that there are resources for them, especially for those who may not understand as well due to language barriers. Not to mention that I would also like to gain the trust of those people, as the saying goes "There is nothing scarier than the government coming and saying 'Don't worry! I'm here from the government and I'm here to help'".

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

#31

COMPLETE

Collector: Web Link 1 (Web Link)
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Page 1

Q1

Full Name:

Dianne Louise Russell

Q2

Housing and Public Service Grants 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 served on the committee several times. Last year as a member of the Planning Commission I was appointed as the Commission liaison to the HPSG Committee. I believe my experience as a committee member and former non-profit service provider will be useful in the process.

Q4

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

One of my main interests is in housing and homelessness, along with supportive services. As a senior citizen I am interested in issues related to senior services. The future relies on having youth that have services that support their health and mental development.

Q5

Respondent skipped this question

Optional Resume:

#7

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Thursday, October 05, 2023 9:56:53 PM
Last Modified: Thursday, October 05, 2023 10:02:25 PM
Time Spent: 00:05:32
IP Address: [REDACTED]

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Q1

Full Name:

Aaron McCall Craddolph

Q2

Housing and Public Service Grants 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 had the honor and privilege to serve on this committee for 2 terms, and I am now in a place where I see the opportunities to further empower this committee to aid City Staff and Council to expand potential applicants and develop processes that will address community needs in a holistic way that align with the current priorities of the community and council. We have a real opportunity to push for changes that will open up funding for new projects while conserving past priorities.

Q4

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

I'm very interested in developing programs so neighborhoods can have microgrants for neighborhood beautification, park improvement etc. There are many projects which could be served by CBDG funding now that we are out of austerity management. Additionally, I enjoy working on refining the application process so that we can review other projects - while creating mechanisms to continue funding longstanding projects like meals on wheels.

Q5

Respondent skipped this question

Optional Resume:

#23

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, March 06, 2023 8:47:44 PM
Last Modified: Monday, March 06, 2023 9:06:04 PM
Time Spent: 00:18:20
IP Address: [REDACTED]

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Q1

Full Name:

Kevin Kott

Q2

Housing and Public Service Grants 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 wish to serve to help the community and have a greater understanding of how things work in respect to housing and why they work that way.

I have a large amount of experience in leasing out residential and commercial property in the City of Costa Mesa and Orange County. I work for a family owned and operated real estate brokerage named Paul Kott Realtors, Inc.. My father is the one who founded the company. We just celebrated 40 fantastic years in serving others. I received my license in August of 2019. Since then I have been fascinated by the multifamily space. I have personally listed multifamily properties in Costa Mesa. It has been a dream of mine to own such a property. I am not far away from making that dream a reality.

Before I worked in real estate I worked at farmers insurance. It started as a summer job. I ended up getting my license and working at an office here in Costa Mesa. I saved my money and purchased a small book of business 2015. During which time I learned about the exposures that drivers, tenants, landlords, and homeowners face day to day. I sold my practice to Dan Kitajima in 2018.

Q4

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

Development, ADUs, Rent Assistance Programs, Zoning, Sober Living Programs, Senior Housing Programs, State of California Low Income Housing Quotas, Opportunity Zones, and community educational programs for tenants and landlords.

#4

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Thursday, October 05, 2023 11:06:00 AM
Last Modified: Thursday, October 05, 2023 11:25:03 AM
Time Spent: 00:19:02
IP Address: [REDACTED]

Page 1

Q1

Full Name:

MICHAEL JOHN GANCAR

Q2

Housing and Public Service Grants 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 a developmentally disabled adult daughter and have long been interested in low cost housing.

Q4

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

Low cost housing for the disabled.

Q5

Optional Resume:

MJG%20Resume%2010-2023.pdf (110.8KB)

Michael J. Gancar
253 Flower St
Costa Mesa, CA 92627
Cell: 714-323-7612
mikegancar@sbcglobal.net

MAJOR ACCOMPLISHMENTS:

Headed the start-up US subsidiary of an international manufacturer of control valves increasing revenues 10-fold while attaining and sustaining profitable operation.

Directed the world-wide marketing and sales functions of a major severe service control valve manufacturer through turn-around, growth and profitability phases.

Planned and managed the successful introduction of new engineered products resulting in increased market share, revenues and profitability.

Initiated and established alliances and partnerships resulting in increased market penetration.

Played a major role in the successful divesting of a \$20 million dollar division to a foreign entity.

Developed and implemented sales compensation and incentive programs designed to attract and retain technical sales staff.

PROFESSIONAL EXPERIENCE:

Retired

Jan 2016 - Current

President

MJG Consulting, Newport Beach, CA

Feb 2009 – Dec 2016

Provided management, marketing and sales consultation to client experiencing significant financial and sales difficulties. Actively participated in the successful sale of the company.

Developed and implemented the international marketing and sales strategy of an engineered products manufacturer.

Active member of the Board of Directors of engineered products manufacturing client

Researched and recommended potential markets and product requirements for a client developing a unique automatic hands-free faucet for both industrial and residential markets.

President

Bermad, Inc. Anaheim, CA

Oct 1985 – Feb 2009

Directed all operating, marketing, financial, purchasing, compliance, human resources and administrative functions of this US subsidiary serving the municipal water, agricultural irrigation and fire protection markets.

Planned and implemented business development and marketing plans that resulted in a 10-fold increase in revenues while attaining and sustaining profitability.

Hired, trained, developed, mentored, and managed a staff responsible for sales, application engineering, inventory control, assembly, customer service, accounting and office management.

Established and engrained a culture of technical and commercial customer service excellence that resulted in increased market penetration and company recognition as a highly reputable and respected supplier.

Initiated and negotiated marketing partnerships and private label agreements increasing market penetration and share.

Planned and implemented the US introduction of two new product lines that now represent 50% of revenues.

Proposed and participated in relocating the company to a more business friendly location that provided better access to existing and potential markets and increased the availability of qualified staff and labor.

Vice President, Sales & Marketing

Babcock & Wilcox / IMI – Control Components Inc., Irvine, CA

May 1979 - Oct 1985

Managed world-wide marketing, sales, service, parts, and contract administration functions of this \$20 million severe service control valve manufacturer serving the power, petro-chemical and refining industries.

Developed strategic and tactical marketing and sales plans in concert with company plans that quickly returned company to profitability and then to revenue and profit growth. Led the department through this turnaround and subsequent growth phase.

Actively participated in task force charged with divesting now profitable division that resulted in successful sale of the company to IMI in 1981. Retained by IMI.

Planned and directed the successful introduction of two IMI product lines to the US market resulting in increased revenues of over \$3 million within two years.

Assisted in negotiations that established a US partnership with foreign valve manufacturer that greatly broadened product offering. Led the marketing portion of new product development activities.

National Sales Manager

Babcock & Wilcox – Bailey Controls Company, Wickliffe, OH

August 1977 – May 1979

Re-focused the direct sales force of 125 salespeople, 22 district and 8 regional offices for this \$150 million manufacturer of instrumentation and control products and systems for the power, petrochemical and refinery industries by:

Implemented a compensation and incentive plan to attract/retain qualified salespeople and provide incentive toward generating sales rather than do application engineering.

Directed the development and implementation of training programs and reporting systems that emphasized the sales side of the process.

Manager, Industrial Marketing & Sales

Lord Kinematics, Erie, PA

April 1969 - August 1977

Progressed from New Jersey based Sales Engineer to corporate based Director, Industrial Marketing and Sales for this \$125 million manufacturer of vibration, shock, and noise control products.

EDUCATION:

B.S. - Business Administration/Marketing - Gannon University, Erie, PA

Newark College of Engineering, Newark, NJ - 2 ½ years – Mechanical Engineering

#11

COMPLETE

Collector: Web Link 1 (Web Link)
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Last Modified: Monday, October 09, 2023 4:55:50 PM
Time Spent: 00:37:33
IP Address: [REDACTED]

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Q1

Full Name:

MARSHA A WOOD

Q2

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

**Housing and Public Service Grants Committee ,
Historical Preservation 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.

I have a great appreciation of good architectural design.

I am an Architectural Color Consultant with @ 30 years working in the Home Building Industry. I have experience in Land planning and architectural firms. I started out in fine art then commercial art and eventually studied architectural design. I love Costa Mesa and would like to contribute with my skills and experience.

Q4

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

I'm not aware of specific any specific Historical projects.

Q5

Respondent skipped this question

Optional Resume:
