

#22

COMPLETE

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Q1

Full Name:

Ralph W Taboada

Q2

Finance and Pension Advisory 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 was a member of both the Finance and Pension committees when they merged to form FiPAC and was Chair from April 2018 - April 2022. Even though I am a long time member I remain very proactive on the committee and want to continue giving back to the City. My work experience provides me the accounting and budgeting knowledge to perform independent analysis, ask pertinent questions and make recommendations through FiPAC to Council/Staff. During my time as Chair I completed an analysis of Capital Projects that I reviewed with Staff. It resulted in improved and more transparent reports on Capital projects. Also, I have been the primary author of several annual budget letters to Council that contained Budget recommendations. I believe I can continue to make worthwhile contributions to FiPAC.

Q4

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

FiPAC has covered many topics/issues while I was Chair and been on the committee. I continue to want to improve the forecasting process and transparency of the Budget.

I also want to continue to help improve Capital management since Capital spending amounts to millions of dollars annually. It was recently mentioned that the online feature "Open budget" on the City's website needs to be improved. This is something FiPAC can assist Staff with. Pension expense remains an issue even with the recent reduction in the City's pension liability.

Q5

Respondent skipped this question

Optional Resume:

#18

COMPLETE

Collector: Web Link 1 (Web Link)
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IP Address: [REDACTED]

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Q1

Full Name:

Lydia Joy Chavez

Q2

Finance and Pension Advisory 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 serve on this committee because I believe that a big part of every successful, well-functioning city has resources allocated appropriately and city employees that feel taken care of.

In my professional career, I have worked with people who have a variety of backgrounds, ranging from labor unions to private clients to elected officials at federal, state, and local levels. With this experience, I understand how handling budgets and pensions affect their sectors.

I live in Costa Mesa and often work within city limits, which has opened my eyes, in a positive manner, to how the city operates in regards to finance and pensions, piquing my interest in the committee.

Q4

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

I want to find the important balance between fair employee compensation and good fiscal stewardship.

Q5

Respondent skipped this question

Optional Resume:

#17

COMPLETE

Collector: Web Link 1 (Web Link)
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Time Spent: 00:36:47
IP Address: [REDACTED]

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Q1

Full Name:

Boris Gresely

Q2

Finance and Pension Advisory 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.

Dear Mayor and City Councilmembers,

It would be a great privilege to remain a member of the Finance and Pension Committee and continue making a positive impact on the City's financial management and pension planning. Serving on this committee has given me the chance to gain a deeper understanding of the City's finances and the opportunity to opine on the City's financial future. Moving forward, the committee is undertaking several interesting projects I would like to explore and participate in - if given the chance.

Thank you,

Boris

Q4

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

I am interested in helping the Finance Department compare & contrast fee schedules from neighboring cities and look at opportunities to increase revenue sources for the City.

Q5

Respondent skipped this question

Optional Resume:

#19

COMPLETE

Collector: Web Link 1 (Web Link)
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IP Address: [REDACTED]

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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

#29

COMPLETE

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Q1

Full Name:

Wendy Brooks Leece

Q2

Finance and Pension Advisory 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 continue my service on FIPAC. As a 50 year resident of Costa Mesa and former councilwoman, I look forward to adding my "2 cents" to FIPAC discussions and recommendations to the City Council.

Q4

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

I would like to continue my participation on the Revenue Sub Committee and the Pension and Investments Sub Committee.

Q5

Respondent skipped this question

Optional Resume:

#9

COMPLETE

Collector: Web Link 1 (Web Link)
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Page 1

Q1

Full Name:

Tom Arnold

Q2

Finance and Pension Advisory 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 member of the Finance and Pension Advisory Committee since 2019 and currently serving as the chairperson. I facilitated the development of our subcommittees in order to improve our ability to make quality recommendations to the City Council.

As the Interim Fire Chief for the City of Costa Mesa Fire Department, I developed and managed budgets during financially challenging times. I collaborated with stakeholders and facilitated a restructuring of the Fire Department. The process resulted in reduced costs, increased revenues, and added emergency response units.

During my 15 years as the Deputy Fire Chief of the Newport Beach Fire Department, I managed multi-million dollar budgets during times of expansion and reduction. These experiences inform my perspective on efficient and effective government.

Q4

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

Fiscally sound policy decisions are based on accurate and timely information. In addition to the Committee's fundamental scope to review, evaluate, advise, and recommend, I would take advantage of evolving system developments that provide user-friendly access to financial information while reducing the staff time needed to acquire it.

We are fortunate to have very experienced and talented committee members who have volunteered to serve on newly formed subcommittees. I will work with them to develop impactful recommendations for financial policies, including revenue opportunities and expense efficiencies.

#12

COMPLETE

Collector: Web Link 1 (Web Link)
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Q1

Full Name:

Lisa L Buchanan

Q2

Finance and Pension Advisory 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.

Have previously served and am currently Vice Chair. I am looking to continue my commitment.

Q4

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

Currently sitting on the sub-committee responsible for City expenses. I am hoping to continue to advocate for City needs

Q5

Respondent skipped this question

Optional Resume:
