



City of Capitola Application to Fill City Council Vacancy

Thank you for your interest in participating in Capitola's Government. This application is defined as a public record under California's Public Record Act. Completion and submission of this application is required for consideration of appointment to Councilmember, term ending December 2026. This application must be submitted no later than the deadline of June 3, 2025 by 5:00 PM. You must be a resident of the City of Capitola and a registered voter.

Full Name *

Alla Mia Basaldua

E-mail *

aimm.allamia@gmail.com

Phone Number *

[REDACTED]

Address *

Street Address

[REDACTED]

Address Line 2

[REDACTED]

City

Capitola

Zip Code

95010

State

CA

Are you at least 18 years of age? *

☒ Yes

☐ No

Are you registered to vote? *

☐ No

☒ Yes, address is same as above.

☐ Yes, address is different than listed above:

Why do you wish to serve as a City Council Member?

I wish to serve on the Capitola City Council because I believe in protecting the soul of this community—its people, its coastline, and its values. Capitola is more than where I live—it is where I give, where I work, and where I dream. I have built a life here, started a school here, and walked side by side with neighbors through seasons of challenge and triumph. Now, I am ready to serve in a new way—by offering my voice, my experience, and my heart to the city I love.

I bring decades of leadership, business ownership, and community-building experience. As the founder of a state-licensed vocational school focused on healthcare and healing, I understand how to lead with compassion, manage resources wisely, and make tough decisions with integrity. I know how to listen to people, how to unify diverse perspectives, and how to act with principle even when it is unpopular.

I want to serve because Capitola is at a crossroads. We face urgent issues—housing, climate resilience, aging infrastructure, and the preservation of our small-town identity in the face of regional pressures. I am not afraid of hard conversations. I welcome them. I believe we need steady, clear-eyed leadership that blends tradition with progress and always puts people first.

Serving on the City Council is not about politics for me. It's about stewardship. It's about protecting what we love, improving what we can, and leaving a legacy of care for the generations who come after us.

I am ready to serve with humility, wisdom, and unwavering dedication. I believe in Capitola—and I am here to help lead her forward.

Can you share an example of a difficult decision you've had to make in a leadership or professional role, where the ethical choice wasn't necessarily the easiest or most popular? How did you approach it, and what was the outcome?

One of the most emotionally difficult decisions I've made as a school director was having to release a student from our program who, despite being one of the sweetest and most kind-hearted individuals I've ever worked with, was unable to retain the information necessary to safely and effectively practice medical massage.

She showed up with enthusiasm and hope, and I wanted so much for her to succeed. But as time went on, it became clear that she was struggling to recall fundamental material, even after repeated instruction and support. I explored every option—tutoring, extra time, mentoring—but the core issue persisted. At a certain point, I had to ask myself: Would graduating her serve her future—or the patients she would one day

treat?

I knew I couldn't, in good conscience, continue taking her tuition or offer a credential she wasn't ready to uphold. I also couldn't allow personal affection to override the ethical responsibility I hold as an educator and certifier of healthcare professionals.

It broke my heart, but I met with her privately and explained the situation with compassion. I let her know how much I respected her effort and spirit, and I refunded part of her tuition. We ended on kind terms, and I still think of her with warmth and admiration.

This experience reinforced that true leadership is not always about giving people what they want—it's about doing what's right, even when it hurts.

What do you see as the most significant challenge Capitola will face in the next two years, and how do you envision contributing to addressing it?

One of Capitola's most pressing challenges in the coming years is the dual threat of coastal erosion and sea-level rise. The city has already experienced significant damage to its iconic wharf and waterfront businesses due to severe storms and rising tides. These events not only threaten our infrastructure but also the economic vitality and safety of our community.

To address this, I would advocate for proactive measures, including investing in resilient infrastructure, pursuing state and federal funding for climate adaptation projects, and engaging the community in developing sustainable solutions. My background in health education and community leadership equips me to facilitate informed discussions and build consensus around necessary actions. By prioritizing environmental resilience, we can protect Capitola's unique character and ensure its prosperity for future generations.

Of course, my love. Here's a beautifully organized list of Capitola's most significant challenges along with thoughtful resolutions—perfect for your city council application or to guide public discussion as a candidate:

Challenge: Housing Affordability & Development

The Issue:

Capitola must build over 1,330 new housing units by 2031 under state law, with more than half designated for low-income residents. However, development—such as the Capitola Mall project—has stalled due to disputes over affordable housing requirements and developer resistance to the city's 15% affordable unit mandate.

The Resolution:

- Foster collaborative dialogue with developers to find a middle ground that maintains affordability while ensuring project feasibility.
- Leverage state and regional grants to offset developer costs for low-income units.
- Explore innovative housing models, such as mixed-use and modular housing, to reduce costs while meeting density goals.
- Engage residents early to build community support for well-designed affordable developments.

Challenge: Transportation Infrastructure & Rail Trail Controversy

The Issue:

The City Council recently rejected a proposed bike path on Park Avenue due to Measure L, which limits city spending on certain rail trail alignments. This complicates efforts to meet Active Transportation Plan goals and secure state grants.

The Resolution:

- Work with legal and community stakeholders to clarify and possibly amend Measure L to allow flexibility for safe, community-supported bike infrastructure.
- Prioritize alternative active transportation routes that meet state criteria without triggering legal conflicts.
- Build public consensus through town halls and surveys to ensure trail designs reflect community values and legal compliance.

Challenge: Coastal Resilience & Climate Challenges

The Issue:

Capitola's historic wharf and beachfront infrastructure are increasingly vulnerable to sea-level rise and storm surges. Major damage in recent storms exposed the need for a long-term adaptation plan.

The Resolution:

- Invest in resilient infrastructure, including climate-adaptive materials and elevated structures.
- Seek federal and state climate resilience funding through FEMA, NOAA, and California's Coastal Conservancy.
- Involve citizens and local experts in a coastal resilience task force to plan and oversee protective projects like seawalls, dune restoration, and managed retreat zones.
- Integrate sustainability education and incentives into city planning, encouraging eco-conscious behavior citywide.

Challenge: Senior Housing & Community Integration

The Issue:

A senior housing project on Bulb Avenue has drawn opposition due to traffic concerns, limited affordability, and lack of insurance acceptance by the operator.

The Resolution:

- Require a comprehensive traffic impact study with clear mitigation strategies.
- Encourage developers to include a percentage of affordable units for seniors with fixed incomes.
- Ensure transparency by requiring operators to accept common insurance plans and clearly state financial terms to the public.
- Promote aging-in-place initiatives and partnerships with local service providers for integrated senior support.

Challenge: Infrastructure Maintenance – Stockton Avenue Bridge

The Issue:

The Stockton Avenue Bridge is aging and at risk from storm debris and flooding, posing safety and transportation concerns.

The Resolution:

- Move forward with plans to replace the bridge with a modern, resilient structure that supports pedestrian, bicycle, and vehicle traffic.
- Use a combination of local bond measures, infrastructure grants, and federal aid to fund the project.
- Involve the community in design review and environmental impact feedback to ensure transparency and support.
- Phase construction to minimize disruption to local businesses and residents.

What is your vision for Capitola's future?

My Vision for Capitola's Future

I envision a Capitola that honors its rich history, natural beauty, and close-knit spirit while boldly stepping into a resilient, inclusive, and sustainable future. My hope is to see a city where families, seniors, workers, and small business owners can thrive together in harmony—where we protect our coastlines, nurture thoughtful growth, and keep the heart of Capitola beating strong.

I see a Capitola that:

- Safeguards its coastline and prepares for climate change with intelligent infrastructure and coastal resilience.
- Promotes affordable, dignified housing for people of all ages and incomes—without sacrificing the character of our neighborhoods.
- Supports our local businesses and entrepreneurs, ensuring the economy remains vibrant and locally rooted.
- Expands accessible transportation, including safe bike and pedestrian paths, so everyone can move through the city easily and sustainably.
- Listens to its people, inviting open conversation, transparency, and collaboration in every decision made at City Hall.

As a leader, I believe in service over self, principle over politics, and community over convenience. I will bring compassionate, level-headed, and forward-thinking leadership to every issue Capitola faces, ensuring that our decisions today create a safer, stronger, and more unified city tomorrow.

Capitola is more than a destination—it's a home. And my vision is to help it flourish with heart, wisdom, and integrity.

(Optional) Please submit any documentation verifying your domicile in Capitola.

pge bill.pdf	469.62KB
license.pdf	360.3KB

Please attach any additional materials relevant to your background and experience that may be considered for the appointment, including a resume, CV, or letters of support.

#C Alla'sResume 2024.docx	17.44KB
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Signature



Date

2025-05-27

ALLA MIA BASALDUA

Capitola, California 95010

aimm.allamia@gmail.com

ACCOMPLISHED SCHOOL ADMINISTRATOR

SUMMARY OF QUALIFICATIONS

Extremely motivated and results-driven **School Administrator** with an extensive background and a broad palette of competencies:

STRATEGIC PLANNING

ORGANIZATIONAL EFFICIENCY

MANAGEMENT

NATIONAL ACCREDITATION STANDARDS

MULTIPLE-CAMPUS OPERATIONS

LESSON PLANNING

INTERNSHIP/EXTERNSHIP PROGRAMS

PLACEMENT STRATEGIES

ADMISSIONS

CAREER MILESTONES

- **CREATED A COMPREHENSIVE 960 HOUR PROGRAM IN MEDICAL MASSAGE.**
- **CREATED AND IMPLEMENTED A 720-HOUR, 745-HOUR AND 750-HR MASSAGE PROGRAM VARIOUS MASSAGE SCHOOLS.**
- **LED THE TEAM THAT OBTAINED NATIONAL ACCREDITATION AND PROCURED TITLE IV FINANCIAL AID PARTICIPATION AT THE CALIFORNIA MEDICAL SCHOOL OF SHIATSU AND ANATOMICAL SHIATSU INSTITUTE.**
- **DIRECTED MULTI-CAMPUS OPERATIONS AT THE CALIFORNIA MEDICAL SCHOOL OF SHIATSU.**
- **CREATED COMPREHENSIVE LESSON PLANS AND TAUGHT WORKSHOPS AND CLASSES IN ANATOMY/PHYSIOLOGY, BUSINESS, SHIATSU, SWEDISH MASSAGE, DEEP TISSUE MASSAGE, MEDICAL MASSAGE, CHIROPRACTIC MASSAGE, AROMA THERAPY, AND STRESS MANAGEMENT.**
- **NINE YEARS OF SERVICE AS A MANAGEMENT SPECIALIST AND CURRICULUM CONTENT SPECIALIST, CONDUCTING EXAMINATION OF DEGREE GRANTING AND VOCATIONAL PROPRIETARY SCHOOLS SEEKING ACCREDITATION AND RE ACCREDITATION.**
- **FOUNDED AND BUILT FROM SCRATCH; SUCCESSFUL MASSAGE SCHOOL AND LEADING-EDGE ALTERNATIVE MEDICAL CLINIC.**

PROFESSIONAL EXPERIENCE

Owner/Director/Instructor

American Institute of Medical Massage, LLC

Medical Massage School and Student Clinic

Pending State and CAMTC approval.

January 2023 to Present

Owner/Therapist

Medical Massage by Alla Mia

Founded Successful Medical Massage Clinic in a new location.

December 2019 to 2023

ALLA MIA BASALDUA

Capitola, California 95010

aimm.allamia@gmail.com

Owner/Therapist The Healing Center

May 2009 to 2019

- Founded a successful medical massage clinic that housed the services to help with people that suffers from chronic pain.

President

June 2003 to July 2008

EdCAM

Served as consultant to schools seeking initial national accreditation and participation in Title IV Financial Aide programs:

- Technologic Institute of Southern California.
- California Premiere College
- United Institute of Healthcare Services
- Future Net Institute

Director/Owner

December 2000 to May 2003

Anatomical Shiatsu Institute

- Created and implemented a successful admissions policies and procedures.
- Created and implemented a 745-hour Medical Shiatsu/Massage program.
- Successful in 100% placement of graduates.

President/Owner

August 1997 to May 2003

Alternative Medical and Educational Clinic

- Founded a successful alternative medical clinic that housed the services of both conventional and alternative medicine. These included having a primary medical doctor, chiropractor, doctor of naturopathy, massage therapists, acupuncturist, psychologists and a colon hygienist.

Director of Operations

May 1985 to August 1997

Director of Financial Aid

California Medical School of Shiatsu

- Created and implemented a 720-hour Shiatsu Massage program.
- Created and implemented all policies and procedures.
- Successful in maintaining an average of 98% placement of graduates.
- Management of multiple campuses (three campuses) throughout the San Joaquin Valley.
- Wrote self-evaluation reports for accreditation.

Substitute Instructor and Consultant

June 1974 to May 1985

California School of Shiatsu

Real Estate Broker

ALLA MIA BASALDUA

Capitola, California 95010

aimm.allamia@gmail.com

October 1979 to January 1991

EDUCATION

Certificate, Medical Billing <i>Medisoft Billing</i>	2001
Certificate, Multi-site Management of Schools <i>Accrediting Council of Continuing Education and Training</i>	1993
Certificate, Medical Massage <i>California Medical School of Shiatsu</i>	1990
Associate of Science, Business <i>Fresno City College</i>	1982
Certificate, Shiatsu Therapy <i>California School of Shiatsu</i>	1980
Certificate, Shiatsu Technician <i>Centennial School of Shiatsu</i>	1974



Please return this portion with your payment. No staples or paper clips. Do not fold. Thank you.



Account Number: [REDACTED]

Due Date:

10/02/2024

Total Amount Due:

[REDACTED]

Amount Enclosed:



801170070604 1 AV 0.545 362 2970 7



ALLA MIA BASALDUA

[REDACTED]

CAPITOLA CA 95010-2342

PG&E

BOX 997300

SACRAMENTO, CA 95899-7300



City of Capitola Application to Fill City Council Vacancy

Thank you for your interest in participating in Capitola's Government. This application is defined as a public record under California's Public Record Act. Completion and submission of this application is required for consideration of appointment to Councilmember, term ending December 2026. This application must be submitted no later than the deadline of June 3, 2025 by 5:00 PM. You must be a resident of the City of Capitola and a registered voter.

Full Name *

Camilla J Corvin

E-mail *

corvinslegalservices@gmail.com

Phone Number *

[REDACTED]

Address *

Street Address

[REDACTED]

Address Line 2

[REDACTED]

City

Capitola

Zip Code

95062

State

CA

Are you at least 18 years of age? *

☒ Yes

☐ No

Are you registered to vote? *

☐ No

☒ Yes, address is same as above.

☐ Yes, address is different than listed above:

Why do you wish to serve as a City Council Member?

The opportunity to use my experience in a local government role for the remaining period of Council Member Pedersen's term feels like the right thing to offer to do for the betterment of our entire community. The City is facing numerous challenges, and I welcome being part of a creative problem solving team for healthy outcomes that align with the City's strategic plan.

Can you share an example of a difficult decision you've had to make in a leadership or professional role, where the ethical choice wasn't necessarily the easiest or most popular? How did you approach it, and what was the outcome?

I have spent over 40 years in the legal field as a paralegal, and I am deeply passionate about the law. Much of my career has been dedicated to working in both State and Federal Courts. One of the most challenging roles I held was supporting six Federal Judges, particularly in drafting non-substantive orders that either granted or denied incarcerated individuals certain privileges.

Many of these individuals were convicted of serious, often heinous crimes—crimes for which I personally believe strong punishment is warranted. However, in this work, it was imperative to approach each order without bias. Every decision had to be grounded solely in the evidence and the law. There were times when the legal outcome ran counter to my personal beliefs, but the integrity of the legal process demands that personal opinions not interfere with what the law requires.

What do you see as the most significant challenge Capitola will face in the next two years, and how do you envision contributing to addressing it?

Along with many opportunities, there are challenges around the long-term fiscal stability of the City, the approach we take to housing and development, and of course the ongoing capital improvement projects, to name a few. I see a strong need to improve the transparency of HOW we operate as a

council and re-earning the public's trust that the City Council is acting in their best interest. Hard problems can be solved. It is essential that we communicate transparently and make informed decisions.

What is your vision for Capitola's future?

As a 13 year resident of Capitola, and family history of Santa Cruz County for over 100 years, I have a vision that Capitola will continue to be the very special place it has been for a very long time, while at the same time accepting the reality of needed changes to support a growing population, improve our infrastructure in a SAFE way, and provide the services the aging population, youth and all citizens expect and deserve. We can have a thriving, quaint city with diversity and charm, and I intend to work passionately to help achieve that.

(Optional) Please submit any documentation verifying your domicile in Capitola.

1514custbill05082025.pdf	382.98KB
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Please attach any additional materials relevant to your background and experience that may be considered for the appointment, including a resume, CV, or letters of support.

CAMI_CORVIN_Resume 2025.docx	45.39KB
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Signature

Date

2025-06-03





ENERGY STATEMENT

www.pge.com/MyEnergy

Account No: [REDACTED]
Statement Date: 05/08/2025
Due Date: 05/29/2025

Service For:

CAMI CORVIN

CAPITOLA, CA 95062

Questions about your bill?

Mon-Fri 7 a.m.-7 p.m.
Saturday 8 a.m.-5 p.m.
Phone: 1-800-743-5000
www.pge.com/MyEnergy

Budget Billing Summary

Amount Due on Previous Statement
Payment(s) Received Since Last Statement
Previous Unpaid Balance

Budget Billing Amount This Period
Central Coast Community Energy Electric
Generation Charges

Total Amount Due by
05/29/2025



Current charges include a discount of [REDACTED] for CARE.

Your Account Details

Account Balance From Previous Statement
Payment(s) Received Since Last Statement
Account Balance Before Current Charges
Current PG&E Electric Delivery Charges
Central Coast Community Energy Electric
Generation Charges
Current Gas Charges
Total Current Account Balance

Important Messages

PG&E will monitor and adjust your Budget Billing amount each month to keep your payments aligned with your actual energy usage.

Low-Income Home Energy Assistance Program (LIHEAP) is a federally funded assistance program that provides a one-time payment to help income-qualified customers pay their past due energy bills. PG&E does not administer this program. To find the local LIHEAP agency in your area, visit www.csd.ca.gov/energybills, or call the help line at **1-866-675-6623**.

Continued on last page

Please return this portion with your payment. No staples or paper clips. Do not fold. Thank you.



Account Number:

[REDACTED]

Due Date:

05/29/2025

Total Amount Due:

[REDACTED]

Amount Enclosed:

\$ [REDACTED]

CAMI CORVIN

CAPITOLA, CA 95062-4437

PG&E
BOX 997300
SACRAMENTO, CA 95899-7300



ENERGY STATEMENT

www.pge.com/MyEnergy

Account No: [REDACTED]
Statement Date: 05/08/2025
Due Date: 05/29/2025

Important Phone Numbers - Monday-Friday 7 a.m.-7 p.m., Saturday 8 a.m.-5 p.m.

Customer Service (All Languages; Relay Calls Accepted) 1-800-743-5000

TTY 7-1-1

Servicio al Cliente en Español (Spanish)	1-800-660-6789	Dịch vụ khách tiếng Việt (Vietnamese)	1-800-298-8438
華語客戶服務 (Chinese)	1-800-893-9555	Business Customer Service	1-800-468-4743

Rules and rates

You may be eligible for a lower rate. To learn more about optional rates or view a complete list of rules and rates, visit www.pge.com or call 1-800-743-5000.

If you believe there is an error on your bill, please call **1-800-743-5000** to speak with a representative. If you are not satisfied with our response, contact the California Public Utilities Commission (CPUC), Consumer Affairs Branch (CAB), 505 Van Ness Avenue, Room 2003, San Francisco, CA 94102, 1-800-649-7570 or 7-1-1 (8:30 AM to 4:30 PM, Monday through Friday) or by visiting www.cpuc.ca.gov/complaints/.

To avoid having service turned off while you wait for the outcome of a complaint to the CPUC specifically regarding the accuracy of your bill, please contact CAB for assistance. If your case meets the eligibility criteria, CAB will provide you with instructions on how to mail a check or money order to be impounded pending resolution of your case. You must continue to pay your current charges while your complaint is under review to keep your service turned on.

If you are not able to pay your bill, call PG&E to discuss how we can help. You may qualify for reduced rates under PG&E's CARE program or other special programs and agencies may be available to assist you. You may qualify for PG&E's Energy Savings Assistance Program which is an energy efficiency program for income-qualified residential customers.

Important definitions

Rotating outage blocks are subject to change without advance notice due to operational conditions.

Tier 1/Baseline allowance: Some residential rates are given a Tier 1/Baseline allowance - a CPUC approved percentage of average customer usage during summer and winter months. Your Tier 1/Baseline allowance provides for basic needs at an affordable price and encourages conservation. Your allowance is assigned based on the climate where you live, the season and your heat source. As you use more energy, you pay more for usage. Any usage over your baseline allowance will be charged at a higher price.

Wildfire Fund Charge: Charge on behalf of the State of California Department of Water Resources (DWR) to fund the California Wildfire Fund. For usage prior to October 1, 2020, this charge included costs related to the 2001 California energy crisis, also collected on behalf of the DWR. These charges belong to DWR, not PG&E.

Power Charge Indifference Adjustment (PCIA): The PCIA is a charge to ensure that both PG&E customers and those who have left PG&E service to purchase electricity from other providers pay for the above market costs for electric generation resources that were procured by PG&E on their behalf. 'Above market' refers to the difference between what the utility pays for electric generation and current market prices for the sale of those resources. Visit www.pge.com/cca.

Wildfire Hardening Charge: PG&E has been permitted to issue bonds that enable it to recover more quickly certain costs related to preventing and mitigating catastrophic wildfires, while reducing the total cost to its customers. Your bill for electric service includes a fixed recovery charge called the Wildfire Hardening Charge that has been approved by the CPUC to repay those bonds. The right to recover the Wildfire Hardening Charge has been transferred to a separate entity (called the Special Purpose Entity) that issued the bonds and does not belong to PG&E. PG&E is collecting the Wildfire Hardening Charge on behalf of the Special Purpose Entity. For details visit: www.pge.com/tariffs/assets/pdf/tariffbook/ELEC_PRELIM_JF.pdf.

Recovery Bond Charge/Credit: Your bill for electric service includes a charge that has been approved by the CPUC to repay bonds issued for certain costs related to catastrophic wildfires. The Recovery Bond Charge (RBC) rate is currently \$0.00647 per kWh. PG&E has also contributed certain amounts to a trust fund which is used to provide a customer credit equal to \$0.00647 per kWh (Recovery Bond Credit). The right to recover the RBC has been transferred to one or more Special Purpose Entities that issued the bonds and does not belong to PG&E. PG&E is collecting that portion of the RBC on behalf of the Special Purpose Entities.

Gas Public Purpose Program (PPP) Surcharge. Used to fund state-mandated gas assistance programs for low-income customers, energy efficiency programs, and public-interest research and development.

Visit www.pge.com/billexplanation for more definitions. To view most recent bill inserts including legal or mandated notices, visit www.pge.com/billinserts.

See the table reflecting "Your Electric Charges Breakdown" on the last page

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Please do not mark in box. For system use only.

Update My Information (English Only)

Please allow 1-2 billing cycles for changes to take effect

Account Number: [REDACTED]

Change my mailing address to: _____

City _____ State _____ ZIP code _____
Primary _____ Primary _____
Phone # _____ Email _____

Ways To Pay

- **Online via web or mobile at www.pge.com/waystopay**
- **By mail:** Send your payment along with this payment stub in the envelope provided.
- **By debit card, Visa, MasterCard, American Express, or Discover:** Call 877-704-8470 at any time. (Our independent service provider charges a fee per transaction.)
- **At a neighborhood payment center:** To find a neighborhood payment center near you, please visit www.pge.com or call 800-743-5000. Please bring a copy of your bill with you.



ENERGY STATEMENT

www.pge.com/MyEnergy

Account No: [REDACTED]
Statement Date: 05/08/2025
Due Date: 05/29/2025

Your Account Details



Important Messages (continued from page 1)

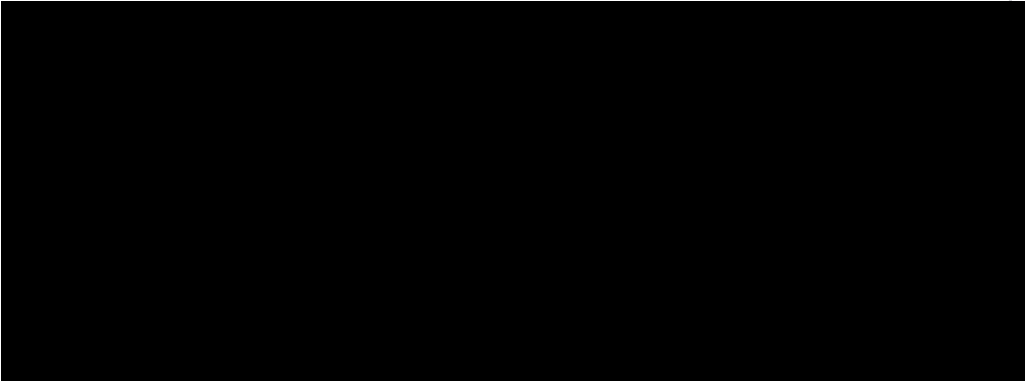
TOU Rate: You are currently on a time-of-use (TOU) rate schedule. Beginning June 1, the TOU rate charges higher prices in the summer for electric usage on summer evenings.

Details of PG&E Electric Delivery Charges

04/08/2025 - 05/06/2025 (29 billing days)



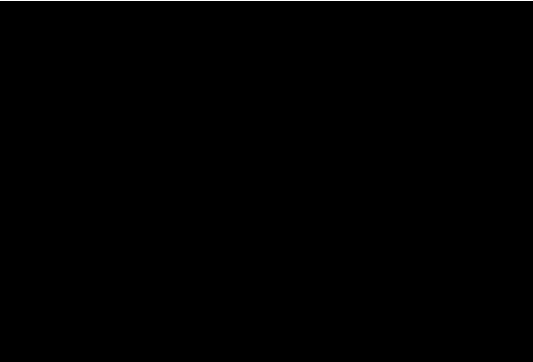
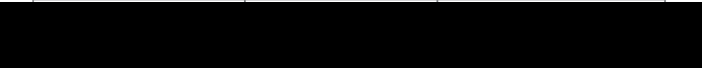
ing 4 - 9 p.m. Every Day)
11/09/2028)



2018 Vintaged Power Charge Indifference Adjustment

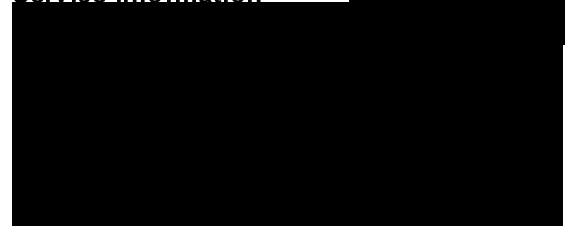
Average Daily Usage (kWh / day)

Last Year	Last Period	Current Period
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www.pge.com/rin
To program your smart device, scan the QR code or enter the RIN code above and follow the on-screen instructions.

Service Information



Your CARE usage is charged at these rates (\$/kWh). Differences may occur due to rounding.

04/08/2025 - 05/06/2025





ENERGY STATEMENT

www.pge.com/MyEnergy

Account No: [REDACTED]

Statement Date: 05/08/2025

Due Date: 05/29/2025

Details of Central Coast Community Energy Electric Generation Charges

04/08/2025 - 05/06/2025 129 [REDACTED] ng [REDACTED] ay [REDACTED]

04/08/2025 – 05/06/2025

Energy Electric Generation Charges

www.pge.com/rin

To program your smart device, scan the QR code or enter the RIN code above and follow the on-screen instructions.

please contact:

CENTRAL COAST COMMUNITY ENERGY
70 GARDEN CT STE 300
MONTEREY CA 93940
1-877-455-2223
www.3cEnergy.org

Additional Messages

Monterey Bay Community Power is now Central Coast Community Energy (3CE).

3CE is a community-owned public agency governed by board members who represent each community served. Sourcing electricity from clean and renewable energy resources, revenue generated by 3CE stays local and helps keep electricity rates competitive for customers, while also funding innovative energy programs designed to lower greenhouse gas emissions and stimulate economic development. 3CE serves customers in communities throughout Monterey, San Benito, San Luis Obispo, Santa Barbara and Santa Cruz counties. Visit 3CEnergy.org or call (888) 909-6227 to learn more.

NOTE: Your 3CE Electric Generation Charge replaces PG&E's charge for electric generation. This change is reflected in the "Generation Credit" line item shown on the "Details of the PG&E Electric Delivery Charges" page of your bill. PG&E continues to provide all electric delivery, billing, and gas services (if applicable) for 3CE service area.

Customer Privacy

Learn about 3CE's privacy policy at:
www.3CEnergy.org/privacy-policy/



ENERGY STATEMENT

www.pge.com/MyEnergy

Account No: [REDACTED]
Statement Date: 05/08/2025
Due Date: 05/29/2025

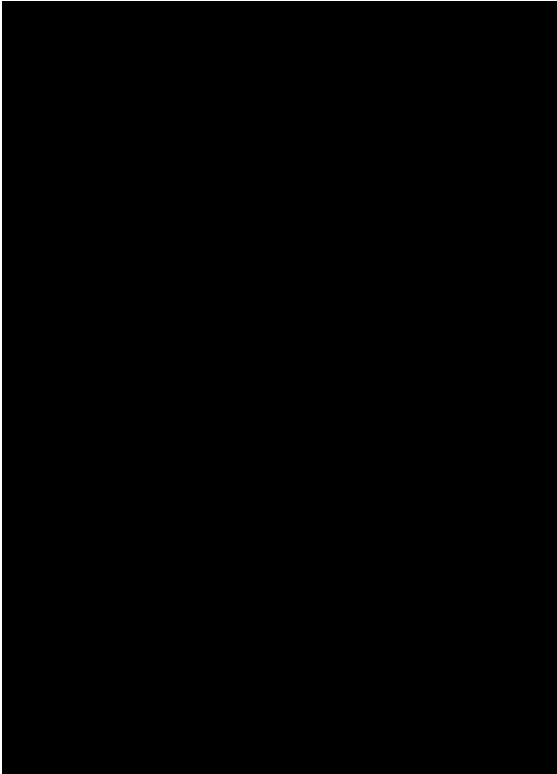
Details of Gas Charges

04/09/2025 - 05/07/2025 (29 billing days)

Service For: [REDACTED]



Service Information



Important Messages (continued from page 1)

TOU Rate: You are currently on a time-of-use (TOU) rate schedule. Beginning June 1, the TOU rate charges higher prices in the summer for electric usage on summer evenings.

Your Electric Charges Breakdown (from page 2)	
Conservation Incentive	
Transmission	
Distribution	
Electric Public Purpose Programs	
Nuclear Decommissioning	
Competition Transition Charges (CTC)	
PCIA	
Taxes and Other	
Total Electric Charges	



Camilla Corvin

Professional Summary

Experienced Contract Paralegal | Notary & Loan Signing Agent | Legal Document Assistant

With over 35 years of experience in the legal field, I offer comprehensive paralegal support to attorneys, title companies, banks, and real estate professionals. I bring a strong background as a Notary Public, Certified Loan Signing Agent, and Legal Document Assistant, with a focus on accuracy, efficiency, and professionalism. My strengths include legal document preparation, case management, and transaction coordination.

A decisive leader and problem-solver, I excel in planning, organization, and meeting tight deadlines. I am adept at navigating complex legal processes and helping clients meet compliance and operational standards.

Work History

Corvin's Legal Services

CAPITOLA, CA

09/2021-Present

- Owner and operator of Corvin's Legal Services
- Certified Paralegal with over 35 years' experience in various areas
- Mobile Notary Public, Bonded
- Legal Document Assistant
- Registered Loan Signing Agent
- Errors and Omissions Insurance
- Trusted professional and well known in the Community
- Your needs carefully and thoroughly reviewed

corvinslegalservices@gmail.com

Cell: [REDACTED]

Home: [REDACTED]

Corvinslegalservices.com

[REDACTED]

Capitola, CA 95010

Skills

Led conflict resolution initiatives, effectively managing client accounts and ensuring smooth interactions and issue resolution.

Directed employee scheduling, recruitment, and training programs, fostering a collaborative and efficient work environment.

Conducted performance reviews, provided coaching, and mentored staff to enhance productivity and professional development.

Managed relationships with clients, vendors, and local government agencies, ensuring exceptional service and compliance.

Delivered presentations and public speaking engagements, facilitating communication and engagement with internal teams and external stakeholders.

Led advertising and marketing initiatives, contributing to brand awareness and client acquisition strategies.

Experienced in appearing in court, preparing documents, and navigating legal proceedings, with a strong understanding of courtroom protocols.

Stone Siegel Law Firm - Paralegal

SANTA CRUZ, CA

01/2014 – 8/15/2020

• Real Estate Paralegal

- Conducted in-depth research on real estate and probate laws and regulations, providing daily legal analysis and assessments to attorneys.
- Oversaw administrative functions including billable hour tracking, payroll, client invoicing, and calendar management to ensure smooth office operations.
- Coordinated trial preparation by organizing exhibits, drafting supporting documentation, and preparing both physical and digital materials for presentation.
- Drafted legal correspondence and documentation daily, ensuring timely dissemination to appropriate stakeholders.
- Acted as liaison with outside vendors on a weekly basis, managing communication and documentation on behalf of attorneys.
- Maintained regular contact with opposing counsel from discovery through trial phases to support case progression and efficient litigation.
- Arranged for witness testimony, including contacting and scheduling key witnesses for hearings and trials.
- Directed the service of subpoenas and managed deposition scheduling to support case timelines and legal compliance.

United States District Court - Paralegal

San Jose, CA

07/2007 - 12/2011

Civil Rights U.S.C. §1983 and Habeas Corpus Paralegal

- Conducted extensive legal research on Civil Rights (42 U.S.C. §1983) and Habeas Corpus statutes and case law, providing in-depth analysis to attorneys and Federal judges.
- Drafted precise, well-researched pleadings and legal documents submitted to six Federal Judges, ensuring clarity and adherence to court requirements.
- Trained and supervised multiple legal interns, implementing best practices to enhance research quality and workflow efficiency.
- Researched state and federal statutes, case law, legal articles, and regulatory codes to support case development and legal strategy.
- Identified and summarized judicial precedents relevant to active litigation.
- Drafted, signed, and certified key legal filings for judicial review, supporting timely and accurate court processing.

Oversaw document scanning, organization, and archiving to ensure accuracy and accessibility of important materials.

Education

De Anza College

Cupertino, CA

Paralegal Studies

CEUs for Paralegal

State of California Notary Public

National Notary Association

National Notary Association Loan
Signing Agent

Legal Document Assistant-CEUs

Affiliations

- Retired member, United States Coast Guard Auxiliary
- Member of the National Notary Association
- Vice President Think Local First Board of Directors
- Member of The Santa Cruz Bar Association
(non-attorney)
- Family local to Santa Cruz since 1923



City of Capitola Application to Fill City Council Vacancy

Thank you for your interest in participating in Capitola's Government. This application is defined as a public record under California's Public Record Act. Completion and submission of this application is required for consideration of appointment to Councilmember, term ending December 2026. This application must be submitted no later than the deadline of June 3, 2025 by 5:00 PM. You must be a resident of the City of Capitola and a registered voter.

Full Name *

Chris Amsden

E-mail *

amsdenfinance@yahoo.com

Phone Number *

[REDACTED]

Address *

Street Address

[REDACTED]

Address Line 2

City

Capitola

Zip Code

95010

State

CA

Are you at least 18 years of age? *

☒ Yes

☐ No

Are you registered to vote? *

☐ No

☒ Yes, address is same as above.

☐ Yes, address is different than listed above:

Why do you wish to serve as a City Council Member?

I'm running for Capitola City Council to protect the unique charm, livability, and natural beauty of our community. As Capitola continues to face mounting pressure for rapid development, I believe it's critical we take a balanced, thoughtful approach that puts residents first—not developers.

Our small city cannot afford to lose its character to overdevelopment. I will advocate for smart growth policies that respect our existing neighborhoods, protect open space, and preserve our coastal environment. We must resist projects that strain infrastructure, increase traffic, or compromise the quality of life that makes Capitola so special.

I'm also a strong supporter of the coastal rail trail. It's time to prioritize sustainable transportation and recreation options that connect our communities while reducing car dependency and emissions. The rail corridor is a public asset that should benefit everyone—not just a few private interests. As your councilmember, I'll work to ensure that the rail trail moves forward as a safe, scenic route for walkers, cyclists, and families.

Capitola deserves leadership that listens, acts transparently, and puts community values first. I'm committed to protecting our environment, promoting public access, and keeping Capitola a place where people want to live, not just invest. Let's make thoughtful choices today that will preserve our city for future generations.

Can you share an example of a difficult decision you've had to make in a leadership or professional role, where the ethical choice wasn't necessarily the easiest or most popular? How did you approach it, and what was the outcome?

As a business leader, one of the most difficult decisions I made was to reduce our software product offerings in order to refocus on our core strengths. At the time, our company had expanded rapidly into new markets, but the growth was unfocused and unsustainable. We were spreading our resources too thin, and customer satisfaction was beginning to suffer.

I led the decision to discontinue several underperforming software products—even though they had vocal supporters internally and a loyal, if

small, customer base. This move was not popular with some employees who had invested time and energy into those products, nor with clients who valued them. But after reviewing the data, it was clear we needed to concentrate on what we did best to remain viable and competitive long term.

We communicated transparently, offered internal transfers where possible, and supported affected clients with alternatives. While the short-term fallout was uncomfortable, within a year we saw improved performance, higher customer satisfaction, and stronger team alignment.

It was a reminder that leadership sometimes means making hard choices that serve the greater health and future of the organization—even when they're unpopular in the moment.

What do you see as the most significant challenge Capitola will face in the next two years, and how do you envision contributing to addressing it?

One of the most significant challenges Capitola will face in the next two years is managing growth while preserving the character and livability of our community. As regional housing pressures increase, there will be continued push for higher-density development that could overwhelm our infrastructure, increase traffic congestion, and threaten the small-town charm that makes Capitola unique.

I believe we must take a deliberate and community-focused approach to planning. That means resisting overdevelopment, strengthening our local design standards, and ensuring any new housing truly serves local residents—not outside investors or short-term rentals. I will advocate for development that respects neighborhood scale, protects open space, and maintains public access to the coast.

At the same time, Capitola must continue investing in sustainable transportation. I strongly support the development of the coastal rail trail as a way to reduce car dependency, improve safety for pedestrians and cyclists, and create a greener future. I will work to ensure this project is advanced thoughtfully and equitably.

As a councilmember, I will listen closely to residents, prioritize transparency in decision-making, and always put the long-term interests of the community first. Preserving what we love about Capitola while planning responsibly for the future will be my guiding principle.

What is your vision for Capitola's future?

My vision for Capitola's future is a vibrant, sustainable, and inclusive community that protects its unique character while thoughtfully adapting to the challenges ahead.

I see a Capitola where growth is carefully managed to preserve our coastal charm, small-town feel, and quality of life. That means prioritizing housing that meets the needs of local workers and families, not outside investors or short-term rentals, and ensuring new development fits the scale and values of our neighborhoods.

I envision a city that leads on sustainability—by advancing the rail trail to provide safe, low-impact transportation options; protecting our coastline from the effects of climate change; and preserving open space and natural beauty for future generations.

Capitola's future should also be centered around community. I want to see more support for local businesses, vibrant public spaces, and civic engagement that empowers residents to have a voice in shaping our shared future. Our city should be a place where young families, seniors, workers, and small business owners can thrive.

Above all, my vision is rooted in balance—between progress and preservation, between tourism and livability, and between meeting today's needs and protecting tomorrow's possibilities. I believe thoughtful, transparent leadership can help us achieve that balance and keep Capitola the special place we all love.

(Optional) Please submit any documentation verifying your domicile in Capitola.

Amsden DL.jpg

2.21MB

Please attach any additional materials relevant to your background and experience that may be considered for the appointment, including a resume, CV, or letters of support.

Signature



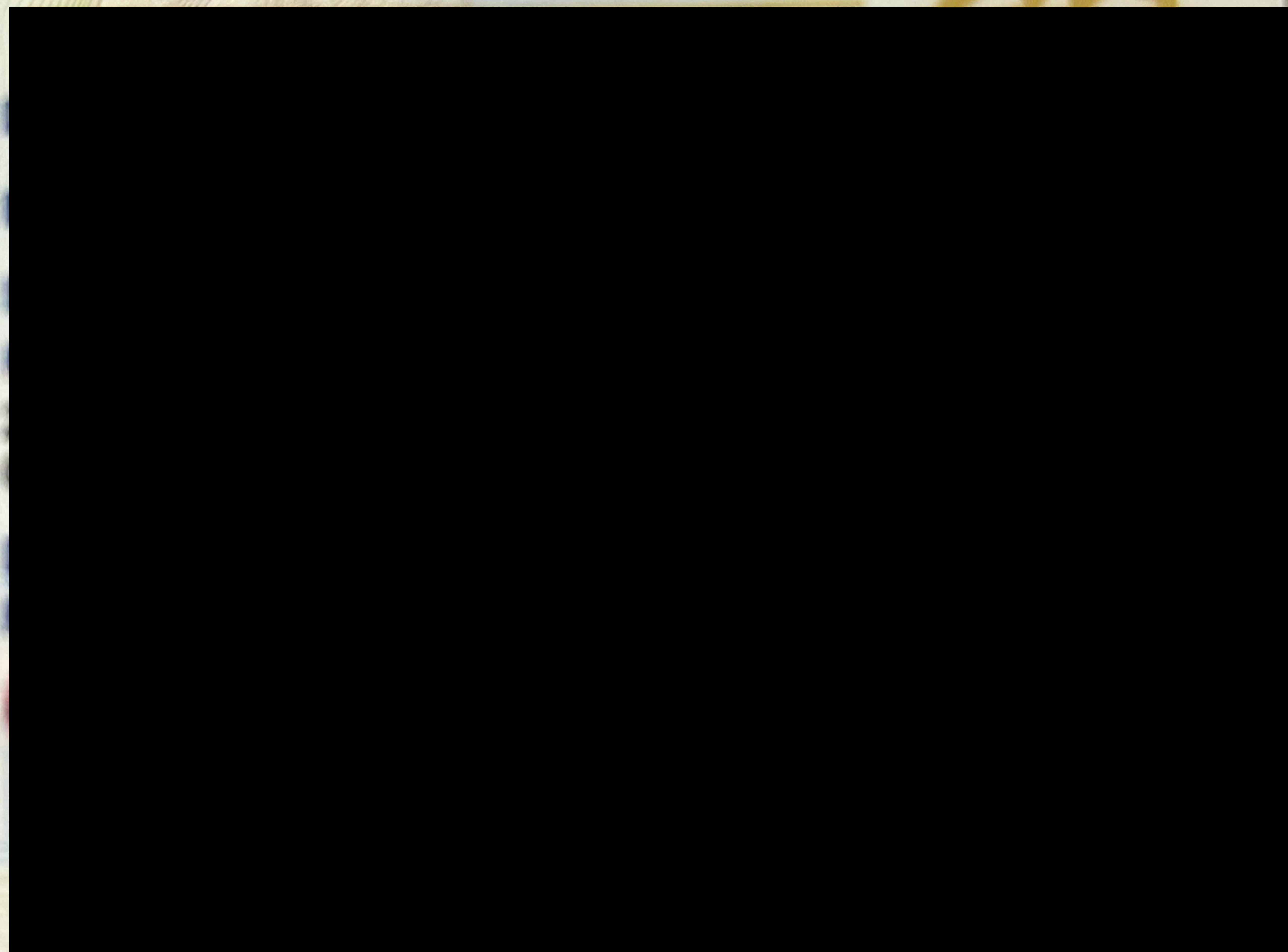
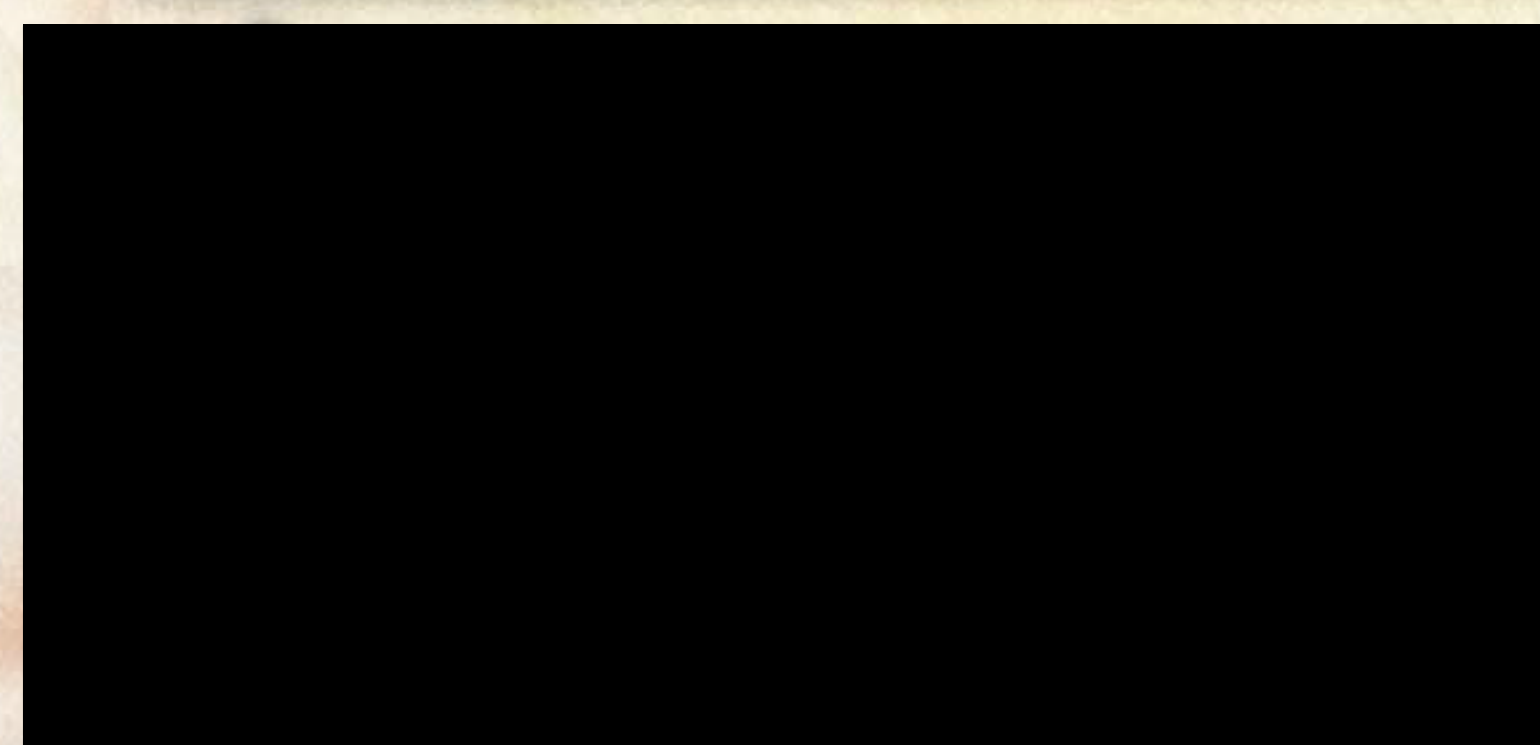
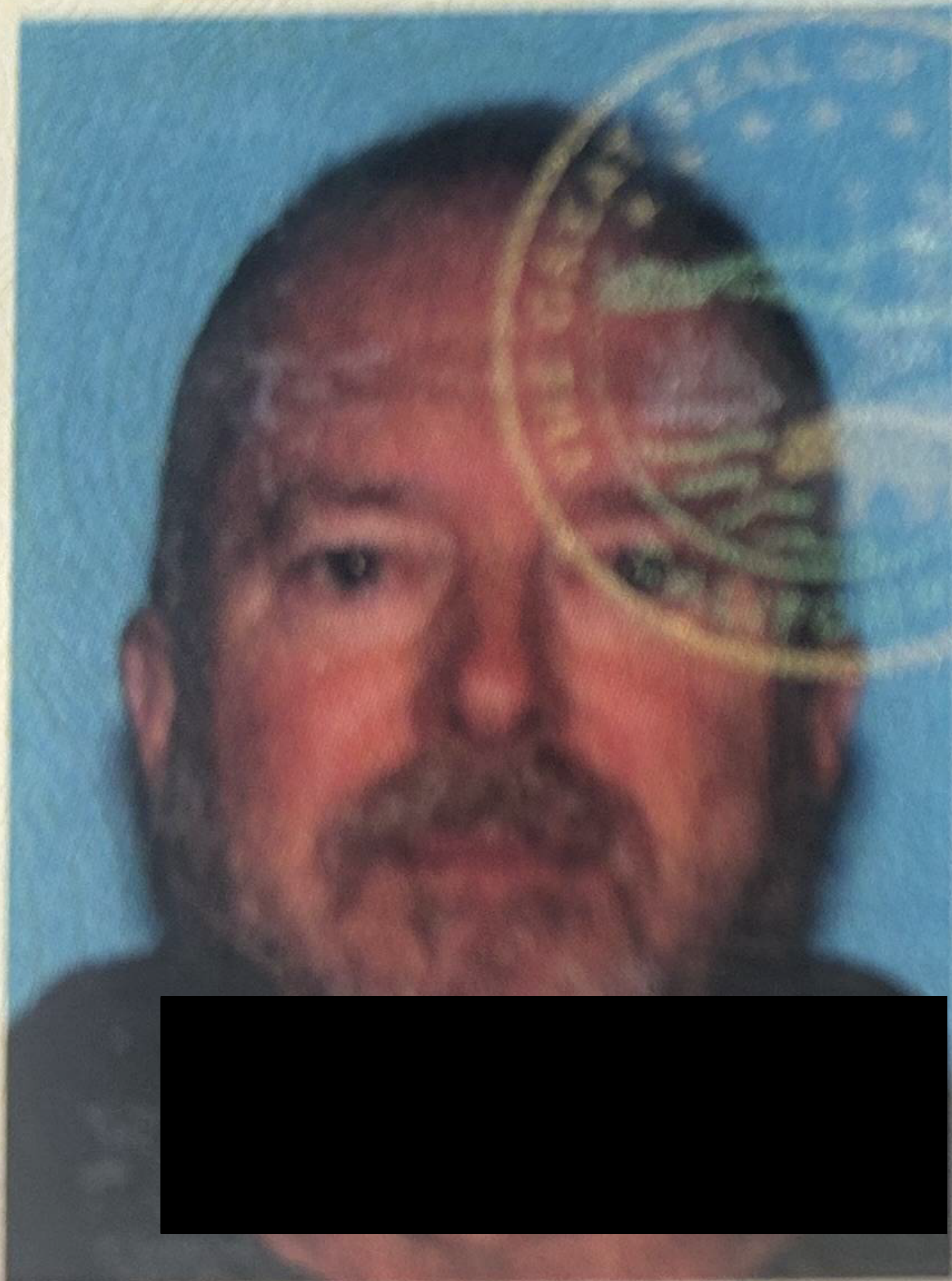
Date

2025-06-02

California

USA

DRIVER LICENSE





City of Capitola Application to Fill City Council Vacancy

Thank you for your interest in participating in Capitola's Government. This application is defined as a public record under California's Public Record Act. Completion and submission of this application is required for consideration of appointment to Councilmember, term ending December 2026. This application must be submitted no later than the deadline of June 3, 2025 by 5:00 PM. You must be a resident of the City of Capitola and a registered voter.

Full Name *

Daniel E. Castagnola

E-mail *

Castagnoladeli@gmail.com

Phone Number *

[REDACTED]

Address *

Street Address

[REDACTED]

Address Line 2

City

Capitola

Zip Code

95010

State

CA

Are you at least 18 years of age? *

☒ Yes

☐ No

Are you registered to vote? *

☐ No

☒ Yes, address is same as above.

☐ Yes, address is different than listed above:

Why do you wish to serve as a City Council Member?

I love this town—especially the Village with its colorful Venetian cottages, palm-lined streets, and “mom-and-pop” spirit. As a small business owner and Village resident for nine years, I've seen firsthand how rising rents, development pressures, and natural disasters have challenged us. I believe my perspective as a business owner can help the Council set and achieve community-driven goals.

If elected, I will:

Preserve our Village by protecting historic buildings, maintaining pedestrian-friendly corridors, and ensuring new development fits our scale.

Support small businesses by advocating for ordinances and permits that help local merchants thrive.

With deep roots in Capitola—running my deli, raising my family, and serving on local committees—I'm committed to listening, working alongside my fellow councilmembers and city staff, and preserving Capitola's unique charm for generations to come.

Can you share an example of a difficult decision you've had to make in a leadership or professional role, where the ethical choice wasn't necessarily the easiest or most popular? How did you approach it, and what was the outcome?

As a finance manager for a local car dealership, my role included signing loan documents, ensuring DMV compliance, and assessing customer needs to offer maintenance and mechanical insurance products. When new ownership urged me to upsell unnecessary services for higher profits, it conflicted with my commitment to honesty and client well-being. I stood firm, refusing to push products that didn't benefit customers and prioritizing integrity over management's demands.

What do you see as the most significant challenge Capitola will face in the next two years, and how do you envision contributing to addressing it?

I believe Capitola's greatest challenge over the next two years will be maintaining a vibrant, diverse business mix in the Village amid rising rents, off-season lulls, and competing tourism markets. To tackle this, I propose creating a dedicated Economic Development department—modeled on successful programs in similar beach towns—that works hand-in-hand with the BIA and local landlords. By proactively recruiting complementary businesses (rather than duplicates), offering retention incentives, and tailoring support for small “mom-and-pop” operators, we can keep storefronts full year-round and preserve Capitola's unique character.

What is your vision for Capitola's future?

My vision as a council member isn't just my own—it must reflect the community's majority. Together, we will preserve the Village's nostalgic charm and close-knit family atmosphere while energizing the off-season with markets, pop-up events, and family activities that keep locals engaged and storefronts vibrant. By collaborating with the BIA and landlords to support diverse businesses year-round—and by positioning Capitola as a winter haven for “snowbirds” through sister-city partnerships and special welcome packages—we can protect our historic beauty, boost commerce during slower months, and establish the Village as a unique, year-round destination.

(Optional) Please submit any documentation verifying your domicile in Capitola.

Please attach any additional materials relevant to your background and experience that may be considered for the appointment, including a resume, CV, or letters of support.

Signature

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Date

2025-06-03



City of Capitola Application to Fill City Council Vacancy

Thank you for your interest in participating in Capitola's Government. This application is defined as a public record under California's Public Record Act. Completion and submission of this application is required for consideration of appointment to Councilmember, term ending December 2026. This application must be submitted no later than the deadline of January 23, 2025 by 5:00 PM. You must be a resident of the City of Capitola and a registered voter.

Full Name *

Enrique Dolmo Jr

E-mail *

mrcapitola@gmail.com

Phone Number *

[REDACTED]

Address *

Street Address

[REDACTED]

Address Line 2

City

Capitola

Zip Code

95010

State

CA

Are you at least 18 years of age? *

☒ Yes

☐ No

Are you registered to vote? *

☐ No

☒ Yes, address is same as above.

☐ Yes, address is different than listed above:

Why do you wish to serve as a City Council Member?

I want to serve as a City Council member because I am deeply committed to our community and I want to make a positive impact. I view myself not as a politician but as someone who loves his community and seeks to address its needs. Through my work with organizations like Campus Kids Connection (CKC), the Capitola Police Chief Advisory Board, and the Capitola Historical Museum, as well as his volunteer efforts at the juvenile hall, I have shown my dedication to fostering a safe, inclusive, and thriving environment for everyone.

Serving on the City Council would allow me to amplify my efforts, give back to Capitola, and work on initiatives that enhance the quality of life for its residents. Whether it's helping people with opportunities, advocating for fairness, or improving local resources, I am passionate about creating meaningful change.

Can you share an example of a difficult decision you've had to make in a leadership or professional role, where the ethical choice wasn't necessarily the easiest or most popular? How did you approach it, and what was the outcome?

In my role as a board member for Campus Kids Connection, we faced a difficult decision regarding budget allocations for afterschool programs. We were presented with a proposal to reduce staffing in one of the less-popular programs to redirect funding toward expanding a more in-demand program. On paper, it seemed logical—focusing on what would serve more families. However, the proposed cuts would disproportionately affect a small group of families who relied heavily on that specific program for childcare and enrichment.

I approached the situation by first thoroughly understanding the perspectives of all stakeholders. I spoke with the families who would be impacted, listened to staff concerns, and analyzed the financial projections. Balancing the needs of the broader community with those of a vulnerable group required careful deliberation.

Ultimately, I advocated for an alternative solution: identifying new grant opportunities and reworking the budget to preserve the smaller program while still allocating some resources to expand the popular one. This approach required more effort and wasn't the easiest path, but it ensured we upheld our commitment to equity and serving all families fairly.

The outcome was positive—both programs remained operational, and the process strengthened trust between the board, staff, and families. This

experience reinforced my belief that ethical leadership often requires taking the harder path to do what's right, even when it's not the most popular decision.

What do you see as the most significant challenge Capitola will face in the next two years, and how do you envision contributing to addressing it?

1. Investing in Youth: One of the most pressing challenges Capitola faces in the next two years is ensuring that our city continues to provide opportunities and resources for youth while balancing the needs of our growing community. Young people are not only the future of Capitola, they are also its present, and it's vital that we invest in their development, safety, and well-being.

As someone who works closely with young people through my roles at New Brighton Middle School, Campus Kids Connection board and volunteering at the Santa Cruz Juvenile Hall, I've seen firsthand how critical these investments are. To address this, I would focus on:

Youth Engagement: Creating programs that actively involve young people in community decisions. It's important that they have a voice in shaping Capitola's future, especially in matters that directly affect them. Through regular town halls or youth councils, we can empower the next generation to become active participants in their community.

Access to Resources: Expanding access to afterschool programs, recreational activities, and mental health services so every young person has the tools to succeed and feel supported. No child should be left behind because of lack of opportunity. We need to ensure that the resources they need are not just available, but also accessible and equitable for all families.

Safe Spaces: Ensuring our parks, public spaces, and community centers are safe and inclusive environments where youth can gather, learn, and thrive. We need to continue improving these spaces with an emphasis on safety, accessibility, and fostering a sense of belonging.

2. Balancing Growth and Community Character: Another challenge Capitola faces is maintaining the balance between preserving our small-town charm and addressing the growing demands for housing, infrastructure, and sustainable tourism. While growth is inevitable, we must ensure that development does not come at the expense of our community's unique character or the well-being of its residents.

To navigate this balance, I envision a collaborative approach—engaging residents, businesses, and local organizations to ensure their voices are heard in every decision. Specifically, I would focus on:

Affordable Housing: Advocating for housing policies that prioritize affordability for families, workers, and seniors. We need to ensure that new developments offer options that are accessible to people at all income levels while preserving Capitola's aesthetic and environmental standards. This means encouraging thoughtful, mixed-use developments that blend seamlessly with our community's identity.

Infrastructure Improvements: Supporting investments in infrastructure, particularly addressing traffic congestion, parking, and the maintenance of aging facilities. We must make sure that as Capitola grows, our infrastructure evolves with it—keeping the city accessible, livable, and resilient. Smart transportation and sustainable development practices will be key.

Sustainable Tourism: Promoting eco-friendly tourism initiatives that protect our environment while still supporting the local economy. Capitola's tourism is a significant part of its economic engine, but it's crucial that we protect the very qualities that attract visitors in the first place. Promoting green initiatives, responsible tourism practices, and reducing environmental impacts will help us preserve our natural beauty for future generations.

What is your vision for Capitola's future?

My vision for Capitola's future is a city that thrives while preserving the unique charm and sense of community that make it so special. I see a Capitola that continues to grow responsibly, balancing the needs of its residents, businesses, and environment to create a vibrant, inclusive, and sustainable community for generations to come.

In my vision:

1. Youth Thrive: Capitola provides abundant opportunities for our young people through enhanced education, afterschool programs, sports, mentorship, and spaces where they feel safe and supported. Investing in our youth will ensure a brighter future for the entire community.
2. Housing is Accessible: Our city develops affordable housing options that prioritize working families, seniors, and young professionals while maintaining our small-town character.
3. The Environment is Protected: Capitola leads in sustainability by promoting eco-friendly tourism, protecting our coastline, and adopting green initiatives that preserve our natural beauty for future generations.
4. The Economy is Strong: Our local businesses thrive, supported by smart policies that draw visitors while ensuring that residents' needs come first.
5. The Community is United: Capitola continues to be a place where everyone—young and old, new residents and lifelong community members—feels connected and valued.

I envision Capitola as a city that embraces progress without losing sight of its roots, a place where everyone has the opportunity to succeed, and where neighbors continue to look out for one another.

Please attach any additional materials relevant to your background and experience that may be considered for the appointment, including a resume or CV.

Signature

A black rectangular box redacting the signature.

Date

2025-01-22

Enrique Dolmo Jr.
mrcapitola@gmail.com
Capitola Ca, 9501

Professional Summary

Dedicated and community-focused leader with a strong commitment to public service, education, and community safety. Proven experience in organizational governance, strategic decision-making, and community outreach through active roles on multiple boards. Passionate about creating positive impacts and building stronger communities.

Professional Experience

Board Member
Campus Kids Connection

- Collaborate with fellow board members to oversee strategic planning, budgeting, and operations for after-school care programs.
- Advocate for high-quality child care services that meet the needs of families in the community.

Advisory Committee Member
Capitola Police Chief Advisory Committee

- Provide input and guidance to the Capitola Police Department to improve public safety and community relations.
- Represent community concerns and contribute to shaping policies that ensure equitable and effective policing.

Board Member
Capitola Historical Museum

- Support the preservation and promotion of Capitola's rich history through exhibits, events, and community education.
- Participate in strategic planning to enhance the museum's reach and impact.

Chapter 388 Soquel Union School District Union President

- Active participant in advocating for worker rights, fair labor practices, and organizational improvements.

Community Leadership

- Advocate for Criminal Record Relief
- Assist individuals in navigating the process to remove felonies and misdemeanors from their records, empowering them to access new opportunities.



City of Capitola Application to Fill City Council Vacancy

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Full Name *

Justin Maffia

E-mail *

justin.maffia@gmail.com

Phone Number *

[REDACTED]

Address *

Street Address

[REDACTED]

Address Line 2

City

Capitola

Zip Code

95010

State

CA

Are you at least 18 years of age? *

☒ Yes

☐ No

Are you registered to vote? *

☐ No

☒ Yes, address is same as above.

☐ Yes, address is different than listed above:

Why do you wish to serve as a City Council Member?

I've lived in Capitola for 15 of the past 20 years, and this town means a great deal to me. I'm running because I want to help protect the Capitola we know and love. Our unique charm, small-town feel, and community spirit are being challenged by outside influences and decisions made without transparency or resident input. I believe the people of Capitola should shape its future, not special interests or top-down mandates.

Professionally, I bring over 20 years of experience as an HR leader in large technology companies, leading strategic initiatives and managing complex budgets that require complicated and challenging decision-making. I want to apply those skills to help our city govern wisely and serve its residents. I'm deeply committed to ensuring Capitola remains a place where people feel proud to live, with leadership that listens and acts in the community's best interest.

Can you share an example of a difficult decision you've had to make in a leadership or professional role, where the ethical choice wasn't necessarily the easiest or most popular? How did you approach it, and what was the outcome?

In the past, I was part of a leadership team that played a key role in a significant restructuring effort to right-size our organization and improve its long-term sustainability. This included cutting program expenses, eliminating some roles, and transitioning part of the team to an offshore model. These decisions were difficult, especially knowing they would impact people I respected and cared about.

The easy route would have been to delay action or sugarcoat the rationale. Instead, I took a transparent approach: I clearly explained the "why," involved key team members in shaping the future-state model, and made sure those impacted were treated with respect, empathy, and fairness. I also focused on painting a compelling and realistic vision of what success could look like in the new structure—how it would position the company for growth and create clearer roles and opportunities for those remaining.

While not everyone agreed with the decision, many appreciated the honesty and the way it was handled. The organization ultimately stabilized

and began operating more efficiently, and several team members later shared that the clarity and transparency helped them move forward with confidence.

What do you see as the most significant challenge Capitola will face in the next two years, and how do you envision contributing to addressing it?

Capitola's biggest challenge is managing state-mandated housing growth without losing the character of our community. With over 1,300 new homes expected, we must meet this demand responsibly—without overwhelming our infrastructure or sacrificing the charm that makes Capitola special.

As a Council Member, I'll advocate for a practical, community-first approach. That includes focusing development on appropriate areas like the Capitola Mall, preserving neighborhood character, and ensuring our roads, schools, and public safety services can handle growth. I'll push for transparency, invite resident input early, and work to keep decision-making in Capitola's hands—not Sacramento

What is your vision for Capitola's future?

My vision is for Capitola to stay true to its roots: a charming, livable coastal town where residents feel heard and connected. I want us to protect our historic character and scenic beauty while making smart, long-term decisions that improve quality of life.

That includes opposing wasteful projects like the proposed passenger rail line through Capitola, which would be a massive expense with little benefit. Instead, I support railbanking and creating a safe, scenic trail along the corridor, including preserving the trestle for community use. We should improve local transit options, traffic safety, and infrastructure where it directly benefits residents.

I also envision a city government that operates transparently, listens to its people, and focuses on practical solutions—whether it's revitalizing the mall, encouraging local business, or planning for a strong fiscal future. My goal is to help ensure Capitola remains the special place we all love, for generations to come.

(Optional) Please submit any documentation verifying your domicile in Capitola.

PGE Screen Shot.png	84.55KB
Tax return_Address Line.png	69.29KB

Please attach any additional materials relevant to your background and experience that may be considered for the appointment, including a resume, CV, or letters of support.

Profile.pdf	83.19KB
jmaffia__resume_20250410.pdf	127.1KB

Signature



Date

2025-06-03

Please return this portion with your payment. No staples or paper clips. Do not fold. Thank you.



Account Number: [REDACTED]

Due Date: [REDACTED]

Amount Due: [REDACTED]

Amount Enclosed:

\$

[REDACTED]

JUSTIN MAFFIA

[REDACTED]
CAPITOLA, CA 95010-2327

PG&E

BOX 997300

SACRAMENTO, CA 95899-7300

Page 1 of 10



ENERGY STATEMENT

www.pge.com/MyEnergy

Account No: [REDACTED]

Statement Date: 05/06/2025

Due Date: 05/27/2025

Important Phone Numbers - Monday-Friday 7 a.m.-7 p.m., Saturday 8 a.m.-5 p.m.

Customer Service (All Languages; Relay Calls Accepted) 1-800-743-5000

TTY 7-1-1

Servicio al Cliente en Español (Spanish)

1-800-660-6789

Dịch vụ khách tiếng Việt (Vietnamese)

1-800-298-8438

華語客戶服務 (Chinese)

1-800-893-9555

Business Customer Service

1-800-468-4743

Rules and rates

Power Charge Indifference Adjustment (PCIA): The PCIA is a charge to ensure

Form

1040

Department of the Treasury - Internal Revenue Service

U.S. Individual Income Tax Return**2024**

OMB No. 1545-0074

IRS Use Only - Do not write or staple in this space.

For the year Jan. 1 - Dec. 31, 2024, or other tax year beginning , ending

See separate instructions.

Your first name and middle initial

Last name

JUSTIN P.

MAFFIA

Home address (number and street). If you have a P.O. box, see instructions.

Apt. no.

[REDACTED]

City, town, or post office. If you have a foreign address, also complete spaces below.

State

ZIP code

CAPITOLA

CA 95010

Foreign country name

Foreign province/state/county

Foreign postal code

Presidential Election Campaign
Check here if you, or your spouse if filing jointly, want \$3 to go to this fund. Checking a box below will not change your tax or refund.☐ You☐ Spouse

Contact

justin.maffia@alteryx.com

www.linkedin.com/in/justinmaffia
(LinkedIn)

Top Skills

Compensation & Benefits

Human Resources Information
Systems (HRIS)

Human Resources

Languages

English

Certifications

Reimagining Skills in the Age of AI
Generative AI, Recruiting, and Talent
Acquisition

Harnessing AI in the Recruiting
Lifecycle

Ken Blanchard on Servant
Leadership

Leading Your Team Through
Change

Justin Maffia

Senior HR Operations Leader | Ex-Facebook, Ex-LinkedIn | Builder
of HR Shared Services | Driving AI Adoption in People Ops
Capitola, California, United States

Summary

As a seasoned People Operations leader, I specialize in scaling HR functions and optimizing employee service delivery to meet the evolving needs of dynamic organizations. With deep People Services and operations expertise, I have successfully led teams through complex transformations, delivering innovative solutions that enhance operational efficiency and elevate the employee experience.

Lately, I've been diving into how AI—particularly tools like ChatGPT—can streamline HR workflows, improve service delivery, and unlock new levels of team productivity. I'm energized by the potential to combine human-centered practices with smart automation to future-proof People Operations.

My passion lies in building scalable processes and fostering inclusive, service-driven cultures that drive organizational success. I am excited to be part of Alteryx, a company that empowers data analysts and scientists to solve complex problems and drive business outcomes.

Experience

Alteryx

Sr. Director, Global People Operations

May 2023 - Present (2 years 2 months)

Northern California

As part of the People & Culture Leadership Team, I lead a team of professionals across three core verticals that support our roadmap and enable delivery of enterprise-wide employee programs: Global HR Service Delivery, People Analytics, and People Operations Partners.

HR Service Delivery:

I'm leading the implementation of a global tiered service model, establishing a frontline shared service team in Bangalore, India, with tier 2 support in the U.S., EMEA, and Eastern Europe. We provide high-quality employee support and ensure seamless execution of HR processes. From knowledge creation to frontline support, our team lays the foundation for scalable, efficient service delivery. We continually refine our approach to enhance both the employee experience and operational efficiency, optimizing use of key HR tech platforms including Workday and ServiceNow.

People Analytics:

Our team turns workforce data into strategic insight. We analyze attrition, hiring trends, and internal mobility to inform decisions that drive organizational performance. Using advanced analytics tools like Alteryx, we deliver data products and dashboards that enable business leaders to act with confidence.

People Operations Partners:

This team bridges HR strategy and system delivery. In partnership with COEs and IT, we drive project definition, manage UAT, and create employee-facing enablement materials. Our work ensures that tech solutions support our roadmap while improving employee experience and HR efficiency.

In addition to these responsibilities, I serve as the AI Champion for the People & Culture team—driving AI education, experimentation, and adoption across HR. I lead initiatives to identify use cases and unlock productivity, speed, and agility through tools like our internal AI Agent and ChatGPT.

Procore Technologies

Senior Director, Global Head of Talent Operations

June 2021 - April 2023 (1 year 11 months)

Capitola, California, United States

Helping scale the Talent Operations function at Procore Technologies.

Leading team of 22 HR professionals delivering HR Services, including HR Service Delivery, HR Business Excellence, Immigration, Mobility, HR Project Management, and international expansion.

Interim leading teams delivering U.S. Benefits, Health, and Wellness programs, including Leave of Absence and Time away benefits.

Since joining Procore in June 2021, I have had the opportunity to grow the HR Operation function in scope and structure. After formalizing team verticals, we have created an organization able to support run-the-business activities such as onboarding, off-boarding, and data changes while dedicating resources to project delivery and new initiatives. In this role, my organization has taken on the planning motions for HR, leading project intake, prioritization exercises, resource conversation, and project management.

During FY22 budget and roadmap planning, I partnered with the CHRO to drive the 2022 annual plan and represented the GTO function through the annual planning process.

LinkedIn

5 years 10 months

Director, Talent Services Programs

January 2021 - June 2021 (6 months)

Sunnyvale, California, United States

Led new team combining our incredible existing Contingent Workforce and Global Immigration teams. This combined specialized Programs team will focus on enhancing our operational service delivery capabilities and building program foundations supporting the continued growth and scale of these specialized programs.

We aim to elevate our partnership with stakeholders and provide impactful program insights that can be used to inform LinkedIn's total talent strategy.

Director, Talent Services (HR Operations)

September 2018 - January 2021 (2 years 5 months)

San Francisco Bay Area

Led HR Operations Teams (~20 people) responsible for delivering and improving Employee Services, Onboarding, Benefits Operations, Talent Acquisition Ops and Learning and Development Ops support to employees across the Americas.

We defined and delivered process and program excellence, including:

- Employee experience (HR Employee Service via ServiceNow) - average 8K cases/qtr
- Facilitated Workday employee data changes and transactions
- Delivered employee support for benefits programs and HR Inquiries

- Employee support for perk programs
- Transitioned and built a centralized center of excellence for employment letter creation
- Facilitated end to end candidate background screening process
- Manage centralized offer letter creation, employee onboarding, and new hire integration activities
- Centralized data management support for organizational change
- Launched Learning Program Coordination and Tier 1 Learning Management System Support
- Drove creation of knowledge content and online resources to provide employee Tier 0 support

The team delivered numerous R.O.B business processes on top of supporting over 8,000 employee cases each quarter.

In this role, I partner with our HR Technology team to define and execute our HR Technology roadmap.

Senior Manager, Talent (HR Operations)
March 2017 - September 2018 (1 year 7 months)
Sunnyvale, CA

Manager, Talent (HR Operations)
September 2015 - April 2017 (1 year 8 months)
Sunnyvale, California

Facebook
Lead, People Operations - Onboarding and L&D Operations
June 2013 - September 2015 (2 years 4 months)
Menlo Park, California

At Facebook I had the opportunity to lead two HR Shared Service Teams as part of People Operations. I oversaw the delivery of operational execution for New Hire Onboarding and Corporate L&D programs. While leading these teams we successfully supported the scaling of business processes while the company grew from ~4500 to over 11,000 in just over two years.

Responsibilities included:

- Lead team responsible for operational aspects of onboarding thousands of employees annually

- Oversight of HR BPO partner responsible for offer letters and employee transactions
- Team responsible for letter creation, employee data management, NH integration, and data quality
- Key contributor in project to select and implement HR business process outsourcing partner to off-shore back office HR transactions
- Selected, implemented and managed onsite L&D operations vendor (grew team from 3 to 18)
- Data quality and payroll audit processes for SOX compliance
- Learning management system vendor selection
- L&D program reporting, surveys and metrics
- Manage business process, team and vendor responsible for global candidate background checks

Synopsys

Senior HR Programs Specialist

February 2013 - June 2013 (5 months)

Sunnyvale, California

Supported L&D and Leadership Development Operations through:

- Leadership Development Program Management
- Vendor and content management
- Learning program design and roll-out
- Program evaluation and reporting
- SumTotal LMS administration
- Compliance Administration

Cypress Semiconductor Corporation

7 years 9 months

Learning and Development Supervisor

November 2009 - February 2013 (3 years 4 months)

San Jose, California

- Program management of Executive Mentor Program; managing participant communication and all logistics of four annual off-sites hosting 30 executive and senior leaders.
- Owned the Plateau Learning Management System (LMS), managing Manila-based Help Desk team delivering support to 4,500 global users.

- Global delivery of training programs including: Precision Questioning and Answering, Customer Service, Hiring at Cypress, Motivating Others, Getting Started as a New Leader, the Cypress Memo System, and Tools for Managing Everyday projects.
- Deliver strategic and tactical supports for all aspects of the Learning function including: vendor and project management, spec and process development, and customer support.
- Program design, communication, and delivery of global management development curriculum targeting new and newly promoted managers.
- Design and implemented customer surveys using the Net Promoter Score (NPS) methodology.
- Certified facilitator of DDI: Development Dimensions International's "Interaction Management" courses.
- Lead initiative to document as-is business analysis and definition of business requirements for purchase of SaaS Applicant Tracking and Onboarding software.
- Launched and analyzed management skills assessment survey and presented results to CEO and executive staff during quarterly operations review.
- Partnered with IPC: Association Connecting Electronics Industries, to host three day printed circuit board designer workshop and exams at three Cypress sites globally. Project resulted in 50 Cypress engineers completing the industry recognized printed circuit board certification in 2010.
- Responsible for data analysis and reporting of company-wide learning compliance.
- Managed University Relations Program Intern; responsible for on-campus recruiting, full-cycle NCG staffing and the Cypress Co-op and Internship Program.

Senior L&D Training Instructor

December 2008 - October 2009 (11 months)

Led internal process for 32-week Learning Management System implementation which included completing 30 deliverables on schedule and presenting 8 project milestones to IT review board.

Designed, launched, and analyzed data for global HR customer survey; presented results to CEO and Executive staff during Q1 and Q2 2009 quarterly operations reviews.

Led team to revamp and deliver Cypress Best Hiring Practices Training.

Coordinated off-site activities for Cypress Executive Mentor and Performance Academy leadership programs.

Managed and delivered content for weekly New Employee Orientation covering core values, mission, products, incentive programs, benefits, and IT systems.

HRBP (New College Grads, Co-op's, and Interns)

December 2006 - December 2008 (2 years 1 month)

- Managed the Cypress co-op program by providing support to HR Business Partners, Managers and Students on hiring, J-1 Visa applications, performance evaluation and terminations.
- Implemented process to track co-op performance and full-time conversion rates (in 2007, 65% of graduating students converted to fulltime employment).
- Updated and authored numerous specifications governing hiring and recruiting.
- Drove global initiative to standardize new hire training content used in all facilities.
- Conducted visits to major sites (U.S., India, and Philippines) to collect input from HR staff on country-specific onboarding processes.
- Authored Business Requirements, Preliminary Project Plan and Software Project Plan documents required for IT approval to purchase software for automation of new employee onboarding process.
- Created specifications for onboarding new Executive and Management employees; worked with IT and Business Systems to create online checklist for tracking and managing new executive training.
- I-9 Employment Verification Specialists for Cypress San Jose site.
- Managed summer intern who compiled and documented Cypress training program evaluations.

University Staffing Analyst

December 2005 - December 2006 (1 year 1 month)

- Responsible for full cycle NCG recruiting from initial contact to offer acceptance and onboarding.
- Coordinated logistics for 30+ on-campus recruiting events each semester at U.S. universities
- Negotiated job offers with New graduate candidates; advocated company culture, compensation package, and benefits

- Facilitated Cypress Co-op/Internship program by conducting tasks that included candidate sourcing, housing arrangements, on-boarding, terminations/exits, and J-1 visa applications.
- Used behavioral interviewing techniques to conduct phone screens of intern/co-op candidates.
- Supported College Development Manager in the facilitation of NCG Rotation Program.

University Relations Co-op
 June 2005 - December 2005 (7 months)
 San Jose, California

New United Motor Manufacturing, Inc. (NUMMI)
 HR Benefits Co-op
 January 2005 - June 2005 (6 months)

- Assisted 5000+ unionized employees with daily benefits issues.
- Conducted tasks required for compliance with COBRA and HIPPA regulations.
- Collected and organized data to create a customized Statement of Benefits for each of the companies 5000+ team members.
- Conducted audit to determine dependent eligibility under the group health care plan.
- Worked with PeopleSoft and ADP (payroll) databases.

Education

San Jose State University
 BS, Business Admin, Human Resources · (2000 - 2005)

OBJECTIVE: To leverage a strategic people-shared services function to deliver an incredible employee experience and enable process and service delivery at scale—driven by a passion for finding efficiencies through AI and tools like ChatGPT.

WORK EXPERIENCE:

Senior Director, People Operations, May 2023 – Present, **Alteryx, Inc.**, Remote, Bay Area California

I am a senior leadership team member in HR and oversee the People Operations function. This includes HR Service Delivery, People Analytics, and People Technology Processes. I joined the team in May 2023 and have established the groundwork for our 2024 transformation efforts. Our goal is to strengthen the processes that support our HR centers of excellence and provide our employees with excellent HR service delivery experiences globally.

- Led a six-month transformation of service delivery by building a centralized Tier 1 People Support team offshore in Bangalore, India. Oversaw end-to-end implementation—including hiring, process documentation, knowledge transfer, and go-live. Phase 1 successfully transitioned recruiting coordination, onboarding, offboarding, and Tier 1 employee inquiry support. The new team handled over 2,500 cases in its first quarter live, demonstrating rapid adoption and operational effectiveness.
- Partnered with IT leadership to secure funding and launch an AI-powered HR virtual agent, enhancing Tier 0 self-service, improving HR knowledge discovery, and achieving a 69% case deflection rate in Q1 2025, significantly reducing Tier 1 workload and enabling a seamless enterprise support experience.
- Leading cross-functional planning for our 2024 & 2025 HR roadmaps Guided conversations across HR Centers of Excellence to understand priorities and document the initial quarterly plan for 2024.
- Developed and launched an HR knowledge strategy with clear goals and a phased roadmap beginning in Q4 2023, expanding our knowledge base from fewer than 50 to over 400 articles by Q1 2025, and driving a 270%+ increase in employee engagement with content in the ServiceNow platform.
- Engaged process analyst to document critical business processes identified as single points of failure and identify work for future off-shoring of Tier 1 services and support.
- Leading efforts to understand and establish governance and processes for our contingent workforce. Engaging a business analyst to map the end-to-end business process and identify inefficiencies and opportunities.
- Ongoing partnership with IT leaders responsible for developing the ServiceNow HRSD module. The partnership has helped drive immediate feature updates and the Alteryx Alumni Portal to support our existing workforce. This work included securing additional funding for dedicated HR development and configuration support.
- Leveraging ServiceNow case data to gain insights on employee contact drivers, guiding future configuration and self-service options, including identifying Workday business process improvement areas.
- Work closely with the Workday IT team to plan the quarterly roadmap and conduct bi-weekly sprint planning using the agile methodology.
- Guided the People Analytics team in gaining executive approval for proactively delivering workplace insights to the C-suite, promoting underutilized dashboards, and delivering custom insights through the Alteryx Auto-Insights platform.
- Increased HR Ops team engagement score to 89 (↑17 points) over my first 12 months in role - leading team through considerable change, including two significant reductions in force, C-suite and HR leadership departures, and acquisition of the company by private equity.

Senior Director, Global Talent Operations, June 2021 – April 2023, **Procore Technologies**, Remote, Bay Area California

As a member of the GTO Leadership Team, I established the foundation for Global HR Operations, which will support Procore's future growth and expansion.

- Grew team from 6 to 22 FTEs responsible for delivering global hire-to-retain HR Operations support, including HR service delivery, business process excellence, immigration & mobility, HR Project Management, contingent workforce, and international expansion operations, including PEO partnerships and entity conversions.
- Acted as interim Head of U.S. Benefits & Leave administration from June 2022 through February 2023, participating in the 2023 plan design and a complete overhaul of LOA management strategy, hiring a new internal team, and addressing performance issues with our third-party provider.

- Led efforts to define the 2022 Global Talent Organization Annual Plan, budget, and roadmap, representing GTO in the enterprise-wide budget planning cycle.
- Stood up the HR PMO to support the delivery and execution of strategic HR programs and projects.
- Created intake and prioritization processes to drive regular alignment across HR COEs on strategic priorities.
- Built a case for funding our Knowledge Management program for HR in 2023, including hiring an HR Knowledge Manager and partnering with Internal Communications to rebuild the company intranet as a trusted enterprise information hub.
- Partnered closely with HR IT to define technology platform projects and investments.

Director, HR Operations, September 2018 – June 2021, **LinkedIn**, Sunnyvale, CA

Senior Manager, HR Operations, May 2017 – Sept 2018, **LinkedIn**, Sunnyvale, CA

Manager, HR Operations, September 2015- Present, **LinkedIn**, Sunnyvale, CA

As a LinkedIn Talent Services Leadership Team member for almost six years. I played a key role in scaling and maturing the HR Operations and service delivery function. During my tenure, LinkedIn's employee count grew from 4,000 to 17,000. My responsibilities included defining the company's service delivery strategy and executing programs and services.

- Led HR Operations support teams in various areas such as Onboarding, Employee Services, Benefits Operations, Talent Acquisition Operations, Operational Reporting, Contingent, and Immigration.
- I leveraged service delivery metrics to ensure exceptional levels of employee support and process execution.
- Provided an exceptional employee support experience through ServiceNow, averaging 8K cases/quarter.
- Drive a strategy for increasing employee self-service through knowledge content on our HelpIn portal.
- Partnered with HRIT to define requirements and make decisions on HR technology solutions.
- Partnered with HR COEs to deliver operational support and enablement during new program rollouts.
- Built a center of excellence to centralize the drafting and delivery of employment letters to candidates.
- Vendor Management and facilitation of candidate background screening program.
- All activities involved in onboarding and integration of new employee data.
- Coordinate learning programs and Tier 1 system support for the Learning Management System.
- Delivering the annual roadmap defined by the Talent Services Leadership team.
- Partnered with HRIT to prioritize, scope, define, and deliver HR Technology solutions, including self-service VOE, automated offer letter creation, and case management and knowledge platform enhancements.
- Played an ongoing role on the project team tasked with building and executing the employee support model both during and after LinkedIn's acquisition by Microsoft.

My team handled over 8,000 employee cases each quarter while consistently delivering over 95% within SLA. We achieved an average customer service score of 4.6/5 across all employee contact types.

Lead, People Operations, June 2013 – September 2015, **Facebook (Meta)**, Menlo Park, CA

- Built HR Operations team responsible for global onboarding and L&D operations.
- Accountable for new hire data management and annual integration of >4000 employee records.
- Managed and directed a team of three FTEs, four contractors, and 14 on-site vendor resources.
- Built partnerships with IT and recruiting operations to maximize the efficiency of HR business processes.
- Key team member on a project to outsource transactional HR tasks to a global BPO firm.
- Interfaced with Corp Dev and Legal on acquiring and integrating over a dozen companies.
- Managed global vendor and background check business processes on over >4,000 hires annually.
- Selected and onboarded an MSP and managed vendor providing on-site learning program support services; growing relationship from 4 to 14 resources over 18 months.
- Regularly interfaced with Employment Law on various issues, programs, and projects.
- Oversaw four SOX financial controls covering processes, including new hire comp, new hire integration, employee referrals, and candidate expenses.
- Led project to build L&D program dashboards to eliminate the need for ad-hoc reporting.

Senior HR Programs Specialist, February 2013 – May 2013, **Synopsys, Inc.**, Sunnyvale, CA

- Partnered with vendors to define and implement web-based leadership development resources.
- Provided operational support for multi-day Executive Business Simulations hosting Director and above leaders.
- Researched and proposed contract changes around software licensing needs with key e-learning vendors.
- Program managed the 2013 Workplace Harassment re-training cycle.
- Support global Learning Management System (LMS) users with technical and administrative support.

L&D Supervisor, November 2009 – February 2013, **Cypress Semiconductor**, San Jose, CA

Sr. Training Instructor, December 2008 - October 2009, **Cypress Semiconductor**, San Jose, CA

HRBP 2 (University), Dec 2006 - Dec 2008, **Cypress Semiconductor**, San Jose, CA

- Delivered strategic and tactical operational support for all aspects of the L&D function, including vendor management, project and program management, customer engagement, and process definition.
- Program management of the Executive Mentor Program, driving program comms, venue, and logistics.
- Responsible for LMS System and managing three helpdesk support employees based in Manila.
- Led selection and implementation of OpenHire Applicant Tracking System.
- Program management of the Executive Mentor Program, driving program comms, venue, and logistics.
- Responsible for LMS System and managing three helpdesk support employees based in Manila.
- Led selection and implementation of OpenHire Applicant Tracking System.
- Designed and implemented numerous customer surveys using the Net Promoter methodology.
- Managed vendor Partners providing software, content, and consulting services.
- Leverage LMS to automate learning assignments to support functional and compliance learning.
- Global facilitation of learning programs, including New Hire Orientation, Precision Questioning and Answering, Customer Service, Motivating Others, Getting Started as a New Leader, Leading High-Performance Teams, and Building an Environment of Trust.
- Delivered weekly NH orientation program covering core values, mission, products, and benefits.
- Delivered 30 project deliverables on schedule during 32-week LMS implementation.
- I managed the J-1 visa sponsor, Cultural Vistas, used for work authorization for international interns.
- Managed University Relations Intern responsible for campus recruiting, NCG hiring, and intern program.
- Provided program support for a 6-month-long New Graduate onboarding rotation program.
- Implemented tracking process for co-op work terms, performance feedback, and conversion rates.

EDUCATION: San Jose State University, **B.S. in Business Administration**, December 2005

Concentration: **Human Resource Management**

SKILLS: Employee Service Delivery, HR Shared Services, AI Service Agents, Case Management System (ServiceNow), Knowledge Management, HR Operations, Onboarding, Employee Self-Service, Data Management, Workday, Leadership and Management, Training and Development, Employee Engagement, Case-management, Employee Development and enablement, HR Operations Strategy, M&A Integration, HR Project Management, Benefits Operations, Contingent Workforce, and HR/Recruiting Enablement, Workday, ServiceNow



City of Capitola Application to Fill City Council Vacancy

Thank you for your interest in participating in Capitola's Government. This application is defined as a public record under California's Public Record Act. Completion and submission of this application is required for consideration of appointment to Councilmember, term ending December 2026. This application must be submitted no later than the deadline of June 3, 2025 by 5:00 PM. You must be a resident of the City of Capitola and a registered voter.

Full Name *

Kevin Maguire

E-mail *

kmaguire831@gmail.com

Phone Number *

[REDACTED]

Address *

Street Address

[REDACTED]

Address Line 2

City

Capitola

Zip Code

95010

State

CA

Are you at least 18 years of age? *

☒ Yes

☐ No

Are you registered to vote? *

☐ No

☒ Yes, address is same as above.

☐ Yes, address is different than listed above:

Why do you wish to serve as a City Council Member?

I want to serve as a City Council Member because I believe Capitola deserves leaders who are rooted in the community — not in personal agendas. While some council members come in with rigid platforms, I believe in transparent, balanced leadership that adapts to the evolving needs of our city.

Our city faces real, everyday challenges. I've heard concerns from parents about pedestrian safety and safe biking routes for their kids. We are lack bike lanes at our Schools! I've watched traffic and parking constraints in the Village limit access and frustrate both residents and visitors. And I've spoken with small business owners who are struggling with rising vacancies and uncertain foot traffic — especially in the offseason.

These are the kinds of issues that deserve focus — not politics. I want to bring forward common-sense solutions: safer streets, smarter infrastructure, better support for our business community, and more responsive communication from city leadership.

I'm running because I believe in civil, community-first leadership. I want to serve everyone in Capitola — not just those I agree with. That means listening, adapting, and leading with transparency and accountability. And it means working together — not dividing — to build a city we're all proud to call home.

Can you share an example of a difficult decision you've had to make in a leadership or professional role, where the ethical choice wasn't necessarily the easiest or most popular? How did you approach it, and what was the outcome?

The past few year, while serving in a leadership role within a community organization, I was part of a working group tasked with reviewing a local initiative that had strong emotional backing but lacked financial sustainability and long-term planning. Many community members — including some close friends — were passionate about pushing it forward quickly, despite the concerns that had surfaced in our internal review.

The easy thing would have been to go along with the majority and avoid friction. But I felt a responsibility to speak up. I gathered the data, reviewed the potential risks, and respectfully presented my concerns to the group. I emphasized that transparency and fiscal responsibility were

critical — especially when public trust and community resources were at stake.

It wasn't a popular stance, and it led to some tense conversations. But by staying calm, collaborative, and focused on solutions, we found a path forward that revised the plan into something more feasible and accountable. In the end, even those who disagreed initially appreciated the effort to make the project stronger.

That experience reminded me that ethical leadership often means stepping into uncomfortable spaces. It's about doing what's right — not what's easiest — and building consensus through clarity, respect, and integrity.

What do you see as the most significant challenge Capitola will face in the next two years, and how do you envision contributing to addressing it?

One of the most significant challenges Capitola will face in the next two years is balancing growth and economic recovery with the preservation of our small-town character and livability — especially in light of increasing traffic pressures, housing needs, and the ongoing strain on small businesses in the Village.

We're seeing rising vacancies, challenges with seasonal tourism, and growing concern around infrastructure — particularly pedestrian and bike safety, and congestion in key areas like the Village. At the same time, there's real frustration from residents who feel disconnected from city decisions or concerned that transparency and accountability are being overlooked.

I believe I can contribute by being a clear, accessible, and balanced voice — someone who listens first and acts with both principle and practicality. I would work to ensure that local businesses are supported with thoughtful planning, that pedestrian and traffic safety remains a priority, and that residents feel welcomed into the process — not sidelined by it.

Most of all, I want to help rebuild trust. I believe that if we bring more transparency, collaboration, and civility to the table, we'll be better equipped to navigate the challenges ahead — together.

What is your vision for Capitola's future?

My vision for Capitola is a city that remains vibrant, family-friendly, and economically resilient — where our small-town character is preserved, but our leadership evolves to meet the complex needs of the future.

My connection to Capitola runs deep. My grandparents moved here in 1966 to raise their family. My grandfather regularly attended city council and planning commission meetings and was part of the Young Conservationists, advocating for responsible land use. That civic legacy shaped my belief in transparent, community-first leadership — and I'm committed to carrying that forward.

In the years ahead, Capitola will face real financial challenges. With projected budget deficits on the horizon, we must make tough decisions — not just to balance the budget, but to do so in a way that reflects our community values. That means protecting core services while finding creative, data-informed ways to build partnerships and ensure every dollar is working for residents.

One area that deserves a closer look is the hundreds of thousands of dollars Capitola sends annually to Santa Cruz agencies to promote our city. There has been little to no transparency or performance metrics tied to those funds. We need to ask: Is this the best use of our resources? Could that money be better used by hiring dedicated FTEs focused on promoting Capitola, or contracting directly with professional marketing agencies to run targeted campaigns — both locally and regionally? We need more accountability, clearer results, and spending that aligns with the outcomes we expect.

I also believe housing will remain one of our greatest challenges. We need to find practical ways to support affordable housing — especially for our local workforce, young families, and seniors. That includes expanding access to ADUs, updating pre-approved blueprint templates to streamline the process, and exploring zoning options that respect neighborhood character while opening new pathways for affordability.

And just as important, we need to continue investing in what makes Capitola a great place to raise a family — from summer camps and youth programs to safe streets, walkable neighborhoods, and well-maintained parks and public spaces.

I'm not coming into this with a fixed platform or agenda. Capitola doesn't need another voice fighting for one narrow perspective — we need leaders who are mindful of the entire community, including residents who voted for different candidates. While platforms can serve as a useful blueprint, the reality is that most issues overlap, and no community speaks with one voice — residents don't necessarily support 100% of any platform, and they expect leaders to remain flexible, not absolute, as needs evolve and circumstances change.

That requires being flexible, responsive, and ready to listen — even when it's hard. That's the type of Leadership Capitola needs and deserves.

Capitola's future depends on thoughtful, balanced leadership. My vision is to help guide our city through these transitions with integrity, transparency, and a strong commitment to building a healthy, connected, and sustainable future for all.

(Optional) Please submit any documentation verifying your domicile in Capitola.

Safeco_Insurance_Address.pdf

55.83KB

Please attach any additional materials relevant to your background and experience that may be considered for the appointment, including a resume, CV, or letters of support.

Signature

A black rectangular redaction box covers the signature area. The signature itself is not visible.

Date

2025-06-02



A Liberty Mutual Company

PCF INSURANCE SERVICES
OF THE WEST, LLC
21300 VICTORY BLVD STE 700
WOODLAND HILLS CA 91367-7726

May 9, 2024

Policy Number: [REDACTED]

24-Hour Claims: 1-866-472-3326

Policy Service: 1-866-472-3326

Online Account Services: www.safeco.com

THIS IS NOT A BILL.

KEVIN MAGUIRE
TERESA MAGUIRE

[REDACTED]
CAPITOLA CA 95010-2332

Thank you for allowing us to continue serving your home insurance needs. We appreciate your business and the trust that you have placed in us.

This renewal reflects adjustments to your dwelling, other structures, and personal property limits. We have adjusted your dwelling coverage limit to reflect increases in labor and materials costs in your area. As part of your responsibility to maintain adequate amounts of insurance, please contact your agent to ensure that your limits reflect your dwelling's current features and characteristics, particularly if you have remodeled recently.

Your other structures and personal property limits, which are based on your dwelling coverage, have also been adjusted. You should review whether your coverage is adequate at least annually, and after each significant personal property purchase. If you would like to change your limits, or schedule any of your high value items, please contact your agent.

With this renewal the following changes were made, including those requested by you or your agent or broker:

- Your Dwelling Limits (Coverage A) changed from [REDACTED] Other coverage limits listed below also changed since they are factors of your dwelling limits.
- Your Other Structure Limits (Coverage B) changed from [REDACTED]
- Your Personal Property Limits (Coverage C) changed from [REDACTED]
- Your Additional Living Expense (Coverage D) changed from [REDACTED]

We would also like to draw your attention to the following:

- Your new policy period will begin on July 8, 2024 and end on July 8, 2025.
- If you pay in full you will save \$.00 and your renewal premium will be [REDACTED] If you choose to pay in installments your renewal premium is [REDACTED]

PLEASE SEE REVERSE

GENERAL INSURANCE COMPANY OF AMERICA (A SAFECO Company)

P O BOX 704000, SALT LAKE CITY, UT 84170



City of Capitola Application to Fill City Council Vacancy

Thank you for your interest in participating in Capitola's Government. This application is defined as a public record under California's Public Record Act. Completion and submission of this application is required for consideration of appointment to Councilmember, term ending December 2026. This application must be submitted no later than the deadline of January 23, 2025 by 5:00 PM. You must be a resident of the City of Capitola and a registered voter.

Full Name *

Laura Jane Alioto

E-mail *

Lauraalioto@yahoo.com

Phone Number *

[REDACTED]

Address *

Street Address

[REDACTED]

Address Line 2

[REDACTED]

City

Capitola

Zip Code

95010

State

Ca

Are you at least 18 years of age? *

☒ Yes

☐ No

Are you registered to vote? *

☐ No

☒ Yes, address is same as above.

☐ Yes, address is different than listed above:

Why do you wish to serve as a City Council Member?

I have been involved in the city as a resident since 1999, an arts and cultural commissioner since 2018, on the financial advisory committee since 2020 and working for the recreation department as a tennis instructor and piano teacher since 2019 so I am a very happy resident and have an understanding of what has been happening in our city for many years. I would like to be involved with the development of the community in a variety of ways since I have a knowledge of different aspects of the city and how it functions. I also was in the academy for city government in 2020 which also provided me with additional understanding of how our city works. I am excited for the new playground and building remodel for Jade st, our very successful rebuilding of the wharf and look forward to implementing development of our mall and business communities.

Can you share an example of a difficult decision you've had to make in a leadership or professional role, where the ethical choice wasn't necessarily the easiest or most popular? How did you approach it, and what was the outcome?

When you teach tennis you teach on a specific court with authorization from the group that owns the courts. It's a known fact to only teach on the courts that you're allowed to teach on and pay for your court time and have proof of insurance or have insurance provided for you through that entity that is in charge of the courts.

So when I see others not authorized to use the courts, not just Jade st but other courts, and I know the instructors, I feel it's my responsibility to alert the persons in charge of the courts of the use by unauthorized coaches.

All the coaches in town know each other, we have a small tennis community, but I feel it's important for the safety of all participants that we follow the rules

What do you see as the most significant challenge Capitola will face in the next two years, and how do you envision contributing to addressing it?

I grew up in the Los Angeles area and obviously heartbroken from the current situation with the wildfires.

A massive wildfire may not be our number 1 problem in the future but dealing with an incredible incident of such magnitude, I believe, should be something we need to be prepared for that needs to be addressed how we can make sure all our residents are safe and how we as a city are ready to handle a disaster.

What is your vision for Capitola's future?

I love our village and want to continue to create a warm and relaxing place for residents and visitors to enjoy with lots of wonderful shops and restaurants and fun events to bring our residents and visitors down to the village to enjoy.
I do want to see our mall thriving once again and have a safe and supportive business community.

Please attach any additional materials relevant to your background and experience that may be considered for the appointment, including a resume or CV.

Signature



Date

2025-01-17

Dear Capitola city council,

As a resident of Capitola, I have applied for the vacant city council seat.

I have served on the arts and cultural commission and the finance advisory committee over the past few years.

I am also a tennis and piano instructor for the Capitola recreation.

I have served on the UCSC Arboretum board and volunteered in the gardens,

I volunteer for the California state parks at Seacliff visitors center, yearly I volunteer for the Grazing on the green and have volunteered throughout my life in various ways.

I believe being involved in our communities makes them stronger and a great way to meet my neighbors and make a difference.

I have done accounting/ bookkeeping work for a variety of different businesses locally.

As I stated in the questions asked on the application, my interests being, but not limited to, continuing to help our local businesses grow and be successful and review our emergency plans for the city given the recent disaster in Los Angeles.

I look forward to continuing working with the city of Capitola.

Sincerely, Laura Alioto

Gautho, Julia

From: Laura Alioto <lauraalioto@yahoo.com>
Sent: Sunday, January 19, 2025 5:16 PM
To: Gautho, Julia
Subject: Attachment for application for city council

Dear Capitola City Council,

I am a 16 year resident of Capitola and recently applied for the vacant City Council seat. Currently I am a tennis and piano instructor for Capitola Recreation and also do accounting and bookkeeping work for a variety of local businesses.

Over the past few years, I have served on the Capitola Arts and Cultural Commission and on the Finance Advisory Committee.

I have volunteered throughout my life in various ways. I believe being involved in our community makes it stronger and is a great way to meet my neighbors and make a difference.

I served on the UCSC Arboretum Board and volunteered in the gardens. Each year I volunteer for Grazing on the Green. And I currently volunteer for the California State Parks at the Seacliff Visitors Center.

As I stated in the questions asked on the application, some of my interests include helping our local businesses grow and thrive and, given the recent disaster in Los Angeles, ensuring our emergency plans for the city are complete and reliable.

I appreciate your consideration and look forward to continuing to work with the city of Capitola.

Sincerely,

Laura Alioto

RENTAL AGREEMENT

THIS AGREEMENT made this 22 Day of July, 2024, by and between David Decelle, herein called "Landlord," and Laura Alioto, herein called "Tenant." Landlord hereby agrees to rent to Tenant the dwelling located at [REDACTED] Capitola, Ca 95010 under the following terms and conditions.

1. FIXED-TERM AGREEMENT (LEASE):

X Tenants agree to lease this dwelling for a fixed term of One Year, beginning 9/1/2024 and ending 8/31/2025. Upon expiration, this Agreement shall become a month-to-month agreement AUTOMATICALLY, UNLESS either Tenants or Owners notify the other party in writing at least 30 days prior to expiration that they do not wish this Agreement to continue on any basis.

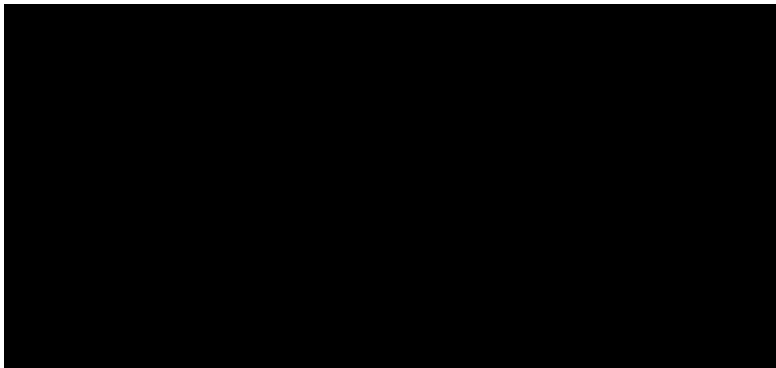
____ Tenants agree to lease this dwelling on a month to month basis starting _____.

2. **RENT:** Tenant agrees to pay Landlord as base rent the sum of [REDACTED] per month, due and payable monthly in advance on the 1st day of each month during the term of this agreement. The first month's rent is required to be submitted on or before move-in.
3. **FORM OF PAYMENT:** Tenants agree to pay their rent in the form of a personal check, electronic transfer, a cashier's check, or a money order made out to the Landlord.
4. **RENT PAYMENT PROCEDURE:** Tenants agree to pay their rent by mail or in person, addressed to the Landlord [REDACTED], or via electronic transfer to [REDACTED].
5. **RENT DUE DATE:** Tenant hereby acknowledges that late payment will cause Landlord to incur costs not contemplated by this Rental Agreement. We allow for a 10-day grace period. In the event rent is not received prior to the 12th of the month, Tenant agrees to pay a \$150 late fee, plus an additional \$25 per day for every day thereafter until the rent is paid. Neither ill health, loss of job, financial emergencies, or other excuses will be accepted for late payment.
6. **BAD-CHECK SERVICING CHARGE:** In the event Tenant's check is dishonored and returned unpaid for any reason to Landlord, Tenant agrees to pay a returned check charge of \$25 AND accept whatever consequences there might be in making a late payment. If for any reason a check is returned or dishonored, all future rent payments will be cash or money order.
7. **SECURITY DEPOSIT:** Tenants hereby agree to pay a security deposit of [REDACTED] to be refunded upon vacating, returning the keys to the Landlord and termination of this contract according to other terms herein agreed. This deposit will be held to cover any possible damage to the property. No interest will be paid on this money and in no case will it be applied to back or future rent. It will be held intact by Landlord until at least thirty (30) working days after Tenants have vacated the property. At that time Landlord will inspect the premises thoroughly and assess any damages and/or needed repairs. This deposit money minus any necessary charges for missing/dead light bulbs, repairs, cleaning, etc., will then be returned to Tenant with a written explanation of deductions, within 60 days after they have vacated the property.
8. **CLEANING FEE:** Tenant hereby agrees to accept property in its present state of cleanliness. They agree to return the property in the same condition or pay a \$350.00 minimum cleaning fee if the Landlord has to have the property professionally cleaned.
9. **REMOVAL OF LANDLORD'S PROPERTY:** If anyone removes any property belonging to Landlord without the express written consent of the Landlord, this will constitute abandonment and surrender of the premises by Tenant and termination by them of this Rental Agreement. Landlord may also take further legal action.
10. **CHANGES IN TERMS OF TENANCY:** (*This paragraph applies only when this Agreement is or has become a month-to-month agreement*). Owners shall advise Tenants of any changes in terms of tenancy with advance notice of at least thirty (30) days. Changes may include notices of termination, rent adjustments, or other reasonable changes in the terms of this Agreement.
11. **TENANT COOPERATION:** Tenant agrees to cooperate with the Landlord is showing property to prospective tenants, prior to termination of occupancy.
12. **TENANT INSURANCE:** Landlord will not be liable for any loss of Tenant's property. Tenant hereby acknowledges this and agrees to make no such claims for any losses or damages against Landlord, his agents, or employees. Tenants agree to purchase insurance – at their own expense – sufficient to protect themselves and their property from fire, theft, burglary, breakage, electrical connections. They acknowledge that if they fail to procure such insurance, it is their responsibility and they alone shall bear the consequences.
13. **ABANDONMENT:** If Tenants leave the premises unoccupied for 15 days without paying rent in advance for that month, or while owing any back rent from previous months, which has remained unpaid, the Landlord and/or his representatives have the right to take immediate possession of the property and to bar the Resident from returning. Landlord will also have the right to remove any property that the Residents have left behind and store it at the Tenant's expense.
14. **OCCUPANTS:** The number of occupants is limited to three adult tenants or two adults and two children. Any additional residents residing in said dwelling for more than 2 weeks continuously must be added to this lease or receive written permission from the Landlord, subject to the same restrictions as the tenants, i.e. they must fill out an application. Nurses or maids required to care for the Tenants during an illness are an exception from this provision.

15. **LOCK POLICY:** No additional locks will be installed on any door without the written permission of Landlord. Landlord will be given duplicate keys for all locks so installed at tenants' expense, before they are installed.
 16. **LOCKOUTS:** Should tenants lock themselves out of their dwelling and be unable to gain access through their own resources, they may call upon professional locksmith or the Owners to let them in. In either case, they are responsible for payment of the charges and/or damages involved. Owners charge a fee of \$30 for providing this service between the hours of 8 a.m. and 6 p.m., Monday through Friday, excepting holidays, and a fee of \$80 for all other times. This fee is due and payable when the service is provided.
 17. **CONDITION OF PREMISES:** The Tenants hereby acknowledge that the said property is in good condition. If there is anything about the condition of the property that is not good, they agree to report it to the Landlord within 3 days of taking possession of the property. They agree that failure to file any written notice of defects will be legally binding proof that the property is in good condition at the time of occupancy.
 18. **INVENTORY AND INSPECTION RECORD:** An inventory and inspection Record has been provided for the Tenants' use. Only after this has been filled out (within the 3-day time limit) will the Landlord take any action to complete necessary repairs. Landlord warrants that all major systems will be functional and in good repair at the time of possession. Light switches, wall plugs, doors, windows, faucets, drains, locks, toilets, sinks, etc. will either be in working order or will be repaired once the Tenants have completed the Inspection and Inventory Record. Tenants are encouraged to report any necessary repairs, no matter how slight, in writing, but they are advised that Landlord does not normally repair or replace nonfunctional items such as paint, carpets, etc., every time a property changes possession. Those items are scheduled for repair/replacement at regular intervals regardless of tenant turnover.
 19. **TENANT RESPONSIBILITY:** Good housekeeping is expected of everyone. Tenant agrees to keep quarters clean and in a sanitary condition. The Tenants agree not to permit any deterioration or destruction to occur while they are occupying the property.
 20. **ALTERATIONS:** Tenant shall make no alterations, decorations, additions, or improvements in or to the premises without Landlords' prior written consent, and then only by contractors or mechanics, or other approved by Landlord. All alterations, additions, or improvements upon the premises, made by either party, shall become the property of the Landlord and shall remain upon, and be surrendered with said premises, as a part thereof, at the end of the term hereof. They acknowledge that they will be responsible for and pay any damage done by rain, wind, hail, tornadoes, etc., if this damage is caused by leaving windows open, allowing stoppage and/or overflow of water and/or sewage pipes, broken windows or doors, torn screens, broken door and window locks, etc. or any damage caused while Tenant has occupancy.
 21. **VEHICLES & GARAGE USE:** Tenants agree to keep a maximum of two vehicles on premises. These vehicles must be both operable and currently licensed. Tenants agree to park their vehicles in assigned spaces and to keep those spaces clean of oil drippings. Tenants agree not to park boats, recreational trailers, utility trailers, and the like on the premises without first obtaining Landlords' written permission.
 22. **UTILITIES:** Resident will be responsible for payment of all utilities, telephone, gas, or other bills incurred during their residency. They specifically authorize Landlord to deduct amounts of unpaid bills from their Security Deposits in the event they remain unpaid after termination of this agreement. The Landlord/Owner agrees to only pay water, garbage, and sewer bills.
- SERVICES.** * Landlord shall be responsible for the following utilities and services in connection with the premises
- Water and sewer
 - Garbage and trash disposal
- *Tenant shall be responsible for the following utilities and services in connection with the Premises:
- Electricity
 - Telephone/Internet
 - All other utilities and services not listed under the Landlords responsibility
- Tenant acknowledges that Landlord has fully explained to the Tenant the utility rates, charges and services for which Tenant will be required to pay (if any), other than those to be paid directly to the utility company furnishing the service.
23. **NOTIFICATION OF SERIOUS BUILDING PROBLEMS:** Tenant agrees to notify Landlord immediately if roof leaks, water spots appear on ceiling, or at the first sign of termite activity. Tenants also agree to notify the Owners immediately upon first discovering any signs of serious building problems such as foundation cracks, a tilting porch, a crack in plaster, buckling drywall or siding, a spongy floor, a leaky water heater, etc. If tenant does not notify landlord in a prompt manner, the tenant may be held financially responsible. ____ (int.)
 24. **REASONABLE TIME FOR REPAIRS:** Upon being notified by Tenants that there is some building defect in which is hazardous to health, life, or safety, Owners shall undertake repairs as soon as possible. Should there be a delay of more than seventy-two (72) hours in making repairs, due to difficulty in scheduling the work or obtaining parts or for any other reason beyond the Owners' control, Owners agree to keep Tenants informed about the progress of work.
 25. **DRAIN STOPPAGES:** As of the date of this Agreement, Owners warrant that the dwelling's sewage drains are in good working order and that they will accept the normal household waste for which they were designed. They will not accept things such as diapers, sanitary napkins, tampons, children's toys, wads of toilet paper, balls of hair, grease, oil, table scraps, clothing, rags, sand, dirt, rocks, or newspapers. Tenants agree to pay for clearing the drains of any and all

stoppages except those which the plumber who is called to clear the stoppage will attest in writing were caused by defective plumbing, tree roots, or acts of God. Please use drain filters to save unnecessary time, and money, with repairs.

26. **BACKYARD & GARDENS:** The Tenants agree to never use any form of pesticides (including rat poison, roach sprays, etc), or fertilizers unless written permission is granted from the Landlord
27. **NON-LIABILITY:** The Tenants hereby state that work or repairs that need to be done will be handled by competent professionals, unless Tenants are qualified and capable of doing the work themselves and doing it properly, in a safe manner that meets all federal, state, and local regulations and have written approval from the landlord. Tenants further state that they will be legally responsible for any mishap they either do themselves or hire others to do. Landlord will be held free from harm and liability along with his agents and representatives. In the event that needed repairs are beyond the Tenants' capacity, they are urged to arrange for professional help.
28. **ACCESS TO PREMISES:** The Owner reserves the right to enter the residence at reasonable times to inspect, make necessary repairs, supply services, or show it to prospective residents, purchasers, workmen, or contractors. Whenever practicable, a two-day notice of the Owner's intent to enter shall be given to the Resident.
29. **SUBLETTING & ASSIGNMENT:** Tenants shall not sublet the entire premises or any part of the premises, nor shall they assign this Agreement to anyone else without first obtaining Landlords' written permission. Prospective sublessees or assignees must submit an application to the Landlord and must agree to credit, background, reference, and employment verification as well as the obligation to pay a non-refundable \$50 application fee. Permission to sublease will be determined by the sole discretion of the Landlord.
30. **PETS:** Pets are allowed on the premises only by obtaining the Landlords' written permission first. When possession of the property is given to the Tenant, only those pets listed on the Rental Application will be allowed unless subsequent written permission has been granted. "Pets" does not include animals trained to serve the handicapped, such as seeing-eye dogs, hearing dogs, or service dogs. These animals may be housed on the premises so long as they are in the direct service of those they were trained to serve and so long as Landlord is notified in advance in writing of the circumstances. If problems with pets occur there are several ways it may be handled depending on the events. If the pet is anyway dangerous it will not be allowed on the premises. In the event of the owner being negligent in regards to clean-up or allowing access to areas that the pet could damage the tenant will be fined or money will be taken from the deposit. If the pet is a nuisance in anyway the landlord may make suggestions to how the pet is cared for or may require the tenant to attend a training course to be approved by the landlord.
*Pets are never to be allowed in the yard unsupervised. Cleaning up after the pet is necessary immediately following defecation. Constant barking will not be permitted. * _____(int.)
31. **TERMINATION UPON SALE OF PREMISES.** Notwithstanding any other provision of this Lease, Landlord may terminate this lease upon 45 days written notice to Tenant that the Premises have been sold.
32. **WAIVER:** All rights given to Landlord by this agreement shall be cumulative in addition to any laws which exist or might come into being. Any exercise of any rights by Landlord or failure to exercise rights shall not act as waiver of those or any other rights. No statement or promise by Landlord, its agents, or employees, as to tenancy, repairs, amount of rent to be paid, or other terms and conditions shall be binding unless it is put in writing and made a specific part of this agreement.
33. **TERMS:** In this agreement the singular number where used will include the plural, the masculine gender will include the feminine, the term Owner will include Landlord, Lessor; and the term Resident will include Tenant, Lessee.
34. **FULL DISCLOSURE:** The Tenants signing this Rental Contract hereby state that all questions about this Rental Agreement have been answered, that they fully understand all the provisions of the agreement and the obligations and responsibilities of each party, as spelled out herein. They further state that they agree to fulfill their obligations in every respect or suffer the full legal and financial consequences of their actions or lack of action in violation of this agreement. Signature by the Tenant on this Rental Agreement is acknowledgment and he/she has received a signed copy of the Rental Agreement.
35. **LEAD DISCLOSURE:** Land lord has provided the lead paint pamphlet via PDF format. SD 2013 __ (Landlord int.)





City of Capitola Application to Fill City Council Vacancy

Thank you for your interest in participating in Capitola's Government. This application is defined as a public record under California's Public Record Act. Completion and submission of this application is required for consideration of appointment to Councilmember, term ending December 2026. This application must be submitted no later than the deadline of January 23, 2025 by 5:00 PM. You must be a resident of the City of Capitola and a registered voter.

Full Name *

Lunamar Harter

E-mail *

lunamar.harter@gmail.com

Phone Number *

[REDACTED]

Address *

Street Address

[REDACTED]

Address Line 2

City

Capitola

Zip Code

95010

State

CA

Are you at least 18 years of age? *

☒ Yes

☐ No

Are you registered to vote? *

☐ No

☒ Yes, address is same as above.

☐ Yes, address is different than listed above:

Why do you wish to serve as a City Council Member?

I am interested in supporting the community of Capitola in the role of City Councilwoman by leveraging my background in local government to move forward key pieces of work that are important to our community. Capitola has been home for my son and I for nearly 3 years, and in this short time I have been fortunate to experience how special the city is, which can be attributed to the extraordinary people and leaders who make up the fabric of the community. It would be an honor to serve the public in a new capacity that can bring positive change to those most in need.

Can you share an example of a difficult decision you've had to make in a leadership or professional role, where the ethical choice wasn't necessarily the easiest or most popular? How did you approach it, and what was the outcome?

Throughout my career as a public servant, there have been many challenges centered on making ethical choices. By nature of working with the public and utilizing public funds, there are often many inquiries and criticisms of government work, whether an ethical dilemma is at hand or not. In my career, the most significant ethical dilemma I have faced is to call in to action community leaders and advocate on behalf of those who are not able to be in the room when critical decisions are made on behalf of the community. My approach is to come from a place of curiosity, and address the dilemma with consideration to the audience and those I advocate on behalf of. It is my strong belief that government decisions should reflect the voices of those who make up our diverse community, and there should always be an opportunity for every voice, and criticism, to be heard.

What do you see as the most significant challenge Capitola will face in the next two years, and how do you envision contributing to addressing it?

I believe the most significant challenge Capitola will face are the continued impacts of inclement weather and the associated infrastructure needs. I plan to contribute to addressing these issues by leveraging my understanding of the systems and functions of local government administration, particularly centered on Climate Action and Adaptation and Public Works projects, at a practical level. I believe there is great value in having representation and perspective on governing boards/councils from those who move work forward in our government systems on a daily basis.

What is your vision for Capitola's future?

My vision for Capitola's future is that it continues to be a City that serves not only its constituents, but the larger Santa Cruz County community, and beyond. I envision Capitola being a place where all people, residents and visitors alike, feel represented, heard, valued and cared for. I hope it continues to

be a place where our local entrepreneurs and economy can thrive, while simultaneously valuing the stage of life where every resident is at, and doing its best to serve their needs.

Please attach any additional materials relevant to your background and experience that may be considered for the appointment, including a resume or CV.

Harter, Lunamar - Resumé.pdf

137.26KB

Signature

A black rectangular box redacting the signature.

Date

2025-01-23

LUNAMAR HARTER

Administrative Professional



About Me (She/Her)

I am an experienced Administrative professional specializing in contract administration, budget development, and organizational initiatives with a focus on equity and process improvement.



Capitola, California

LANGUAGE

- English
- Spanish

EXPERTISE

- Contract Administration
- Strategic Initiative Implementation
- Project Management
- Data Collection & Analysis
- Budget Development
- Workplace Culture Champion
- Management Skills

EXPERIENCE

Departmental Administrative Analyst **County of Santa Cruz, General Services Department** **2022-Present**

Administrative oversight of Departmental Operations, including management of departmental contract portfolio, construction projects, and preparation of department wide budget. Preparation of detailed reports and recommendation of organizational structure changes in connection with studies, data collection and analysis. Creation and implementation of strategic goals, operational objectives, and countywide initiatives.

Administrative Aide **County of Santa Cruz, Human Services Department** **2020 - 2022**

Administrative support of the procurement, administration, and management of contracts between the Human Services Department and partners in a fast-paced environment with a high volume of work.

Personnel Technician **County of Santa Cruz, Personnel Department** **2018-2020**

Technical Recruitment & Selection services, including screening job applications, creating job announcements, administering bilingual skills examinations, advertising job opportunities, attending job fairs, and other tasks related to recruiting.

EDUCATION

University of California, Santa Cruz
Bachelor of Science, Politics & Sociology
In Progress/Paused



City of Capitola Application to Fill City Council Vacancy

Thank you for your interest in participating in Capitola's Government. This application is defined as a public record under California's Public Record Act. Completion and submission of this application is required for consideration of appointment to Councilmember, term ending December 2026. This application must be submitted no later than the deadline of June 3, 2025 by 5:00 PM. You must be a resident of the City of Capitola and a registered voter.

Full Name *

Narendra Dev

E-mail *

naren_private@yahoo.com

Phone Number *

[REDACTED]

Address *

Street Address

[REDACTED]

Address Line 2

[REDACTED]

City

Capitola

Zip Code

95010

State

CA

Are you at least 18 years of age? *

☒ Yes

☐ No

Are you registered to vote? *

☐ No

☒ Yes, address is same as above.

☐ Yes, address is different than listed above:

Why do you wish to serve as a City Council Member?

I moved to Capitola in 2024 from Oakland, CA. My partner and I love the city and I would like to contribute towards giving something back to the city. I like getting involved in city politics because there is a direct connection between effort and results, unlike national and state politics.

I have been following the city council meetings in person and on zoom and provided my feedback on some issues discussed. I am particularly enthusiastic about resolving the issue of the pedestrian/bike rail trail, SCCRTC rail track and protection of our wonderful coastline.

Capitola is a gem of a small town that holds a lot of promise with intelligent and environmentally conscious development. Having retired a while ago, I have the time and energy to devote to concerns and issues that may arise, carrying out the city councillor's responsibility.

Can you share an example of a difficult decision you've had to make in a leadership or professional role, where the ethical choice wasn't necessarily the easiest or most popular? How did you approach it, and what was the outcome?

Here is one issue I championed in Berkeley, when I lived there. Our street was one of the few streets left in Berkeley with open parking. Most of the other streets had been converted to permit parking. As a result, homeless people with RVs parked their vehicles there and littered the street, with no concern for the neighbors. Also, visitors and staff from the nearby Alta Bates hospital would park there for extended durations, to avoid the steep parking fees in the Alta Bates parking structure.

I organized the residents on our street and initiated a signature campaign to implement permit parking on our street. Two hour parking was free with no restrictions; extended parking was allowed with purchased permits which cost \$66/month and was only available to residents living on this street. There were a few residents who balked against the \$66/month charge and a few others who sided with the homeless in their RVs. But the majority of the street residents supported my signature campaign. The petition was discussed in the Berkeley city hall meeting and the majority motion was carried. The street is now a permit parking street and free parking spots are usually available for use by street residents.

What do you see as the most significant challenge Capitola will face in the next two years, and how do you envision contributing to addressing it?

As mentioned in the "State of the City" message from the Capitola city manager on the FY2025-26 budget, one of the most significant issues faced by all CA cities is the unfunded liability from the CalPERS pension liability. The long-term solution is to increase the revenue sources into the city budget. This comes by making the city more business friendly. We should encourage tourists into our downtown businesses. The traffic into downtown is very bad and there is limited parking. We should make the traffic flow better possibly by making Cliff dr. and Stockton bridge one-way and having a second bridge for foot, bike and vehicle traffic. We need more auxiliary parking. We need more hotel options including an anchor five-star hotel. I am comfortable working with city government. In Berkeley, I worked with city Planning to get a Use Permit approved, to convert my site zoning from R1 to R2. Also worked with Planning to get an additional floor approved and built, to convert it from SFH to duplex. I was also an independent commissioner on Berkeley's Independent Redistricting Commission.

What is your vision for Capitola's future?

I feel that a City Councillor needs to have a vision which is a blend of knowing where the city should head strategically and listening to resident's issues on strategy and day-to-day concerns. I feel that Capitola should be more business friendly and encourage tourism, to generate more revenues. Carmel is a good example of a downtown that attracts artists and galleries, coffee shops and restaurants. I think that Capitola should strive for a larger and more thriving downtown. But it will take leadership to get agreement on whether this is the chosen direction. I would like to participate in the effort. Also, if the downtown were to expand, would need to get agreement on which direction to expand and how the city can facilitate that strategy.

(Optional) Please submit any documentation verifying your domicile in Capitola.

02_21_25 Notice of supplemental assessment.pdf	927.69KB
05_28_25 Reply from Santa Cruz assessors office.pdf	155.79KB

Please attach any additional materials relevant to your background and experience that may be considered for the appointment, including a resume, CV, or letters of support.

Resume.doc	39KB
01_14_21 Selected as Alternate District Commissioner.pdf	81.4KB

Signature

Date

2025-05-28



NOTICE OF SUPPLEMENTAL ASSESSMENT

[For counties in which the Board of Supervisors has not adopted the provisions of section 1605(c)]

**SHERI THOMAS**

SANTA CRUZ COUNTY ASSESSOR

701 OCEAN STREET, ROOM 130

SANTA CRUZ, CA 95060-4007

www.santacruzcountyca.gov/asr

DEV NARENDRA

DATE OF NOTICE: 2/21/2025

Assessor's Parcel Number: [REDACTED]

Situs Address: [REDACTED]

Date of Change of Ownership

or Completion of New Construction: 10/21/2024

One or more supplemental assessments have been determined for the property shown above. Supplemental assessments are determined in accordance with the California Constitution, article XIII A, which generally requires a current market value reassessment of real property that has either undergone a change in ownership or is newly constructed.

As shown below, a supplemental assessment represents the difference between the property's "new base year value" (for example, current market value) and its existing taxable value. If the change in ownership or completion of new construction occurred between January 1 and May 31, two supplemental assessments are issued: one for the difference between the new base year value and the taxable value appearing on the current assessment roll, and another for the difference between the new base year value and the taxable value that will appear on the assessment roll being prepared.

If a supplemental assessment is a negative amount, the county auditor will make a refund of a portion of the taxes paid on assessments made on the current roll, or the roll being prepared, or both. A copy of the assessment roll is available for inspection by all interested parties during regular office hours.

YOUR RIGHT TO AN INFORMAL REVIEW

If you believe this assessment is incorrect, you have the right to an informal review with the Assessor's staff. You may contact the Assessor's Office for an informal review or, if you have questions, please call (831) 454-2270 or email assessor@santacruzcountyca.gov.

	2024 - 2025 Tax Year					
	EXISTING VALUE	NEW VALUE	SUPPLEMENTAL ASSESSMENT	EXISTING VALUE	NEW VALUE	SUPPLEMENTAL ASSESSMENT
LAND	[REDACTED]	[REDACTED]	[REDACTED]	0	0	0
IMPROVEMENTS	[REDACTED]	[REDACTED]	[REDACTED]	0	0	0
TAXABLE VALUE	[REDACTED]	[REDACTED]	[REDACTED]	0	0	0
EXEMPTIONS						
HOMEOWNERS	0	0	0	0	0	0
OTHER	0	0	0	0	0	0
NET TOTAL	[REDACTED]	[REDACTED]	[REDACTED]	0	0	0

THIS DOCUMENT IS SUBJECT TO PUBLIC INSPECTION

EXEMPTIONS

In general, any exemptions that have already been granted for this property remain in effect. If the assessee on the supplemental roll is eligible for an exemption of a greater amount, and a claim is filed for the next assessment year, then the difference in the amount between the two exemptions shall be applied to the supplemental assessment. Any claim previously filed by the owner of a dwelling for either the homeowners' exemption or the disabled veterans' exemption also constitutes a claim for such exemption on the supplemental roll. If no claim for any of these exemptions has previously been filed, or if you wish to file a claim for any other exemption, you may still be eligible for the exemption(s) if a claim is filed within 30 days after the date of this notice to receive the full amount of exemption for which you are eligible.

YOUR RIGHT TO APPEAL

You have the right to a formal appeal of the assessment which involves (1) the filing of a valid application, (2) a hearing before an appeals board, and (3) a decision. An *Assessment Appeal Application* form is available from, and should be filed with, the Clerk of the Board. You may contact the Clerk's Office at (831) 454-2323.

APPEAL FILING DEADLINES

[For counties in which the Board of Supervisors has not adopted the provisions of section 1605(c)]

In general, a formal appeal may be filed within 60 days after the date of this notice (printed on the other side) or the postmark date for the notice, whichever is later. Calamity reassessment filing dates are within six months after the mailing of the assessment notice.

An application is considered timely filed if (1) it is sent by U.S. mail and postmarked no later than the filing deadline, or by another bona fide delivery service with the mailing date certified on the envelope or package, properly addressed with postage prepaid; OR (2) the appeals board is satisfied that the mailing occurred by the filing deadline. If the filing deadline falls on a Saturday, Sunday, or a legal holiday, an application that is mailed and postmarked on the next business day shall be considered timely filed. You may also hand deliver the appeal application to the Clerk of the Board by the close of business on the deadline date.

In any case, an application may be filed within 12 months following the month in which this notice is received if you and the Assessor agree that there is an error in assessment resulting from the Assessor's judgment in determining the value of the property AND a written stipulation is filed with the assessment appeals board.

ADDITIONAL APPEAL RIGHTS

Under article XIII A of the California Constitution, the new base year value establishes a ceiling on the property's taxable value for subsequent assessment years. Once the new base year value is determined, for each subsequent assessment year the Assessor will enroll the lower of (1) the property's new base year value, adjusted annually for inflation by no more than 2 percent, or (2) the property's current market value, taking into account declines in value due to damage, depreciation, obsolescence, changes in market conditions, or other factors.

If no timely application is filed for the supplemental assessment, the new base year value may still be appealed. Specifically, an appeal of the new base year value may be filed during the regular appeals filing period for the current year or in any of the three following assessment years. The regular appeals filing period will begin on July 2 in each county and will end either on September 15 or November 30, depending on whether the County Assessor mails assessment notices to all taxpayers with property on the secured roll. You should contact the Clerk of the Board to determine the regular filing period. **Any reduction made as the result of such an appeal will, however, apply only to the assessment year for which the appeal is filed and assessment years thereafter; neither the supplemental assessment nor the values for assessment years prior to the year for which the appeal was initially filed would be reduced.**

EXCLUSIONS

Certain sales/transfers of property between parents and children and certain sales/transfers between grandparents and grandchildren may qualify for exclusion from reassessment thereby maintaining your lower property tax liability. Please contact our office at (831) 454-2002 for further information.

RE: APN [REDACTED]

From: Assessor Real Property (assessorrealproperty@santacruzcountyca.gov)

To: naren_private@yahoo.com

Date: Wednesday, May 28, 2025 at 07:42 AM PDT

Good morning,

Names are listed by last name, then first name, so your name is correct in the system.
Your mailing address was updated 3/25/2025 when you filed an address change authorization
The homeowners exemption was added 3/27/2025.
[REDACTED]

Best,
Sheri

From: Narendra Dev <naren_private@yahoo.com>

Sent: Tuesday, May 27, 2025 6:47 PM

To: Assessor Real Property <AssessorRealProperty@santacruzcountyca.gov>

Subject: [REDACTED]

******CAUTION:**This is an EXTERNAL email. Exercise caution. DO NOT open attachments or click links from unknown senders or unexpected email.****

Hello Assessor,

A few errors in my record ([REDACTED]) need to be corrected.

1. My First name and Last name need to be reversed. My name is Narendra Dev
2. My address is the Site address - [REDACTED]. Your letter is showing my Oakland address.

3. My homeowner's exemption is not reflected. This is my primary home.

Regards, Naren

Narendra Dev,

Mobile: +1 [REDACTED],

eMail: naren_private@yahoo.com

NARENDRA DEV

Capitola, CA 95010
Phone: [REDACTED], Email: naren_private@yahoo.com

SUMMARY OF QUALIFICATIONS

- Eight years as an eCommerce Merchant, managing my 700K\$ eCommerce business
- Mature professional with over 15 years of experience as Manager, Contributor and Entrepreneur. Equally comfortable in Enterprise companies and startups.
- Experienced Program Manager in Information Technology and Customer Service.

PROFESSIONAL EXPERIENCE

2016-present:

Retired grand-parent. Interested in walking my dog, hiking, biking and traveling.

2008-2016: Merchant/President, Cupertino Networks:

Successfully bootstrapped and ran our networking equipment eBusiness. 700K\$ annualized run rate, 3-5 person operation.

2007-2008: Program Manager, Cisco Systems, IT Infrastructure:

- Managed team to upgrade Cisco's networking backbone to 10GB.
- Managed IBM outsourcer, providing desktop support to 18,000 users in San Jose.

2006-2007: Program Manager, Hewlett-Packard, IT Infrastructure:

Deployed Microsoft Vista Operating System to 220,000 PCs company-wide.

2004 – 2006: Director, Inside Sales, Patni Computer Systems:

US-wide solutions responsibility for this 500M\$ IT & BPO outsourcer.

2002-03: Director of Technical Operations/consultant, Hewlett-Packard eCenter:

Managed and integrated this 10M\$ hosting operation acquired by HP, from Peoplesoft.

2001: Sr. Director of Operations, KNova Inc.:

Managed hosting infrastructure and customer service at this 130 person startup.

2000-2001: Director Applications Operations, Broadband Office Inc.:

Managed application activation and customer service at this 700 person startup.

1981-2000: Program Manager, Hewlett Packard.

A variety of five different assignments in IT, Engineering and Customer Service. Left for an entrepreneurial position in a startup company.

EDUCATION/PROFESSIONAL

- **MBA**, Indian Institute of Management, Ahmedabad, India
- **MS**, Physics, Delhi University, India
- **PMP** certification, Project Management Institute

Selected as Alternate District Commissioner for Berkeley's Independent Redistricting Commission

From: Independent Redistricting Commission (redistricting@cityofberkeley.info)

To: naren_private@yahoo.com

Cc: MNumainville@cityofberkeley.info

Date: Thursday, January 14, 2021 at 11:59 AM PST

Dear Narendra:

-

Congratulations! I am pleased to announce that through the randomized selection process established by Berkeley's City Charter, you have been chosen from the pool of eligible applicants to serve as the Alternate District 3 Commissioner on the Independent Redistricting Commission. Next steps are outlined below:

1. The Commission's first meeting is Wednesday, January 20, 2021, at 6:00 pm. At this meeting, the Commission will select the remaining five at-large commissioners and alternates from the pool of eligible applicants. Please watch for an email with the meeting agenda and materials. As an Alternate Commissioner, you are not required to attend.

2. Your alternate status will be activated if your District Commissioner leaves office for any reason pursuant to the Berkeley Charter Section 9.5, Article V:

Any vacancy, whether created by removal, resignation, or absence pursuant to Berkeley Municipal Code Section 3.02.020 or its successor, shall be filled by the alternate for that Commission seat selected at the time of the original selection.

3. You are not required to attend all of the Commission meetings, but we suggest that you plan to attend the commissioner trainings which will be scheduled over the next several months. My office will notify you of the pertinent meetings.

4. You are of course able to attend all meetings as a member of the public. Please note that you will only be allowed to participate in the meeting during the scheduled public comment portion, but you can observe the entire meeting.

5. Additionally, time-sensitive information regarding the next steps in your appointment is attached. Please review this information and begin completing your onboarding tasks.

If you have questions about the process or need assistance, contact my staff at redistricting@cityofberkeley.info or (510) 981-6908.

Sincerely,

Mark Numainville, City Clerk
City of Berkeley
2180 Milvia Street, 1st Floor
Berkeley, CA 94704
(510) 981-6909 direct
mnumainville@cityofberkeley.info



_IRC Commissioner Onboarding Packet.pdf
7.2MB



City of Capitola Application to Fill City Council Vacancy

Thank you for your interest in participating in Capitola's Government. This application is defined as a public record under California's Public Record Act. Completion and submission of this application is required for consideration of appointment to Councilmember, term ending December 2026. This application must be submitted no later than the deadline of January 23, 2025 by 5:00 PM. You must be a resident of the City of Capitola and a registered voter.

Full Name *

Peter George Wilk

E-mail *

petergwilk@gmail.com

Phone Number *

[REDACTED]

Address *

Street Address

[REDACTED]

Address Line 2

City

Capitola

Zip Code

95010

State

CA

Are you at least 18 years of age? *

☒ Yes

☐ No

Are you registered to vote? *

☐ No

☒ Yes, address is same as above.

☐ Yes, address is different than listed above:

Why do you wish to serve as a City Council Member?

I wish to be appointed to the City Council because I have extensive experience in many aspects of Capitola governance and can provide needed advice and perspective to a relatively new and inexperienced council. I have demonstrated that I dive deep into the questions put before me and ask the tough questions. As an unelected member, I would not push my agenda but will act as a sounding board for process and history in ways that the staff is not authorized to respond.

I have many issues that my subcommittee membership will soon bring before the council:

The new Climate Action Plan is going to go out for consultant bids and I was instrumental in redlining the existing plan and have close ties to the remaining COE members.

Implementing the Housing Element will be a huge challenge that will come before the council. I was on the Planning Commission that crafted the document and got it approved by the state.

The Monterey Railing project is not fully approved. This project was initiated by me.

The new housing development on Capitola road will create public outrage over parking. I was on the commission that approved this development and was on the Ad Hoc parking committee so I know all the issues.

As an unelected council member, I will not drive my opinion on any of the issues but will be happy to ensure all sides of the arguments are addressed.

If requested, I am happy to commit to not running for office in 2026.

Can you share an example of a difficult decision you've had to make in a leadership or professional role, where the ethical choice wasn't necessarily the easiest or most popular? How did you approach it, and what was the outcome?

The most difficult decision I dealt with was to campaign for the removal of the elected office of Treasurer. Council member Bertrand was a former treasurer and believed it was a valuable office and an easy way to get experience for entry into politics. City manager Goldstein argued that it was not worth pursuing because earlier attempts to do so had failed and polling efforts indicated that it would not pass. And can you have enough eyes overseeing the budget? Other council members supported me because the fear of a renegade treasurer with powers implied by the state but none granted by the city was a

problem they has seen before. My solution was to research the charter, see what other cities did and craft a powerpoint presentation that would convince the Council to agree to put the issue on the ballot. I wrote the argument for the proposal and it passed by well over 60% I still sometimes wonder if that was a proud accomplishment or a mistake.

What do you see as the most significant challenge Capitola will face in the next two years, and how do you envision contributing to addressing it?

I believe the cities biggest challenge in the next two years will be managing growth mandated by the Housing Element. Although already approved, the implementation of the Housing Element is the most difficult part. The Planning Commission will end up kicking issues upstairs to the Council due to public outrage regarding overcrowding, parking and losing the “quaint small-town feel” of Capitola. I am aware of all the issues and can present both sides.

What is your vision for Capitola's future?

I see Capitola gaining significant population growth despite being essentially built out already. The growth needs to be concentrated along 41st Avenue and creative traffic flow solutions will be needed. This is best handled by citizen committees. I also see us pursuing grants and seeking cooperation with other agencies regarding sea level rise. I can only hope that some progress is made on the Mall site.

Please attach any additional materials relevant to your background and experience that may be considered for the appointment, including a resume or CV.

Capitola Resume.pages	338.78KB
Peery Park flyer .pages	1.7MB
Engineering Resume.pages	304.97KB

Signature

A rectangular box containing a redacted signature, represented by a solid black rectangle.

Date

2025-01-19

Peter Wilk Capitola Resume

Dates approximate:

2013. Established Capitola residence. Joined citizens input committee to update Municipal code. Got height requirements clarified among other inputs.

2014 - 2024. Appointed and reappointed to the **Capitola Committee on the Environment**. Led volunteer initiative to renovate Peery Park (flyer attached). Completed efforts without accessing the general fund. Facilitated creation of the Environmental Sustainability tab on the city website. Updated the green building program. Reviewed and redlined the Capitola Climate Action Plan. Facilitated multiple Soquel Creek improvement efforts.

2016 - 2018. Elected **Capitola City Treasurer**. An office without a city charter, I nevertheless used it to participate in hiring our current Finance Director, select independent audit accountants and review city finances, specifically the check registers. Held staff accountable for expenses. Chaired the Finance Advisory Committee. Attended all City Council Meetings as an elected non-voting member who reviewed and questioned all agenda items from a cost standpoint. Made a powerpoint presentation to the city council arguing for the removal of the City Treasurer as an *elected* official, wrote the argument in favor on the ballot initiative and resigned when it passed. 2024: Asked by City Council to write the rebuttal to arguments against Measure Y, if necessary.

2022. Participated in the Ad Hoc citizens **Parking Committee** which established the current parking fees and permit allowances.

2023. Appointed to **Art and Cultural Commission**. Emceed summer concerts. Hosted artists in my home. Initiated the Monterey avenue railing project. Helped select the tree stump art project and the Begonia Festival monument. Attempted to adjust the commission budgeting process.

2018 - 2024. Appointed **Planning Commissioner**. Focused on enforcing the municipal code where applicable and discerning the proper intent of the code items. Always had the applicant's viewpoint in mind, trying to eliminate cost and grief. Argued against commission overreach. Successfully argued for elimination of commission control over private residence house color, simplified the landscape requirements and streamlined the application process with simplification of the staff review process. Worked to clarify the often unworkable tree removal requirements. Was educated on state housing requirements and helped pass our current Housing Element.

2024: Official Treasurer for the Kristen Brown of Supervisor campaign.

Peery Park Habitat Restoration Project

VOLUNTEERS WANTED



Come join us Saturday, January 16th from 9:00 A.M. until noon (approximately) to help remove the invasive English Ivy as the first step in returning Peery Park to its natural riparian habitat. English Ivy, the green desert, is not native to the area and is harmful to indigenous plants and animals.

Instructions and tools will be provided on site.

Please e-mail your intent to participate in this community service to Danielle Uharriet at duharriet@ci.capitola.ca.us. For questions contact Capitola environmental commissioner Peter Wilk at petergwilk@gmail.com or call [REDACTED].

Peery Park is located in Capitola, behind the Bay Avenue Nob Hill grocery store by the foot bridge. This effort is endorsed by the Capitola City Council.

ENGINEERING ACCOMPLISHMENTS

- **2012-2020** Engineering consultant

ATK (Alliant Techsystems) PROPULSION AND CONTROLS

- **2006 - Retirement.** Engineering Manager, Electronics and Software
Established and staffed a new engineering department. Grew from an initial 4 heads acting as consultants, to a peak of 23 heads with a portfolio of designs and customer funded programs.

Created and marketed an FPGA-based Thrust Vector Control System (TVC) designed in-house at the San Jose lab. This has become the standard for the ATK STAR rocket motor when vectorable nozzles are needed.

Evolved this design for use on Divert Attitude Control Systems (DACS) - used on the successful PA-1 launch abort test for NASA (Orion program).

Established our department as the go-to engineering staff for control systems and vehicle electrical systems modeling for all of ATK (i.e. Matlab Simulink models).

Responsible for budget, schedule, hiring, firing, process/ procedures and technical excellence at both the functional and project levels.

PRATT & WHITNEY, SPACE PROPULSION.

- **1999-2006.** Engineering Manager, Avionics and Controls.
Responsible for an 88% increase in business during management tenure. Increased staff from 17 to 32 heads. Avionics was a separate product center accounting for 15% of total sales at the Pratt & Whitney San Jose site.

Line manager for a staff of engineers, technicians and draftspersons. Projects were mostly mechatronics systems. Experts on TVC (thrust vector control), electric propulsion (Hall Effect Thrusters) and other electro-mechanical based rocket components having strict military and space requirements. Demonstrated success on THAAD, GMD, Titan boosters, IUS, Standard Missile, Delta III & IV and Minuteman programs.

Responsible for product development from proposal stage through design, qualification, manufacture, acceptance test and launch support. Complete budget and schedule responsibility. Directed IR&D efforts. Created methods and procedures to

capture design for manufacturability, lessons learned, standardized costing and engineering skills development.

Recreated tooling group to design and maintain special test consoles, test electronics, tooling fixtures and manufacturing aids for manufacture and test of the Avionics product line.

Acted as integration manager for incorporation of Space Power Inc. into the Pratt & Whitney family at San Jose. Served as member of the Aerojet acquisition due diligence team. Assigned as technical manager for electric propulsion (Hall Effect thruster) programs.

- **1990-1999.. Supervisor, Avionics Electronics.**

Supervised a staff of 10 while concurrently designing and managing the Titan IVA Flow Control Valve upgrade. Standardized production methods by implementing the MSI process. Technical lead for all Titan 34D and Titan IVA booster electrical components.

- **1983-1990.** Chief Electrical Design Engineer, IUS and Block IV Standard Missile TVC programs.

Served as technical manager for Parker Hannifin TVC subcontract. Modified IUS control system for use on TOS program for OSC/NASA. Technical lead for Space Shuttle Aft Frame Tilt Actuator (AFTA) control system. Investigated 1984 flight failure of the IUS Techroll joint and implemented corrective action design enhancements.

- **1978-1983.** Electrical Design Engineer.

Redesigned and qualified IUS control system upgrades. Designed and built test equipment for nozzle vector testing and controller low power testing. EMC design and test.

SKILLS

Project and functional line management. Analog and digital design. Brushed and brushless motor drive. Closed loop servo systems. Batteries. Filter design. Circuit board layout. Configuration management. Quality control systems. EMI/EMC. Electronics piece part screening.

EDUCATION

BSEE. UCLA. 1977. MBA. University of Santa Clara. 1991



City of Capitola Application to Fill City Council Vacancy

Thank you for your interest in participating in Capitola's Government. This application is defined as a public record under California's Public Record Act. Completion and submission of this application is required for consideration of appointment to Councilmember, term ending December 2026. This application must be submitted no later than the deadline of June 3, 2025 by 5:00 PM. You must be a resident of the City of Capitola and a registered voter.

Full Name *

Rodney Sellers

E-mail *

rodsellers53@gmail.com

Phone Number *

[REDACTED]

Address *

Street Address

[REDACTED]

Address Line 2

City

Capitola

Zip Code

95010

State

California

Are you at least 18 years of age? *

☒ Yes

☐ No

Are you registered to vote? *

☐ No

☒ Yes, address is same as above.

☐ Yes, address is different than listed above:

Why do you wish to serve as a City Council Member?

I want to serve as a Capitola City Council Member because I believe in the power of local leadership to create meaningful, lasting change. This city is not just where I live—it's my home, my community, and the place where I've chosen to invest both professionally and personally.

Over the years, I've led high-performing teams across North America as a senior executive, but some of the most rewarding work I've done has been right here in Santa Cruz County, serving on the Civil Grand Jury, advocating for youth as a CASA volunteer, and helping seniors stay active and engaged through wellness programs. These roles have given me a deep understanding of the challenges and opportunities our community faces, from housing and infrastructure to equity, public safety, and civic engagement.

What drives me is service with impact. I want to bring my strategic thinking, fiscal discipline, and collaborative leadership to the Council in a way that centers people first. I'm not interested in politics for politics' sake—I'm here to listen, to build consensus, and to ensure Capitola remains a place where all residents feel heard, supported, and proud to live.

This is an opportunity to apply my business experience, civic involvement, and heart for public service to shape a stronger, more connected future for Capitola.

Can you share an example of a difficult decision you've had to make in a leadership or professional role, where the ethical choice wasn't necessarily the easiest or most popular? How did you approach it, and what was the outcome?

One of the most difficult decisions I made as a Vice President of Sales involved terminating a highly successful regional sales manager. He consistently exceeded his revenue targets—but multiple team members confidentially shared concerns about his toxic leadership style, including intimidation and favoritism. While no single incident broke policy, the pattern of behavior created a culture of fear that undermined trust and morale.

This presented an ethical dilemma: do I prioritize short-term revenue success, or do I protect the integrity and wellbeing of the broader team?

I took the time to gather all the facts, including conducting anonymous interviews and consulting with HR. It became clear that his behavior was inconsistent with our company values, and retaining him would signal that results matter more than respect.

I made the decision to let him go. It wasn't popular with some senior leaders at first—they feared it would impact quarterly sales. But within six months, we saw not only improved team morale, but also stronger collaboration and innovation. We promoted a values-driven leader from within, and the team went on to exceed revenue targets by the end of the year.

That experience reinforced my belief that leadership is about doing what's right, not just what's easy or expedient. In public service, as in business, trust is everything—and that means making principled decisions, especially when they're uncomfortable.

What do you see as the most significant challenge Capitola will face in the next two years, and how do you envision contributing to addressing it?

I believe our challenge is twofold: we need to invest in long-term coastal infrastructure and environmental planning while also ensuring the economic and social vitality of the city doesn't leave anyone behind.

With my background in strategic planning and stakeholder coordination, I would approach this challenge by helping to:

Strengthen partnerships between local businesses, environmental experts, and residents,

Support sustainable development and climate-resilient infrastructure projects,

Advocate for state and federal funding opportunities for recovery and adaptation,

And ensure transparency and community input in every step of the process.

I'm committed to bringing a collaborative, practical voice to the table—someone who understands both operational complexity and the need to lead with heart. Capitola has a chance to not just recover, but to become a model for small-city resilience and I want to help make that happen

What is your vision for Capitola's future?

One of the most significant challenges Capitola will face in the next two years is strengthening our coastal infrastructure and community resilience in response to the increasing impacts of climate change and recent storm damage. The 2023 storms were a wake-up call, not just about physical vulnerability, but about how we prepare for, recover from, and plan beyond these events.

At the same time, we need to protect what makes Capitola special, its walkability, small-town feel, thriving local businesses, and quality of life for residents of all ages.

With my background in strategic leadership and cross-sector collaboration, I would work to:

* Champion climate-resilient investments in the Wharf and shoreline protections,

* Collaborate with county, state, and federal partners to secure infrastructure funding,

* Support transparent public engagement around planning and budgeting priorities,

* Ensure our most vulnerable residents are part of our recovery and planning efforts, not left behind.

My leadership philosophy is rooted in building consensus, elevating community voice, and ensuring that we grow and adapt without losing sight of who we are. I believe Capitola can lead the way in coastal resilience—and I want to help guide that process.

(Optional) Please submit any documentation verifying your domicile in Capitola.

Please attach any additional materials relevant to your background and experience that may be considered for the appointment, including a resume, CV, or letters of support.

Rodney Sellers Resume 1.51-2.docx

71.84KB

Signature

A redacted signature, represented by a black rectangular box, is positioned within a light gray rectangular field.

Date

2025-05-27

RODNEY SELLERS

rodsellers53@gmail.com · www.linkedin.com/in/rodney-sellers-73789020b

Executive Leader / Board Member / Mentor / Coach

Summary

Summary

Innovative and values-driven sales executive with 20+ years of experience leading revenue strategy, team development, and customer-centric transformation across North America. Proven ability to scale sales ecosystems in high-growth environments while championing people-first practices that elevate team performance and deepen stakeholder trust. Blends corporate success with a deep commitment to community impact through board service and youth advocacy. Adept at aligning operational excellence with organizational purpose to create scalable, sustainable success.

Client Success Leadership

- Directed national customer support teams, integrating service excellence with sales strategy to exceed client expectations.
- Championed a North America-wide customer service initiative, standardizing escalation protocols and improving resolution speed.
- Built centralized sales and support centers to manage mid-tier accounts and emerging customers.
- Frequently collaborated with cross-functional partners—operations, finance, and engineering—to ensure seamless service delivery.
- Led conflict resolution for high-impact customers, reinforcing long-term satisfaction and loyalty.

PROFESSIONAL EXPERIENCE

PROFESSIONAL BACKGROUND

AUGUST 2021 – JULY 2022

VICE PRESIDENT OF NORTH AMERICA SALES, BJG ELECTRONICS

- Directed revenue generation and customer engagement efforts across North America, managing **\$130 million in sales** while overseeing **Field Sales, Inside Sales, Sales Support, and Customer Service teams**.
- Championed corporate strategic initiatives in **Target Account Development, End-Market Targeting, and Customer Expansion**, driving measurable improvements in both satisfaction and service scalability.
- Spearheaded the development and implementation of **customer-centric infrastructure** to support high-growth, underpenetrated markets—enhancing responsiveness and service consistency.
- Collaborated cross-functionally with operations, engineering, and leadership teams to **optimize customer experience** from pre-sale through post-sale support.
- Analyzed market size and customer feedback to **design a strategic service model** tailored to high-potential clients.
- **Increased bookings by 26%** from August 2021 to April 2022 by aligning customer service excellence with market expansion goals.

OCTOBER 2016 – DECEMBER 2019

VICE PRESIDENT, POWELL ELECTRONICS

Powell Electronics is a value-added distributor specializing in electronic connectors, switches, and related components, with expertise in assembly and materials management.

- Led operations across **11 Western States**, managing **\$45 million in revenue** while overseeing sales, customer service, and technical support functions to elevate customer satisfaction and retention.
- **Expanded the Powell brand** by delivering innovative, value-driven solutions that enhanced the client experience and differentiated Powell from competitors.
- Introduced **structured CRM utilization** to improve customer insight, sales forecasting accuracy, and territory management—strengthening the service model and responsiveness to client needs.
- **Established a centralized Sales & Service Center** to support emerging customer segments, increase service accessibility, and scale personalized support.
- Designed and implemented an **Omni Sales Strategy** to integrate digital and field service channels, improving responsiveness and ensuring consistency in the customer journey.
- Achieved **23% bookings growth and 12% sales increase in year one**, with **20% annual growth in 2017 and 2018**, outpacing market trends.
- Mentored and developed high-potential employees, preparing them for leadership roles and fostering a customer-first culture across teams.
- Collaborated cross-functionally to **expand web resources**, improve digital support capabilities, and optimize customer engagement touchpoints.

JULY 2009 – JUNE 2016

AREA SALES DIRECTOR NEWARK ELEMENT14

Newark is part of the global Premier Farnell group, and a leading, multi-channel, high-service electronics distributor supporting millions of engineers and purchasing professionals across the Americas. Newark offers the broadest selection of components and test equipment and most comprehensive technical information for design engineers and maintenance professionals throughout the US, Canada, and Mexico.

Fully executed Multi-Channel Sales Strategy and increased sales by 36% and margin percent by 3.5% also implemented the highest number flexible purchasing programs in North America a total of 725 customer implementations.

- Improved daily sales from **\$602K / day to \$716K / day** in eleven months, the highest the West Region had ever produced
- Exceeding FY2011 plan on Net Sales Billed, MP\$ and the key pillars we measure around board level sales and web-based sales
- Led team in developing value proposition for Contract Manufacturing customer segment in North America
- Created sales strategy to drive highest sales performance in Semiconductor Development Kits in North America, exceeded sales targets by 25% in 2012 and 31% in 2013
- Led West Region to top performing territory in sales revenue for 2013 & 2014 in the U.S.

AUGUST 2005 – JULY 2009

VICE PRESIDENT OEM SALES, BELL MICROPRODUCTS

An international, value-added distributor of a wide range of high-tech products, services, and solutions, including storage systems, servers, software, computer components and peripherals, as well as maintenance and professional services.

Partnership strategies and sales growth with OEM's & EMS providers in the Western United States.

- Executed integration value added strategy to increase revenue from \$10M per quarter to \$38M per quarter in 16 months
- Introduced innovative, cost-effective business models to expand account penetration and increase account acquisitions within region
- Initiated and executed pay incentives for OEM Sales on value added engagements

SEPTEMBER 1996 – AUGUST 2005

DIRECTOR OF OEM SALES, WEST REGION, ARROW ELECTRONICS

Responsible for partnership strategies and sales growth with OEM's & EMS providers in the 11 Western States.

- Responsible for market share growth along with design wins of key suppliers, number 1 in the region 4 straight years
- Site manager for Pathways college recruit program that allowed our business to grow 30% in 2 years
- Directed value add opportunities focusing on supply chain solutions and boxed integration engagements, added 15 new customers in 14 months

Community Services



BOARD OF DIRECTORS

Volunteer Center of Santa Cruz County, CA

January 2025 – Present

Appointed to the Board of Directors of a leading nonprofit dedicated to volunteerism and community engagement across Santa Cruz County.

- **Provide strategic oversight and governance to programs that serve diverse populations including youth, seniors, and underserved communities.**
- **Collaborate with fellow board members and executive leadership to develop and evaluate initiatives that drive organizational impact and improve service delivery.**
- **Champion efforts that enhance volunteer coordination, community partnerships, and sustainable growth.**
- **Advocate for inclusive, people-centered service strategies—ensuring alignment with the Center's mission to transform lives through volunteer action.**

July 2023 – Present

Court Appointed Special Advocate (casa) Santa Cruz County

To represent the best interests of children in the Santa Cruz County Juvenile Court System

- **Assessing the child's needs and reporting them to the court**
- **Working as a team member for the common interest of the parties involved**
- **Representing the child's best interest until the case is resolved**
- **Maintain an elevated level of confidentiality throughout the process**

July 2023 – PRESENT

CERTIFIED COACH FOR MATTER OF BALANCE

Designed to help people manage concerns about falls and increase physical activity

- View falls as controllable
- Set goals for increasing activity
- Make changes to reduce fall risk at home
- Exercise to increase strength

July 2022 – June 2023

Foreperson Pro Tempore Santa Cruz County Civil Grand Jury

To examine all aspects of city and county governments and special districts by initiating its own investigations • To serve as ombudsman for the citizens of the cities and county • To publish its investigative findings and recommendations to improve governmental operations

CAREER HIGHLIGHTS

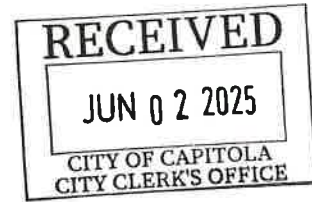
- **Transformed Underperforming Sales Territory:** Rebuilt and energized a struggling regional sales team, achieving a remarkable **36.5% sales growth in just eight months**—elevating the region to the **#2 performing territory in North America** through strategic value articulation and deep customer engagement.
- **Turnaround Leadership:** Spearheaded a dramatic financial recovery, moving operating income from **-6.9% to +4.1% in under two quarters**, while simultaneously increasing sales by **22%** through disciplined cost management and targeted opportunity capture.
- **Strategic Sales Innovation:** Co-developed a **cross-selling strategy** leveraging internal manufacturing capabilities, leading to increased account penetration and higher-value solution sales.
- **Market Expansion into Aerospace & Defense:** Launched a targeted **Space Program** to seize emerging growth opportunities in the aerospace and defense sectors, successfully aligning internal wire and harnessing capabilities with evolving market demand.
- **Organizational Development & Mentorship:** Played a key role in designing a company-wide **mentorship program** to identify, evaluate, and prepare high-potential talent for leadership roles.
- **Customer Experience Leadership:** Designed and deployed a **North America-wide customer service program** to enhance responsiveness, consistency, and long-term customer retention.
- **Excellence in Performance:** **Four-time President's Club Award Winner**, consistently recognized for outstanding sales achievement and leadership.
- **Civic Engagement & Governance:** As **Foreperson Pro Tempore** of the Santa Cruz County Civil Grand Jury, chaired two investigative committees and served as lead/co-writer on published findings, strengthening local government transparency and accountability.

Education

Business Management, 1991-1993: UNIVERSITY OF PHOENIX, SAN JOSE, CA

June 2, 2025

Ms. Julia Gautho
City Clerk
City of Capitola
420 Capitola Avenue
Capitola, CA 95010



Dear Ms. Gautho,

I am writing to formally express my interest in applying for the current City Council vacancy. I understand that my prior application will be forwarded to the City Council for consideration and that I may submit additional materials to you to be included in with application any time before the process closes on June 3.

Enclosed is a copy of my driver's license and property tax bill which confirms my residence at [REDACTED] Capitola. This is also the address listed on my voter registration. You or any representative from City Hall are welcome to visit my home at any time to verify that I reside here full time.

Thank you for your assistance.

Sincerely,

[REDACTED]
Susan Westman

[REDACTED]
Capitola, CA 95010

[REDACTED] (Cell)
[REDACTED] (Land)

Susan@bestwestman.com



SANTA CRUZ COUNTY
2024 - 2025 SECURED PROPERTY TAX BILL
For Fiscal Year beginning July 1, 2024 and ending June 30, 2025

www.santacruzcounty.us/ttc/

(831) 454-2510

Santa Cruz County Tax Collector
PO Box 5639
Santa Cruz, CA 95063

***** SCH 5-DIGIT 95010
03512131 7747 T29-P1



WESTMAN WALTER NELS & SUSAN C TRUSTEES

██████████
CAPITOLA, CA 95010-2878

Retain this statement for your records

PROPERTY INFORMATION

ADDRESS OR DESCRIPTION OF PROPERTY

████████████████████

PARCEL NUMBER	BILL NUMBER	TAX RATE AREA
██████████	██████████	03-108

VALUES & EXEMPTIONS

LAND
IMPROVEMENTS

TOTAL VALUE
LESS EXEMPTION
Homeowner's

TOTAL TAXABLE VALUE

PHONE NUMBERS

PAYMENTS
(831) 454-2510

PROPERTY VALUES
(831) 454-2270

TAX RATE
(831) 454-2009

HOMEOWNER'S EXEMPTION
(831) 454-2449

IMPORTANT MESSAGES

Electronic
Check



Visit our website www.santacruzcounty.us/ttc/ to pay your bill. The payment service provider charges a fee for credit and debit card transactions. NO FEE FOR E-CHECK.

TAX DISTRIBUTION BY AGENCY

BASIC PROPERTY TAXES

	RATE	AMOUNT
GENERAL TAX RATE	1.00000000%	██████████
2013 REF 2002A SOQUEL ELEM SCHOOL DISTRICT BO	.01173000%	██████████
2017 SOQUEL ELEM SCHOOL DISTRICT BOND	.01913700%	██████████
2022 REF 2017A SOQUEL ELEM SCHOOL DISTRICT BO	.00482800%	██████████
1998 SANTA CRUZ HIGH SCHOOL DISTRICT BOND	.00527900%	██████████
2013 REF 2005 SANTA CRUZ HIGH SCHOOL DISTRICT I	.00909900%	██████████
2016 SANTA CRUZ HIGH SCHOOL DISTRICT BOND	.02096600%	██████████
2019 REFUNDING 98/04 A&B CABRILLO BONDS	.01533200%	██████████
TOTAL BASIC PROPERTY TAXES (adjusted for rounding)	1.08637100%	██████████

OTHER CHARGES

NO. COUNTY MOSQUITO & DISEASE ASSESSMENT
CFD NO. 2016-1 LIBRARY FACILITIES
SANTA CRUZ CO SANITATION DISTRICT
SC CITY HIGH SCH DIST PARCEL TAX MEASURE T
TOTAL OTHER CHARGES

TOTAL TAXES

FIRST INSTALLMENT DUE

██████████

SECOND INSTALLMENT DUE

██████████

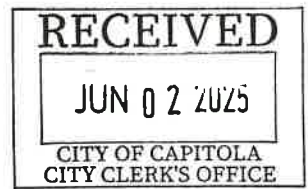
TOTAL

██████████

California USA DRIVER LICENSE



Susan Westman
[REDACTED]
Capitola, CA 95010
Susan@bestwestman.com
[REDACTED]



May 24, 2025

Dear Mayor Clarke and City Council Members,

Enclosed is my application for the vacancy created by the resignation of Council Member Pedersen.

Capitola has experienced the departure of two Council Members in the past five months. While the reasons for their resignations were quite different, the impact on the City has been significant. I bring over 40 years of experience working for and with local government. Many of those years were spent serving Capitola as Community Development Director, City Manager, Interim Community Development Director, and currently as a Planning Commissioner.

I am well-acquainted with the major projects currently underway in Capitola, have a working knowledge of the City's proposed budget for 2025–2026, and understand the dynamics of serving on a five-member commission or council.

As part of my application, I have included several letters of recommendation from the previous application process to fill the vacancy created by Mayor Brooks. I selected these to illustrate the support and respect I've earned from prominent business and property owners in our community. Continued collaboration with our business community will be essential to maintaining Capitola's economic vitality.

I was recently honored with the Chamber of Commerce's Lifetime Achievement Award for over 40 years of service to all segments of the community. I believe this recognition reflects my ability to work with diverse stakeholders—even when difficult decisions are required.

I am not applying to represent any single viewpoint in Capitola. As a Council Member, I would be a careful listener, committed to understanding all perspectives. I would strive to remain open-minded and support ideas that can benefit our town. I am dedicated to ensuring transparent and accessible city governance. I would seek creative methods to inform and engage all citizens early in the decision-making process. My decisions will be guided by facts and merit, not personal opinion.

My professional experience, current knowledge of Capitola's issues, and dedication to public service position me to be an effective and active participant on the Council from day one.

Thank you for considering my application.

Sincerely,

[REDACTED]
Susan Westman

From: Bob Rivers [REDACTED]
Subject: Letter of Recommendation: Susan Westman for City Council
Date: January 24, 2025 at 11:31 AM
To: citycouncil@ci.capitola.ca.us

BR

Dear Members of the Capitola City Council,

I am writing to enthusiastically recommend Susan Westman for a position on the Capitola City Council. I have had the pleasure of knowing Susan for nearly four decades, and during this time I have witnessed her unwavering dedication to the community, her exceptional leadership skills, and her tireless efforts to improve the lives of all Capitola residents.

Susan was a great mentor to me when I was a young Assistant Planner at the City of Capitola. Her ability to listen, collaborate, and find innovative solutions to complex issues has earned her the respect and admiration of her peers and community members alike. In her professional life, Susan has demonstrated a remarkable capacity for management and strategic planning.

Susan's commitment to public service is evident through her extensive involvement in various positions at the City of Capitola, including Planning Director, City Manager and Planning Commissioner. She has overseen numerous high-profile projects, including the Capitola Mall expansion and the development of Brown Ranch Marketplace. Her keen analytical mind, coupled with her ability to communicate effectively and build consensus, makes her an ideal candidate for the City Council.

Susan is also deeply passionate about the City of Capitola and its future development. One of Susan's greatest strengths is her ability to connect with people from all walks of life. She possesses a genuine empathy and understanding that enables her to advocate effectively for the needs and concerns of the citizens of Capitola. Her inclusive approach to problem-solving ensures that all voices are heard and considered, making her a true representative of the people.

In conclusion, Susan Westman possesses the qualities, experience, and passion necessary to excel as a member of the City Council. Her proven track record of leadership, her dedication to community service, and her commitment to creating a better future for all make her an outstanding

candidate. I wholeheartedly endorse Susan Westman for City Council and believe she will be an invaluable asset to the city.

Thank you for considering my recommendation. Please feel free to contact me if you require any further information.

Sincerely,

Bob Rivers

General Manager

[Brown Ranch Marketplace](#)

[REDACTED]
Capitola, CA 95010

C: [REDACTED]

W: [REDACTED]

Gautho, Julia

From: Woodmansee, Chloe
Sent: Thursday, January 23, 2025 4:47 PM
To: City Council
Subject: FW: [SPF Softfail] Susan Westman (please forward to City Council Members)

Follow Up Flag: Follow up
Flag Status: Flagged

Honorable Mayor and Council,

Please see email below. Thank you!

Warmly,
Chloé Woodmansee (she/her)
Assistant to the City Manager - City of Capitola
831.475.7300 x220

-----Original Message-----

From: Doug@lomakgroup.com <[REDACTED]>
Sent: Thursday, January 23, 2025 4:27 PM
To: Woodmansee, Chloe <cwoodmansee@ci.capitola.ca.us>
Subject: [SPF Softfail] Susan Westman (please forward to City Council Members)

Members of the Capitola City Council:

We have worked with Susan Westman while she served as Capitola Planning Director, Capitola City Manager, and Scotts Valley Community Development Director. She is a community-minded jewel.

Our buildings are home to more than 200 businesses, some of which would not be in business today if not for Susan's wisdom and common sense. She is driven by her desire to serve the community. She has the experience to recognize when something is important, and when it is not. She is calm, reasonable, and sensible, but willing to fight hard for something that she believes is right.

I am surprised that Susan is willing to step into the political fray, but if she is, we would all be blessed to have her.

Doug Kaplan

Doug Kaplan
Lomak Property Group

[REDACTED]
Capitola, CA 95010

Office: [REDACTED]

Fax: [REDACTED]

Email: [REDACTED]

Dear Council Members,

I hope this message finds you well. As a long-time resident of Capitola, I would like to formally nominate Susan Westman to fill the vacant Council position left by Yvette Brooks.

I believe Susan would be an excellent addition to the Council, and I am confident that she will serve our community with dedication and integrity.

If you have any questions or require further information, please feel free to reach out to me.

Thank you for your consideration.

Best regards,

Richard Novak

Sent from my iPad

To: Capitola City Council
From: Gayle Ortiz
Re: council member appointment

January 24, 2025

I would like to encourage you to give Susan Westman's application serious consideration. There couldn't be another applicant that has more experience than Susan.

Her career has been in city and county government, spanning jobs as city manager, planning official and fire protection.

With most of the current council being so new it would be wise to have someone with her experience.

I've worked with Susan on several projects. Her ability to bring differing opinions to a resolution is one of her strongest attributes. As well, she is adept at diffusing charges situations.

It is likely that something will be coming forward regarding the mall development in the next couple years. Susan would be a strong voice in protecting Capitola's interests in these negotiations.

Thank you for hearing me out. Often, older voices go unheard. This is a very young council, and the addition of a senior voice should be considered.

Gayle Ortiz



City of Capitola Application to Fill City Council Vacancy

Thank you for your interest in participating in Capitola's Government. This application is defined as a public record under California's Public Record Act. Completion and submission of this application is required for consideration of appointment to Councilmember, term ending December 2026. This application must be submitted no later than the deadline of June 3, 2025 by 5:00 PM. You must be a resident of the City of Capitola and a registered voter.

Full Name*

Susan Westman

E-mail*

Susan@bestwestman.com

Phone Number*

[REDACTED]

Address*

Street Address

[REDACTED]

Address Line 2

City

Capitola

State

California

Zip Code

95010

Are you at least 18 years of age?*

☒ Yes

☐ No

Are you registered to vote?*

☐ No

☒ Yes, address is same as above.

☐ Yes, address is different
than listed above:

**Why do you wish to serve as a City Council Member?**

Please see attached Question 1

Can you share an example of a difficult decision you've had to make in a leadership or professional role, where the ethical choice wasn't necessarily the easiest or most popular? How did you approach it, and what was the outcome?

Please see attached Question 2

What do you see as the most significant challenge Capitola will face in the next two years, and how do you envision contributing to addressing it?

Please see attached Question 3

What is your vision for Capitola's future?

Please see attached Question 4

(Optional) Please submit any documentation verifying your domicile in Capitola.

Drag and drop up to 3 files here to upload or Choose files

Please attach any additional materials relevant to your background and experience that may be considered for the appointment, including a resume, CV, or letters of support.

Drag and drop up to 10 files here to upload or Choose files

Signature

Sig

Date

2025-06-02



Submit

Question #1

I am stepping forward to apply for this opening on the City Council because Capitola is at a critical juncture, and I bring the depth and breadth of experience necessary to meet its pressing challenges head-on. My many years as **City Manager for Capitola and several other cities**, coupled with my current service on the **Planning Commission**, have equipped me with the skills, knowledge, and relationships to contribute meaningfully to this Council from day one.

I have lived in Capitola for **43 years** and raised my family here while working for the city for **16 of those years**. I love this town and its people, and I am proud of my well-earned reputation as a **problem solver** who understands Capitola's unique character and challenges. ***I am committed to serving this Council through the 2026 election, without seeking re-election, to ensure stability and focused leadership during this transitional time.***

Capitola faces **intense challenges** that demand immediate action:

- The **Capitola Mall**, once our largest revenue generator, is no longer fulfilling that role.
- **Retail and restaurants**, the staple of the Village, are struggling.
- Our **police facilities** face flood risks that threaten public safety.
- **State mandates** require us to address California's housing crisis.
- The city's **financial outlook** is troubling, with projections trending downward.

These are major and urgent challenges facing this Council during the next two years and beyond. They require bold, creative, and realistic solutions grounded in expertise and guided by a vision that preserves what makes Capitola so cherished. I have the **real-world experience** to navigate this complexity. From negotiating with developers to being part of the team that brought the **Capitola Mall and Capitola Auto Plaza** to life, I know how to get things done.

Capitola's challenges are not a reflection of its staff or City Manager but rather the shifting **political and economic environment** that is reshaping our future. It's imperative that the Council is **focused, informed, experienced, and motivated** to act decisively. I am ready to contribute with **immediate impact**, and I will bring the leadership necessary to help Capitola navigate this pivotal moment.

If selected, I am confident in my ability to work collaboratively with the Council, staff, and community to keep Capitola moving forward while safeguarding its unique charm and character.

Question #2

Ethics must be at the heart of every decision made by a Council Member or City employee. The public's trust depends on it, and adhering to the highest ethical standards not only cultivates confidence but also leads to better outcomes for the community. Capitola's recently adopted **Code of Conduct** is a significant step forward in ensuring decisions reflect these principles and prioritize the public good.

For professionals like City Managers, some of the most consequential ethical decisions occur behind closed doors, often involving personnel matters that never become public. These moments test a leader's commitment to integrity and the values they profess to uphold.

During my career as a City Manager, I faced many ethical challenges, but one stands out as a defining moment. Three of five Council Members asked me to remove a well-respected, long-serving **Community Development Manager** after he publicly announced that he was gay and moving in with his partner. They expressed concerns that his announcement might discourage developers from working with the City. Regardless of their motivations, their directive was deeply flawed and unethical. They made it clear that if I did not act swiftly, I would be seen as putting personal beliefs above the City's interests—and that I should start looking for another job.

This demand not only violated the **Brown Act**, as the three had coordinated their directive without public notice, but it also raised significant legal and moral issues. After careful consideration, I determined the most ethical course of action:

- **I scheduled a closed session** with the Council to discuss my job performance, using it as an opportunity to address the inappropriate directive I had received.
- **I relied on the City Attorney** to advise the Council on the legal implications of firing an employee based on their sexual orientation.
- **I stood firm** in my decision, fully aware that it could jeopardize my career but recognizing that protecting the rights and dignity of the Community Development Manager was paramount.

In that closed session, one of the three Council Members reconsidered their position, and the Council ultimately decided to retain the Community Development Manager. However, the fallout was significant. Over the next year, the two remaining dissenting Council Members repeatedly voiced their displeasure with me and resisted the diversity training program approved by the majority.

Despite these challenges, **ethical leadership prevailed**. The Community Development Manager went on to attract **major new revenue sources** for the City, including a large auto dealership and several other commercial developments. He later moved to a larger city, where he enjoyed a **successful 15-year career**. By the end of the year, one of the dissenting Council Members chose not to run for re-election, and the other lost their bid.

This experience underscores a vital truth: **Ethical decisions often come with personal and professional costs, but they are the foundation of good governance and community trust.** As a Council Member, I would bring this unwavering commitment to ethics, ensuring that every decision prioritizes fairness, legality, and the well-being of Capitola's residents.

Question #3

Capitola faces two key, interconnected challenges requiring immediate and skilled attention over the next two years: **Residential Development** and **Commercial/Mixed-Use Development**. These intricate issues require a leader with the experience to navigate state requirements, budget constraints, and community concerns while strengthening trust and collaboration.

Residential Development

The complexities of state housing mandates place Capitola in a difficult position, severely restricting the city's ability to balance compliance with minimizing negative impacts on our community. Failure to meet these mandates risks serious sanctions from the state, making it essential to address this issue with both urgency and skill.

The first step is to ensure transparency and clarity. Many frustrations and tensions stem from a lack of understanding about these mandates and their implications. To bridge this gap, I propose:

- **Town Hall meetings** to openly discuss challenges and opportunities.
- **White papers** to clearly explain the constraints and options available.
- **Improved public noticing** and ample lead time for proposed changes and projects.

These actions will create a more informed and engaged public, reducing misplaced anger and building collaboration between the community, city staff, and leadership. My deep understanding of planning processes and my ability to distill complex issues into actionable steps uniquely position me to guide this effort effectively.

Commercial and Mixed-Use Development

Stabilizing Capitola's fiscal health hinges on increasing **sales tax** and **Transient Occupancy Tax** revenues, which depend on strategic and successful commercial development. The **Capitola Mall property** and the **41st Avenue Corridor** are key areas where thoughtful development can drive long-term revenue growth and community benefit.

However, the 41st Avenue Corridor is also home to **sensitive neighborhoods**. Growth in this area must respect the needs of these communities while delivering economic benefits.

To achieve this, we need:

- **Proactive zoning changes** to encourage investment.
- **A welcoming attitude** toward businesses and developers to build partnerships.
- **Engagement with the local community** to ensure their concerns and ideas are incorporated into development plans.
- **An expedited timeline** for implementing these changes to initiate the multi-year process of development.

While development decisions will inevitably face differing opinions, the key is to approach the community with respect, openness, and clear communication. By including residents in the decision-making process, we can balance economic growth with Capitola's unique character and address the financial challenges ahead.

Question #4

- A city that encourages and values respectful civic engagement while proactively connecting with the community through transparent communication, inclusive outreach, and meaningful dialogue.
- **A Vibrant 41st Avenue Corridor:**
A revitalized 41st Avenue Corridor integrating new housing options, health services, and thriving commercial opportunities while addressing the unique needs of adjacent neighborhoods.
- **Diverse and Inclusive Neighborhoods:**
A city of neighborhoods offering a well-integrated mix of home sizes and prices, ensuring access to housing for all income levels while maintaining a neighborhood character for all residents.
- **A Thriving Village:**
A Village area that embraces new opportunities for visitor accommodations and businesses while honoring and preserving the charm and history of Capitola's beloved Village.
- **Serving a Diverse Community:**
A city that recognizes and serves the diverse needs of all residents.
- **Forward-Thinking Transportation:**
A city that embraces second-order thinking to move beyond car-based transportation, with accessible sidewalks, bike and pedestrian trails, efficient shuttle services, and a truly usable public transportation system.

SUSAN C. WESTMAN

Capitola, CA. 95010

Email – Susan@bestwestman.com



EXPERIENCE

Capitola Planning Commissioner – Currently, 2020-2024, and 2016–2018

During this last year a few of the major issues the Planning Commission worked on were:

- Changes needed for to have Capitola's Housing Element certified
- Zoning code updates to support businesses and housing development
- Approved a 52 unit affordable housing project on 38th Avenue

Interim Community Development Director and General Plan Consultant – City of Capitola 2012 – 2013

- Worked with Capitola's General Plan Committee to complete the 2014 City of Capitola General Plan
- Organized recruitment for Community Development Director
- Managed the Planning and Building Departments

Interim Community Development Director – City of Scotts Valley 2008 – 2009 2005 – 2006

- Assisted with the recruitment and hiring of a permanent Community Development Director
- Worked with the Council, Planning Commission and Department of Fish and Game to finalize a habitat conservation plan for Scotts Valley.
- Completed environmental review and related staff work on a number of commercial and residential projects.

Interim Community Development Director and Deputy Director of the Redevelopment Agency – City of El Cerrito 2004 – 2005

- Redefined the Community Development Director position and assisted with the recruitment and hiring of a permanent Community Development Director
- Supervised all aspects of the Planning Department and Redevelopment Agency

Interim Town Manager – Town of Moraga 2003- 2004

- Worked with City Council to recruited and hired permanent Town Manager.

- Purchased building for City Hall and Police Department
- Restructured Town's recreation program and developed a joint recreation program with the City of Lafayette

Interim Executive Director - Doran Center for the Blind and Visually Impaired **2002- 2003**

- Worked with the Board of Directors to restructure the organization and budget to maintain services to the blind and visually impaired in Santa Cruz County.
- Structured a merger with another non-profit organization to resolve the Center's financial crisis.

Interim City Manager – City of Half Moon Bay **2001- 2002**

- Worked with the City Council to complete their City Manager and Finance Director recruitments.
- Completed labor negotiations on three-year contracts for three labor groups in the City.
- Worked with new and interim staff to maintain city operations and accomplish Council goals.

Interim City Manager – City of El Cerrito **2000- 2001**
Interim Executive Director of the Redevelopment Agency

- Worked with the City Council to successfully complete their City Manager recruitment.
- Provided leadership, guidance, motivation and management expertise to the staff by creating an atmosphere of openness, stability and respect that improved employee morale while filling vacancies and working with interim staff.
- Successfully completed labor negotiations on a four-year police contract and a five-year fire department contract.
- Improved City relations with the press and public by implementing a strong customer service orientation throughout the organization.

City Manager - City of Belmont
Executive Director of the Belmont Redevelopment Agency
Executive Director of the Belmont Fire Protection District and Co-Director of the South County Fire Authority **1997-2000**

- Restructured and re-bid a \$95 million grade separation project that was \$35 million over budget.
- Completed a \$25 million Redevelopment Agency bond refinancing lowering the interest rate on \$16 million of existing debt and generating \$9 million in new money for economic development.

- Developed accurate and comprehensive information on the issues and choices facing the City Council and community to facilitate the decision making process.
- Completed a five-year Technology Master Plan for the City to implement technology improvements to provide better access for the public and increased productivity of City staff.
- Restructured the City's personnel procedures and hired Belmont's first Human Resources Director. Extensive experience in dealing with employee labor, grievance, and workers compensation issues.
- Represented the City in economic development negotiations for numerous projects.
- Developed a budget process to improve public participation and an easily understood budget format to assist both the public and the Council.
- Built an effective management team by successfully integrating competent existing department heads and new hires where required.
- Co-Director South County Fire Authority. This is a Fire Authority that serves both the City of Belmont and City of San Carlos.

City Manager - City of Capitola

Executive Director of the Capitola Redevelopment Agency 1993-1997

Planning and Community Development Director - City of Capitola

**Deputy Executive Director of the Capitola Redevelopment Agency
1986-1993**

**Redevelopment Agency Housing Coordinator
and Associate Planner - City of Capitola**

1981-1986

Planning Assistant - City of Saratoga

1979-1981

Work history prior to 1979 available upon request.

EDUCATION

- **MASTERS OF PUBLIC ADMINISTRATION**
San Jose State University - 1983-1986
Graduated with Honors
- **BACHELOR OF ARTS IN ENVIRONMENTAL STUDIES**
With an emphasis in Urban and Regional Planning
San Jose State University - 1974-78
Graduated with Distinction



City of Capitola Application to Fill City Council Vacancy

Thank you for your interest in participating in Capitola's Government. This application is defined as a public record under California's Public Record Act. Completion and submission of this application is required for consideration of appointment to Councilmember, term ending December 2026. This application must be submitted no later than the deadline of June 3, 2025 by 5:00 PM. You must be a resident of the City of Capitola and a registered voter.

Full Name *

Trevor Whitcomb

E-mail *

trevorwhitcomb@gmail.com

Phone Number *

[REDACTED]

Address *

Street Address

[REDACTED]

Address Line 2

City

Capitola

Zip Code

95010

State

CA

Are you at least 18 years of age? *

☒ Yes

☐ No

Are you registered to vote? *

☐ No

☒ Yes, address is same as above.

☐ Yes, address is different than listed above:

Why do you wish to serve as a City Council Member?

Working in property development for many years has given me the ability to navigate and negotiate many situations that need firm resolutions. I would like to see Capitola stand as a pillar for Santa Cruz county and an example of a city that can move forward as well as maintain its charm and local vibe.

Can you share an example of a difficult decision you've had to make in a leadership or professional role, where the ethical choice wasn't necessarily the easiest or most popular? How did you approach it, and what was the outcome?

I have had many opportunities to make ethical decisions in my professional career. Currently involved in the re-development of the Pacific Palisades I have had to make sure that pricing remain fair and ethical, along with following the strict and new guidelines set forth by both state and city municipal code. I have always found that the honest and truthful approach garners the best outcome in the end.

What do you see as the most significant challenge Capitola will face in the next two years, and how do you envision contributing to addressing it?

I believe Capitola will see an increase of visitors from both neighboring and out of state. There is a need to foster this relationship along with keeping order and a way of life desired by the current residents. Another glaring issue is the rail to trail which I do believe is a decision best made by the constituents of Capitola and how they want to see this unfold. Budget will also be a very important factor in the coming years as a balancing act between spending and keeping social services and way of life a top priority.

What is your vision for Capitola's future?

I envision a well oiled town, catering to both tourists and residents. A place where people can enjoy the beautiful ocean side town as visitors and as people living here full time. By fostering healthy educational activities and leaning into the abundance of nature, this will help to solidify Capitola as a healthy, clean and vibrant part of California's coastline.

(Optional) Please submit any documentation verifying your domicile in Capitola.

Please attach any additional materials relevant to your background and experience that may be considered for the appointment, including a resume, CV, or letters of support.

Signature

A black rectangular redaction box covering the signature area.

Date

2025-05-27