



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 *

dennis norton

E-mail *

Dennis@dennisnortondesign.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?

The City has significant issues to be addressed in coming two years.

Environmental issues such as climate change, water, and transportation.

The City budget will be under critique.

The size of City government, and its function and responsibility will be public issues.

My past experience makes me a perfect choice to help the existing Council and City in these times.

Bring back the Begonia Festival

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?

During my 16 years on the Capitola City Council, I was involved and instrumental in making the following decisions.

Development of Capitola Library, Esplanade Park, Pacific Cove Parking Lot, Capitola Skateboard Park, a balanced City Budget for 16 years, Development of our Parks and Recreation Department after Joint powers agreement folded, obtaining funding for Beach/wharf/jetty maintenance, maintaining a full compliant workforce for City and Police Department, Was instrumental in purchase of Union Pacific Corridor and served on RTC and Metro for 12 years as City's Representative.

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?

Climate Change, Start now in addressing issues of wave inundation, water shortages, road maintenance

Balanced budget, Start planning budget for 3 years based on projected or anticipated funding.

Traffic and Street repair, Need well funded and ongoing program program

Aging population, Begin programs in making Capitola more livable for our seniors population.

What is your vision for Capitola's future?

A walking community
Affordable for all ages
Clean air& water, and safe.
Fun and happy town

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

DENNIS NORTON CAPITOLA CITY COUNCIL.docx	16.15KB
Beatles words of wisdom.jpg	60.75KB
begonia festival 2013.pdf	120.94KB

Signature

A handwritten signature in cursive script that reads "Dennis Richard Norton". The signature is written in black ink on a light gray rectangular background.

Date

2025-01-17

DENNIS NORTON CAPITOLA CITY COUNCIL

42 YEAR RESIDENT OF CAPITOLA.

32 YEARS SELF-EMPLOYED HOME DESIGNER IN CAPITOLA

VETERAN

3 CHILDREN RAISED AND SCHOOLED IN CAPITOLA

12 YEARS AS CAPITOLA COUNCIL MEMBER

5 YEARS AS CAPITOLA PLANNING COMMISSIONER

***8 YEARS AS COMMISSIONER, SANTA CRUZ COUNTY REGIONAL
TRANSPORTATION COMMISSIONER***

8 YEARS CAPITOLA ARTS COMMISSIONER

6 YEARS CAPITOLA COMMISSION ON ENVIRONMENT

4 YEARS SANTA CRUZ TRANSIT BOARD

***4 YEARS ON MONTEREY BAY REGIONAL AIR QUALITY
CONTROL BOARD***

***3 YEARS ON ASSOCIATION OF MONTEREY BAY AGEA
GOVERNMENTS.***

2 YEARS ON LOCAL AREA FORMATION COMMISSION (LAFCO)

BOARD OF DIRECTORS OF SAVE OUR SHORES

VOTE TO KEEP THIS EXPERIENCE IN OFFICE

ADVICE FROM THE BEATLES



need 259 boxes total

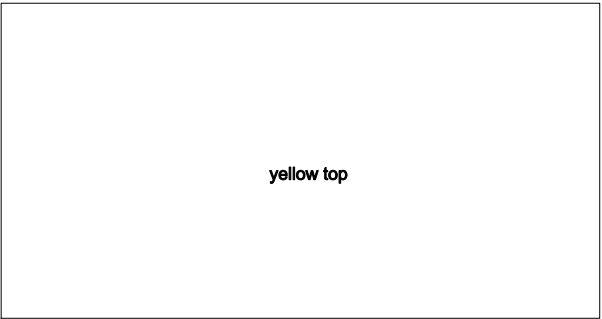
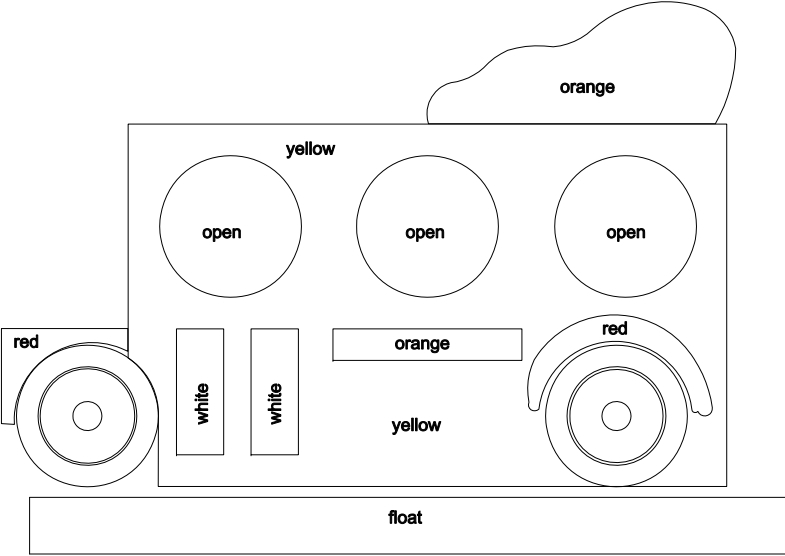
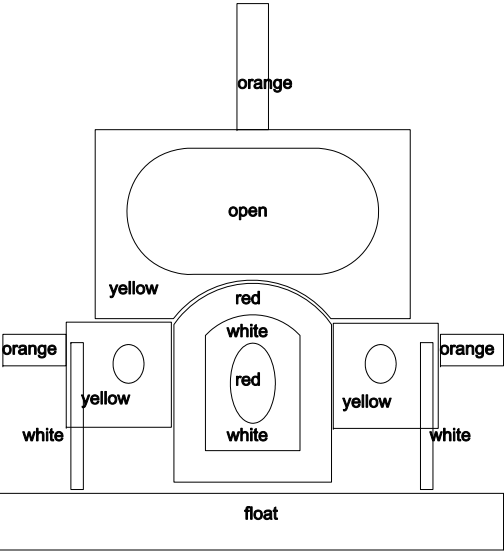
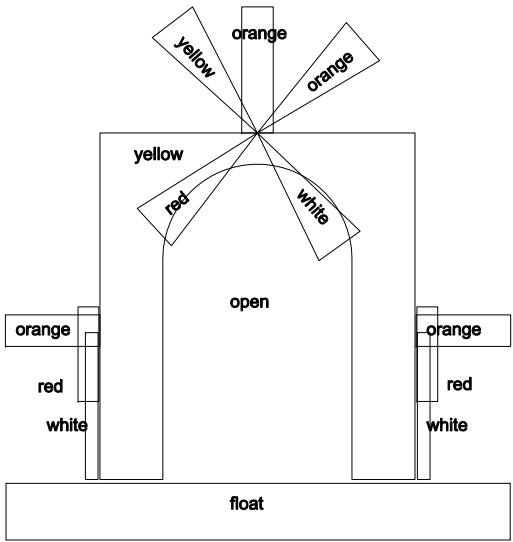
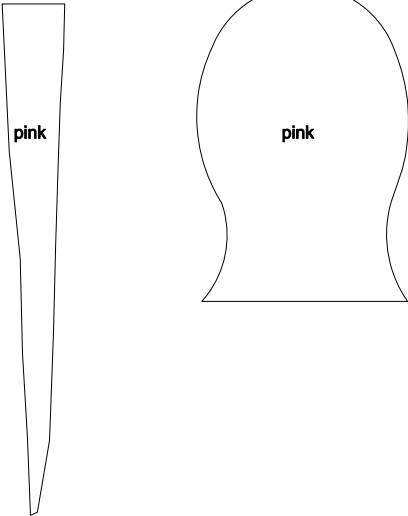
pink
 4 legs 60 sq. ft.
 head 56 sq. ft.
 total pink 116 sq. ft. = 78 boxes

yellow
 propeller 3 sq. ft
 body front 27 sq. ft.
 body side 32 sq. ft.
 body side 32 sq. ft.
 body back 14 sq. ft.
 body top 48 sq. ft
 4 hub caps 7 sq. ft.
 total yellow 163 sq. ft. = 109 boxes

red
 propeller 3 sq. ft
 2 wheel wells 8 sq. ft.
 radiator hood 21 sq. ft.
 radiator center 2 sq. ft
 4 hub cap center 2 sq. ft
 total red 36 sq. ft. = 24 boxes

white
 propeller 3 sq. ft
 2 headlights 2 sq. ft.
 4 white wall wheels 16 sq. ft.
 4 side panels 6 sq. ft.
 total white 27 sq. ft. = 18 boxes

orange
 propeller 3 sq. ft
 top fin 18 sq. ft.
 side fin 12 sq.ft
 side fin 12 sq.ft
 total orange 45 sq. ft. = 30 boxes





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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

Enrique Dolmo Jr

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.



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Full Name *

John Mulry

E-mail *

jxmulry@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'm the only one who will apply who understands policy period. I'm also the only one won't be representing a power bloc. I will fix all our problems in two years and not run in 2026. Small Groups are my jam.

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 am the sole local government accountability advocate. It's a chore. I called Alex out on his not being inclusive. Melinda on pawning for Yvette. Gerry for his faults. Joe for being not up for the job (buts usual for our council not a disqualification).

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?

By giving staff clear, detailed instructions at meetings. That alone will solve much. Plus like we know I know about our challenges root and stem. I would crush governing.

What is your vision for Capitola's future?

Economic Accessibility. Neighborhoods where people live, walk and congregate in community. Safe and productive streets. Missing middle housing. Children and families choosing to live here again. I can reverse our decline. No one else can. If y'all choose not me it will only get worse and we know I love I told ya so's.

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

Signature

JOHN MULRY

Date

2025-01-17



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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

A rectangular grey box containing the handwritten signature "Laura Alioto" in a cursive script.

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



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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 of 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

Date

Lunamar Harter

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



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Full Name *

Margaux Morgan

E-mail *

margauxpmorgan@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 served on the Capitola City Council from 2020-2024. I re-ran in 2024, with the intention to serve another term, but unfortunately did not get elected back in. I would be honored to continue serving the community and be involved in the many upcoming projects ahead of us. I was fortunate to be involved with the City for the last four years and have worked well with our current council members, city staff and many other groups county wide.

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?

While serving our City as Mayor in 2023 one of our City Council Meetings experienced a "zoom bombing". The "zoom bombings" were extremely disruptive, offensive and completely unacceptable. I had to decide to continue allowing zoom comments even though we were being subjected to such awful behavior. Legally, we had to continue to take zoom comments, but believe me, it was the last thing I wanted to endure. Council then made the decision to no longer allow zoom commenting. This could be controversial, because it could be looked at as limiting community input from those who are unable to attend meetings in person, however I felt it was necessary. I felt that this was the only choice to make in order to protect our council, staff, and community attendees. I also think it is for the best because it encourages those who wish to participate to attend in person.

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?

The most significant challenge in the next two years, is the fact that there are very complex issues at hand and that whatever agreement council comes to for any of them will not satisfy the entirety of the community. We are facing reconstruction of the Stockton Bridge, a resiliency plan for Cliff Drive, housing and development strategies, implementation of the RTC trail...just to name a few. With all of these items (and then some) on the table it will take lots of consideration to make the best choices for the overall community. Therefore, community outreach is going to be a huge component of many of these items. In the past we have seen great turn outs from the community at forums for things like the wharf rebuild and the city's strategic planning. It will be important to continue these types of engagements moving forward.

What is your vision for Capitola's future?

I want Capitola to thrive. I hope to continue to be involved with the future of our beautiful City. We need to have some consistency and experience within our council. I want Capitola to remain a place where small, local businesses can flourish. I want to continue to work with our Police Department to ensure that the safety of our community prevails. I want our coastal/beach access to be maintained and for Capitola to continue being a welcoming and inclusionary space for all.

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

Margaux-appointment.docx

12.97KB

Signature

A grey rectangular box containing the handwritten signature "Margaux Morgan" in a cursive script.

Date

2025-01-22

Dear Capitola City Council,

I have lived and worked in the City of Capitola for the last 20 years. I have successfully managed multiple local businesses along with my own personal training work. Over this time, I have forged many great relationships with numerous constituents.

I first ran for council in 2020. The height of Covid was a very stressful, scary, and uncertain time. Despite all of that, I wanted to step up and represent my community, and I did just that.

I've had the honor of serving on Capitola City Council for the last four years. In 2023 I held the mayoral position, lead the city through devastating storms and visits from dignitaries, including President Biden. Throughout my term on council, I've supported affordable housing, pedestrian and bike safety, the rebuild & reopening of our iconic municipal wharf, along with many community-oriented initiatives.

There is still more work to be done. I really wish to see many other projects through, like the Cliff Drive Resiliency Project, Capitola's Strategic Plan, the park at Rispin Mansion, Treasure Cove at Jade Street Park, and potential development at the Capitola Mall, the list could truly go on!

It should be taken into consideration that I am an applicant who has most recently served on council and ran a campaign in hopes of serving another term. I will be able to provide leadership in this tumultuous time and maintain good working relationships with Council and staff.

I feel my vibrancy and dedication to the community has shown bright over the last four years and would love nothing more than to serve the next two years on Capitola City Council. Consistency in leadership is key, and our community deserves that. I would be honored to have your appointment on January 30th.

Thank You for your consideration,

Margaux Morgan



City of Capitola Application to Fill City Council Vacancy

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Full Name *

Michael D Gutierrez

E-mail *

mdgutierrez@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?

Capitola is more than just my hometown; after living here for over 20 years, it's woven into the fabric of who I am. It's where my wife and I built our lives, buying our first home and establishing our roots. My commitment to this community extends beyond personal ties, as evidenced by my service as a Court Appointed Special Advocate and a suicide prevention/crisis intervention volunteer. I am a graduate of the 2022 Local Government Academy lead by Larry Laurent and Jamie Goldstein. As a dedicated runner, I've literally covered every inch of this town, giving me a unique perspective on its needs and potential. I believe I have an innate ability to recognize the value in every facet of Capitola and every one of its residents, which I'm eager to leverage on the city council.

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 corporate alliance manager, I must balance partner interests with program policies. When two strategic partners vied for a customer renewal, one had incumbency rights and protected margins, while the other was the customer's preferred vendor. Despite the customer's preference, program policies required me to uphold the incumbent's pricing advantage. This decision upset the non-incumbent partner, who then partnered with a competitor, resulting in the loss of the customer. While losing the customer was undesirable, adhering to policy preserved both partnerships, a far more critical outcome for our organization.

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 faces two key challenges: the impact of natural events on coastal infrastructure and hillside roads, and the effects of increased housing density. Addressing natural threats requires collaboration with relevant agencies and clear communication with residents. Managing housing growth demands navigating complex issues like land availability, zoning, neighborhood character, traffic, service strain, construction costs, and potential displacement. My 20 years of experience forging productive cross-organizational agreements, coupled with my commitment to collaboration and results, will be very valuable in finding effective solutions for these challenges as a member of the city council.

What is your vision for Capitola's future?

My vision for Capitola is to preserve its warm, close-knit community spirit while thoughtfully navigating the changes necessary for a thriving future. I envision a city that continues to cherish its natural beauty while embracing balanced and forward-thinking development that meets the needs of a modern community.

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

Michael Gutierrez Resume.pdf

77.85KB

Signature

Date



Michael D Gutierrez

2025-01-21

Michael Gutierrez

Capitola, CA | [REDACTED] | mdgutierrez@gmail.com

Summary

Partner Manager/Alliance Strategist/Channel and Business Development Leader

Experienced Partner and Alliance Manager with a demonstrated history of success in IT Security. Proven success at bringing innovative companies to a broader market by identifying and aligning with strategic, revenue-producing regional and national partners. Adept at developing strong partnerships with channel partners, technology alliances, and SIs/ISVs/MSPs. Process-oriented, analytical, problem solver able to assess, report, and make sound business decisions with consideration of competitive landscape and current market conditions.

Specialized in partner enablement, recruitment, developing and driving strategic business plans, with measurable results and exceeding corporate revenue and partner goals. Full partner acceleration, driving both short-term impact and long-term growth. Extensive experience working with Managed Service Providers (MSPs), System Integrators (SIs) and National Channel Partners in designing and implementing quantifiable, multi-faceted programs, campaigns, sales plays with go-to market partners.

Related areas of expertise include: Business Development, Strategic Business Plans, Partner Training and Enablement, accomplished public speaker, Account Mapping, Partner Agreements, Partner Portal, Budget Management, Communications, Channel Development, Recruitment and Programs, Sales Tools, Deal Registration, Forecasting, Reporting, Security Software, Events, Tradeshow, Saas, Cloud Computing, Salesforce.com

Experience

Securly – San Jose, CA

December 2018—Present

Channel Manager, US West and Canada

- Recruited, onboarded, and enabled new partners in Western US, Canada and Latin America
- Aligned with cross-functional teams to design partner collateral and competitive selling tools
- Created strategic and measurable partner business plans aligned to company and partner goals
- Established common practice guidelines for territory sales teams to engage with partner network and establish regional sales goals
- Repeatedly met and achieved 100% of sales goals

Riverbed - San Francisco, CA

December 2015—December 2018

Channel Manager, US West and Canada

- Increased territory sales by 23% in first six months through focused partner engagement and partner-driven sales initiatives
- Named Channel Department Top Contributor for Leadership and Communications in 2016
- Launched a bi-weekly channel training and virtual enablement seminar
- Developed and drove four unique sales campaigns to build pipeline and expand solution sales
- Established certification plans to enable top partners to sell and support emerging technologies

Proofpoint – Sunnyvale, CA

January 2014 – December 2015

Senior Partner Manager, US West and Canada

- Succeeded in six consecutive quarters of over-achievement against quota

- Pioneered onboarding and enablement for Optiv selling relationship with Proofpoint
- Developed a \$3.2 Million pipeline for FH of 2015 through Optiv in the Western US market
- Authored a Channel Sales best- practices guide that was adopted by the North American Sales team for new hire training
- Drove Account Manager and Sales Engineer certifications for over 45 total contributors in 2015

Veeam Software - Santa Clara, CA

December 2012 – December 2013

Territory Manager, US West

- Increased sales in territory 41% YoY in first half of FY2013
- Developed a \$1.3million pipeline in first sixty days through strategic lead generation activities
- Closed SLED and commercial accounts working at all levels inside of the organizations
- Developed a sales training curriculum for Gold Partners and Major National Partners in territory
- Innovated a partner certification process that streamlined training and certification

Trend Micro – Cupertino, CA

June 2010 – November 2012

Channel Development Manager, US West

- Increased sales in territory 33% in 2010, 38% in 2011
- Managed four national channel partners and sixteen regional partners
- Developed a whiteboard sales presentation that became de facto standard for the US sales team
- Maintained an 89% retention rate on existing client renewals
- Increased sales of emerging technologies by 87%

M86 Security - Orange, CA

May 2008 – May 2010

Senior Channel Manager, US West

- Lead Western Hemisphere in web and e-mail security sales revenue four consecutive quarters
- Increased sales in territory by 44% over prior year
- Designed a distribution strategy for two sub-territories
- Pioneered new competitive take-out strategies for underperforming sub-territories
- Maintained a 92% retention rate on existing client renewals

Websense - Scotts Valley, CA

September 2000 – April 2008

Senior Channel Manager, US West

- Managed renewal sales, distribution sales, and channel sales for Latin America Created the first and most successful three-tier channel in the Western Hemisphere
- Managed five distributors, and fourteen resellers throughout Latin America
- Awarded Sales Person of the Year 2006 for overachievement and top sales in the Americas sales region at 153% of assigned quota
- President’s Club award winner 2006 and 2007

Education

Bachelor of Arts, Public Policy & Mass Media

St. Olaf College, Northfield, MN



City of Capitola Application to Fill City Council Vacancy

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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 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



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 (510) 378 2769.

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

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Full Name *

Rachel Neuman

E-mail *

rachelnneuman@hotmail.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'm interested in serving on Capitola's City Council because I want to be a public servant and give back to the community, to improve the infrastructure, support economic growth, enhance public safety, promote equity and most importantly I'm passionate about addressing and supporting environmental sustainability solutions.

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 the Director of Graduate Student Life at UC Santa Cruz, I'm charged with supporting and advising a governing board of Graduate Students in shared governance. My role is to ensure that the board's initiatives are aligned with University policy and procedures. During a contentious time, during the UCSC graduate student's labor union WildCat strike, I had to navigate a fine line of supporting students but also upholding UCSC policies. The students wanted my advocacy and support but it was against UCSC policies. I felt like a rock in the hard place, wanting to support my students but being obligated to university administration and policy. I sought UCSC leadership and council and had to make a tough decision and cancel a graduate student event. The graduate students were not pleased with this decision. Bridges and trust were broken and I had to work hard to restore the rapport and respect of the student leaders that I worked closely with.

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 see Capitola having two major challenges; one is an environmental issue with coastal storms, flooding and erosion. The sea wall erosion will need to be addressed and I'm aware of the survey the city is doing to consult with their community to make a decision on how to address the roadway from opal cliff down into the Capitola Village. Affordable housing in another issue the city is currently working on with the development office to provide infrastructure to provide more affordable housing while still keeping the small town community look and feel.

In my role on the city council, I hope to help address these issues by consulting with professionals, and connecting and soliciting the community's opinions. It's critical to get expert opinions, data and feedback to help make these decisions. Feedback can be solicited via surveys and town halls; as town halls

provide the opportunity to share data and findings with the community and get their feedback. Soliciting the community's feedback and receiving professional guidance is critical to making informed shared governance decisions.

What is your vision for Capitola's future?

My vision for Capitola's future is to support community engagement, with the goal of retaining the small coastal town vibes, that enhances the community wellbeing through the entertainment music at the esplanade, art and wine festivals, parks and recreation, while ensuring the infrastructure is in place to support the parking and roads that gives access to the community, which support the success of small business and revenue that is brought in by tourism.

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

Capitola City Coucil Cover Letter - Rachel Neuman.pdf	35.66KB
RNeuman Resume 1-22-25.pdf	224.02KB

Signature



Date

2025-01-22

Dear Capitola City Council Members,

I am writing to express my strong interest in serving as a member of the Capitola City Council. As a dedicated member of this community since 2001, I am deeply committed to addressing the challenges we face and fostering a thriving, inclusive environment for all residents.

Throughout my career in higher education at Cabrillo Community College and UC Santa Cruz, I have had the privilege of serving on task forces, working groups, and governing boards making shared governance decisions, leading initiatives, managing budgets, collaborating with diverse stakeholders, while advocating for higher education issues. These experiences have equipped me with the skills and perspective needed to contribute effectively to the Capitola's city council's efforts.

My priorities as a council member would include improving infrastructure, supporting economic development, enhancing public safety, addressing environmental sustainability, and promoting diversity and equity. I believe that through collaboration, transparent governance, and active community engagement, we can develop innovative solutions that reflect the values and needs of our city.

I am eager to bring my skills, such as strategic planning, leadership, problem-solving, communication and emotional intelligence to this role and work alongside my fellow council members to build a stronger, more vibrant community.

Thank you for considering my candidacy. I would be honored to contribute to the growth and well-being of Capitola as a member of the city council.

Sincerely,

Rachel Neuman

[REDACTED]

Capitola, CA 95010

Rachel Neuman, M.A.

Capitola, CA

rachelnneuman@hotmail.com

Summary of Relevant Skills and Abilities

- Eighteen years experience in higher education; eleven years of progressive experience in Student Affairs and four years Athletic Administration at UCSC and three years in Athletic Administration at Cabrillo Community College.
- Extensive experience with holistic student learning and development, advocacy, conduct and crisis management, strategic planning, policy assessment, policy advocate, professional development, alumni networking, event management and campus wide collaborations.
- Business operations, organization and personnel management, project management, fiscal planning, procurement oversight, fund development, crowdfunding, grant writing, financial forecasting and oversight of fund accounting and expenditures.

Professional Experiences

Division of Graduate Studies - University of California, Santa Cruz

- **Director of Graduate Student Life (August 2013- Current)**

Organizational & Strategic Planning Accomplishments:

- Responsible for strategic planning and advocacy for graduate students, policy development, budget administration, staff development and supervision, mentoring student leadership development and shared governance, facility management, and financial administration. Ensuring graduate students understand and follow complex campus policies and procedures.
- Provided creative leadership and organization, while collaborating with academic departments, grad advisors and campus resource partners in planning, organizing and implementing large scale events, graduate orientation and grad video production. Organized mandatory orientation training sessions for Title IX, Global Engagement, Teaching Assistants Training (CANVAS) and providing access for the UAW Mandatory Academic Student Employee info sessions.
- Oversight of the Graduate Student Commons Governing Board and auxiliary enterprise retail cafe. Served as the landlord to the tenant. Managed the new restaurant vendor selection process including the request for interest, request for proposal and bidding process. Negotiated the real estate lease terms with selected vendor Café Ivéta. Project manager and provided oversight for ensuring successful design and build for the tenant improvements, capital improvement repairs and new equipment order and installation based on the tenant's desired theme and aesthetics. Successfully, managed lease renewals that had new UC system wide policies and constraints.
- Developed the Graduate Student Peer Mentor Program for all grads across 5 academic divisions.
- Managed the graduate students enacted student fee referendum, proposed amendments to the fee measure and had the amendments on the student elections ballot. Supported the graduate students with getting the vote out to support civic engagement and success of their ballot measure passing.
- Working with the Graduate Student Association and the Graduate Student Commons Governing Board to support reunifications, which would result in more participation of shared governance, promotion of graduate student organization and engagement with the graduate student body.

Student Support & Advocacy Accomplishments:

- Member of the Okanagan Charter working group
- Served as staff support for the Chancellor's Strategic Plan: Envisioning the Future of Graduate Education
- Championed and influenced institutional changes to provide better support for graduate student welfare. Served as staff support for the graduate student welfare working group and made recommendations to the Executive Vice Chancellor.
- Advocated for graduate student housing needs and coordinated with campus partners within Colleges, Housing and Educational Services (CHES) on the Student Housing West Project.
- Member of the strategic academic planning working group designed to reduce barriers and to improve integration of Silicon Valley Campus and Santa Cruz Campuses to ensure graduate students at the Silicon Valley have access and sense of belonging.
- Served on a Academic Recovery Planning Task Team on Engagement, Community, Sense of Belonging
- Served on the Steering Committee [GANAS Graduate Pathways](#) (Graduating and Advancing New American Scholars) a 5 year grant awarded to UCSC in support of Hispanic Serving Institution initiatives.
- Developed a Graduate Student Peer Mentorship Program and worked with campus Deans to institutionalize the program.
- Provided vision and leadership of a comprehensive and innovative graduate student life program. Developed programs consisting of the 8 elements of well-being; professional development, emotional, nutritional, physical, spiritual, financial, environmental, social and cultural. These co-curricular programs supported a graduate student sense of community, belonging, which contributes to their overall well-being and academic success. Worked in collaboration with campus partners in student affairs, academic units and chancellors administrative units to cosponsor a myriad of events such as professional development, alumni networking, peer mentoring, DEI and wellness.
- Developed marketing and communication strategies to promote the graduate student life programming across multiple communication platforms consisting of a weekly newsletter, campus events calendar, videos, and social media.
- Collaborated with the Graduate Student Association and campus leaders to advocate for student needs, to ensure the student voice is heard. Coordinated graduate student advocacy town hall forum for graduate students called *In Conversation with Campus Leaders*. Giving the graduate students a forum to voice their concerns and to be heard by the Associate Vice Chancellor, Vice Provost and Deans.
- Developed a new graduate student program, called GradLab, an initiative between the Graduate Student Association and the Graduate Student Commons Governing Board. GradLab supports graduate student initiated organizations, events, clubs and programs.
- Fundraising initiatives: Raised \$11,609 via crowdfunding and \$2,500 in grants for the GradLab program, raised \$750 for Peer Mentoring during the Spring Give. Raising money for Peer Mentoring and a Connected Graduate Student Community on Giving Day Nov. 8, 2023.

Supervision & Human Resource Accomplishments:

- Responsible for sensitive personnel and human resource management, hiring, training and staff supervision.
- Supervised part time graduate student interns and part time undergraduate student employees. Ensuring fee remission were incorporated into the employment offering.
- Provided leadership and direction, delegation of work, led staff training, and annual performance evaluations.

- Worked in collaboration with staff human resources to create a graduate internship position. I worked with the Academic Personnel Office to hire UCSC lecturers. I worked closely with the human resources timekeeper to approve payroll and direct pay for academic employees..
- Served on various hiring committees, with national recruitment ranging from senior administrative searches to unit level manager positions.

Finance & Operations Accomplishments:

- Responsible for budgetary planning, control and acquisitions.
- Assessed funding needs, developed funding and budget strategies, identified potential funding sources and wrote grant proposals to secure resources from campus and extramural resources and raised money from donors via a 24 hour crowd fundraising campaign on UCSC's Giving Day. Brought in over \$178K in total resources.
- Oversaw \$300k operating budget involving multiple fund sources and types of funds as well as a \$500k plant reserve.
- Managed all financial activities and monitored and approved funding requests, transfer of funds and purchase orders.

Office of Physical Education, Recreation and Sports - University of California, Santa Cruz

- Facilities and Operations Manager (October 2008 - August 2013)

Organizational & Strategic Planning Accomplishments:

- Provided leadership, supervision, and oversight of multi-use recreation and sports facilities and athletic fields. Oversaw athletic events, customer service, operations, maintenance, staff supervision and financial management.
- Managed logistical operations, scheduling, staffing, event operations, routine and major maintenance projects. Performed daily inspection of facilities for general appearance, cleanliness and safety. Generated and maintained master schedule for all PE classes, recreation programs, athletic schedules using 27 resource calendars and updating the websites. Managed master key inventory, audit, collection and distribution as well as wireless key access management system. Managed and maintained annual physical inventory of equipment.
- Developed and successfully implemented new facility policies and procedures.

Supervision & Human Resource Accomplishments:

- Supervised 5 full time employees and 150+ student employees. Provided leadership and direction, delegation of work, led staff training, and annual performance evaluations. Worked in collaboration with staff human resources when hiring full time employees and sensitive personnel matters.
- Responsible for fiscal responsibility, worked in coordination with the Business Manager to review maintenance and operations budgets that had multiple fund sources.

Emergency Management Accomplishments:

- Served as the safety and emergency manager for the sports and recreation facilities.
- Managed the Injury Illness Prevention Program (I2P2).
- Served as the disaster preparedness coordinator and ergonomic coordinator for the department. Ensured that all employees remained up to date with all training and that the department stayed up to date with all safety and emergency management mandates.
- Certified as a Shelter Manager, point person to oversee OPERS recreation facilities during natural disasters.
- Primary responder in life saving CPR rescue and point person emergency responders.
- Primary responder to campus grenade threat, when a grenade was found near OPERS. Point person to UC Chief of Police.

Division of Health, Athletics, Wellness and Kinesiology - Cabrillo Community College

- Athletics Manager (October 2003 - March 2007)

- Supported the Athletic Director in athletic administration, athletic event management, staff supervision of athletic facilities, overseeing competition, facility access, security and athletic equipment management. Ensured PE classes and athletic event facilities were managed, set up, supported during the event or class and struck down post event.
- Provided support and oversight of all athletic event management. Ordered athletic equipment, team uniforms and sports equipment.
- Personnel supervisor, responsible for hiring athletic event staff, training, scheduling, delegation of work, approval of payroll and performance management.
- Provided support in athletic fundraising and development, assisted the planning and organization of the annual fundraising golf tournament.

Education

San Jose State University (2006) Masters of Arts: Kinesiology and Sport Management

George Fox University (2000) Bachelors of Science: Health & Human Performance / Religion

Portland Community College (1998) Core Courses: General Education

Certifications & Trainings

- Educational Testing Services (ETS): Strategies to support the success of Every Student (8/29/2023)
- University of California: Women's Initiative for Professional Development, CORO, (6/18/19)
- UCSC Sexual Violence and Sexual Harrassment Prevention Training (2/26/20)
- UC Cyber Security Awareness Fundamentals (2/3/20)
- UC Managing Implicit Bias Series: Managing Implicit Bias in the Hiring Process (4/1/19)
- UC Managing Implicit Bias Series: Mindfulness and Conscious De-biasing (4/1/19)
- UC Managing Implicit Bias Series: Commons Forms of Bias (4/1/19)
- UC Managing Implicit Bias Series: What is Implicit Bias (4/1/19)
- UC Cyber Security Awareness Fundamentals (2/8/19)
- UCSC's Sustainability Certificate, (6/7/18)
- UC: General Compliance Briefing: University of California Ethical Values and Conduct (6/19/18)
- UCSC Emotional Intelligence Series (Relationship Management, Social Awareness, Self Management) (6/4/19)
- UCSC Diversity Equity and Inclusion Certificate Program (2013-14)
- UCSC: Fair Hiring, (2/28/12)
- Mental Health First Aid, (10/26/11)
- PhotoShop, Level 1 (1/2011)
- InDesign, Level (12/1/10)
- Dreamweaver, Level 1 (7/14/09)
- UCSC Performance Management (1/2009)
- California Real Estate License (2007-2010)

Committees & Conferences

- ACE Women's Network Northern California annual conference UC Berkeley (November 1, 2024)
- Okanagan Charter (Fall 2023 - current)

- Basic Needs Task Force (Fal 2023 - current)
- Chancellor's Strategic Plan: Envisioning the Future of Graduate Education (Winter & Spring 2023)
- Campus Advisory Committee on the Status of Womxn ([CACSW](#)) at UC Santa Cruz (2021- current)
- Steering Committee [GANAS Graduate Pathways](#) (Graduating and Advancing New American Scholars) a 5 year grant awarded to UCSC in support of Hispanic Serving Institution initiative (2021-Current), Activity 6: [VOCES Writing Center](#)
- Coronavirus: New Student Communication and Planning Sub-Working Group (Summer 2020)
- Academic Recovery Planning Task Team on Engagement, Community, Sense of Belonging (2020)
- UCSC Strategic Academic Plan, Initiative Subwork Group #6 Improving integration of Silicon Valley Campus and Santa Cruz Campuses (2019 - 2020)
- Radical Resilience Initiative @ UCSC Working Group (2019 - 2020)
- Resilience Operations Committee (2018 - 2020)
- UC Berkeley's Greater Good Science of Happiness Conference (Spring 2019)
- UC's Healthy Campus Network Conference, UCLA (Fall 2018)
- UCSC's Healthy Campus Network Committee (Fall 2018 - 2020)
- Working Group on Graduate Student Welfare (Spring 2018)
- Campus Welfare Committee (2016 - 2018)
- Campus Based Fees Working Group (2016 - 2017)
- Graduate Student Commons Restaurant Vendor Selection Committee, Chair (2015 - 2016)
- Quarry Amphitheater Building Committee (2014 - 17)
- Graduate Student Commons Governing Board (2013 - current)
- Quarry Plaza Council, Chair (2013 - current)
- Events Coordination Committee (2008 -2013)
- Steering Committee: Office of Physical Education, Recreation and Sports (2008 - 2013)
- UCSC Fall Festival Committee (2008 - 2013)

Video Production, Digital and Web Development

University of California, Santa Cruz

- [Graduate Orientation Welcome Video](https://www.youtube.com/watch?v=jwOWqad97u4&feature=youtu.be), <https://www.youtube.com/watch?v=jwOWqad97u4&feature=youtu.be>
- [Grad Orientation Resources Slide Deck](https://docs.google.com/presentation/d/1gsoxbK7YCRtp_o-NBLrQF76g03mAesPPzZmCVLXQLxc/edit?usp=sharing), https://docs.google.com/presentation/d/1gsoxbK7YCRtp_o-NBLrQF76g03mAesPPzZmCVLXQLxc/edit?usp=sharing
- [GradLab Giving Day Video](https://www.youtube.com/watch?v=CFj65_nmepA), https://www.youtube.com/watch?v=CFj65_nmepA
- [GradLab website](https://gradlab.ucsc.edu/), <https://gradlab.ucsc.edu/>
- [Graduate Student Commons website](https://gradcommons.ucsc.edu/about), <https://gradcommons.ucsc.edu/about>



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 *

Susan Westman

E-mail *

Susan@bestwestman.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 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.

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?

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.

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 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.

What is your vision for Capitola's future?

Thank you for this excellent question. It provides an opportunity to articulate "what" we aspire to achieve for Capitola, even as we navigate the "how" with thoughtful and informed decisions. While our challenges are substantial, I am confident we can move forward with actionable steps guided by a clear and practical vision:

• Financial Stability and Quality Services:

A city that is financially stable, well-maintained, and delivers high-quality services to residents, businesses, and visitors. This creates a self-reinforcing cycle of sustainability and livability that supports Capitola's long-term success.

• Respectful Civic Engagement:

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.

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

Westman Resume.pdf

46.89KB

Signature

Date

A grey rectangular box containing the handwritten signature "Susan Westman" in a cursive script.

2025-01-22

SUSAN C. WESTMAN

[REDACTED]
Capitola, CA. 95010

[REDACTED]
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

#1

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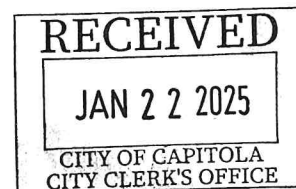
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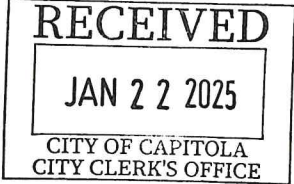
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#3

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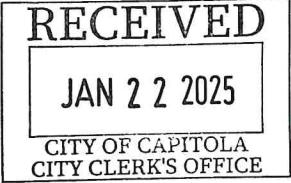
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- Engagement with the **local community** to ensure their concerns and ideas are incorporated into development plans.
- An **expedited timeline** for implementing these changes to initiate the multi-year process of development.

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.



#4

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