

Application for Appointment to the Sandy City Council

Applications due: 4:00 p.m. September 25, 2024 at Sandy City Hall

Date: 9/24/2024

Name: Patrick Bernards

Home Address: ~~11041~~ Hood Court, Sandy, OR 97055 17124 Hood Ct

Mailing Address (if different): _____

Phone: [REDACTED]

Email: [REDACTED]



1. Are you a registered voter in the State of Oregon? Yes No

2. How long have you been a resident of Sandy?
(Applicant must have resided within Sandy city limits continuously for at least 12 months preceding the appointment; since at least October 21, 2023)
Month May Year 2018

3. Please list 3 personal or professional references who are not current City Council Members:

Name	Phone	Address
a. <u>Brett Hyland</u>	<u>[REDACTED]</u>	<u>Portland, OR</u>
b. <u>Jim Griffin</u>	<u>[REDACTED]</u>	<u>Sandy, OR</u>
c. <u>Ben Jones</u>	<u>[REDACTED]</u>	<u>Beaverton, OR</u>

4. INTEREST STATEMENT: Why are you interested in serving on the City Council?
My wife and I moved to Sandy just over 6 years ago after spending most of our lives (separate and together) living on the westside of Portland. Both my wife and I have fond memories of our drives through Sandy on our way to Mt. Hood for Skiing. In our minds Sandy was always this quaint, mountain community so when we looked to move it was high on our list of options for our new life together. As luck would have it, we found the perfect home in Sandy and made it our home maybe our forever home. Now, 6 years later, I find that, while there are many things we love about Sandy, there are many things we wish were different. Instead of sitting on the sidelines and complaining about these things I thought I should get involved in helping find solutions. While not the only way, becoming a member of the Sandy City Council seemed the best way for me to make a difference in our small community. In my mind, that difference comes in two main ways. First, being an agent for change for those things the community would like to improve. Second, being an agent for preservation; preservation of those things we as community hold dear.

5. SKILLS: What skills, interest, or experience do you possess that you believe would bring value to the City Council?
- Goals, objectives and strategy setting
- Brand development and marketing
- Product Development (a product can be a city)
- Project Management
- Sales/Business Development (keeping in mind that sometimes all you need to sell is an idea)

6. EMPLOYMENT: Please describe your employment history, especially as it may relate to serving in this position.

- Director of Operations, Five x Five Solutions, Denver, CO (2021 to 2023)
- VP, Product Development & Director of Business Development, Mirth Provisions, Inc., Longview, WA (2016 to 2021)
- Director, Sales & Marketing, Bull Run Distilling Company, Portland, OR (2010 to 2016)
- Director, Business Development & Multi-Channel Marketing, Vertis Communications (acquired by Quad/Graphics), Baltimore, MD (2008 to 2009)

7. PREVIOUS GOVERNMENT EXPERIENCE: Please list all previous experience relating to local, regional, or state government advisory boards, committees, or commissions.

- As the President of the Oregon Distillers Guild, I actively lobbied in Salem to change rules and regulations that responsibly spurred growth for our industry.
- As a founding member of the American Craft Spirits Association, I worked on a national level to help change rules and regulations that responsibly spurred growth for our industry.

8. VISION: Please describe your vision for Sandy over the next 10, 20, 30 years. What are the most important opportunities our city needs to take advantage of?

- My vision for Sandy, based on what I know today, would be fairly consistent over the next 30 years, and it focuses on 4 areas. Specifically:
 - o Optimizing what we have. For example, there are far too many vacant building in Sandy and our mix of shops and restaurants is lacking. I believe Optimizing what we already have before growing is essential to our city's long-term success.
 - o Controlled growth. I believe if you don't grow you stagnate and eventually die. Sandy needs to grow, but that growth needs to be measured and it needs to come after we've optimized what we already have.
 - o Building the brand Sandy, Oregon. In simple terms, this equates to creation of a destination mountain community, not unlike Sisters, Oregon.
 - o Traffic Management. This is closely tied to the 3 previous points. I believe we have a serious traffic issue in Sandy and it's only going to get worse if we don't address it. Admittedly I don't know all of the ins and outs of traffic management, but I have to believe there are some relatively simple things we can start doing almost immediately. I at least believe we should try.

9. CHALLENGES: What are the biggest challenges facing Sandy over the next few decades, and what are some of your ideas on how to address those challenges?

If we want Sandy to be all it can be, at a minimum I believe the following areas must be addressed.

1. Downtown corridor vacancies and business mix
2. Growth management
3. The Sandy brand/image
4. Traffic

10. COMMITMENT: Can you commit to attending all regular City Council meetings and special meetings (including Budget Committee) during your appointment (at least 2-3 evening meetings a month) or providing timely notice in the event of an occasional absence?

- This is the one area that gives me pause in joining the city council. I am recently retired so I have lots of free time on my hand to attend meetings and work on assigned projects. This noted, my wife, Katy, works for the airline industry and travel is high on our priority list. We (the Sandy City Council and I) would need to discuss this point in greater detail to ensure I can meet the demands. If not, I will look to support the community in other ways.

ACKNOWLEDGEMENT

I acknowledge that no compensation will be paid by the City in connection with the services described herein. But if appointed I may receive reimbursement for eligible expenses.

I authorize the City to contact the listed references and any other contacts as may be necessary through those contacts, I release from liability my references for anything they may say about me.

I affirm that I am a registered voter in the State of Oregon, and that I have lived within Sandy city limits continuously since at least October 21, 2023. I understand that should either of the above points be demonstrated to be untrue, my application will be rejected by the City.

I understand that I may be required to verify any information provided in this application and I specifically declare that the information provided herein is true and accurate and I have not withheld or misstated any information relative to this application.

I understand that any misrepresentation or omission, as well as any misleading statements or omissions in this application, and in any related attachments, may result in my being considered ineligible for the position to which I have applied.

By signing this application voluntarily, I hereby acknowledge that I have read, understand, and agree to the terms and requirements as listed herein. I also understand that upon signing, this document will become a public record, will be reviewed by the City Council, and provided to the general public as part of a regular City Council Agenda packet. I agree to make myself available to be interviewed by the City Council at the regular City Council meeting to be held on October 21, 2024.


Applicant Signature

7/22/2024
Date

Return this application to the City Recorder by 4:00 p.m. on September 25, 2024 via hand delivery to Sandy City Hall, 39250 Pioneer Blvd. Sandy OR, 97055. When you submit your application, please bring your state-issued photo ID.