



CITY OF SONORA

COMMITTEE APPOINTMENT APPLICATION



94 North Washington Street
 Sonora, CA 95370
 (209) 532-3508

Applications are now being accepted for two public members on the City of Sonora Vision Sonora Committee. To be eligible for appointment applicants must be a resident of the City of Sonora.

Applicant: CHARLES F. SEGERSTROM

Applicant's Residence Address: 241 KNOWLES HILL DR.; SONORA

Mailing Address: SAME

Email: CFS 241 @ GMAIL . COM

Phone #: Cell 209 770-4061 Home 209 532-4068

Work 209 770-4061

Are you a current resident of the City of Sonora? Yes No

If yes, how long have you lived within the City of Sonora? 64.5 YEARS

Current Occupation: CONSULTANT (MINUS COLLEGE AND 10 YEARS ELSEWHERE)

Do you own an existing business in the City? Yes No

If yes, Business Name: CHARLES SEGERSTROM, ENERGY EFFICIENCY CONSULTANT

Address: 241 KNOWLES HILL DR.; SONORA

List any community organizations in which you have been or are currently involved with:

SEE ATTACHED

Briefly describe the qualifications you possess which you feel would be an asset to the Vision Sonora Committee: SEE ATTACHED

Briefly explain why you would like to serve on the Vision Sonora Committee: _____

SEE ATTACHED

I hereby confirm that I have sufficient time to devote to this responsibility and plan to attend the required meetings if I am appointed to this position. I understand that if I am appointed to the Vision Sonora Committee, a Statement of Economic Interests Form 700 is required by State Law or Council Policy and shall file this form within thirty (30) calendar days of assuming office. I hereby consent that this document is considered a public record and will be available to the public for review.

Chris Sledge
Applicant's Signature

6-26-2021
Date

To be considered for appointment, applications must be received on or before 4 p.m. Tuesday, May 25, 2021.

Completed applications are to be signed and submitted to:

**Jodi Sledge
City Clerk
City of Sonora
94 N. Washington Street
Sonora, CA 95370**

Completed and signed applications can also be submitted via email to jsledge@sonoraca.org. Questions regarding this position should be directed to Jodi Sledge at (209) 532-4541.

List any community organizations in which you have been or are currently involved with:

CITY OF SONORA: ENERGY ACTION PLAN COMMITTEE, CO-CHAIR (CURRENT) VISION SONORA: MARKETING COMMITTEE, DESIGN COMMITTEE (IN THE PAST DUE TO DISBANDING OF COMMITTEE)

SIERRA BUSINESS COUNCIL: NON-PROFIT OPERATING IN TUOLUMNE COUNTY, MEMBER OF THE BOARD OF DIRECTORS (CURRENT)

COLUMBIA COLLEGE FOUNDATION: MEMBER OF THE BOARD OF DIRECTORS; CO-CHAIR OF THE PROMISE COMMITTEE (CURRENT)

SIERRA REPERTORY THEATRE: MEMBER OF THE BOARD OF DIRECTORS (CURRENT)

Briefly describe the qualifications you possess which you feel would be an asset to the Vision Sonora Committee:

I AM A PASSIONATE SUPPORTER OF SONORA AS A FIFTH GENERATION CITIZEN. I HAVE FOUR DECADES OF EXPERIENCE IN BUSINESS MANAGEMENT, NON-PROFIT ORGANIZATION LEADERSHIP, AND CONSULTING. I CAN CONTRIBUTE TO THE IMPLEMENTATION OF VISION SONORA BY UTILIZING BOTH MY LOVE FOR THE PLACE AND THE EXPERIENCES I HAVE ACCRUED. I HAVE BEEN ENGAGED WITH THE VISION COMMITTEES SINCE I DECIDED TO ATTEND A MARKETING COMMITTEE MEETING CHAIRED BY GEORGE SEGARINI IN 2016. AT THAT 2016 MEETING, I OBJECTED TO THE MOVEMENT TO DROP THE "QUEEN OF THE SOUTHERN MINES" LABEL FOR ONE THAT WOULD "ATTRACT MILLENNIALS" AND IGNORE OUR HISTORICAL GROUNDING. AFTER HELPING AVOID THAT MISSTEP, I CONTINUED TO PARTICIPATE ON CONNIE WILLIAM'S DESIGN COMMITTEE AND DIRECTLY ASSISTED WITH THE LINOBERG PROJECT, CITY SIGNAGE AND BRANDING, AND DESIGN AWARDS.

Briefly explain why you would like to serve on the Vision Sonora Committee:

I AM CONVINCED THAT THE VISION SONORA COMMITTEE NEEDS PARTICIPATION FROM A PERSON WITH THE DEEPEST OF ROOTS, A PASSION FOR OUR HISTORY AND ITS LESSONS, AND A THOROUGH BACKGROUND IN BUSINESS MANAGEMENT. I DID NOT APPLY IN THE FIRST ROUND OF THIS SEARCH SINCE I THINK MAIN STREET BUSINESS OWNERS NEED TO BECOME MORE INVOLVED AS PARTICIPANTS, NOT JUST GRUMBLING SPECTATORS. SINCE NO SUCH INDIVIDUALS HAVE EMERGED, I AM OFFERING MY SERVICES AS A MORE BROADBASED STAKEHOLDER. IF WE TAKE TO HEART AND FURTHER IMPLEMENT VISION SONORA PROJECTS, WE HAVE THE OPPORTUNITY TO BECOME MORE OF A DESTINATION LIKE MURPHYS INSTEAD OF A CITY WITH A NOISY, DIRTY MAIN-STREET THAT SHARES A STATE HIGHWAY. THE BEST EXAMPLE OF WHAT IS POSSIBLE WOULD BE LINOBERG AND THE BENEFITS TO THE COMMUNITY OF ITS FULL UTILIZATION DUE TO COVID RULES OPENING IT UP TO ITS FULL POTENTIAL. I LOOK FORWARD TO HELPING MAKE ADDITIONAL VISION SONORA ELEMENTS TAKE SHAPE!