



City of St. Helena
Special City Council Meeting
Tuesday, January 12, 2021 @ 4:00 PM

PLEASE NOTE: Any person who wishes to speak regarding an item on the agenda or make a comment under the "public comment" portion of the agenda may do so, but please observe the time limit of four minutes.

In accordance with Executive Order N-29-20, and guidance from the California Department of Public Health on gatherings, remote public participation is allowed. We will address the Order in the following ways: Members of the public may not physically attend meetings. The City Council meeting will be live-streamed on Comcast Channel 28 and on the City's website, barring technical difficulties. Those members of the public wishing to participate must do so remotely via Zoom electronic meetings in the following ways; by either logging onto the Zoom link located on the meeting agenda (please download the app to your computer or mobile device) and enter the meeting ID or by calling a listed number and enter the meeting ID. Public comment for City Council meetings will be accepted via email to publiccomment@cityofstheleena.org. All public comments must be emailed by 4:00 PM prior to the meeting. Emailed public comments will not be read out loud but will be publicly available and attached to the on-line City Council agenda.

Please see the end of the agenda for detailed PUBLIC PARTICIPATION instructions. Spanish translation for this meeting will be offered. To access Spanish translation, you will need to join the meeting using the Zoom app from a computer, iPad or Iphone. You will see an icon on the screen that will allow you to choose Spanish translation. To learn how to use Zoom, please see the instructions below.

Please click the link below to join the meeting:

<https://us02web.zoom.us/j/89034771128>

Or iPhone one-tap :

US: +16699006833,,89034771128# or +12532158782,,89034771128#

Or Telephone:

Dial(for higher quality, dial a number based on your current location):

US: +1 669 900 6833 or +1 253 215 8782 or +1 346 248 7799 or +1 312 626 6799 or +1 929 205 6099 or +1 301 715 8592

Meeting ID: 890 3477 1128

International numbers available: <https://us02web.zoom.us/j/kcCMNwbBs0>

Page

1. CALL TO ORDER

2. ROLL CALL

Mayor: Geoff Ellsworth, Vice Mayor: Paul Dohring, City Council Members:
Anna Chouteau, Eric Hall and Lester Hardy.

3. PUBLIC COMMENT:

Under California law, public comments at special meetings are limited to subjects on the agenda only. Therefore public comment will take place during consideration of the item. Each person's comments shall be limited to 4 minutes.

4. NEW BUSINESS:

- 4.1. Applicant interviews for the Planning Commission and Water Advisory Board.

9 - 81

CEQA Determination: Not a CEQA project

Prepared By: Cindy Tzaferopoulos, City Clerk

Recommendation:

Staff recommends welcoming the applicants to the special City Council applicant interview zoom meeting. Applicants will be encouraged to raise their hand to address the City Council and provide additional information that wasn't already provided in their application.

[Staff Report - Pdf](#)

5 ADJOURNMENT

- . The next Regular City Council meeting is scheduled for January 12, 2021, at 6:00 p.m.

I do hereby certify that a copy of the foregoing agenda was posted on the City website on January 5, 2021



Cindy Tzaferopoulos, City Clerk

In Compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please call the City Clerk's Office (707) 967-2792. Notification 72 hours prior to the meeting as required by Section 202 of the Americans with Disabilities Act will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

**THE CITY OF ST. HELENA ENCOURAGES ONLINE PUBLIC PARTICIPATION IN
VIRTUAL CITY COUNCIL MEETINGS**

St. Helena, CA— The City of St. Helena is committed to public participation in City government in a manner that is consistent with guidance provided by the Napa County Public Health Official and Governor Newsom's Executive Order N-25-20. These guidelines relate to social distancing, and are intended to protect everyone by limiting the spread of COVID-19 in our community. In adherence to these guidelines, the St. Helena City Council will host a Virtual Council Meeting on Zoom; a free teleconferencing tool that enables users to watch and/or call into the meeting from their computers or phones. This meeting will be open to public and allows for live public comment. The meeting will also be recorded, livestreamed, and posted on the City's website after the adjournment of the meeting if technical difficulties occur:
<https://sthelena.civicweb.net/Portal/>

The ZOOM web link, meeting ID, and phone number will be listed at the top of the City Council Meeting Agenda. You will be required to enter the meeting ID, but there will be no password or participant ID.

How to Watch or Listen to Council Meetings:

1. Watch on Comcast Channel 28
2. Watch the livestreaming video on the City's website
3. Watch and Listen on Zoom.us by clicking on the link in the Council Agenda
4. Listen only by calling the Zoom number listed on the Council Agenda

Watch Council Meeting by Joining the Zoom Meeting:

1. By Computer, Tablet, or Smart Phone:

1. Before joining the virtual City Council Meeting, it is highly encouraged that you download the Zoom App. To sign up for your own free account, visit zoom.us/signup and enter your email address. You will receive an email from Zoom (no-reply@zoom.us). In this email, click Activate Account.
2. If you are logged into your account, Enter the **Meeting ID** listed on the City Council Agenda. If you have not created an account go to: <https://zoom.us/join> and enter the **Meeting ID**
3. Select if you would like to connect audio and/or video and tap **Join Meeting**.
4. For specific instructions for your device, go to: <https://support.zoom.us/hc/en-us/articles/201362193-Joining-a-Meeting>

1. Listen Only by Telephone:

1. **Dial** the number listed on the Council Agenda.
2. At the prompt, enter the **Meeting ID** provided on the top of the City Council Meeting Agenda and **Press #. A participate ID is not required.**
3. To disconnect from the meeting, hang up the phone.

Ways to Provide Public Comment:

While attending the virtual City Council Meeting, the public will have the opportunity to provide live public comment during Public Forum and after each agenda item. When it is the appropriate time for public comment the Mayor will verbally open public comment. At this time each individual is permitted 4 minutes to speak.

1. Send a Public Comment in by 4:00 PM Prior to the Meeting to:
publiccomment@cityofsthelena.org

The easiest way to provide public comment is to email your public comment. Public comments may be emailed to publiccomment@cityofsthelena.org. Please include in the subject line "COMMENT TO COUNCIL and the AGENDA ITEM". Any public comment is required to be submitted no later than 2 hours before the scheduled meeting and will be included as an attachment to the agenda. All public comments will be made publicly available and attached to the agenda item and will not be read out loud. All public comments that are received after 4:00 PM will be attached to the agenda the following day.

2. Provide Comment through Zoom meeting from a computer, tablet, or smart phone

This option allows the public to virtually attend the meeting as a muted 'attendee' with no video or screen sharing capabilities. You will be able to see and hear those participating in the meeting, but they will not be able to hear you until the host unmutes you.

If you wish to provide public comment during a specific agenda item or during public forum, you can use the "**raise hand**" feature located in the control panel at the bottom of your screen. The icon is a small blue hand. In Windows you can also use the Alt+Y keyboard shortcut to raise or lower your hand. In Mac you can also use the Option+Y keyboard shortcut to raise or lower your hand.

The host will be notified that you've raised your hand and you will be placed in a queue with all incoming requests.

When it is your turn to speak, you will be notified that the host has unmuted you. To be removed from the queue, just click the 'raise hand' button again.

3. Call in to the ZOOM meeting from a cell phone or landline phone only

This option allows the member of the public with the opportunity to verbally participate in public comment.

If you wish to speak during public comment time dial *9 on your telephone.

The host will be notified that you would like to speak and you will be placed in a queue with all incoming requests.

When it is your turn to speak, you will be notified that the host has unmuted you. You may press *9 again if you wish to be removed from the queue.

You will be notified at the end of your statement that you have been muted.

~~~~~

En cumplimiento de la Ley de Estadounidenses con Discapacidades, si necesita asistencia especial para participar en esta reunión, llame a la Oficina del Secretaría de la Ciudad (707) 967-2792. La notificación 72 horas antes de la reunión, como lo requiere la Sección 202 de la Ley de Estadounidenses con Discapacidades, permitirá a la Ciudad hacer arreglos razonables para garantizar la accesibilidad a esta reunión.

### **LA CIUDAD DE ST. HELENA ALIENTA LA PARTICIPACIÓN PÚBLICA EN LÍNEA EN REUNIONES VIRTUALES DEL CONSEJO DE LA CIUDAD**

St. Helena, CA– La Ciudad de St. Helena está comprometida con la participación pública en el gobierno de la Ciudad de manera que sea consistente con la guía proporcionada por el Oficial de Salud Pública del Condado de Napa y la Orden Ejecutiva N-25-20 del Gobernador Newsom. Estas pautas se relacionan con el distanciamiento social y están destinadas a proteger a todos al limitar la propagación de COVID-19 en nuestra comunidad. En cumplimiento de estas pautas, el Ayuntamiento de St. Helena organizará una Reunión del Consejo Virtual sobre Zoom; Una herramienta de teleconferencia gratuita que permite a los usuarios mirar y / o llamar a la reunión desde sus computadoras o teléfonos. Esta reunión estará abierta al público y permite comentarios públicos en vivo. La reunión también se grabará, se transmitirá en vivo y se publicará en el sitio web de la Ciudad después de la clausura de la reunión si se presentan dificultades técnicas:  
<https://sthelena.civicweb.net/Portal/>

**El enlace web de ZOOM, la identificación de la reunión y el número de teléfono se enumerarán en la parte superior de la Agenda de la reunión del Ayuntamiento. Se le pedirá que ingrese la ID de la reunión, pero no habrá contraseña ni ID de participante.**

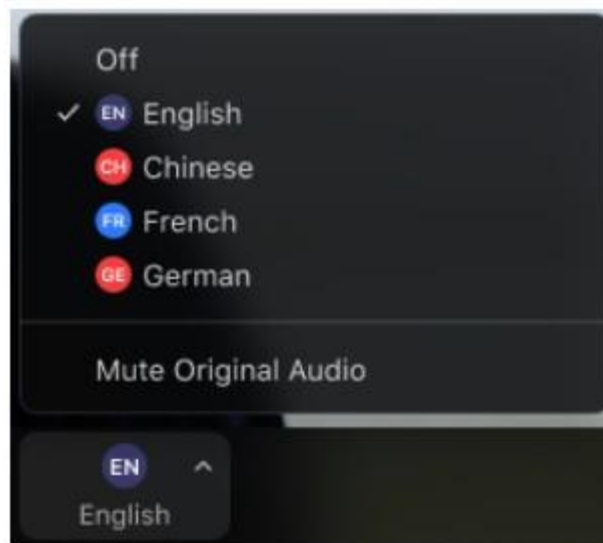
# Cómo escuchar la interpretación de un idioma



1. En los controles de la reunión o el seminario web, haga clic en **Interp**



2. Haga clic en el idioma que desee escuchar.



3. (Opcional) Para escuchar solo el idioma interpretado, haga clic en **Sile**



1. En los controles de la reunión, toque ... Más.



2. Toque **Interpretación de idiomas**.

3. Toque el idioma que desee escuchar.



4. (Opcional) Toque el botón de alternancia **Silenciar audio original**.



5. Haga clic en **Finalizado**.

### **Cómo ver o escuchar las reuniones del Consejo:**

1. Vea a través del canal 28 de Comcast
2. Vea el video de transmisión en vivo en el sitio web de la ciudad
3. Mire y escuche en Zoom.us haciendo clic en el enlace en la Agenda del Consejo
4. Escuche llamando al número de Zoom listado en la Agenda del Consejo

### **Vea la reunión del Consejo uniéndose a la reunión Zoom:**

1. **Por computadora, tableta o teléfono:**
  - a. Antes de unirse a la reunión virtual del Ayuntamiento, le recomendamos que descargue la aplicación Zoom. Para registrarse en su propia cuenta gratuita, visite [zoom.us/signup](https://zoom.us/signup) e ingrese su dirección de correo electrónico. Recibirá un correo electrónico de Zoom ([no-reply@zoom.us](mailto:no-reply@zoom.us)) . En este correo electrónico, haga clic en Activar cuenta.
  - b. Si ha iniciado sesión en su cuenta, ingrese la ID de la reunión que figura en la Agenda del Ayuntamiento. Si no ha creado una cuenta, vaya a: <https://zoom.us/join> e ingrese la ID de la reunión
  - c. Seleccione si desea conectar audio y / o video y toque Unirse a la reunión. re. Para

obtener instrucciones específicas para su dispositivo, vaya a:  
<https://support.zoom.us/hc/en-us/articles/201362193-Joining-a-Meeting>

## 2. Escuche solo por teléfono:

- a. **Marque** el número que figura en la Agenda del Consejo.
- b. Cuando se le solicite, ingrese la **ID de la reunión** provista en la parte superior de la Agenda de la reunión del Concejo Municipal **y presione #. No se requiere una identificación de participación.**
- c. Para desconectarse de la reunión, cuelgue el teléfono

## Formas de proporcionar comentarios públicos:

Mientras asiste a la reunión virtual del Ayuntamiento, el público tendrá la oportunidad de proporcionar comentarios públicos en vivo durante el Foro Público y después de cada tema de la agenda. Cuando sea el momento apropiado para comentarios públicos, el Alcalde abrirá verbalmente los comentarios públicos. En este momento, cada individuo tiene permitido 4 minutos parahablar.

### 1. Envíe un comentario público por adelantado a [publiccomment@cityofsthelena.org](mailto:publiccomment@cityofsthelena.org)

La forma más fácil de proporcionar comentarios públicos es enviar su comentario público por correo electrónico. Los comentarios públicos pueden enviarse por correo electrónico a [publiccomment@cityofsthelena.org](mailto:publiccomment@cityofsthelena.org). Incluya en la línea de asunto "COMENTARIO AL CONSEJO y el PUNTO DEL PROGRAMA". Cualquier comentario público debe presentarse a más tardar 2 horas antes de la reunión programada y se incluirá como un archivo adjunto a la agenda. Todos los comentarios públicos se harán públicos y se adjuntarán al artículo de la agenda y no se leerán en voz alta. Todos los comentarios públicos que se reciban después de las 4:00 PM se adjuntarán a la agenda al día siguiente.

- 2. Proporcione comentarios a través de la reunión Zoom desde una computadora, tableta o teléfono inteligente

Esta opción permite que el público asista virtualmente a la reunión como un "asistente" silenciado sin capacidades de video o pantalla compartida. Podrá ver y escuchar a los participantes en la reunión, pero no podrán escucharlo hasta que el anfitrión de permiso.

Si desea proporcionar comentarios públicos durante un elemento específico de la agenda o durante un foro público, puede usar la función "levantar la mano" ubicada en el panel de control en la parte inferior de la pantalla. El icono es una pequeña mano azul. En Windows también puede usar el atajo de teclado Alt + Y para subir o bajar la mano. En Mac también puedes usar el atajo de teclado Alt + Y para subir o bajar la mano.

Se le notificará al anfitrión que ha levantado la mano y se lo colocará en fila con todas las solicitudes entrantes

Cuando sea su turno de hablar, se le notificará que el anfitrión le ha dado permiso de hablar. Para ser retirado de la fila, simplemente haga clic de nuevo el botón "levantar la mano".

### 3. Llame a la reunión de ZOOM desde un teléfono fijo o móvil solamente

Esta opción le permite al miembro del público la oportunidad de participar verbalmente en comentarios públicos.

Si desea hablar durante el tiempo de comentarios públicos, marque \* 9 en su teléfono.

Se le notificará al anfitrión que le gustaría hablar y se colocará en fila con todas las solicitudes entrantes.

Cuando sea su turno de hablar, se le notificará que el anfitrión le ha dado permiso de hablar. Puede presionar \* 9 nuevamente si desea ser eliminado de la fila.



Report to the City Council  
Special City Council - 12 Jan 2021 - Applicant  
Interviews

**Agenda Section: NEW BUSINESS:**

**Subject: Applicant interviews for the Planning Commission and Water Advisory Board.**

**CEQA Not a CEQA project**  
**Determination:**

**Prepared By:** Cindy Tzafoopoulos, City Clerk

**Reviewed By:** April Mitts, Finance Director

**Approved By:** Mark T. Prestwich, City Manager

---

---

**BACKGROUND**

In mid November, the City Clerk advertised a recruitment seeking applicants from the community to fill vacancies on the Planning Commission and newly formed Water Advisory Board.

**DISCUSSION**

The recruitment seeking applicants from the community to fill vacancies concluded in December 2020. The City received a total of nine applications for the Planning Commission and seven for the Water Advisory Board.

The following lists the names of the individuals with expiring terms and applicants.

**Planning Commission**

One Planning Commissioner vacancy vacated by Bobbi Monnette with an expiring term of June 30, 2024 and Lester Hardy was elected to the City Council and vacated his Planning Commission seat expiring June 30, 2021.

Nine applications were received from:

- Bernard Lauper
- Chris Fowler

- Edward Kuntz
- Leslie Stanton
- Marika Rothfeld
- Michael Mills
- Patrick Rue
- Philippa Ward
- Rosaura Segura

### **Water Advisory Board**

The City Council appoints the Water Advisory Board when the City Council determines a water shortage emergency exists within the criteria established by the St. Helena Municipal Code (Section 13.04.220). The Board's advisory role is largely focused on evaluating requests for exemptions to the City's water emergency allocation for residential and non-residential customers as detailed in SHMC Section 13.04.240 Subsection C, evaluating requests for exceptions to water conservation measures, and evaluating requests for water connections that would otherwise be prohibited. Notification and details of the recruitment was posted on the City's website as well as through the City's e-news channels (Attachment 1 and Attachment 2).

Six applications were received for the two public member seats, one of whom shall be solely a residential customer and one winery customer. Applicants are listed below with their respective representation:

- Brent Randol, Public Member
- Diana Ortiz Toji, Winery Customer
- Edward Poole, Public Member
- Elizabeth Gray, Public Member
- George Schisler, Public Member
- Philip Murphy, Public Member
- Richard Walloch, Public Member

The Board also consists of one City Council Member and one Planning Commissioner, but no applications were received.

### **FISCAL IMPACT**

There is no fiscal impact.

### **RECOMMENDED ACTION**

Staff recommends welcoming the applicants to the special City Council applicant interview zoom meeting. Applicants will be encouraged to raise their hand to address the City Council and provide additional information that wasn't already provided in their application.

### **ATTACHMENTS**

[Attachment 1 - Water Advisory Board Flyer](#)  
[Attachment 2 - Water Advisory Board Duties and Composition](#)  
[Bernard Lauper Planning Commission Application Redacted](#)  
[Chris Fowler Planning Commission Application Redacted](#)  
[Edward Kuntz Planning Commission Application Redacted](#)  
[Leslie Stanton Planning Commission Application Redacted](#)  
[Marika Rothfeld Planning Commission Application Redacted](#)  
[Michael Mills Planning Commission Application Redacted](#)  
[Patrick Rue Planning Commission Application Redacted](#)  
[Philippa Ward Planning Commission Application. Redacted](#)  
[Rosaura Segura Planning Commission Application Redacted](#)  
[Brent Randol Water Advisory Board Application for Appointment Redacted](#)  
[Diana Ortiz Water Advisory Board Application for Appointment - Winery Customer Redacted](#)  
[Edward Poole Water Advisory Board Application for Appointment Redacted](#)  
[Elizabeth Gray Water Advisory Board Application for Appointment Redacted](#)  
[George M. Schisler, Jr. Water Advisory Board Application for Appointment Redacted](#)  
[Philip Murphy Water Advisory Board Application for Appointment Redacted](#)  
[Richard Walloch Water Advisory Board Application for Appointment Redacted](#)



CITY HALL, 1572 RAILROAD AVENUE  
OFFICE OF THE CITY CLERK  
ST. HELENA, CA 94574  
(707) 968-2742  
[www.cityofstheleena.org](http://www.cityofstheleena.org)

### **City seeking volunteers to serve on the Water Advisory Board**

Effective November 1, 2020, the City of St. Helena established a Water Shortage Emergency condition requiring the implementation of Phase II Water Regulations and formation of a **Water Advisory Board**.

With the declaration of a Phase II emergency the City Council shall cause a Water Advisory Board to be formed consisting of:

- One City Council member
- One Planning Commissioner
- One winery (water) customer
- Two public members, one of whom shall be solely a residential customer.

Applications may be obtained on the City of St. Helena Web site at: [www.cityofstheleena.org](http://www.cityofstheleena.org) and must be turned in by December 15, 2020. For additional information, contact City Clerk Cindy Tzaopoulos at 707-968-2742 or [cityclerk@cityofstheleena.org](mailto:cityclerk@cityofstheleena.org).

It is anticipated that applicant interviews and appointments will be made at the January 12, 2020 City Council Meeting.

## **WATER ADVISORY BOARD: ITS DUTIES AND COMPOSITION**

The City of St. Helena has declared a Phase II Water Shortage Emergency. Phase II mandates that customers do not exceed their allotted water usage as set forth in the ordinance. For example, residential users are limited to sixty-five gallons per person per day, with an additional allowance for landscape use in summer months. The ordinance allows a customer to seek an Exception Permit, allowing greater water usage than the ordinance otherwise allots, if the customer in an application filed with the City under oath can show one or more of the grounds specified in the ordinance for an increased allocation. The Public Works Director is authorized to grant an Exception Permit, with conditions if appropriate.

The applicant customer or any other person may appeal the decision of the Public Works Director to grant or to deny an Exception Permit to the Water Advisory Board in accordance with the procedure set forth in the ordinance. The Board has access to all records of the Water Enterprise, including customer records, which it must keep confidential unless it otherwise determines in the public interest. The Board is required to use its best efforts to resolve an appeal within twenty days. The decision of the Board can be appealed to the City Council.

In a nutshell the Water Advisory Board is an intermediate appellate body charged with passing judgment on appeals of grants or denials of Exception Permits. It has no other function.

The City Council appoints the Water Advisory Board. By ordinance it consists of one member of the City Council, one member of the Planning Commission, one winery customer, and two public members, one of whom shall be solely a residential customer. The Director of Public Works is an *ex officio* member. It automatically dissolves upon cessation of the Phase II (or higher) Water Shortage Emergency.

\* \* \* \* \*

The relevant provisions of the St. Helena Municipal Code are 13.04.230(C)(8) (the composition of Water Advisory Board), 13.04.240 (Phase II water regulations, and 13.04.280 (Exception permits, including duties of the Water Advisory Board).



CITY HALL, 1572 RAILROAD AVENUE  
OFFICE OF THE CITY CLERK  
ST. HELENA, CA 94574  
(707) 968-2742  
[www.cityofstheleena.org](http://www.cityofstheleena.org)

## APPLICATION FOR APPOINTMENT

**Note:** Your application will be copied for the City Council and made available to the press and public.

Board/Committee/Commission to which you are applying:

Planning Committee

Name: Bernard Lauper

Home Address:

1380 Big Rock Road, St. Helena, CA 94547

Mailing Address: 1380 Big Rock Road, St. Helena, CA 94547

Occupation: Insurance Professional

Business Address: 700 Airport Blvd. Suite 300, Burlingame, CA 94010

Telephone: Home n/a Cell 415 412 8278 Business 650 227 7206

E-mail: bvlauper@gmail.com

➤ Please indicate if above numbers can be made available to the public upon request: ☒ **Yes** ☐ **No** Business Phone # only

Resident of St. Helena? ☒ **Yes** ☐ **No** Yes, how long have you lived in St. Helena? 4/2018

Current occupation (within last 12 months) Managing Director of Insurance Brokerage Agency

Business interests in last 12 months: Rist Strategies Company a insurance brokerage company headquartered in Boston, MA

Previous Committee/Commission Experience:

None

Education/Experience: A resume may be attached containing this and any other information that would be helpful in evaluating your application.

LinkedIn has history to include education: <https://www.linkedin.com/in/bernardlauper/> See attached  
for additional history

Professional and/or community service activities:

I have been on advisory boards for a number of insurance companies to include Blue Cross, Chubb,  
Firemans Fund, Safeco, United Healthcare and a software company.

I also served on the San Mateo Community College District Foundation Board.

Local government related experience: None

None

Please explain your reasons for wishing to serve on this committee/commission and how you feel that you may contribute

See attached

Names, addresses, and phone numbers of three individuals familiar with your background:

Robert Findlay,

Latife Hayson,

Justin Stephens

*Appointments to this position may require you to file a Conflict of Interest Disclosure Statement, which is of public record.*

12/29/20

Date

*If you have any questions regarding the appointment procedure, please telephone the City Clerk at (707) 968-2742.*

Please return the completed application to:

City of St. Helena

City Clerk

1572 Railroad Avenue

St. Helena, CA, 94574

---

***Bernard Lauper***

***Additional Information for Planning Commission  
Application***

**How long have you lived in St. Helena?** We have been living in St. Helena since April 2018. We have just registered a house we have been building with the Post Master, and are in process of changing voter registration, insurance, bills etc. to St. Helena

**Education/Experience:** A resume may be attached containing this and any other information that would be helpful in evaluating your application.

For some background on me you can visit my LinkedIn profile:

<https://www.linkedin.com/in/bernardlauper/>

What LinkedIn does not specifically show is my history in working with real estate. I have not only insured literally every type of real property; single dwelling, multi-tenant,

---

retail, office, warehouse, bio pharma but have also been directly involved in real estate has an investor.

I purchased my first rental property at the age of 22 which was a single family home. Since that time I have been directly invested in single and multi-family homes. I have also been a limited partner in several companies and was primarily involved in multi-family housing but also had investments in office buildings and several projects included manufacturing and warehousing space.

**Please explain your reasons for wishing to serve on this committee/commission and how you feel that you may contribute.**

I have time and energy and want to contribute to making my community a better place for the existing generations and those that will follow us. My interest in getting involved was “piqued” when I attended a St. Helena City council meeting reference the recent Glass Mountain wild fire.

---

My experience in buying, building and selling a company has helped develop an understanding of what needs to get done today and what planning needs to be accomplished for tomorrow. I have experience in leading teams but am also comfortable in being a contributor. I am not shy in sharing my thoughts but am also eager to understand other positions and supportive of the decisions made by the team. Based on 360-degree feedback my work style was described as collaborative, open and dependable.

My personal interest and history in real estate as a tenant, land lord, home owner (including the recent experience of building our primary home) and investor provides a varied perspective on the different needs for each group.

I have reviewed the Planning Committees Bylaw's and recent agendas. I would welcome a phone or video meeting to discuss if my experience and talent would be a fit for this committee.



CITY HALL, 1572 RAILROAD AVENUE  
OFFICE OF THE CITY CLERK  
ST. HELENA, CA 94574  
(707) 968-2742  
[www.cityofstheleena.org](http://www.cityofstheleena.org)

## APPLICATION FOR APPOINTMENT

**Note: Your application will be copied for the City Council and made available to the press and public.**

Board/Committee/Commission to which you are applying:

Planning Commission - 4 year term.

Name: Christopher Fowler

Home Address:  
933 Main Street

Mailing Address: P.O. Box 1204

Occupation: Picture framer, Realtor, Notary Public

Business Address: 1310 Oak Ave.

Telephone: Home N/A Cell 530.386.5655 Business 963.9294

E-mail: Guideline2@yahoo.com

➤ Please indicate if above numbers can be made available to the public upon request: ☒ Yes ☐ No

Resident of St. Helena? ☒ Yes ☐ No Yes, how long have you lived in St. Helena? <sup>2.5 years</sup>

Current occupation (within last 12 months) Picture framer and Realtor.

Business interests in last 12 months: None.

Previous Committee/Commission Experience:

Town of Truckee Working Parking Committee.

Education/Experience: A resume may be attached containing this and any other information that would be helpful in evaluating your application.

St. Helena public schools, attended Humbolt State and Chico State Universities from 1997-2001.

\_\_\_\_\_  
\_\_\_\_\_

Professional and/or community service activities:

\_\_\_\_\_  
\_\_\_\_\_

Local government related experience: Town of Truckee Working Parking Committee.

\_\_\_\_\_

Please explain your reasons for wishing to serve on this committee/commission and how you feel that you may contribute

Please see attached statement.

\_\_\_\_\_  
\_\_\_\_\_

Names, addresses, and phone numbers of three individuals familiar with your background:

Jake Scheideman,

Ahren Trumble,

John Sales,

\_\_\_\_\_  
\_\_\_\_\_

*Appointments to this position may require you to file a Conflict of Interest Disclosure Statement, which is of public record.*

12.28.2020

\_\_\_\_\_  
Date

*If you have any questions regarding the appointment procedure, please telephone the City Clerk at (707) 968-2742.*

Please return the completed application to:  
City of St. Helena  
City Clerk  
1572 Railroad Avenue  
St. Helena, CA, 94574

December 28, 2020

Dear Council Members and Community,

I grew up in St. Helena, and was gone for around 20 years. My wife (Jessica), kids, and I moved back about two and a half years ago. Jessica and I gave ourselves two years to get reacquainted with St. Helena before we got involved with things to see how things ebbed and flowed, what the dynamics were, and observe what seemed to be working and what seemed to need to be addressed.

Living in Truckee, while not necessarily involved directly with town politics and policy, I co-founded an extremely successful, high end German auto repair business and I have helped guide clients and friends through residential and commercial real estate purchases over the last 13 years. Friends and clients continually seek my advice because they know I am a fair, open, and balanced person that looks at the bigger picture.

There are so many wonderful things to love about this city and how it can move forward. And, there are many things that need to be addressed moving forward if St. Helena is going to flourish again. I love this town and would very much like to help steer it toward a sustainable and well thought-out future. I believe being able to participate on the Planning Commission is a worthy cause and being able to have direct input with the Zoning Ordinance update for the 2040 General Plan is an opportunity that I cannot overlook.

Sincerely,

A handwritten signature in blue ink, appearing to read "Chris Fowler". The signature is fluid and cursive, with the first name "Chris" and last name "Fowler" clearly distinguishable.

Chris Fowler



CITY HALL, 1572 RAILROAD AVENUE  
OFFICE OF THE CITY CLERK  
ST. HELENA, CA 94574  
(707) 968-2742  
[www.cityofsthelena.org](http://www.cityofsthelena.org)

## APPLICATION FOR APPOINTMENT

**Note:** Your application will be copied for the City Council and made available to the press and public.

Board/Committee/Commission to which you are applying: CITY PLANNING  
COMMISSION

Name: Edward L. Kuntz

Home Address:  
2488 Spring Mountain Road Saint Helena CA 94578

Mailing Address: Same as above

Occupation: Retired

Business Address: \_\_\_\_\_

Telephone: Home \_\_\_\_\_ Cell 713-256-0162 Business \_\_\_\_\_

E-mail: Edward@ELKuntz.com

➤ Please indicate if above numbers can be made available to the public upon request: ☒ **Yes** ☐ **No**

Resident of St. Helena? ☒ **Yes** ☐ **No** Yes, how long have you lived in St. Helena? \_\_\_\_\_

Current occupation (within last 12 months) Retired

Business interests in last 12 months: See Attachment

Previous Committee/Commission Experience:

See Attachment

Education/Experience: A resume may be attached containing this and any other information that would be helpful in evaluating your application.

See Attachment

Professional and/or community service activities:

See Attachment

Local government related experience: See Attachment

See Attachment

Please explain your reasons for wishing to serve on this committee/commission and how you feel that you may contribute

With my background, I believe that I can contribute to the success of the City and think it is my civic duty to serve and support my community.

Names, addresses, and phone numbers of three individuals familiar with your background:

Doug Barr 707 :

Marjorie Arroyo

Lisa Pelosi

*Appointments to this position may require you to file a Conflict of Interest Disclosure Statement, which is of public record.*

Si

12/28/20  
Date

*If you have any questions regarding the appointment procedure, please telephone the City Clerk at (707) 968-2742.*

Please return the completed application to:  
City of St. Helena  
City Clerk  
1572 Railroad Avenue  
St. Helena, CA, 94574

## EDWARD L. KUNTZ

In May, 2014 Mr. Kuntz retired as Chairman of the Board of Directors of Kindred Healthcare, the largest provider of post acute health care services in the United States. Kindred was a New York Stock Exchange, Fortune 500 company with revenues of approximately \$7 billion. Mr. Kuntz joined Kindred in 1998 as President and served as CEO from 1999 to 2003 and as Chairman from 1999 to 2014.

He is a senior operating partner of Sentinel Capital Partners, a New York based private equity firm. He has served on several of their portfolio company boards including, Castle Dental, Metro Dental, Reach Out Healthcare, Interim Healthcare, and Northeast Dental Management.

Mr. Kuntz is presently the Chairman of the Board of Directors of US Physical Therapy("USPh"), a New York Stock Exchange company operating one of the largest groups of outpatient physical therapy clinics in the U.S. He is also an independent director of Stabilis Energy, a supplier of liquified natural gas in the United States and Mexico. Mr. Kuntz is also affiliated with New Mountain Capital, a private equity fund and is an advisory partner of Aperture Venture Partners, a venture capital group.

From 1991 to 1998, Mr. Kuntz served as CEO and Chairman of Living Centers of America, a New York Stock Exchange company providing long term care services to seniors. In the past he has served as a director of PharMerica, a New York Stock Exchange company providing pharmaceutical products and services to healthcare institutions and Rotech Healthcare, a provider of home oxygen and related healthcare products and services.

Before relocating to California, he was a director of the AntiDefamation League, Houston, Texas; Nora's Foundation, a residential community for transplant patients; Life Gift Foundation, the federally designated organ procurement organization for Southeast Texas; and InterFaith Ministries of Houston. In the past he has served as Chairman of the Board of the Alzheimer's Association of Southeast Texas, and the Thyroid Society, as well as member of the President's Advisory Board of Temple University, and the Board of Congregation EmanuEl Houston, Texas.

Mr. Kuntz currently resides in Saint Helena with his wife Caroline and two dogs. He has three children and four grandchildren. Mr. Kuntz graduated magna cum laude with a Bachelor of Arts degree and also a received Juris Doctor and Master of Law degrees from Temple University. He was an editor of the Law Review and designated a Barenkopf Scholar at Temple Law School. He practiced law in the Philadelphia area for a number of years before becoming affiliated with the businesses outlined above. His law practice focused upon real estate, tax and corporate matters

Contact Information:  
2488 Spring Mountain Road  
Saint Helena, CA 94578  
713-256-0162  
Email: Edward@ELKuntz.com



CITY HALL, 1572 RAILROAD AVENUE  
OFFICE OF THE CITY CLERK  
ST. HELENA, CA 94574  
(707) 968-2742  
[www.cityofstheleena.org](http://www.cityofstheleena.org)

## APPLICATION FOR APPOINTMENT

**Note: Your application will be copied for the City Council and made available to the press and public.**

Board/Committee/Commission to which you are applying:

Name: Leslie Stanton - applying for Saint Helena Planning Commission

Home Address:  
1705 Hillview Place Saint Helena, CA 94574

Mailing Address: 1705 Hillview Place Saint Helena, CA 94574

Occupation: Retired Saint Helena Children's Librarian

Business Address: \_\_\_\_\_

Telephone: Home 707-963-3951 Cell 707-363-0542 Business \_\_\_\_\_

E-mail: lesliestan@gmail.com

➤ Please indicate if above numbers can be made available to the public upon request: ☒ Yes ☐ No

Resident of St. Helena? ☒ Yes ☐ No Yes, how long have you lived in St. Helena? 50 yrs

Current occupation (within last 12 months) Retired Saint Helena Children's Librarian - work as a volunteer at the Saint Helena Public Library.

Business interests in last 12 months: Family vineyard, Stanton Vineyards and Saint Helena Public Library.

Previous Committee/Commission Experience:  
St. Helena Tree Committee

Education/Experience: A resume may be attached containing this and any other information that would be helpful in evaluating your application.

Saint Helena High School - Graduate,

CSU Chico & UC Davis - BS in Plant Science and Viticulture.

Professional and/or community service activities:

We Care Animal Rescue - 15 years, Federated Women of Upper Napa Valley - 20 years (current) Reading is Fundamental,

Volunteer in St. Helena Public Schools, St. Helena Multicultural Group, Sustainable St. Helena and Women Stand Up I Black Lives Matter

Local government related experience: Ran for Saint Helena City Council in the Fall of 2020.

Ran for Saint Helena City Council in the Fall of 2020.

Please explain your reasons for wishing to serve on this committee/commission and how you feel that you may contribute

I have been engaged with local politics for years and upon my retirement I committed myself to becoming more active

in the local issues. The community came to my support in this past election and upon narrowly losing I have been encouraged to remain active in politics

and I have been encourage to seek a seat on the planning commission. I would like to be a voice for the community.

Names, addresses, and phone numbers of three individuals familiar with your background:

Linda & Garry Rose

David Knudsen

Susan Swan

*Appointments to this position may require you to file a Conflict of Interest Disclosure Statement, which is of public record.*

December 17, 2020  
Date

*If you have any questions regarding the appointment procedure, please telephone the City Clerk at (707) 968-2742.*

Please return the completed application to:

City of St. Helena

City Clerk

1572 Railroad Avenue

St. Helena, CA, 94574

Garry L. Rose  
1753 Vineyard Avenue  
St. Helena, CA 94574

City of St. Helena  
Mayor and City Council  
1572 Railroad Avenue  
St. Helena, CA 94574

Dear Mayor Ellsworth and members of the City Council,

I am writing in support of Leslie Stanton to be appointed to the St. Helena Planning commission. Leslie has been a resident of St. Helena for most of her life, was previously employed by the City of St. Helena as a librarian and is known by many people in town. Those things, combined with her true interest in the future of St. Helena, her popularity with the residents of the city and a real willingness to devote her time and energy to the planning commission; I would ask that you recognize her abilities and appoint her to one of the vacant positions on the planning commission. Leslie will make a great addition to this advisory board.

Thank you very much for your consideration.

Yours truly,

Garry L Rose



Gmail - Letter of support. Go Leslie!

12/28/20, 11:51 AM



Leslie Stanton <lesliestan@gmail.com>

---

## Letter of support. Go Leslie!

---

**Maddie Chandler** <m.chandlerworkshop@gmail.com>  
To: Leslie Stanton <lesliestan@gmail.com>

Fri, Dec 18, 2020 at 8:23 AM

To whom it may concern,

I am writing in support of Leslie Stanton for Planning Commission. Leslie has been an advocate for the betterment and wellbeing of our community. As a member of the Planning Commission she would be a voice for all ages, all ethnicities, all sexual orientations and all socioeconomic backgrounds. And not only does she look out for our residential community, Leslie knows what is important to keep our local business thriving and is committed to what is truly best for the economy of our small town. Please consider Leslie as a important asset of the Planning Commission.

Thank you for your time,

Madelyn Chandler

Saint Helena

Gmail - reference letter

12/28/20, 11:50 AM



Leslie Stanton <lesliestan@gmail.com>

## reference letter

2 items

Nancy J Brandl <brandlfamily@sbcglobal.net>  
To: Leslie Stanton <lesliestan@gmail.com>

Sat, Dec 19, 2020 at 12:01 PM

here it is! i can edit, add, delete whatever if you would like.

December 19, 2020

To St Helena City Council Members:

I am writing to support the appointment of Leslie Stanton to the St Helena Planning Commission.

I believe that Leslie is ideally suited for this position for the following reasons:

1) She is well known and highly regarded by many who live in St Helena. Her position as the children's librarian for many years gives her much needed insight into the needs of children and families in this town. Furthermore, the familiarity that her position afforded would encourage folks to reach out and communicate re issues important to them.

2) Leslie has been an active and involved citizen in our community for many years. Her advocacy over the years at city council meetings has demonstrated her ability to analyze and understand complex issues and policy matters. She is one who consistently is willing to show up and make a difference.

3) Leslie's strong 3rd place position in the recent city election shows that many in this community support her in a role of city government. Only 58 votes shy of a win. Those who supported her in this election deserve to have her voice heard as a Planning Commission member.

Please appoint Leslie Stanton to this important position.

Sincerely,  
Nancy Parrish Brandl  
1096 N Crane Ave  
St Helena CA

Leslie Stanton <lesliestan@gmail.com>  
To: Nancy J Brandl <brandlfamily@sbcglobal.net>

Sun, Dec 20, 2020 at 7:14 PM

<https://mail.google.com/mail/u/1?ik=307c22f92d&view=pt&search=...msg-f%3A1686538153703552784&simpl=msg-a%3Ar979770671458332405>

Page 1 of 2

Gmail - Leslie Stanton on Planning Commission

12/28/20, 11:55 AM



Leslie Stanton <lesliestan@gmail.com>

## Leslie Stanton on Planning Commission

2 messages

**Linda Rose** <linda@mgrose.com>  
To: Leslie Stanton <lesliestan@gmail.com>

Sat, Dec 19, 2020 at 12:19 PM

Dear Mayor and City Council members,

I want to highly recommend Leslie Stanton for the Planning Commission. She is the perfect person for that position. And I feel she is very needed on the Commission.

She has lived here and raised her children here. She knows all about St. Helena and really cares about our town. She also worked for the City for years as a Librarian.

She also came within a few votes of being elected to the City Council, so she is obviously supported by many people in town.

Please appoint her to the Planning Commission.

Sincerely,  
Linda Rose

**Leslie Stanton** <lesliestan@gmail.com>  
To: Linda Rose <linda@mgrose.com>

Sun, Dec 20, 2020 at 7:13 PM

Thank you very much Linda!

December 21, 2020

Dear City Council Members,

I am writing in support of Leslie Stanton, a lifelong resident of St. Helena, who is interested in serving on the Planning Commission. Ms. Stanton has the character, ethics, and skill set that makes for a great public servant and an effective and responsible planning commissioner.

Ms. Stanton's excellent listening, reading and comprehension skills, along with input from fellow planning commissioners, will help her in successfully determining how to balance the public good with private rights and interests as she makes decisions on various project applications including use permits, variances, parcel maps and design review for residential, commercial, and industrial development, and etcetera.

I am confident Ms. Stanton will serve with an open mind, she will treat fellow board/commission members, staff and everyone who comes before her with respect, and she will display good ethical behavior as she seeks to further the overall interests of the private citizen as well as the commercial sector of our community.

Sincerely,

Nancy Dervin

Dear Mayor Ellsworth and City Council Members,

I am writing to encourage you to approve Leslie Stanton's application for a position on St. Helena's Planning Commission.

As many of you know, Leslie Stanton has shown her commitment to the community of St. Helena for the past 34 years and continues to do so in myriad ways, both large and small.

Her decision to apply for a position on the St. Helena Planning Commission is a testament to her commitment to service.

There are many reasons Leslie would make a welcome addition to the Planning Commission. Among other things, she is connected to members of the community in ways that no one else is, both as a result of having lived here for the last 50 years, and as the St. Helena Children's Librarian for 34 years, which has given her an opportunity to get to know members of the community whose voices are often not heard. She is approachable, curious, willing to listen and explore, and to learn more. And she knows where to go to find the answers to pressing questions.

Given her long tenure in St. Helena, Leslie Stanton also has the institutional memory so important to making sound, responsible decisions about a community such as ours, with a diverse population and where many residents don't think their voices are being heard or are reticent to speak up on their own behalf.

I can't think of a more qualified candidate for the St. Helena Planning Commission and strongly urge the City Council appoint Leslie Stanton as a member of the Planning Commission.

Sincerely,

Elaine de Man  
St. Helena, CA

SUSAN SWAN  
921 Charter Oak Avenue  
St. Helena California 94574  
7073684194  
[susan94574@gmail.com](mailto:susan94574@gmail.com)

28 December 2020

The Honorable Geoff Ellsworth  
The Honorable Members of the St. Helena City Council  
1572 Railroad Avenue  
St. Helena, CA 94574

Re: Leslie Stanton – Letter of Support for Planning Commission Appointment

Dear Mayor Ellsworth and Honorable Councilmembers,

I am writing in support of Leslie Stanton's application for a position on the St. Helena Planning Commission. I strongly believe that having Leslie in a leadership position in St. Helena will benefit our town and its residents in countless ways, and as a long-term resident, I will be hopeful for our town's future with Leslie on the Planning Commission; I know her commitment to our town and its residents runs deep.

I have known Leslie for 26 years, first as my children's beloved librarian, and later as a friend and a colleague. I have always been impressed not only by Leslie's work ethic, but also by her vast knowledge of St. Helena's history, its current issues, and the cares and concerns of the people who make up our town. On a recent walk through town, Leslie couldn't stop herself from picking up every shred of trash she encountered!

Leslie's skills are many, and her ability to think outside the box to enhance the library and its resources is well known. On any project, Leslie takes the lead and does what it takes to get it done. She has a remarkable attention to detail and always knows exactly how to achieve her long-term goal. She is patient, open minded, able and willing to listen without judgment, and works well within a team framework, whether she is in the role of leader or as one member of a group. Leslie will be an asset to the Planning Commission. She will thoughtfully make decisions based on the best interests of the community and not her own interests or those of special interest groups. Leslie understands the development process well and will make informed decisions based on that knowledge.

Leslie has many strengths that will serve our city well. She is extremely personable, she sincerely cares for others and has the respect of the generations of children she served at the library and their parents, and she shares the values of most of our residents: to preserve St. Helena in all its beauty and to help it thrive.

Sincerely,

Susan Swan



CITY HALL, 1572 RAILROAD AVENUE  
OFFICE OF THE CITY CLERK  
ST. HELENA, CA 94574  
(707) 968-2742  
[www.cityofstheleena.org](http://www.cityofstheleena.org)

## APPLICATION FOR APPOINTMENT

**Note: Your application will be copied for the City Council and made available to the press and public.**

Board/Committee/Commission to which you are applying:

Planning Commission

Name: Marika Rothfeld

Home Address:

921 Charter Oak Avenue St. Helena, CA 94574

Mailing Address: same as above

Occupation: Attorney

Business Address: 1201 Dowdell Lane St. Helena, CA 94574

Telephone: Home \_\_\_\_\_ Cell 7073631929 Business \_\_\_\_\_

E-mail: marika.rothfeld@gmail.com

➤ Please indicate if above numbers can be made available to the public upon request: ☒ **Yes** ☐ **No**

Resident of St. Helena? ☒ **Yes** ☐ **No** Yes, how long have you lived in St. Helena? '95

Current occupation (within last 12 months) Corporate Counsel for Duckhorn Portfolio

Business interests in last 12 months: \_\_\_\_\_

Previous Committee/Commission Experience:

See attached resume

Education/Experience: A resume may be attached containing this and any other information that would be helpful in evaluating your application.

Please see attached resume

---

---

---

Professional and/or community service activities:

Please see attached resume

---

---

Local government related experience: Please see attached resume

---

Please explain your reasons for wishing to serve on this committee/commission and how you feel that you may contribute

Please see attached Letter of Interest

---

---

---

Names, addresses, and phone numbers of three individuals familiar with your background:

---

---

---

*Appointments to this position may require you to file a Conflict of Interest Disclosure Statement, which is of public record.*

|                        |          |
|------------------------|----------|
| _____                  | 12/31/20 |
| Signature of Applicant | Date     |

*If you have any questions regarding the appointment procedure, please telephone the City Clerk at (707) 968-2742.*

Please return the completed application to:

City of St. Helena  
City Clerk  
1572 Railroad Avenue  
St. Helena, CA, 94574

MARIKA ROTHFELD

921 Charter Oak Ave St. Helena, CA 94574  
707 363 1929 marika.rothfeld@gmail.com

December 30, 2020

Cindy Tzaopoulos  
City Clerk  
1572 Railroad Avenue  
St. Helena, CA 94574

Dear Ms. Tzaopoulos:

I am writing to express my interest in joining the St. Helena Planning Commission. My experience as an attorney at a firm specializing in land use and real property law, coupled with my strong desire to make a long-lasting impact through St. Helena's codes, zoning standards, and Housing Element, make me an excellent candidate for the Planning Commission. Additionally, I am a St. Helena native and have a deep connection to and appreciation for the city and the community.

I believe I am particularly well-suited for a Planning Commission seat, because as a life-long local, I am genuinely invested in the future of St. Helena's growth and development. I wrote my law school application essay about how local laws affected and shaped the community in which I grew up. As a member of the Planning Commission, I would be both personally and professionally rewarded knowing that I had a hand in re-writing local laws and further shaping our community.

Not only do I have a legal background, I have also been civically minded throughout my life, beginning with my tenure on the St. Helena Sustainability Committee from 2011 through 2014, where I assisted in drafting the ordinance banning single-use plastic bags in the city of St. Helena. I have also worked at Bay Area Legal Aid in Napa and at the ACLU and have always enjoyed using advocacy skills to effect change and to learn more about public policy and local issues. I see the work I would do as a member of the Planning Commission as a perfect amalgamation of my desire to advocate for St. Helena's best interests and my goal to help intelligently grow and develop our city while respecting its core values.

My strong ties to St. Helena and my longstanding desire to use my skills and interests to impact change in my community make me an excellent candidate for the Planning Commission.

Thank you in advance for your consideration.

Sincerely,  
Marika Rothfeld

## MARIKA ROTHFELD

921 Charter Oak Ave, St. Helena, CA 94574

707 363 1929 marika.rothfeld@gmail.com

### EDUCATION

---

#### THE UNIVERSITY OF MICHIGAN LAW SCHOOL

*Juris Doctor*

Ann Arbor, MI

Class of 2017

- Research Assistant to Allyn Kantor, Professor of Alternative Dispute Resolution and Environmental Justice
- *Michigan Journal of Environmental and Administrative Law*, Associate Editor

#### THE UNIVERSITY OF CALIFORNIA, LOS ANGELES

*Bachelor of Arts, Cum Laude*, Major in World Arts and Cultures, Minor in Geography/Environmental Studies

Los Angeles, CA

Class of 2011

- *Phi Beta Kappa* and Dean's Honors List
- UCLA Center for American Politics and Public Policy Program in Washington, D.C. (Spring 2011)
- New America Foundation, Public Policy Institute in Washington, D.C. (Research Intern, Spring 2011)

#### THE COURT OF MASTER SOMMELIERS

*Sommelier* – Successfully passed Introductory Sommelier Exam

Sonoma, CA

2014

### WORK EXPERIENCE – ADMITTED TO THE CALIFORNIA BAR

---

#### DUCKHORN PORTFOLIO

*Director, Corporate Counsel*

St. Helena, CA

October 2020 – Present

- Part of a three-person in-house counsel legal team for the 11<sup>th</sup> largest wine supplier in the United States.
- Focus areas include intellectual property, alcohol and beverage compliance matters, employment and human resources, corporate bookkeeping matters, and business-related projects.
- Duties include research, writing, and transactional drafting of service agreements and custom crush agreements.

#### MILLER STARR REGALIA

*Litigation Associate*

Walnut Creek, CA

January 2019 – October 2020

- Represented a diverse array of real estate and commercial clients, including developers, landowners, large multinational corporations, and municipalities in state and federal court.
- Litigated matters including disputes related to commercial leasing, purchase and sale agreements, business formation, quiet title actions, lien rights, eminent domain, and easements.
- Drafted complaints, correspondence to clients and opposing counsel, internal research memoranda, settlement agreements, and settlement conference statements; conducted legal research for dispositive motions.

#### BAY AREA LEGAL AID (BAYLEGAL)

*Law Clerk*

Napa, CA

May 2018 – January 2019

- Drafted estate planning documents, power of attorney forms, and healthcare directives.

#### AMERICAN CIVIL LIBERTIES UNION OF SOUTHERN CALIFORNIA

*Law Clerk*

Los Angeles, CA

Summer 2016

- Drafted memoranda and advocacy letters on topics including labor and employment law, reproductive rights, prison and police practices, geo-tracking laws, Title IX, 8<sup>th</sup> amendment and 14<sup>th</sup> amendment violations, and housing discrimination.

#### COOMBS & DUNLAP, LLP

*Summer Associate*

Napa, CA

Summer 2015

- Drafted grape purchase agreements, custom crush agreements, vineyard leases, and winemaking-related agreements.
- Obtained wineries' ABC and TTB licensing and permitting and tracked clients' trademarks.
- Drafted memoranda on topics including easement disputes, CEQA compliance, and landlord/tenant disputes.

#### SAINT HELENA SUSTAINABILITY COMMITTEE

*Committee Member*

St. Helena, CA

July 2011 – May 2014

- Member of advisory board to City Council on projects requiring EIRs and CEQA compliance; drafted and revised city ordinances.

#### PLUMPJACK WINERY AND CADE ESTATE WINERY

*Wine Educator*

Napa Valley, CA

November 2011 – May 2014

### ADDITIONAL INFORMATION

---

- Co-Author of *Shaping 21<sup>st</sup> Century Journalism: Leveraging a "Teaching Hospital Model" in Journalism Education* (2011).
- The French Laundry Culinary Garden, *Harvest Intern*, Summer 2015.



CITY HALL, 1572 RAILROAD AVENUE  
OFFICE OF THE CITY CLERK  
ST. HELENA, CA 94574  
(707) 968-2742  
[www.cityofstheleena.org](http://www.cityofstheleena.org)

## APPLICATION FOR APPOINTMENT

**Note: Your application will be copied for the City Council and made available to the press and public.**

Board/Committee/Commission to which you are applying:

Planning Commission

Name: Michael Mills

Home Address:

1380 Grove Court, St. Helena CA 94574

Mailing Address: same

Occupation: software company executive & lawyer

Business Address: 1335 Main Street, Suite 110, St. Helena CA 94574

Telephone: Home \_\_\_\_\_ Cell 917-885-1517 Business \_\_\_\_\_

E-mail: michael.mills.ca@gmail.com

- Please indicate if above numbers can be made available to the public upon request: ☒ **Yes** ☐ **No**

Resident of St. Helena? ☒ **Yes** ☐ **No** Yes, how long have you lived in St. Helena? 4 yrs

Current occupation (within last 12 months) Co-Founder & Chief Strategy Officer  
Neota Logic Inc.

Business interests in last 12 months: same

Previous Committee/Commission Experience:

None in St. Helena

Education/Experience: A resume may be attached containing this and any other information that would be helpful in evaluating your application.

My resume (LinkedIn profile) is attached.

---

---

---

Professional and/or community service activities:

See attachment.

---

---

Local government related experience: See attachment.

See attachment.

---

Please explain your reasons for wishing to serve on this committee/commission and how you feel that you may contribute

See attachment.

---

---

---

Names, addresses, and phone numbers of three individuals familiar with your background:

Polly Ogden,

H

Tracy Sweeney,

Melissa Staid,

*Appointments to this position may require you to file a Conflict of Interest Disclosure Statement, which is of public record.*

s/ Michael Mills

December 31, 2020

Signature of Applicant

Date

*If you have any questions regarding the appointment procedure, please telephone the City Clerk at (707) 968-2742.*

Please return the completed application to:

City of St. Helena

City Clerk

1572 Railroad Avenue

St. Helena, CA, 94574

## Contact

[mills@neotalogic.com](mailto:mills@neotalogic.com)

[www.linkedin.com/in/  
michaelmillsny](https://www.linkedin.com/in/michaelmillsny) (LinkedIn)

# Michael Mills

Co-Founder & Chief Strategy Officer at Neota Logic Inc  
New York

## Experience

College of Law Practice Management  
President  
October 2020 - Present (3 months)

Neota Logic Inc  
Co-Founder & Chief Strategy Officer  
2011 - Present (9 years)

Pro Bono Net  
Director  
2000 - 2020 (20 years)

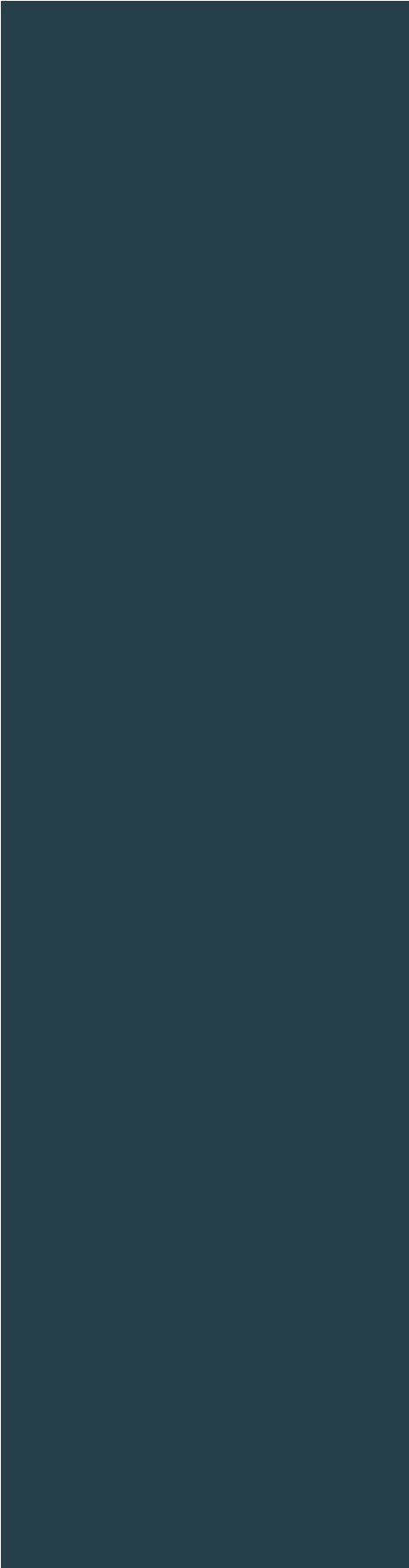
Kraft Kennedy  
Consultant  
January 2010 - December 2010 (1 year)

Davis Polk & Wardwell  
Director of Professional Services & Systems  
January 1990 - December 2009 (20 years)  
Chief Knowledge Officer and co-head of technology

Mayer Brown  
Partner  
1984 - 1990 (6 years)

Central Park Conservancy  
General Counsel  
1980 - 1985 (5 years)  
New York, New York, United States

Davis Polk & Wardwell LLP  
Associate  
1975 - 1983 (8 years)



United States District Court, District of Oregon - Hon. J.M. Burns  
Law Clerk  
1974 - 1975 (1 year)

---

## Education

University of Chicago Law School  
J.D., law · (1974)

Reed College  
B.A. · (1969)

Attachment to Application for Appointment to St. Helena Planning Commission

Michael Mills

---

### Professional and/or community service activities:

I served as founding general counsel of the Central Park Conservancy, New York City, <https://www.centralparknyc.org>. The Conservancy is a not-for-profit organization that funds and manages one of the most celebrated and most visited public parks in the country. When we founded the Conservancy, I negotiated with the City of New York a ground-breaking public/private partnership agreement providing for shared financing and governance of the Park, resulting in dramatic improvements to the Park's landscape, facilities, popularity, and community integration.

I served as a founding director, strategic planning committee chair, and vice-chair of Pro Bono Net, <https://www.probono.net>, a national not-for-profit organization that works "to bring the power of the law to all by building cutting-edge digital tools and fostering collaborations with the nation's leading civil legal organizations."

As Co-Founder and Chief Executive Officer, now Chief Strategy Officer, of Neota Logic, <https://neotalogic.com>, I conceived and guided my company's program of collaboration with law schools and not-for-profit legal services organizations. We educate law students in the use of digital tools to deliver legal services and create collaborations among law schools, law firms, and legal services organizations and government agencies to build and deploy software solutions for self-represented litigants and others who cannot easily access or afford in-person legal services.

As a part-time resident of the Town of Shelter Island, New York, I was an active supporter of the Nature Conservancy (which owns and manages one-third of the town's land area), the Historical Society (the town is more than 300 years old), and the Fire Department and Ambulance Service (100% volunteer).

I serve as President of the College of Law Practice Management, <https://collegeoflpm.org>, a by-invitation association of about 300 experienced

lawyers, law firm managers, technologists, marketers, academics, and others engaged in advancing the quality, efficiency, and accessibility of legal services for all consumers.

**Local government related experience:**

I do not have experience with local government in St. Helena. See above re work with New York City government and other state and local government agencies.

**Please explain your reasons for wishing to serve on this committee/commission and how you feel that you may contribute.**

I became a full-time resident of St. Helena in 2017, though my professional and personal connections to St. Helena and the Napa Valley began many years ago. Civic engagement is a responsibility of all who benefit from a community and have time, energy, resources, or skills to contribute.

St. Helena has many challenges, now and in the years close ahead—among them infrastructure, public buildings and facilities, revenue, affordable housing, local business conditions, and water. The Planning Commission is an active participant, with the Council and the community, in meeting these challenges. It is often the first forum for public discussion and shaping of solutions.

This year, a critical responsibility for the Commission is updating the Zoning Code in light of the General Plan, with the advice and assistance of LWC. My training and experience as a lawyer may be helpful, though I am certainly not a zoning or land use lawyer. In addition, my work in software often involves analysis and parsing of complex statutes and regulations.



CITY HALL, 1572 RAILROAD AVENUE  
OFFICE OF THE CITY CLERK  
ST. HELENA, CA 94574  
(707) 968-2742  
[www.cityofsthelelena.org](http://www.cityofsthelelena.org)

## APPLICATION FOR APPOINTMENT

**Note: Your application will be copied for the City Council and made available to the press and public.**

Board/Committee/Commission to which you are applying:

## Planning Commission

Name: Patrick Rue

Home Address:

2175 Palmer Dr., St. Helena, CA 94574

Mailing Address:

Occupation: Business owner

Business Address:

Telephone: Home \_\_\_\_\_ Cell \_\_\_\_\_ Business \_\_\_\_\_

E-mail:

➤ Please indicate if above numbers can be made available to the public upon request: Yes or No      Yes

Resident of St. Helena? Yes or No Yes, how long have you lived in St. Helena? 2 years

Current occupation (within last 12 months) Owner, Erosion Wine Co.

Business interests in last 12 months: Erosion Wine Co., The Bruery

Previous Committee/Commission Experience:

None.

Education/Experience: A resume may be attached containing this and any other information that would be helpful in evaluating your application.

Please see attached resume.

---

---

---

Professional and/or community service activities:

Please see attached resume.

---

---

Local government related experience: None.

---

Please explain your reasons for wishing to serve on this committee/commission and how you feel that you may contribute

Please see attached cover letter.

---

---

Names, addresses, and phone numbers of three individuals familiar with your background:

Alan Burns, City Attorney,

Jeff Feeney, Real Estate Broker

Tom Beck, Council Member &

*Appointments to this position may require you to file a Conflict of Interest Disclosure Statement, which is of public record.*

\_\_\_\_\_  
December 21, 2020

Date

*If you have any questions regarding the appointment procedure, please telephone the City Clerk at (707) 968-2742.*

Please return the completed application to:

City of St. Helena

City Clerk

1572 Railroad Avenue

St. Helena, CA, 94574

City of Saint Helena  
1572 Railroad Avenue  
Saint Helena, CA 94574

December 21, 2020

RE: Planning Commission Applicant

Dear City of Saint Helena Officials,

I would like to submit my application for appointment to the Planning Commission. There are several reasons I'm applying:

— This is a wonderful community that has been so welcoming to my family, who have lived here a short two years. There is great civic engagement here— people really care. I would like to give back, particularly in an area where there is a need.

— As a business owner, particularly in the alcohol beverage industry, I've had many experiences applying for use permits, interacting with city planning staff, and presenting before planning commissions. I appreciate the complex processes, and the considerations that are involved in making decisions.

— I'm excited by the prospect of being involved in the zoning code update, particularly in finding balance between the interests of the City, its residents, and its businesses.

— I feel that my experience as a business owner, law school graduate, and resident of St. Helena would provide a solid foundation for being a productive member of the Planning Commission.

I have recently applied for a Use Permit for my business, Erosion Wine Co. I understand that if I were chosen, I would need to recuse myself and to not discuss my pending application with any member of the Planning Commission.

Thank you for your consideration!

Sincerely,

Patrick Rue

2175 Palmer Drive, Saint Helena, CA 94574

### **Experience**

Erosion Wine Co., Saint Helena, CA

Owner / Winemaker-in-Training, December 2018 - Current

The Bruery / Offshoot Beer Co., Placentia, CA & Anaheim, CA

Founder, September 2018 - Current

CEO / Founder, May 2007 – September 2018

### **Education**

Chapman University, School of Law, Orange, CA

Juris Doctor, May 2006

Santa Clara University, Santa Clara, CA

B.S. Sociology, June 2003

### **Certifications**

Cicerone Certification Program, Chicago, IL

Master Cicerone, December 2014

Beer Judge Certification Program (BJCP)

National Beer Judge, June 2007

### **Affiliations**

California Craft Brewers Association, Sacramento, CA

Member, Board of Directors, January 2016 - December 2018

Third Window Brewing Co., Santa Barbara, CA

Advisor & Equity Partner, July 2014 - Present

Brewers Association, Boulder, CO

Government Affairs Committee, October 2013 - October 2016

Great American Beer Festival Judge, October 2013 - Present

Vistage International, San Diego, CA

Advisory Board for Member Companies, October 2010 - April 2018



CITY HALL, 1572 RAILROAD AVENUE  
OFFICE OF THE CITY CLERK  
ST. HELENA, CA 94574  
(707) 968-2742  
[www.cityofstheleena.org](http://www.cityofstheleena.org)

## APPLICATION FOR APPOINTMENT

**Note: Your application will be copied for the City Council and made available to the press and public.**

Board/Committee/Commission to which you are applying:

Planning Commision seat expiring 6/30/21

Name: Philippa M. Ward

Home Address:

1709 Spring Mountain Road, St. Helena, CA 94574

Mailing Address: 1709 Spring Mountain Road, St. Helena, CA 94574

Occupation: Real Estate Broker

Business Address: 1111 Main Street, Ste A, St. Helena, CA 94574

Telephone: Home \_\_\_\_\_ Cell 917-331-1730 Business \_\_\_\_\_

E-mail: philippa.ward@evrealestate.com

➤ Please indicate if above numbers can be made available to the public upon request: ☒ **Yes** ☐ **No**

Resident of St. Helena? ☒ **Yes** ☐ **No** Yes, how long have you lived in St. Helena? 6+ yrs

Current occupation (within last 12 months) real estate broker and HOA manager

Business interests in last 12 months: real estate broker, partner in a family winery in the Carneros region, investor in fitness tech company

Previous Committee/Commission Experience:

St. Helena Civic Financial task force 2020

Education/Experience: A resume may be attached containing this and any other information that would be helpful in evaluating your application.

please see attached Linkedin profile

---

---

---

Professional and/or community service activities:

Current Board Member for the Arts Council of Napa Valley

---

---

Local government related experience: civic financial task force for St. Helena

civic financial task force for St. Helena

---

Please explain your reasons for wishing to serve on this committee/commission and how you feel that you may contribute

I love the city of St. Helena and wish to serve it's residents and the greater good. I have been in real estate

---

for many years and lived in cities of various sizes but also have the benefit of being from here. I would like to see

---

the planning commission streamlined and interpreting code as written to benefit the city of St. Helena and it's citizens

---

Names, addresses, and phone numbers of three individuals familiar with your background:

Linda Reiff- 1

Mary Maher-

Chuck Sawday-

---

---

---

*Appointments to this position may require you to file a Conflict of Interest Disclosure Statement, which is of public record.*

Philippa M. Ward

12/18/2020

Signature of Applicant

Date

*If you have any questions regarding the appointment procedure, please telephone the City Clerk at (707) 968-2742.*

Please return the completed application to:

City of St. Helena

City Clerk

1572 Railroad Avenue

St. Helena, CA, 94574

## Contact

[philippa.ward@engelvoelkers.com](mailto:philippa.ward@engelvoelkers.com)

[www.linkedin.com/in/philippa-](https://www.linkedin.com/in/philippa-ward-6677409)

[ward-6677409](#) (LinkedIn)

[www.sreadvisors.com](http://www.sreadvisors.com) (Company)

[www.saintsbury.com](http://www.saintsbury.com) (Company)

## Top Skills

Luxury

Residential

Real Estate

# Philippa Ward

Global Real Estate Advisors at Engel & Völkers St. Helena  
St Helena

## Experience

Engel & Völkers St. Helena  
Global Real Estate Advisors  
May 2019 - Present (1 year 8 months)  
St. Helena, California

Saintsbury Winery  
Owner, Partner  
May 2001 - Present (19 years 8 months)  
Napa Valley  
[www.saintsbury.com](http://www.saintsbury.com)

Saintsbury is a family owned premier Pinot Noir and Chardonnay producer in the Napa Valley.

## STRATEGIC REAL ESTATE ADVISORS

Senior Vice President

June 2015 - May 2019 (4 years)

353 North Shelmore Blvd, suite 200, Mt. Pleasant, SC 29464

Strategic Real Estate Advisors is a full service commercial real estate advisory company focused on providing transactional results according to client objectives. The company principals have over 60 years combined experience in the commercial real estate field. Since its inception, in the fall of 2002, Strategic Real Estate Advisors has achieved exceptional results for its clients. The firm is headquartered in Charleston, South Carolina. The Principals specialize in serving clients with exceptional professionalism. Hands-on and highly focused commercial real estate plans are designed to maximize the client's specific needs and objectives. Listening and attending to our clients objectives allows us to nurture long term relationships built on performance and trust.

Through our affiliate company, Strategic Asset Management, Strategic Real Estate Advisors offers clients the convenience of property management, property maintenance and asset management services. This full service

approach ensures that even after the transactional work is completed, clients' assets are effectively managed to perform at maximum potential.

#### Arthur Ravenel Jr. Company

Sales Associate

November 2010 - June 2015 (4 years 8 months)

Philippa began her real estate career in 2000 brokering high end residential properties, vineyards and wineries in the Napa Valley. Her love of real estate and enjoyment of the luxury service sector have made her career not only enriching but also successful, with six consecutive years as a national sales award winner for Pacific Union International in the Bay Area of Northern California. Philippa also worked several years for Stribling & Associates in Manhattan in the luxury Co-Op/Townhouse sector. She was raised in the Napa Valley where her family business, Saintsbury Winery in the Carneros region, continues to thrive. She attended University of California at Santa Barbara and earned a Bachelors degree in Sociology. Philippa has traveled extensively and enjoys the multifaceted lifestyle that she shares with most of her clients, making her uniquely qualified to understand their needs in Charleston. Her love of real estate and her desire to be near family have led her to Charleston. Philippa works closely with her Aunt and Uncle, Heidi & Arthur Ravenel.

#### Stribling & Associates

Broker Associate

May 2008 - December 2011 (3 years 8 months)

#### Pacific Union

Broker Associate

2001 - 2010 (9 years)

---

### Education

University of California, Santa Barbara

Bachelors, Sociology · (1997 - 2000)



CITY HALL, 1572 RAILROAD AVENUE  
OFFICE OF THE CITY CLERK  
ST. HELENA, CA 94574  
(707) 968-2742  
[www.cityofsthelema.org](http://www.cityofsthelema.org)

## APPLICATION FOR APPOINTMENT

**Note: Your application will be copied for the City Council and made available to the press and public.**

Board/Committee/Commission to which you are applying:

Planning Commission

Name: Rosaura Segura

Home Address:

1363 El Bonita Avenue, St. Helena 94574

Mailing Address: 1363 El Bonita Avenue, St. Helena Ca

Occupation: Self Employed - Service Provider/Grape Grower

Business Address: 345 La Fata Ave., Ste. B, St. Helena

Telephone: Home ----- Cell 249-0719 Business 963-5851

E-mail: segimm@sbcglobal.net

➤ Please indicate if above numbers can be made available to the public upon request: ☒ Yes ☐ No

Resident of St. Helena? ☒ Yes ☐ No Yes, how long have you lived in St. Helena? \_\_\_\_

Current occupation (within last 12 months) Self Employed, provide services for essential workers

Business interests in last 12 months: \_\_\_\_\_

Previous Committee/Commission Experience:

President of the Governing Board of Trustees, Napa Valley College - 2020

Trustee, Napa Valley College 2016-2019

Education/Experience: A resume may be attached containing this and any other information that would be helpful in evaluating your application.

See attached.

Professional and/or community service activities:

See attached

Local government related experience: a few years back when Mayor Britton was in charge. Social issues were resolved.  
a few years back when Mayor Britton was in charge. Social issues were resolved.

Please explain your reasons for wishing to serve on this committee/commission and how you feel that you may contribute

Names, addresses, and phone numbers of three individuals familiar with your background:

Honorable Scott Snowden -

Aurelio Hurtado

Oscar De Haro

*Appointments to this position may require you to file a Conflict of Interest Disclosure*

12-28-2020  
Date

*If you have any questions regarding the appointment procedure, please telephone the City Clerk at (707) 968-2742.*

Please return the completed application to:

City of St. Helena

City Clerk

1572 Railroad Avenue

St. Helena, CA, 94574

**REASONS FOR WISHING TO SERV ON THIS COMMITTEE/COMMISSION**

I have been a resident of St. Helena since 1972. I have been civically active since approximately 1990 (see attached bio).

I love my town and it has been my desire to serve it as well. I am very glad that we were able to purchase a home which was a fixer upper back in 2004 and it was wonderful raising my children here. I was a very involved parent while they attended the St. Helena Unified School District.

I am very glad that the Council passed an Equity and Inclusion Resolution and I think that because I am Bi-Cultural and Bilingual I will be an asset in the Planning Commission. It is clear that the Latino population is perceived in a certain manner not favorable. I am the culture, but I also do well in the Anglo population, I am not a career politician, but I would like to see workforce housing developed in town, Napa is getting just as expensive to rent and so I know of people who make the commute from Solano, Lake and Sonoma counties, why not make a real effort to have them live here? Less traffic congestion on the roads and better for the environment. We need to understand that we need each other. Let me make your Equity and Inclusion plan a reality.

I appreciate your time and consideration.

**ROSAURA SEGURA**  
**345 La Fata Street, Suite B**  
**St. Helena, California 94574**  
**(707) 963-5851 \* (707) 963-0933**  
[Segimm@sbcglobal.net](mailto:Segimm@sbcglobal.net)

- 1.) Has been a Napa Valley Resident since 1972, is number 5 of 6 children of a man who worked very hard in the Napa Valley Fields and a wonderful lady of her house, and has 3 children.
- 2.) Established an Immigration Services business in 1989 serving the Hispanic Community in Napa, Solano, Sonoma, Lake and Mendocino and beyond. Traditionally has hired students on part-time basis to expose them to community service.
- 3.) Served on the Upper Valley Hispanic Scholarship Fund administered by the St. Helena Catholic Church <sup>feat</sup> and was funded by a Napa Valley Vintner.
- 4.) Was a member of the Napa Valley Migrant Farmworker Housing Committee since 1992, serving as the Chairperson since 1994. This committee worked tirelessly to bring awareness of the need of Migrant Farmworker Housing in the Napa Valley and was the catalyst for the landmark passage of Measure L in Napa County, which amends agricultural land use for the sole purpose of the construction of migrant farmworker housing. Napa Valley is being looked upon as a model country wide for its efforts in providing housing to its farmworkers.
- 5.) Was a board member of the St. Helena Boys and Girls club since 1994 which has been providing services to local youth since 1990 and has expanded its services to the community of Calistoga since 2000.
- 6.) Received the "Community Service" award for excellent service provided to the Community from the California Human Development in April 1999.
- 7.) Received a Certificate of Recognition from Assembly woman Pat Wiggins in April 1999
- 8.) Received the Lifetime Achievement award from the Napa County Hispanic Network for Community Service in October 2000
- 9.) Received a Resolution from Senator Wes Chesbro recognizing Community Service in October 2000.
- 10.) Has a Congressional Record recognizing Community Service dated October 2000.
- 11.) Was featured on the "Latino Leaders" magazine, a nationwide publication on the Latino Advocates section on May 2004 recognizing community service on the migrant housing issue.
- 12.) Served as an Advisor to the Institute of Mexicans Abroad, an agency of the Secretariat of Foreign Affairs, from 2006-2009 on the Politics commission, due to this, was able to persuade Congressman Luis Gutierrez to make an appearance in St. Helena during his country wide "Familias Unidas" immigration reform tour in May 2011 to which approximately 200 people were in attendance and benefited from his message.
- 13.) Launched Encanto Vineyards, LLC, producing Sauvignon Blanc and Pinot Noir, first vintage having been released in 2008.
- 14.) Received the "Building a Legacy" award from the Napa County Hispanic Chamber of Commerce in July 2011.
- 15.) I was elected by my fellow Mexican wine producers Secretary of the newly formed Napa Sonoma Mexican American Vintners Association. Our mission statement includes education in general (academic, community)
- 16.) Elected to serve the Napa Valley College as a Trustee for area 6 in November 2016
- 17.) Elected by fellow trustees as Board Chair Dec. 2019
- 18.) Has been a grape grower since 2016, hands on farmer. Grows Sauvignon Blanc

JUDGE W. SCOTT SNOWDEN, Retired  
1478 RAILROAD AVENUE, SUITE 4  
SAINT HELENA, CA 94574-1145

Mayor Geoff Ellsworth  
and Members of the City Council  
City of Saint Helena  
1572 Railroad Avenue  
St. Helena, CA 94574

December 16, 2020

Dear Mayor Ellsworth and Members of the City Council,

I write to express my support for the appointment of Rosaura Segura to the St. Helena Planning Commission.

Preliminarily, let me observe that I am familiar with the position to which I recommend her. Although it is true that I am currently an arbitrator/mediator practicing in St. Helena, and that I was a Napa County Judge (of the Municipal Court for about 5 years, and of the Superior Court for a little over 20 years), it is also true that before taking the bench, I was a member, and Chair, of the St. Helena Planning Commission as well as a member, and Chair, of the Napa County Planning Commission. Thus, my prior governmental and civic activities give me a clear knowledge of the position to which I urge you appoint Ms. Segura.

I have known Ms. Segura for more than 35 years. I have known her as a committed citizen of St. Helena, a dedicated and vocal representative of the Mexican American community here, and as a personal friend. And I know her immediate family, as well as countless members of her extended family. I consider all of them friends.

I cannot think of anyone who would be a more worthy and deserving candidate for membership on our Planning Commission. Indeed, we are all fortunate that she is willing to, and wants to serve. I sincerely hope that you will do our town and its people the service of appointing her to the Planning Commission.

Very truly yours,

Judge W. Scott Snowden, (Ret.)

Phone (707) 287-0775 Fax (707) 968-9898  
e-mail: [ssnowden@jamsadr.com](mailto:ssnowden@jamsadr.com)



CITY HALL, 1572 RAILROAD AVENUE  
OFFICE OF THE CITY CLERK  
ST. HELENA, CA 94574  
(707) 968-2742  
[www.cityofsthelema.org](http://www.cityofsthelema.org)

## WATER ADVISORY BOARD APPLICATION FOR APPOINTMENT

**Note: Your application will be copied for the City Council and made available to the press and public.**

You are (check one):

- ☐ One City Council member  
☐ One Planning Commissioner  
☐ One winery (water) customer  
☒ Two public members, one of whom shall be solely a residential customer.

Name: Brent Randol

Home Address:  
1791 Sulphur Springs Ave St Helena, CA 94574

Mailing Address: 1791 Sulphur Springs Ave St Helena, CA 94574

Occupation: Investments

Business Address: 1791 Sulphur Springs Ave St Helena, CA 94574

Telephone: Home 707-963-1663 Cell 707-481-3319 Business 707-227-8979

E-mail: brentrandol@comcast.net

➤ Please indicate if above numbers can be made available to the public upon request Yes or No

Resident of St. Helena? Yes or No Yes, how long have you lived in St. Helena? 26 years

Current occupation (within last 12 months) Investment Business Development

Business interests in last 12 months: N/A

Previous Committee/Commission Experience:

Napa Regional Park & Open Space District Director 2014-Present

Napa County Wildlife Conservation Commission 2008-2013

Education/Experience: A resume may be attached containing this and any other information that would be helpful in evaluating your application.

Resume Attached

Professional and/or community service activities:

Napa County Grand Jury Foreperson 2003, Rebuilding Together St Helena

VITA tax volunteer, Leadership Napa Valley Graduate

Local government related experience: Napa Regional Park & Open Space District

Please explain your reasons for wishing to serve on this committee/commission and how you feel that you may contribute

I am a fourth generation Napa Valley resident the last 26 in St Helena. Water is critical for the health and well being of our community. I have help many leadership roles and have extensive experience with complex problem resolution. I love

This community and want to give back to the community that has given so much to me.

Names, addresses, and phone numbers of three individuals familiar with your background:

Scott Coleman

Ray Particelli 7

Joe Beltrami 7C

*Appointments to this position may require you to file a Conflict of Interest Disclosure Statement, which is of public record.*

11/30/2020

Date

*If you have any questions regarding the appointment procedure, please telephone the City Clerk at (707) 968-2742.*

Please return the completed application to:

City of St. Helena - City Clerk

1572 Railroad Avenue

St. Helena, CA, 94574

**Brent Randol**

St. Helena, CA 94574 | | (707) 481-3319 | bretrandol@comcast.net  
 linkedin.com/in/brent-randol-664207b/

**BUSINESS DEVELOPMENT LEADER**

Top Performing business development professional with comprehensive experience and a proven track record for consistently driving continuous growth and profitability in the financial services industry. Experience encompasses wide breadth of responsibilities and areas of expertise within the financial products industry. Demonstrated outstanding talents in developing and leading the cultivation of corporate to corporate relationships. Expertise includes:

- Delivering significant revenue increases through the development and implementation of relationship-based strategies.
- Skill and leadership for uncovering and exploiting business development opportunities while forging mutually beneficial and profitable corporate-to-corporate partnership alliances.
- Cultivating highly profitable and lasting business relationships earned through the establishment and maintenance of premium levels of client service.

**PROFESSIONAL EXPERIENCE**

**RAYMOND JAMES FINANCIAL SERVICES**, Saint Helena, CA

January 2018-Present

**Business Development Consultant**

Develop affiliations with advisor and/or financial planning professionals/organizations to recruit advisors and/or their practices to various Raymond James Financial divisions. Act in a professional sales and marketing capacity to help meet division goals.

- Established and maintained relationships that led to recruiting new advisors and/or practices.
- Assisted advisors during transition to the firm and/or facilitated acquisitions.

**PATELCO FINANCIAL SOLUTIONS**, Pleasanton, CA

March 2017 to December 2017

**Director of Investments - Consultant**

Set and achieved revenue/profit goals for the program, as well as for the Financial Advisors. Worked closely with the management and staff to develop a business plan designed to grow the investment business and integrate it as a core offering of the credit union.

- As the Program Manager/VP, Investments, identified and recruited for staffing needs, coached, mentored, and provided both basic and advanced sales training to registered reps and sales assistants to implement the plan for success.

**AMERIPRISE FINANCIAL**, Saint Helena, CA

June 2010 to March 2017

**Regional Recruiting Director**

Regional Director of Franchise Development for the Pacific. Mergers and Acquisitions on both of our platforms.

- Grew the population of Financial Advisors in eight western states in both the independent and employee channels.
- The top director based on hiring head count and trailing 12 production, winning 3 consecutive performance contests against peers.

Brent Randol

brentrandol@comcast.net

Page 2

**INVESTMENT PROFESSIONALS INC**, Saint Helena, CA

June 2009 to June 2010

**BUSINESS DEVELOPMENT - Contract**

Handled the outreach, prospecting, and marketing to attract Non Deposit Investment Programs in financial institutions, signing and closing contracts. Consulted with financial institution on program design and structure, implementation, rep compensation, platforms, and conversions.

**GRUBB & ELLIS SECURITIES**, Saint Helena, CA

June 2008 to March 2009

**WHOLESALE**

Raised capital for Grubb & Ellis Realty Investors real estate investment trusts (REITs); multi-member limited liability companies (LLCs) and 1031 tenant-in-common (TIC) exchange offerings in 14 western states.

- Regularly spoke with investors and financial advisors regarding REITs, tenant-in common investments, LLCs and private wealth management investments.

**SMITH BARNEY**, San Francisco, CA

June 2002 to October 2007

**AREA INVESTMENT MANAGER**

Managed and trained Bank Brokerage Representatives in San Francisco Bay Area. Established objectives, conducts performance reviews, and provides forecasting and strategic analysis for each quarter.

- Recruited, interviewed, hired, assigned and implemented the training and development of 19 Stockbrokers and 3 Sales Assistants.
- Acted as a resource to answer questions, review documents, approve trade blotters, and conduct annual audits.
- Ensured relationships were managed according to policies and procedures, ensuring service and sales standards were achieved.

**ADDITIONAL RELEVANT EXPERIENCE****CUNA Mutual Group**, San Francisco Bay Area**Division Manager****Steve Leshner & Associates**, San Francisco Bay Area**Wholesaler****Independent Financial Marketing Group**, San Francisco Bay Area**Account Director**

---

**EDUCATION****Bachelor of Science – Business Administration, Finance, Minors: Economics, Computer Science**

Humboldt State University, Arcata, CA

**LICENSES****Series 7, Series 9, Series 10, Series 24, Series 26, Series 53, Series 63, Series 65****California Life and Disability, Long Term Care Certification, California Fire and Causality License**

Brent Randol

brentrandol@comcast.net

Page 3

### **HONORS AND AWARDS HIGHLIGHTS**

**Named Top Recruiter** at Ameriprise, October 2015, 2016, 2017

**Presidents Volunteer Award**, March 2005, 2006, 2007

**Team Builder Award**, January 2005

**Foreperson Napa County Grand Jury**, June 2004

**Citistars Winner**, March 2004

**Finalist Customer Excellence Award**, September 2000,

**Nomination: Managers Choice Award**, February 1999

**Graduate Leadership Napa Valley**, June 1997

**Sales Manager of the Year** for Independent Financial, April 1997

**Outstanding Manager of the Year** – “Investment Marketing Magazine”, October 1995

**Pamco Achievement Award for Outstanding Sales Management**, February 1991



CITY HALL, 1572 RAILROAD AVENUE  
OFFICE OF THE CITY CLERK  
ST. HELENA, CA 94574  
(707) 968-2742  
[www.cityofstheleena.org](http://www.cityofstheleena.org)

## WATER ADVISORY BOARD APPLICATION FOR APPOINTMENT

**Note: Your application will be copied for the City Council and made available to the press and public.**

You are (check one):

- ☐ One City Council member
- ☐ One Planning Commissioner
- ☒ One winery (water) customer
- ☐ Two public members, one of whom shall be solely a residential customer.

Name: Diana C. Ortiz Toji

Home Address:  
2104 Oat Hill Ct. Calistoga, CA 94515

Mailing Address: Same as above

Occupation: Environmental Supervisor

Business Address: 100 Main St. South, St. Helena, CA 94574

Telephone: Home \_\_\_\_\_ Cell \_\_\_\_\_ Business \_\_\_\_\_

E-mail: \_\_\_\_\_

➤ Please indicate if above numbers can be made available to the public upon request: **Yes** or **No**

Resident of St. Helena? **Yes** or **No** Yes, how long have you lived in St. Helena? \_\_\_\_\_

Current occupation (within last 12 months) \_\_\_\_\_

Environmental Supervisor for Sutter Home Winery/Trinchero Family Estates

Business interests in last 12 months: \_\_\_\_\_

Sutter Home Winery/Trinchero Family Estates

Previous Committee/Commission Experience:

N/A

---

Education/Experience: A resume may be attached containing this and any other information that would be helpful in evaluating your application.

Please see cover letter. Education: Bachelor of Science in Biology, Minor in Cultural Anthropology.

In college I combined my passion for environmental conservation with connecting with communities using a cultural perspective.

After school, I worked for 2 years for a non-profit in Huntington Beach. I developed and conducted Environmental Education Programs for the local community.

Professional and/or community service activities:

Please see above and cover letter.

---

Local government related experience: N/A

---

Please explain your reasons for wishing to serve on this committee/commission and how you feel that you may contribute

Please see cover letter.

---

Names, addresses, and phone numbers of three individuals familiar with your background:

Ted Wells,

Tye Taylor,

Bob Torres,

*Appointments to this position may require you to file a Conflict of Interest Disclosure Statement, which is of public record.*

\_\_\_\_\_  
Signature of Applicant

12/7/2020  
\_\_\_\_\_  
Date

*If you have any questions regarding the appointment procedure, please telephone the City Clerk at (707) 968-2742.*

Please return the completed application to:  
City of St. Helena - City Clerk  
1572 Railroad Avenue  
St. Helena, CA, 94574

# Diana Ortiz

**Environmental Supervisor for Sutter Home Winery/  
Trinchero Family Estates**

## Contact

100 Main St. South  
St. Helena, CA 94574  
707-980-2570  
dortiz@tfewines.com

City of St. Helena  
Office of the City  
Clerk  
City Hall,  
1572 Railroad Ave.  
St. Helena, CA 94574

## Dear City of St. Helena:

I am pleased to submit my application for appointment to the City of St. Helena Water Advisory Board for the open position of Winery Customer. I am the Environmental Supervisor for Sutter Home Winery/Trinchero Family Estates in St. Helena. I have worked in the Wine Industry for 10 years, two years in production and eight years in environmental sustainability and compliance. I currently manage our company's Public Water Systems compliance, Wastewater compliance, Water Rights Compliance and Water Sustainability projects and initiatives for 10 of our facilities throughout California.

Sutter Home Winery at Main Street uses 39M gallons of water provided by the city of St. Helena a year. Our company is dedicated to reducing our impact on the environment and incorporating environmental responsibility into our business decisions. I have supported our company in this effort by leading our Water Use Management Teams, developing metrics and reports on water use to guide leadership in their decision-making processes, and by facilitating water reuse projects.

I am excited for the opportunity to serve on the board as a representative for the Wine Industry. I look forward to supporting the City of St. Helena with the challenge of the water shortage. Our community has been faced with numerous challenges this year, and I have experienced these impacts firsthand. During this past year, my Trinchero Family has been a continuous source of stability and support. It would be an honor for me to be of service to my community, the Trinchero Family and the Wine Industry as a whole, by contributing my knowledge base in environmental sustainability and my experience in the industry to the City of St. Helena Water Advisory Board.

Thank you for your consideration.

Sincerely,



Diana C. Ortiz



CITY HALL, 1572 RAILROAD AVENUE  
OFFICE OF THE CITY CLERK  
ST. HELENA, CA 94574  
(707) 968-2742  
[www.cityofstheleena.org](http://www.cityofstheleena.org)

## WATER ADVISORY BOARD APPLICATION FOR APPOINTMENT

**Note:** Your application will be copied for the City Council and made available to the press and public.

You are (check one):

- ☐ One City Council member
- ☐ One Planning Commissioner
- ☐ One winery (water) customer
- ☒ Two public members, one of whom shall be solely a residential customer.

Name: Edward G. Poole

Home Address:  
555 Wheeler Lane, St. Helena, CA 94574

Mailing Address: 601 California Street, Suite 1300, San Francisco, CA 94108

Occupation: Attorney

Business Address: 601 California Street, Suite 1300, San Francisco, CA 94108

Telephone: Home \_\_\_\_\_ Cell \_\_\_\_\_ Business \_\_\_\_\_

E-mail: \_\_\_\_\_

➤ Please indicate if above numbers can be made available to the public upon request: **Yes** or **No**

Resident of St. Helena? **Yes** or **No** Yes, how long have you lived in St. Helena? \_\_\_\_\_

Current occupation (within last 12 months) Attorney; emphasis on California Public Utility issues  
including water, gas and electricity

Business interests in last 12 months: Represent end uses of water, electricity and gas;  
have represented mobilehome parks in disputes over private water systems

Previous Committee/Commission Experience:

None

Education/Experience: A resume may be attached containing this and any other information that would be helpful in evaluating your application.

Resume attached

Professional and/or community service activities:

Represented the owners of Vineyard Valley before the City Council in setting water rates

Chair, San Francisco Zoological Society Board of Directors

Local government related experience: None

Please explain your reasons for wishing to serve on this committee/commission and how you feel that you may contribute

While not a fulltime resident of St. Helena, I have been residing in St. Helena since March. I am very interested in giving back to the community in which I live, and believe my experience with water issues at both the state and local levels could be useful to the advisory board. I am a consensus builder and look forward to learning more about these issues

Names, addresses, and phone numbers of three individuals familiar with your background:

Sheila Dey, WMA

Richard McCann, Ph.D, MCubed, 4:

Irene Moosen,

*Appointments to this position may require you to file a Conflict of Interest Disclosure Statement, which is of public record.*

Edward G. Poole

Digitally signed by Edward G. Poole  
Date: 2020.12.12 11:01:13 -08'00'

12-12-2020

Signature of Applicant

Date

*If you have any questions regarding the appointment procedure, please telephone the City Clerk at (707) 968-2742.*

Please return the completed application to:

City of St. Helena - City Clerk

1572 Railroad Avenue

St. Helena, CA, 94574

# EDWARD GRAY POOLE

Anderson & Poole  
601 California Street, Suite 1300  
San Francisco, CA 94108  
(415) 956-6413 ext. 3015  
[epoole@adplaw.com](mailto:epoole@adplaw.com)

## PROFESSIONAL EXPERIENCE

### Anderson & Poole, P.C., San Francisco, California

Principal, November 1990 to present; Associate, June 1987 to November 1990.

Head of energy-regulatory practice. Significant experience in natural gas and electric re-regulation proceedings at the California Public Utilities Commission, and in transportation issues representing carriers and shippers. Advise transportation and telecommunications companies and various local corporate clients on labor, contract and operational issues. Estate planning, probate and trust administration; general corporate and business transactions.

### Ropers, Majeski, Kohn & Bentley, Redwood City, California

August 1985 to June 1987. Associate. General corporate and business litigation, including debtor bankruptcy, real estate fraud and breach of contract.

### Senate Committee on Insurance, Claims and Corporations, Sacramento, California

June 1983 to May 1985. Staff Member. Researched and drafted legislation relating to municipal liability insurance and joint power administrations.

## EDUCATION

### University of the Pacific, McGeorge School of Law, Sacramento, California

Juris Doctor, 1985

Legislation Editor, McGeorge Law Journal

### Bowdoin College, Brunswick, Maine

Bachelor of Arts, 1982

Joint Major in History and Government/Legal Studies

*Cum laude* in History

## PROFESSIONAL ASSOCIATIONS

State Bar of California

Conference of California Public Utility Counsel

Energy Bar Association

## REGULATORY EXPERTISE

Mr. Poole regularly represents stationary and non-stationary public utility clients in virtually every area of regulatory activity, including but not limited to, administrative ratemaking and rulemaking proceedings, administrative and civil enforcement proceedings, and litigation related to activities of regulated enterprises. The firm has represented a myriad of large and small utility clients in obtaining regulatory authority and relief from regulatory action, and represented entities in merger, acquisition, control and financing transactions of varying complexities. In particular, Mr. Poole is one of California's leading experts on mobilehome park rate issues concerning the provision of submetered electricity, natural gas, water and telephone utility services. The firm also has an active appellate practice in matters before the California Public Utilities Commission, and post-Commission appellate practice before the California Courts of Appeal and Supreme Court, and the federal District Court, Ninth Circuit Court of Appeals, and the U.S. Supreme Court



CITY HALL, 1572 RAILROAD AVENUE  
OFFICE OF THE CITY CLERK  
ST. HELENA, CA 94574  
(707) 968-2742  
[www.cityofstheleena.org](http://www.cityofstheleena.org)

## WATER ADVISORY BOARD APPLICATION FOR APPOINTMENT

**Note: Your application will be copied for the City Council and made available to the press and public.**

You are (check one):

- ☐ One City Council member
- ☐ One Planning Commissioner
- ☐ One winery (water) customer
- ☒ Two public members, one of whom shall be solely a residential customer.

Name: Elizabeth Gray

Home Address:

1291 Sylvaner Avenue, Saint Helena, CA 94574

Mailing Address: same as home

Occupation: Financial Consultant

Business Address: NA

Telephone: Home \_\_\_\_\_ Cell \_\_\_\_\_ Business \_\_\_\_\_

E-mail: \_\_\_\_\_

➤ Please indicate if above numbers can be made available to the public upon request: Yes or No

Resident of St. Helena? Yes or No Yes, how long have you lived in St. Helena? 6 years

Current occupation (within last 12 months) Chief Financial Officer

Business interests in last 12 months: Healthcare

Previous Committee/Commission Experience:

NA

Education/Experience: A resume may be attached containing this and any other information that would be helpful in evaluating your application.

Dartmouth College - BA History/Government, Haas School of Business - MBA

PLEASE SEE ATTACHED RESUME FOR CAREER INFORMATION

Professional and/or community service activities:

Finance Committee for Headlands Center for the Arts

Board Member of Southern Exposure

Local government related experience: NA - this is my first endeavor

Please explain your reasons for wishing to serve on this committee/commission and how you feel that you may contribute

Having worked in the private sector for over 25 years in finance and as a passionate member of the Saint Helena community, I would like to bring my skill set to facilitate in making incredibly important decisions relating to water conservation and use in our town. There are many competing interests here and the decision-making for water that is a precious resource critical to all (residents and commercial businesses - wineries, entertainment, etc.) needs to be made with a balanced view of both the short and long term impacts of those decisions.

Names, addresses, and phone numbers of three individuals familiar with your background:

Judi Feeley -

Stephanie Robotham -

Alison Sloga -

*Appointments to this position may require you to file a Conflict of Interest Disclosure Statement, which is of public record.*

Elizabeth Gray

Digitally signed by Elizabeth Gray  
Date: 2020.11.20 16:01:46 -08'00'

11/20/2020

Signature of Applicant

Date

*If you have any questions regarding the appointment procedure, please telephone the City Clerk at (707) 968-2742.*

Please return the completed application to:

City of St. Helena - City Clerk

1572 Railroad Avenue

St. Helena, CA, 94574

## **ELIZABETH GRAY**

<https://www.linkedin.com/in/graybeth/>  
Mobile: (415) 225-4729

54 Bronte St., San Francisco, CA 94110  
Bethg14\_2000@yahoo.com

### ***Executive Summary***

More than twenty years of progressive leadership in financial strategy, corporate development, investor relations, fundraising, accounting, human resources and business operations. Outstanding communication, analytical, organizational and collaborative abilities. Expertise includes financial modeling and forecasting, operational process development and implementation, managing teams of direct reports and strong cross-functional relationships.

### ***Professional Background***

#### **Cogitativo, Inc. (Data Science as a Service to Healthcare Payors)**

**01/2018 – 06/2020**

##### **Chief Financial Officer**

Leading the management team with responsibilities for financial management, product development and operations. Worked closely with cross-functional management team to develop a three-year strategic plan which outlined opportunities for new product development as well as expansion of payment integrity initiatives.

- Partnered closely with the CEO to raise a Series B funding for Cogitativo of \$18.5M to support product acceleration of AI driven solutions to remediate waste and inefficiency in the healthcare system.
- Developed a revenue forecast and tracking model by client that aligned to our data science algorithms payment integrity findings which also provided insights to the performance of our internal models across clients.
- Managed an external factoring relationship (based on receivables) and closely tracked payables to provide the company with adequate cash to sustain business operations in a very cash constrained environment.
- Developed in internal team of recovery analysts whose primary responsibilities are to help collect overpayments on behalf of our clients. Streamlined processes for tracking and monitoring as well as developed an internal workflow to be able to scale and handle large volumes of outgoing correspondence to our Payor's provider networks.
- Manage facilities, HR and an accounting manager for day to day operations.
- Transitioned accounting from Quickbooks to Netsuite to produce a more accurate and robust ability to track receivables as well as leverage financial reporting that can tie back to our business KPIs.

#### **Hint, Inc. (Drinkhint.com, top selling fruit flavored bottled water)**

**2016 – 2017**

##### **VP of Finance**

- Built financial models (annual plan, 3- and 5- year plan) with detailed P&L's by line of business.
- Developed investor deck presentations to secure additional financing from venture debt.
- Led and closed a successful round of Series B financing.
- Negotiated and secured an ABL with a premier bank reducing monthly interest expense by a factor of 7.
- Partnered with eCommerce marketing team to optimize online marketing spend by focusing on customer acquisition KPI's.
- Managed month end close, annual and semi-annual audits, banking and insurance relationships, AP/AR, sales forecasting and financial reporting.
- Implemented tools for process improvement including expense reporting and company equity management.

#### **ZIRX (On-demand valet parking service start-up)**

**2015 - 2016**

##### **VP of Finance**

- Led finance function managing HR, Facilities and IT with support for sales, operations, marketing, engineering and product development.
- Developed financial KPIs and bottom-up business model by city to drive strategic business decisions including staffing, business expansion and product development.
- Managed all day to day operational finance projects including monthly financial and board reporting, month end close, 409A valuation, stock option management and an ERP migration from QuickBooks to Intacct.

**ELIZABETH GRAY**

(415) 225-4729

Bethg14\_2000@yahoo.com

**BlogHer, Inc. (Social media website acquired by SheKnows Media Holdings-HQ in AZ/NY) 2013 - 2015****VP of Finance and Operations**

- Led process to evaluate strategic exit options, conduct due diligence and negotiate the merger and acquisition by SheKnows Media Holdings.
- Managed all processes related to finance and administrative functions including financial planning, accounting, treasury, legal, human resources and office management.
- Supervised a finance team of four to manage internal budgets, financial forecasting, monthly close, annual audit, 409A valuations, sales compensation plans, tax filings and cash management.
- Drove a 25% increase in operational efficiency through vendor contract negotiations and lease management for offices located in CA and NY.
- Negotiated and secured refinancing for two debt instruments totaling \$8.5M that allowed for increased corporate investment in BlogHer's signature technology platform, InfluenceHer 360.

**Linden Research, Inc. (Secondlife.com - online 3-D virtual world) 2008 - 2012****Director of Financial Planning and Business Analysis**

- Managed and enhanced a complex revenue model (transactional blended with SaaS) to accurately forecast revenue and cash flow projections. Achieved annual targets for revenue of \$89M and net income of \$0.5M.
- Established and managed an operational budget planning and forecasting process which facilitated cross functional collaboration to insure optimal resource allocation.
- Built a reporting structure for monthly, quarterly and annual reporting to executive team, investors and BOD.
- Presented quarterly financial results and financial outlook to board of directors and venture capital investors in absence of a CFO.
- Managed a business analyst team of three to drive business strategy, data analysis and support of operational reporting.
- Drove the development of a customer segmentation model that provided unique business insights to the product development team and new product development to create long term value.
- Collaborated with management team to develop, resent and execute a three-year strategic plan approved by the BOD.
- Partnered with human resources and legal to execute a RIF and perform a compensation review.

**Shopping.com (a subsidiary of eBay, Inc.) 2005 - 2008****Director of Financial Planning and Analysis**

- Drove the development of budgets, detailed long-range business plans and forecasts with senior management. Made recommendations for optimizing resourcing and achieving financial targets.
- Developed and implemented weekly, monthly and quarterly forecasting and reporting including a corporate dashboard/scorecard for analyzing key business metrics.
- Managed financial reporting and analysis internally and externally (to eBay corporate) including month-end close reporting, divisional planning and reporting, and ROI/profitability analysis of Shopping.com strategic initiatives.

**Tilia, Inc. (a subsidiary of Jarden, Corporation-JAH) 2003 - 2005**

Tilia, Inc (\$220M rev) was a leading manufacturer and distributor of innovative kitchen appliances including the FoodSaver and VillaWare brands prior to the Jarden acquisition and merger with Sunbeam Products, Inc.

**Senior Financial Planning and Analysis Manager**

- Developed and delivered annual and long range strategic plans – including capital plans, inventory management and purchasing forecasts.
- Managed financial analysis for 35 department budgets and worked closely with the executive team to ensure delivery of quarterly profit targets.
- Supervised team of four analysts – two senior financial analysts, a cost accountant and a pricing analyst.
- Reported monthly financial results to Jarden including variance analysis of financials and top-line business performance review.
- Developed profitability analysis for Tilia Direct to Consumer business (infomercial), brand and new product development, product pricing and marketing spend.

**ELIZABETH GRAY**

(415) 225-4729

Bethg14\_2000@yahoo.com

**Tilia, Inc. (a subsidiary of Jarden, Corporation-JAH) cont.****Senior Financial Analyst**

- Provided executive management team with strategic business analysis including a balanced scorecard, seasonality analysis, product mix and channel growth comparisons, pricing analysis and recommendations for media spend based on in market test performance.
- Developed an ROI/financial model to assess viability of the launch of a new product line extension.

**Diageo (World's leading premium alcohol beverage business)****2000 – 2002****Senior Financial Analyst**

- Developed and delivered quarterly performance reviews (QPR), five-year strategic plans and annual operating plans.
- Managed and delivered western regional advertising and promotions budget (\$56M), strategic accounts marketing budgets (\$2M) and local tactical budget (\$5M).
- Developed five-year strategic plan for the white spirit portfolio to meet regional profit target including local market and brand pricing strategies for the Gordon's and Smirnoff brands.
- Completed marketing effectiveness and ROI analysis for on- and off-premise marketing promotions.

**GAP, Inc.****1999 – 2000****Management Associate – Financial Planning and Analysis Banana Republic Finance**

- Managed P&L for the \$1.5B Banana Republic division. Developed monthly forecasts, provided quarterly earnings releases and assessed current performance towards achievement of quarterly and annual plans.
- Developed a five-year divisional strategic financial plan aligned with the strategic direction of the division and investment goals of the corporation with a focus on capital investment, store operations and cash flow.
- Developed a contingency plan analysis to forecast financial risk and created expense management plans for the division.

**Ford Motor Company****Summer 1998****Finance Intern – Marketing, Sales & Service U.S. Controller's Office**

- Built complexity reduction model to be used as the foundation for Model Year 2000 Econoline Van, Wagon and Strip Chassis pricing strategy. Delivered recommendations for option reductions to pricing and marketing for the wide range of Econoline customers.

**RREEF (Real Estate Investment Advisory Firm acq. by Deutsche Bank in 2002)****1995-1997****Financial Analyst – Portfolio Management**

- Facilitated in the appraisal of ~\$500M (7M sq. ft) of commercial real estate assets (Class A-C) on the west coast.
- Monitored ongoing performance of 42 commercial real estate properties – vacancy rates, leasing opportunities and review of operating budgets and strategic property plans.
- Researched and analyzed commercial real estate market trends in major U.S. metropolitan areas.
- Facilitated property dispositions totaling over \$150M due to closing of an investment fund for RREEF's institutional investors.

**Cambridge Associates, Inc. (Investment management consulting firm)****1991-1994****Investment Manager Analyst/Consulting Associate**

- Analyzed client portfolios ranging from \$30M-\$5B in assets for strategic investment opportunities and divestitures.
- Evaluated trends in operating statistics, debt and endowment levels, and spending policies of 16 metropolitan museums and libraries to determine optimal investment strategies for longevity and operating sustainability in the non-profit sector.
- Coordinated and conducted analysis for preparation of client presentations.
- Developed an alternative asset evaluation model for an \$8.5B corporate pension fund.
- Led professional development activities and trained an analyst class of 10 associates.

**ELIZABETH GRAY**

(415) 225-4729

Bethg14\_2000@yahoo.com

***Education***

*University of California at Berkeley: Walter A. Haas School of Business*  
Master of Business Administration, May, 1999  
Emphasis in Finance and Marketing

Berkeley, CA

*Dartmouth College*

B.A. History, minor in government, June, 1991

Hanover, NH

***Board Positions/Affiliations***

*Headlands Center for the Arts Finance Committee*  
2016 – Present

*Marin Headlands, SF Bay Area*

Headlands Center for the Arts is a multidisciplinary, international arts center dedicated to supporting artists; the creative process; and the development of new, innovative ideas and art.

*After-School All-Stars (ASAS) – Bay Area Chapter*  
2016-2020

*SF Bay Area*

After-School All-Stars is a national non-profit organization that partners with schools across the United States to expand the learning day for low-income children. Currently, ASA serves nearly 92K students on 400 school sites in 14 regions across 10 states.

*Southern Exposure (SOEX)-BOD Treasurer*  
2010 – 2016

*San Francisco, CA*

SOEX is a 46-year old non-profit artist run organization providing support to the Bay Area's arts and educational communities.



CITY HALL, 1572 RAILROAD AVENUE  
OFFICE OF THE CITY CLERK  
ST. HELENA, CA 94574  
(707) 968-2742  
[www.cityofstheleena.org](http://www.cityofstheleena.org)

## APPLICATION FOR APPOINTMENT

**Note:** Your application will be copied for the City Council and made available to the press and public.

Board/Committee/Commission to which you are applying:  
Water Advisory Board Community Member

Name: George M. Schisler, Jr.

Home Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Occupation: Attorney

Business Address: \_\_\_\_\_

Telephone: Home \_\_\_\_\_ Cell \_\_\_\_\_ Business \_\_\_\_\_

E-mail: \_\_\_\_\_

- Please indicate if above numbers can be made available to the public upon request: **Yes** or **No** Ok for busine:

Resident of St. Helena? **Yes** or **No** Yes, how long have you lived in St. Helena? \_\_\_\_\_ Part time, since 2018

Current occupation (within last 12 months) In house counsel, Lam Research Corporation

Business Interests in last 12 months: I own some properties in Calistoga  
two rentals, and another that my kids will live in.

Previous Committee/Commission Experience:  
None

Education/Experience: A resume may be attached containing this and any other information that would be helpful in evaluating your application.

BS. Econ. Wharton Business School, Univ of PA, 1979

JD Univ of Michigan Law School 1982

Attorney in private practice until 1998; in house counsel since 1998

Professional and/or community service activities:

none

Local government related experience: none

Please explain your reasons for wishing to serve on this committee/commission and how you feel that you may contribute

Happy to help if you need it. I am familiar with Corporate Governance  
practices, but have virtually no experience with government processes

Names, addresses, and phone numbers of three individuals familiar with your background:

Laurie Shelton

Lester Hardy,

Jeff Warren,

*Appointments to this position may require you to file a Conflict of Interest Disclosure Statement, which is of public record.*

December 5 2020

Signature of Applicant

Date

*If you have any questions regarding the appointment procedure, please telephone the City Clerk at (707) 968-2742.*

Please return the completed application to:

City of St. Helena

City Clerk

1572 Railroad Avenue

St. Helena, CA, 94574



CITY HALL, 1572 RAILROAD AVENUE  
OFFICE OF THE CITY CLERK  
ST. HELENA, CA 94574  
(707) 968-2742  
[www.cityofstheleena.org](http://www.cityofstheleena.org)

## WATER ADVISORY BOARD APPLICATION FOR APPOINTMENT

**Note: Your application will be copied for the City Council and made available to the press and public.**

You are (check one):

- ☐ One City Council member
- ☐ One Planning Commissioner
- ☐ One winery (water) customer
- ☒ Two public members, one of whom shall be solely a residential customer.

Name: PHILIP MURPHY

Home Address: 1418 SYLVANER AVE

Mailing Address: SAME

Occupation: RETIRED

Business Address: \_\_\_\_\_

Telephone: Home 707-963-9080 Cell 707-326-9101 Business \_\_\_\_\_

E-mail: philipjmurphy@sbcglobal.net

➤ Please indicate if above numbers can be made available to the public upon request: Yes or No

Resident of St. Helena? Yes or No Yes, how long have you lived in St. Helena? 45 YRS.

Current occupation (within last 12 months) RETIRED

Business interests in last 12 months: PRESIDENT & HALL MANAGER OF THE NATIVE SONS HALL

Previous Committee/Commission Experience:

NONE

Education/Experience: A resume may be attached containing this and any other information that would be helpful in evaluating your application.

S.F. STATE, WORKED FOR ECOLAB HEALTHCARE FOR THE LAST 40 YEARS. BEFORE THAT I WORKED IN RETAIL & MANUFACTURING AND HAD MY OWN DBP BUSINESS

Professional and/or community service activities:

RUN THE NATIVE SONS HALL

Local government related experience: NONE

Please explain your reasons for wishing to serve on this committee/commission and how you feel that you may contribute

I FEEL THE COMMITTEE NEEDS INPUT FROM A LONG TIME RESIDENT AND HOME OWNER THAT'S BEEN A PART OF THE ST. HELENA COMMUNITY FOR MANY YEARS (45 YRS) AT THE SAME ADDRESS.

Names, addresses, and phone numbers of three individuals familiar with your background:

\_\_\_\_\_  
\_\_\_\_\_

Appointments to this position may require you to file a Conflict of Interest Disclosure Statement, which is of

\_\_\_\_\_  
Sigr Date 12-8-2020

If you have any questions regarding the appointment procedure, please telephone the City Clerk at (707) 968-2742.

Please return the completed application to:  
City of St. Helena - City Clerk  
1572 Railroad Avenue



CITY HALL, 1572 RAILROAD AVENUE  
OFFICE OF THE CITY CLERK  
ST. HELENA, CA 94574  
(707) 968-2742  
[www.cityofstheleena.org](http://www.cityofstheleena.org)

## WATER ADVISORY BOARD APPLICATION FOR APPOINTMENT

**Note: Your application will be copied for the City Council and made available to the press and public.**

You are (check one):

- ☐ One City Council member  
☐ One Planning Commissioner  
☐ One winery (water) customer  
☒ Two public members, one of whom shall be solely a residential customer.

Name: Richard Wallock

Home Address: 1660 Spring St., Saint Helena

Mailing Address: As Above

Occupation: Retired

Business Address: N/A

Telephone: Home 707-302-5281 Cell 925-818-9971 Business —

E-mail: rdwallock@gmail.com

➤ Please indicate if above numbers can be made available to the public upon request: Yes or No

Resident of St. Helena? Yes or No Yes, how long have you lived in St. Helena? 3 years

Current occupation (within last 12 months) Retired

Business interests in last 12 months: N/A

Previous Committee/Commission Experience:

Member - Financing Civic Infrastructure Task Force

Education/Experience: A resume may be attached containing this and any other information that would be helpful in evaluating your application.

See Resume

Professional and/or community service activities:

Registered Mechanical Engineer - State of California

Local government related experience: None

Please explain your reasons for wishing to serve on this committee/commission and how you feel that you may contribute

We currently have a severe drought and a limited water supply. The city council has approved a stage 2 water emergency and set consumption limits. The penalties attached to the council information are severe, will be controversial and may conflict with Proposition 218. Most neighboring water agencies have a tiered rate structure encouraging water conservation. Saint Helena has studied a tiered rate structure but has not installed one. The Advisory board should study these issues and make recommendations to the council.

Names, addresses, and phone numbers of three individuals familiar with your background:

Geoff Ellsworth, Mayor

Eric Hall -

Tom McBroom -

Appointments to this position may require you to file a Conflict of Interest Disclosure Statement, which is of public record.

11/21/2020  
Date

If you have any questions regarding the appointment procedure, please telephone the City Clerk at (707) 968-2742.

Please return the completed application to:

City of St. Helena - City Clerk  
1572 Railroad Avenue  
St. Helena, CA, 94574

# Resume

**Name:** Richard Walloch

**Qualifications:** -BSME Washington State University 1969, Pullman, Washington  
 -Registered Professional Engineer in Mechanical Engineering, State of California #M 16487

**Summary:** Richard is a Management Consultant and Project Director with extensive experience in Project Development and Project Management. Rich has a proven record of successful assignments and projects with Unocal and Chevron, including the Project Management Institute Project of the Year runner up award for the North Pailin Project and two Unocal Chairman's Awards for outstanding achievement on the Avila Beach and Gunung Salak Projects.

**Experience:**

5/2018 to Present Retired

8/2017 to 4/2018 Project Manager at Anvil Corporation, evaluating projects for Procter and Gamble, Sacramento.

4/2011 to 7/2017 Principal- Walloch Consulting LLC- Evaluation of Project Management systems/performance for the Oil and Gas and Chemicals Industries

4/2006 to 3/2011 Projects Director- Chevron Project Resources Company. Management of all Major Capital Projects for the Downstream refineries, chemical plants and Joint Ventures worldwide.

11/04 to 4/2006 Project Manager for the A&B Gas Development Project for Unocal/Chevron Netherlands, The Hague. Design and Construction of a 125 MMSCFD gas processing platform in the Dutch Sector of the North Sea.

8/02 to 11/04 Project Manager for the West Seno 2 Oil and Gas Processing Facility. This Project was for the Installation of a Tension leg Platform offshore Balikpapan, Indonesia. The initial phase of the Project was for Detailed Engineering in Houston, TX. I was transferred to Jakarta, Indonesia for the Procurement and bidding phase. The project was suspended when Phase 1 production did not meet forecast.

9/00 to 7/02 Engineering Manager- North Pailin Project. The Project constructed an 8 pile jacketed, 200 MMSCFD gas processing platform in the Gulf of Thailand. I was assigned to this project during the Engineering phase (Perth, Western Australia) and transferred to Batam, Indonesia for the Fabrication phase and Offshore in the Gulf of Thailand for installation and startup.

- 12/97 to 9/00      Project Manager- Avila Beach Remediation Project, Avila Beach, CA. Managed the demolition, remediation and reconstruction of the town of Avila Beach, CA, where oil leakage had caused contamination of the town and beach. Responsibilities included Project Management, Public relations, and environmental permitting.
- 6/95 to 12/97      Construction Manager- Salak Geothermal Project. Managed the construction of a 195 MW Geothermal Power Plant in the Rain Forest of Indonesia. Received the Unocal Chairman's award for outstanding achievement. The project has operated at over 98% on-stream time since it's startup.

*1980-1995 Projects with Unocal San Francisco Refinery*

- 6/93 to 6/95      Project Manager- Reformulated Fuels Project. A 100 MM\$ revamp of the refinery to produce CARB Reformulated Gasoline. Added a new hydrogen plant, Isomerization unit, additional tankage and revised gasoline blending plus numerous minor refinery modifications.
- 6/87 to 6/93      Maintenance Superintendent, responsible for a 20 MM\$ annual maintenance budget. The department had 200 full time employees and turnaround staffing in excess of 1000.
- 1/84 to 6/87      Project Manager for 3 large Refinery Projects which installed a new crude unit, Isomerization Unit and Cogeneration Plant.
- 9/82 to 12/83      Superintendent of Personnel
- 11/80 to 9/82      Project Manager- Unocal San Francisco Refinery

*Project with Hallanger Engineers, Orinda, CA*

- 9/77 to 11/80      Project Manager for the 50 Crude Unit revamp at Tosco's Avon refinery. Increased the Capacity of the Crude Unit from 65,000 to 100,000 BPD. Installed Crude Desalting Units at both 50 Crude Unit and Unit 33.

*Initial Assignments with Unocal*

- 6/69 to 8/77      Various Engineering and maintenance assignments at Unocal's refineries in San Francisco and Los Angeles.

Contact Information

[rdwalloch@gmail.com](mailto:rdwalloch@gmail.com)  
925 818 9971 (cell)