



**City of St. Helena
Special City Council Meeting
Friday, January 10, 2025 @ 4:00 PM
City Hall Main Conference Room, 1088
College Avenue, St. Helena**

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

Public comment for City Council meetings will be accepted via email to publiccomment@cityofsthelena.org. All public comments must be received three hours prior to the meeting. All other public comments received after the deadline will be attached to the item the next business day or soon thereafter. Public comments will not be read out loud but will be publicly available and attached to the on-line City Council agenda.

Simultaneous Spanish interpretation services during meetings can be scheduled upon request. To ensure interpreters are available, requests must be made at least 72 hours in advance by calling the Office of the City Clerk at (707) 968-2640 or emailing cityclerk@cityofsthelena.org.

The schedule of upcoming meetings and published meeting agendas can be found on the City of St. Helena website at <https://sthelena.civicweb.net/portal/>.

Servicios de interpretación en español durante la reunión pueden ser solicitados por el público. Para asegurar que los intérpretes estén disponibles, los servicios tienen que ser solicitados al menos 72 horas antes de la reunión llamando a la oficina de la Secretaria de la Ciudad al (707) 968-2640 o por correo electrónico a cityclerk@cityofsthelena.org.

El horario de las reuniones publicadas y próximas puede ser localizado en el sitio de web de la Ciudad en <https://sthelena.civicweb.net/portal/>.

Page

1. CALL TO ORDER
2. ROLL CALL
Mayor: Paul Dohring, City Council Members: Aaron Barak, Michelle Deasy, Billy Summers
3. ADOPTION OF THE AGENDA
4. 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.
5. NEW BUSINESS:
 - 5.1. Applicant interviews for the vacant City Council seat.

3 - 26

The applicants are:

1. Hector Marroquin
2. Kate Spadarotto
3. Sharon Crull

[Hector R. Marroquin St. Helena City Council Appointment](#)

[Hector R. Marroquin St. Helena City Council Appointment](#)

[Kate Spadarotto City Council Application Questions](#)

[Kate Spadarotto City-Council-Application---December-2024-PDF](#)

[Kate Spadarotto Resume](#)

[Sharon Crull](#)

6. ADJOURNMENT

The next Regular City Council meeting is scheduled for January 14, 2025, at 6:00 p.m.

This agenda was posted at City Hall, 1088 College Avenue, St. Helena, California on January 8, 2025.



Cindy Tzaopoulos, 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.

Any supplemental writings or documents distributed to a majority of the City Council regarding any item on this Agenda, after the posting of the Agenda, will be available for public review in the City Clerk's Office located at 1088 College Avenue, St. Helena, California, during normal business hours and by appointment. In addition, such writings or documents will be made available on the City's web site at <https://sthelena.civicweb.net> and will be available for public review at the respective meeting.



DATE AND TIME RECEIVED:

NOTE: THIS COMPLETED AND SIGNED APPLICATION MUST BE FILED WITH THE ST. HELENA CITY CLERK BY JANUARY 6, 2025, AT 5:00 P.M.

APPLICATION FOR APPOINTMENT TO THE ST. HELENA CITY COUNCIL

This application is to fill a vacancy on the St. Helena City Council. The St. Helena City Council will publicly-review all submitted applications where the applicants meet the qualifications. The Council will hold a public interview process for each candidate on Friday, January 10, 2025 and the appointment at the regular City Council meeting Tuesday, January 14, 2025. The applicant interviews will take place at City Hall main conference room, 1088 College Avenue, St. Helena. The term of office will be from January 14, 2025 through November 2026.

This application is a public document, although your personal information will be redacted. Your application will be compiled with other applications and considered by the St. Helena City Council as a part of a noticed public meeting.

Only St. Helena residents who are registered voters in St. Helena will be eligible for appointment.

Name: Hector R. Marroquin

Residence Address: 1318 Mitchell Drive, St. Helena, CA 94574

Mailing Address (if different): _____

E-mail: hectortko@msn.com

Best Phone Number to Reach You: 720-841-7340

Are you currently a registered voter and a resident of the City of St. Helena, or will be at the time of an appointment? YES (yes or no)

- Please include your resume and answer the following questions on a separate sheet(s) of paper.

(continued on next page)

1088 College Ave. | St. Helena, CA 94574
(707) 967-2792 | cityofstheleena.org

Reasons for Applying

1. Why do you want to be appointed to the Council? **For the simple fact that St. Helena and Napa Valley's long-term success is important to me. So, I'm deeply invested in our city's future, not only for my family, but for my friends and neighbors.**
2. Service as a City Council Member easily could require 10 or more hours per week reviewing council agenda packets, responding to citizen communications, meeting with constituents, and attending various regional and local subcommittee meetings, and council meetings. How much time per week do you have to devote to City Council service? **As much time as needed. Being self-employed gives me some flexibility.**
3. If appointed, do you plan on running for election in November 2026? **YES**

Experience, Qualifications, Education

4. What qualifications, life experiences, and educational background do you have that will enable you to make sound decisions in the best long-term interest of the community? **In my lifetime residency in the Napa Valley, I have witnessed various cultural and economic evolutions. My education, personal connections in this community and professional career in hospitality, finance real estate and management, provide me with a unique skill set to help lead on our St. Helena City Council. This experience grants me the ability to make informed judgments with historical insight and cultural context into the important issues that face our town**
5. Please describe your community service and government participation in St. Helena or elsewhere. **I joined one of St. Helena's many community organizations and presently lead the local Masonic Lodge. A historical nonprofit fraternity where I continue my advocacy for quality public education and local causes, partnering with our school district, city leaders, and business owners. I've participated in various ad hoc citizen committees put on by the City Staff and had participated in our local St. Helena School District on parent committees as well.**

Issues, Priorities, Concerns

6. What do you believe are the most important issues facing the City? **Long Term Financial Health for the City, maintaining a high quality of life for all residents, and working closely with local organizations for affordable housing development, water security, safety and cost reduction for residents.**
7. If you were appointed to the Council, what would be your top three priorities? **Identifying possible ways to garner more revenue for the budget and look where we can strategically sequence our**

payouts. Continue to encourage the affordable housing projects to move forward, and review how we are progressing on the Council's goals as directed to the City Staff.

8. What strategies can be undertaken to address the City's fiscal challenges, improve the City's economic health, and maintain and enhance quality of life? **Review our income streams and see if there are any holes that need to be shored up. Such as making sure the city is receiving ALL its sales tax revenue from the downtown merchants as well as reviewing the possibility of annexing Meadowood resort.**

Values, Vision, Approach

9. What vision do you have for the future of St. Helena? **My vision for our city is built on a foundation of practical government, embracing creative, efficient and effective solutions that work. While some community goals, given the inherent limitations of government, might not always be achievable in a reasonable time frame, it's important to maintain this vision for St. Helena's future.**
10. How would you resolve a situation where your personal philosophy may be considered at odds with the majority view regarding what is best for the City? **As a leader, success is all about relationships and improving communication between parties and partners. My goal is always to discover where we agree and compromise on our differences. I'm always searching for that win/win scenario.**

You may also provide any additional information or comments you feel would assist City Council in considering your application.

Please note: At the time you would be named to the St. Helena City Council, you must be:

- At least 18 years of age,
- A registered voter in St. Helena; and
- A resident residing within the City limits of St. Helena.

You must maintain St. Helena residency and registered voter status throughout your term of office.

(continued on next page)

Also, at the time of appointment (and annually as well as at the completion of your service), you will be required to complete and file a public Form 700 Statement with the California Fair Political Practices Commission. Form 700 filings allow the public to know of any potential conflicts of interest related to your public service. These conflicts can relate to employment, property ownership, loans and gifts, stock ownership, and more. You are also required to disclose certain financial interests of your spouse (if applicable).

During your term on the City Council, you will be required to identify any potential conflicts (often with the assistance of the City Attorney) and to recuse yourself from voting on or otherwise influencing any action that might cause a financial or other conflict.

Please sign and return this form with the questions answered via an email to Cindy Tzaopoulos, St. Helena City Clerk, at cityclerk@cityofsthelena.org. The City Clerk will confirm receiving your emailed application, if you do not receive confirmation, please call the City Clerk at (707) 312-1257. You may also drop off the form and questions at St. Helena City Hall, 1088 College Avenue, St. Helena, California. Please address the envelope to the City Clerk.

Please do not mail the form, as it may not get to the City by the deadline. If you have any questions about this application, please call Ms. Tzaopoulos at (707) 312-1257.

I Hector Marroquin
foregoing information is true and correct.

(print name) swear/affirm that the

Applicant's Signature: HECTOR MARROQUIN

Date: 01/01/2025

Cover Letter

Greetings,

I have been in the mortgage finance industry and project management for general contracting a total of 18 years combined. Both positions are multi-faceted, and draw upon various skill sets like marketing, promotions, customer relations, service, sales, finance analysis, risk management, and project management, just to name a few. I have a degree in Communication from the University of Colorado at Boulder, a discipline and education that teaches the many aspect of desired qualifications such as strong presentation skills, interpersonal communication skills both written and verbal. I'm also very active in the Napa Valley local business community, in addition to extensive nonprofit leadership involvement. My work in the mortgage finance and the general contracting industry have not only developed my administrative abilities, but has taught me to be adaptable, absorb new information quickly, problem solve on the fly, and work under pressure to meet or exceed deadlines. I'm very grateful for my experience in these professional fields of work and am ready to expand my career, taking what I've refined toward a new set of challenges.

Thank you for your time and consideration.

Hector R. Marroquin

HECTOR R. MARROQUIN
 1318 Mitchell Drive, St. Helena, California 94574
 Phone: (720) 841-7340 Email: hectortko@msn.com

EDUCATION

UNIVERSITY OF COLORADO AT BOULDER
Bachelor of Arts in Communication

Boulder, Colorado
 2010

PROJECT MANAGEMENT EXPERIENCE

PROJECT MANAGER

Frank Borges Jr. General Contracting

St. Helena, California
 September/2018 – Present

- Successfully manage, track, and deliver projects on time and on budget
- Provide in-field direct personnel supervision and logistical oversight on residential and commercial construction projects
- Manage and estimate budgets ranging from \$10,000 to \$4,000,000 in overall scope. Track and create change orders
- Coordinate, schedule and collaborate with designers, vendors and subcontractors on daily tasks as dictated by the construction schedule
- Support daily office operations, review contracts, set construction schedules, analyze proposed scope and construction plans
- Communicate and maintain client relations on all projects

PRESIDENT AND BOARD DIRECTOR

St. Helena Masonic Temple Association, Non-Profit 501c2 Company
Construction and Facilities Manager

St. Helena, California
 December/ 2016 – Present

As President and Facilities Manager, I direct, manage, and am responsible for all business operations, monthly budget maintenance, tenant negotiations, including all required building construction. As Construction Project Manager, I've successfully completed on time and on budget the following projects Year to Date:

- **1331 Main Street, St. Helena, CA 94574; Project Manager** for complete remodel/renovation of retail tenant space. 4,200 square feet. Total Budget Cost \$1,100,000. Maintained and coordinated the following: Budget Tracking and allocation, partnered with General Contractor on sub-contractor management for all, new plumbing, new electrical, new HVAC, new sprinkler system installation, masonry/foundation work, painting, flooring, excavation contractor, and general construction framing. Also, coordinated project with City inspection officials and planning department director.
- **1327 Main Street, St. Helena, CA 94574; Project Manager** for Tenant Improvement Remodel of Retail Space. 2,250 square feet. Total Budge Cost \$50,000. Organized leasing negotiations with outgoing and incoming tenant for space. Negotiated and allocated budget costs with new tenant. Maintained and managed construction oversight with the various vendors and sub-contractors needed to complete the improvement project. Successfully completed project on time and on budget with little to no change orders.
- **1335 Main Street, St. Helena, CA 94574:** Maintain and manage all building related improvements and renovations. Other projects coordinated include but are not limited to new building HVAC systems, plumbing and electrical updates, painting and masonry work throughout the building.

FINANCIAL SERVICES EXPERIENCE since 2002

HOME MORTGAGE CONSULTANT

Wells Fargo Bank, N.A.

Wells Fargo Home Mortgage Division

Napa, California
December/2015 – June/2018

- Maintained knowledge of company products, policies and procedures, and underwriting requirements
- Coordinated and provided oversight for real estate appraisals, title reports, and real estate transactions
- Educated prospective and existing customers of WFHM programs, rates, policies, underwriting requirements, and loan procedures. Maintained customer relations and customer service with current and future prospects.
- Performed detailed analysis of financials, credit data, collateral, and modeling while matching customer needs with appropriate loan programs matched against levels of risk as approved by WFHM underwriting.
- Managed customer applications from origination to funding with complete follow up activities and coordination with vendors, in addition to processing fulfillment sites. Performed daily problem solving tasks
- Developed and maintained a high degree of visibility for WFHM in the finance and real estate marketplace

Additional Finance Experience

Stearns Lending, LLC

Retail Division - MORTGAGE LOAN ORIGINATOR

Danville, California
August/2014 - November/2015

Citibank, N.A.

Banking Retail Mortgage Division - HOME LOAN CONSULTANT

Napa Branch, California
November / 2012 – July / 2014

Green Point Mortgage Bank

Retail Operations- Corporate Loan Retention Center - LOAN ANALYST AND SALES

Novato, California
April / 2006 – April / 2007

Reasons for Applying

1. Why do you want to be appointed to the Council?

I would like to be part of the City Council to help find ways to make our city better and more efficient for all of the citizens and visitors in St. Helena. Specifically, I would like to help with finding solutions to the revenue shortfall, ways to improve the city infrastructure and improve the quality of Life for the St. Helena residents.

2. Service as a City Council Member easily could require 10 or more hours per week reviewing council agenda packets, responding to citizen communications, meeting with constituents, and attending various regional and local subcommittee meetings, and council meetings. How much time per week do you have to devote to City Council service?

I have as much time as is needed. I make my own hours as a Realtor and Wine Business Owner.

3. If appointed, do you plan on running for election in November 2026?

Yes.

Experience, Qualifications, Education

4. What qualifications, life experiences, and educational background do you have that will enable you to make sound decisions in the best long-term interest of the community?

Education: I graduated in Psychology with a minor in Education from the University of Delaware. I have a certification in Winemaking from UC Davis.

Life Experiences: I have been a teacher for the Catholic Church in St. Helena for 10 years (I have been teaching since 1996 though). I have been a Realtor in St. Helena for 8 years. I have a successful wine business that I started in 2012.

Qualifications: I am 45 years old and have lived in St. Helena for 10 years. My background is in finance and accounting. I have been on the North Bay Association Board of Directors for 5 years (I was president in 2024). I have been on the California Association Board of Directors for 3.5 years and have served on various committees (Local Government, Public Policy, Environment, Finance, Taxation, Transaction & Regulatory and Federal). I have been on the Napa County Local Government Committee for 7 years.

5. Please describe your community service and government participation in St. Helena or elsewhere.

I have been a teacher for the Catholic Church in St. Helena for 10 years. I have been on the North Bay Association Board of Directors for 5 years (I was president in 2024). I have been on the California Association Board of Directors for 3.5 years and have served on various committees (Local Government, Public Policy, Environment, Finance, Taxation, Transaction & Regulatory and Federal). I have been on the Napa County Local Government Committee for 7 years.

Issues, Priorities, Concerns

6. What do you believe are the most important issues facing the City?

Water quality, retention and cost. Aging infrastructure. Weak revenue. Overspending. Balancing the Budget.

7. If you were appointed to the Council, what would be your top three priorities?

Balancing the budget. Improving the infrastructure. Fixing the water situation.

8. What strategies can be undertaken to address the City's fiscal challenges, improve the City's economic health, and maintain and enhance quality of life?

If I was a part of City Council, I would want to review the Balance Sheet, do a deep dive into each expense account, determining where we can cut costs. I would discuss with the council options to increase revenue like a small increase to the city sales tax, increasing number of short term rentals and other ways to increase tot tax. Another conversation and action item would be ways to bring the water rates down while also increasing the quality.

Values, Vision, Approach

9. What vision do you have for the future of St. Helena?

I envision a St. Helena where all of the store fronts are occupied, the town is profitable, the citizens are financially comfortable and proud of our town and young families can afford to live here.

10. How would you resolve a situation where your personal philosophy may be considered at odds with the majority view regarding what is best for the City?

I would do my best to diplomatically explain and educate details behind the issues while keeping in mind their perspective. If the majority still did not agree with me and we could not come to a compromise, I would agree to disagree and leave it at that.



DATE AND TIME RECEIVED:

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**Please note that a League of California Cities Mayors and Council Members Academy registration (January 22 to 24 in Sacramento) has been made for the individual chosen to replace Council Member Chouteau.*

APPLICATION FOR APPOINTMENT TO THE ST. HELENA CITY COUNCIL

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Only St. Helena residents who are registered voters in St. Helena will be eligible for appointment.

Name: _____

Residence Address: _____

Mailing Address (if different): _____

E-mail: _____

Best Phone Number to Reach You: _____

Are you currently a registered voter and a resident of the City of St. Helena, or will be at the time of an appointment? _____ (yes or no)

- Please include your resume and answer the following questions on a separate sheet(s) of paper.

(continued on next page)

1088 College Ave. | St. Helena, CA 94574
(707) 967-2792 | cityofstheleena.gov

Reasons for Applying

1. Why do you want to be appointed to the Council?
2. Service as a City Council Member easily could require 10 or more hours per week reviewing council agenda packets, responding to citizen communications, meeting with constituents, and attending various regional and local subcommittee meetings, and council meetings. How much time per week do you have to devote to City Council service?
3. If appointed, do you plan on running for election in November 2026?

Experience, Qualifications, Education

4. What qualifications, life experiences, and educational background do you have that will enable you to make sound decisions in the best long-term interest of the community?
5. Please describe your community service and government participation in St. Helena or elsewhere.

Issues, Priorities, Concerns

6. What do you believe are the most important issues facing the City?
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You may also provide any additional information or comments you feel would assist City Council in considering your application.

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(continued on next page)

1088 College Ave. | St. Helena, CA 94574
(707) 967-2792 | cityofsthenana.gov

Also, at the time of appointment (and annually as well as at the completion of your service), you will be required to complete and file a public Form 700 Statement with the California Fair Political Practices Commission. Form 700 filings allow the public to know of any potential conflicts of interest related to your public service. These conflicts can relate to employment, property ownership, loans and gifts, stock ownership, and more. You are also required to disclose certain financial interests of your spouse (if applicable).

During your term on the City Council, you will be required to identify any potential conflicts (often with the assistance of the City Attorney) and to recuse yourself from voting on or otherwise influencing any action that might cause a financial or other conflict.

Please sign and return this form with the questions answered via an email to Cindy Tzaopoulos, St. Helena City Clerk, at cityclerk@cityofsthelena.gov. The City Clerk will confirm receiving your emailed application, if you do not receive confirmation, please call the City Clerk at (707) 312-1257. You may also drop off the form and questions at St. Helena City Hall, 1088 College Avenue, St. Helena, California. Please address the envelope to the City Clerk.

Please do not mail the form, as it may not get to the City by the deadline. If you have any questions about this application, please call Ms. Tzaopoulos at (707) 312-1257.

I _____ (print name) swear/affirm that the foregoing information is true and correct.

Applicant's Signature: Kate Spadaro Date: _____

KATE JONES SPADAROTTO

St. Helena, CA | 707-321-6231 | katespadarotto@gmail.com

PROFESSIONAL PROFILE: An organized, highly motivated, determined, goal-oriented self-starter who is looking to utilize my education and experience to further my career.

AREAS OF EXPERTISE

- Strategic Planning
- Leadership
- Management
- Financial Analysis & Reporting
- Direct-to-Consumer Sales
- Accounting & Finance
- Business Development

TECHNICAL SKILLS

MO Suite: Excel, Power Point, Word, and Access, MicroJPlus, Oracle, SAP, Comet, Business Warehouse (BW), Hyperion Essbase, Admarc, Business Objects, AS400, TNVT, KEA

EDUCATION

BA, Psychology & Education | University of Delaware | May 2001
Certificate in Winemaking | UC Davis | December 2023

WORK EXPERIENCE

Sotheby's International Realty

Realtor ® | October 2016 to Present

License # 02014569

- Analyzed the market to become an expert in northern Napa Valley.
- President of North Bay Association of Realtors 2024
- Director of the California Association of Realtors since April 2020
- Member Local Government Relations Committee since 2016

Blue Oasis Wines

Proprietor | August 2014 to Present

- Responsible for all sales, book keeping, maintaining accounts, gaining new accounts, website production, updating social media, creating all POS, delivering wine and budgeting/forecasting.
- Received Editors' Choice and 94 points on the 2014 Docker Hill Pinot Noir and 92 points on the 2014 Costa Vineyards from Wine Enthusiast.
- Received Double Gold for 2014 Docker Hill Pinot Noir from San Francisco Chronicle.
- Received 93 points for 2014 Docker Hill Pinot Noir and 91 points for 2014 Costa Vineyard.

Jamieson Ranch Vineyards, Napa, CA

Direct To Consumer, Regional, and Culinary Manager | September 2013 to August 2014

- Creating a presence in new states with new distributors/brokers.
- Doubling traffic and sales within 2 months through training of staff and instillation of better customer experience.
- Providing structure and solid communication to create a more efficient and productive work environment.
- Improving front and back end to sales and reporting through consolidation of operating systems and fulfillment house as well as new reporting strategies.

Hahn Family Wines, Napa, CA

Direct To Consumer Manager | May 2012 to August 2013

- Responsible for doubling sales in the tasting room in Lodi.
- Increased sales by 15% year over year in the tasting room in Soledad.
- Improved number of members, online sales, and tasting room sales through personal creation and analysis of a dashboard.
- Instilled better internal communication to increase efficiency and moral.
- Created training manual for all Consumer related responsibilities.

Robert Half Finance & Accounting, San Jose, CA

Recruiting Manager | June 2011 to March 2012

- Increased client and candidate satisfaction by matching the right candidates with the positions in an efficient manner.
- Created new and continued business through building great relationships and referrals from companies and candidates.
- Created new business through the addition of 4 new clients.
- Promoted from the temporary/temporary-to-hire division to the permanent/direct-hire division.

Al-Razaq Computing Services at NASA Ames Research Center, Mountain View, CA

Budget Analyst | December 2010 to June 2011

- Improved efficiency and better tracking of funding through the creation of more efficient spreadsheets.
- Tracked and recorded costs in SAP and Business Warehouse.
- Ensured enough funding available to cover costs.
- Phased and allocated budgets for multiple contracts.

Newsday a division of Cablevision, Melville, NY

Circulation Revenue Financial Analyst | March 2007 to November 2009

Revenue Advertising Financial Analyst

- Responsible for gathering, analyzing and reporting data to accurately build 2010 advertising and circulation revenue budget.
- Created budget and projection for all categories within revenue advertising.
- Improved sales through daily analysis of revenue in Business Objects and reported prior year/projection variances by category and client.
- Ensured client satisfaction through the handling of all contracts prior to system input.
- Engaged in direct contact with the president, vice president, directors, and managers daily to discuss anything that may have a major impact on the revenue for the week and tracked accounts to analyze any trends.
- Managed the incentive program for National sales force.

Purolator, Jericho, NY

Financial Analyst | October 2006 to March 2007

- Saved company over \$10,000 by researching and analyzing client profitability.
- Analyzed expense and revenue for specific regions of the company to ensure accurate reporting.
- Helped growing company ensure correct regional reporting by creating and updating contract allocation table in Microsoft Access.
- Researched client freight movement and rates to ensure accurate margins.
- Analyzed client profitability and participated in discussions to change current processes in order to increase margin.

Accenture, Wilmington, DE

Financial Analyst | January 2003 to October 2006

- Saved company \$13,000 by instituting new process of ensuring invoices paid on time.
- Analyzed and resolved reasons for changes between Plan and Actuals.
- Increased productivity by investigating any variances between the different accounting/financial software programs and reached out to necessary resources to fix the problem.
- Engaged in direct client contact for invoice discrepancies.
- Researched and applied any unapplied cash for the entire engagement.
- Determined over/under recognition of revenue by keeping the revenue recognition and inventory reconciliation spreadsheets up to date with current information.
- Promoted from Processing Lead/Subject Matter expert to Executive Assistant and then to Financial Analyst.

Aramark/University of Delaware Blue and Gold Club, Newark, DE

Assistant Director | May 2001 to January 2003

Office Manager

- Insured proper usage of the Cash Fund & Petty Cash by doing weekly reconciliations of the cash and receipts.
- Oversaw a staff of fifteen servers and office help.
- Increased customer care through better customer service.
- Implemented improvements based on member and department feedback.
- Composed and implemented an Office Training Manual.
- Created better communication with high executives.

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Name: Sharon Crull

Residence Address: 1703 Doris Avenue

Mailing Address (if different):

E-mail: sharon@terraceswine.com

Best Phone Number to Reach You: 415-519-0106

Are you currently a registered voter and a resident of the City of St. Helena, or will be at the time of an appointment? yes (yes or no)

- Please include your resume and answer the following questions on a separate sheet(s) of paper.

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6. What do you believe are the most important issues facing the City?
7. If you were appointed to the Council, what would be your top three priorities?
8. What strategies can be undertaken to address the City's fiscal challenges, improve the City's economic health, and maintain and enhance quality of life?

Values, Vision, Approach

9. What vision do you have for the future of St. Helena?
10. How would you resolve a situation where your personal philosophy may be considered at odds with the majority view regarding what is best for the City?

You may also provide any additional information or comments you feel would assist City Council in considering your application.

Please note: At the time you would be named to the St. Helena City Council, you must be:

- At least 18 years of age,
- A registered voter in St. Helena; and
- A resident residing within the City limits of St. Helena.

You must maintain St. Helena residency and registered voter status throughout your term of office.

(continued on next page)

Also, at the time of appointment (and annually as well as at the completion of your service), you will be

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required to complete and file a public Form 700 Statement with the California Fair Political Practices Commission. Form 700 filings allow the public to know of any potential conflicts of interest related to your public service. These conflicts can relate to employment, property ownership, loans and gifts, stock ownership, and more. You are also required to disclose certain financial interests of your spouse (if applicable).

During your term on the City Council, you will be required to identify any potential conflicts (often with the assistance of the City Attorney) and to recuse yourself from voting on or otherwise influencing any action that might cause a financial or other conflict.

Please sign and return this form with the questions answered via an email to Cindy Tzaopoulos, St. Helena City Clerk, at cityclerk@cityofsthelena.org. The City Clerk will confirm receiving your emailed application, if you do not receive confirmation, please call the City Clerk at (707) 312-1257. You may also drop off the form and questions at St. Helena City Hall, 1088 College Avenue, St. Helena, California. Please address the envelope to the City Clerk.

Please do not mail the form, as it may not get to the City by the deadline. If you have any questions about this application, please call Ms. Tzaopoulos at (707) 312-1257.

I Sharon Crull
information is true and correct.

(print name) swear/affirm that the foregoing

Applicant's Signature: *Sharon Crull*

Date: January 6, 2025

Application for Appointment to the St.Helena City Council

Reasons for Applying

1. St. Helena is facing some very challenging times as well as some urgent fiscal issues that will require experienced leadership to surmount, and I am concerned about the impact of having three brand new councilmembers understandably needing to get up to speed. Having served on the Council from 2008 to 2016, and as a former attorney and current business owner, I believe I have the knowledge and experience to guide the City through these rough waters over the next two years.
2. I served on the Council for eight years so I am well aware of the time commitment involved. I have as much time as needed.
3. I do not plan to run for re-election in November 2026.

Experience, Qualifications, Education

4. As discussed above, I have an eight year track record on the council of making sound decisions in the best interest of the community. Also, as an attorney, I can help the council make decisions that will avoid expensive litigation. I also believe it is important to have someone involved in the wine community such as myself on the council to provide knowledge and input as the wine industry is the most significant industry in this Valley.
5. I served on the St.Helena City Council for eight years, two of those as Vice-Mayor. During that time, I also served for various terms on the Upper Valley Waste Management Board, The Napa Valley Transportation Authority Board, The St. Helena Tourism Improvement District, and St. Helena's Climate Protection Task Force. I worked closely with staff both at the City and County level in connection with these Boards. I was also the President of the St. Helena Montessori Parents' Guild for three years, and a volunteer Coach and Team Mom for multiple youth sport teams as my children were growing up here.

Issues, Priorities, Concerns

6. St.Helena has had a revenue problem since at least 2008. The City can solve most of its other issues with revenue; without it, all the current problems will continue to get worse.
7. My top three priorities would be: 1) Economic viability; 2) Infrastructure viability; 3) Affordable/Workforce housing..
8. The most important strategy the City can take to address its fiscal challenges is to increase the Transit Occupancy Tax as this is our best source of revenue. To do this I would take the following actions: 1) reach out to the Noble House group and convince them to continue to pursue their hotel project at the Charles Krug site but through the "regular" process; 2) fast track the Farmstead hotel project in any way possible; and 3) reach out to underperforming hotels

(i.e. The St. Helena hotel) to facilitate higher occupancy rates. While annexation of the Meadowood property would be ideal, unfortunately, I am not optimistic that it will ever happen as the decision makers on the LAFCO board want to keep the revenue with the County. While I am not opposed to a transfer tax, clearly the residents of the City do not want it, at least at the level proposed. I think the outgoing council has done a great job keeping our Main St. vibrant but we need to ensure these businesses can continue to thrive.

Values, Vision, Approach

9. In the future, I hope St. Helena will be a vibrant, fiscally sound, safe small town, retaining all its historic charm but able to provide all the services its residents expect and deserve.

10. I have, and will always, make decisions that I believe are in the best interests of the City, regardless of my personal philosophy. Several times over the eight years I was on the Council I made decisions that did not make me popular with everyone (including my friends), believing that was what was right for St. Helena.

Sharon Shaw Crull

1703 Doris Avenue
St. Helena, CA 94574
(415) 519-0106
sharon@terraceswine.com

EXPERIENCE

The Terraces Winery, Rutherford, CA — *Proprietor*

January 2001 - PRESENT

Involved in all aspects of running a small winery and vineyard: viticulture, winemaking, direct to consumer and wholesale sales, compliance, hospitality, marketing, ecommerce, social media, customer service, and fulfillment.

St. Helena City Council, St. Helena, Ca — *Councilmember*

November 2008-November 2016

Served as both a councilmember (six years) and vice-mayor (two years). Also served on the Upper Valley Waste Management District Board, the St. Helena Tourism Improvement District Board, the Napa Valley Transportation Authority Board, and St. Helena's Climate Protection Task Force.

Gordon and Rees, San Francisco, CA — *Associate/Partner*

October 1989-December 1998

Practiced commercial litigation in the areas of product liability, employment, civil rights, and general business litigation. This included depositions, arbitrations, and trials in both California State courts and Federal Court.

EDUCATION

University of California, Hastings College of the Law, San Francisco, CA—Juris Doctor

August 1986-May 1989

University of California, Berkeley, CA — *B.A. History*

August 1980- June 1984