



TO: Mayor and Councilmembers

SUBMITTED BY: Deborah S. Lopez, City Clerk

PREPARED BY: Liana Campos, Deputy City Clerk

SUBJECT: Interviews of Candidates for the Public Engagement Commission and the Public Tree Advisory Commission

RECOMMENDATION:

- A. Conduct candidate interviews for the Public Engagement Commission and the Public Tree Advisory; and
- B. Select one nominee for the Public Engagement Commission Mayoral Appointment; and
- C. Select two nominees for the Public Tree Advisory Commission Mayoral Appointment; and
- D. Continue this item to the February 4, 2025, City Council meeting for ratification of one Mayoral Appointment to the Public Engagement Commission and two Mayoral Appointments to the Public Tree Advisory Commission.

BACKGROUND:

Public Engagement Commission

The Public Engagement Commission is authorized by Goleta Municipal Code Section 2.19.20. The purpose of the Public Engagement Commission shall be to advise the City Council and staff on matters related to public engagement in City government and governance. The Public Engagement Commission shall be composed of seven (7) members. One member shall be a Youth Member. Members of the Public Engagement Commission shall be appointed to a four-year term. There shall be no limit on the number of terms members may be appointed. The Youth Commissioner shall serve up to a two-year term.

On November 20, 2024, Beth Schneider whose term ends November 2027, submitted her resignation for the Public Engagement Commission.

Public Tree Advisory Commission

The Public Tree Advisory Commission is authorized by Goleta Municipal Code Section 2.11.020. The purpose of the Public Tree Advisory Commission shall be to hear appeals of decisions on the planting and removal of public trees as provided under Section 2.11.010, and to provide advice to staff and the City Council on matters related to the Goleta Urban Forest. The Public Tree Advisory Commission shall be composed of five members.

The terms of Lindsay Lucera (Resident) and Jessica Altstatt (Resident) expire February 2025. On November 8, 2024, Lindsay Lucera notified staff that she would not be seeking another term on the Public Tree Advisory Commission. Jessica Alstatt, who is unable to attend due to scheduling conflicts has resubmitted her application for consideration.

DISCUSSION:

Appointments to the Public Engagement Commission and the Public Tree Advisory Commission, follow the normal appointment process under GMC Section 2.15.040 (B). At the conclusion of all interviews, each Councilmember shall announce the Councilmember's preferred candidate(s) for the interviewed position(s). The City Clerk shall compile a list of candidates for each vacancy based on the Councilmembers' selections. The Mayor may then appoint from among the recommended candidates.

In anticipation of the expiring terms for the, the City Clerk's office published requests for candidate applications on the City website, the Monarch Press, Channel 19, the local adjudicated newspaper, GovDelivery Bulletins, social media sites, and generated press releases.

Public Engagement Commission

There is one vacancy for the Public Engagement Commission for a portion of a term expiring November 2027. Staff has confirmed the following interview times for the Public Engagement Commission Applicants:

Scheduled Time	Candidate
4:05 p.m.	Adam Schaffer
4:15 p.m.	Lizzie Rodriguez
4:25 p.m.	Gareth Kelly
Consider Application on File	Suzanne Peck

Public Tree Advisory Commission

There are two vacancies for the Public Tree Advisory Commission for four-year terms. Staff has confirmed the following interview times for the Public Engagement Commission Applicants:

Scheduled Time	Candidate
4:35 p.m.	Robert Nisbet
4:45 p.m.	Bradley Blue
Consider Application on file	Jessica Altstatt

Consider Application on file	Debra Cochrane
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This agenda item allows the City Council the opportunity to conduct interviews and recommend one nominee for the Public Engagement Commission mayoral appointment and two nominees to the Public Tree Advisory Commission. Ratification of the Mayor's appointments will come before the City Council on February 4, 2024.

FISCAL IMPACTS:

There is no direct fiscal impact related to this recommendation.

ALTERNATIVES:

Council is under no obligation to make an appointment at this time. Taking no action would mean that existing Commissioners would continue to attend meetings until a new appointment is made, however there would remain a vacant position on the Planning Commission. Council may desire to see further advertising done in order to ensure a greater applicant pool prior to a selection process.

APPROVED BY: Robert Nisbet, City Manager

ATTACHMENTS:

1. Adam Schaffer – Public Engagement Commission Application
2. Lizzie Rodriguez - Public Engagement Commission Application
3. Gareth Kelly - Public Engagement Commission Application
4. Suzanne Peck - Public Engagement Commission Application
5. Robert Nisbet – Public Tree Advisory Commission Application
6. Bradley Blue – Public Tree Advisory Commission Application
7. Jessica Altstatt – Public Tree Advisory Commission Application
8. Debra Cochrane- Public Tree Advisory Commission Application

ATTACHMENT 1

Adam Schaffer – Public Engagement Commission Application

Profile

Adam

First Name

H

Middle Initial

Schaffer

Last Name

Email Address

Street Address

Suite or Apt

Santa Barbara

City

CA

State

Postal Code

Primary Phone

Alternate Phone

Employer

Job Title

Occupation

Which Boards would you like to apply for?

Public Engagement Commission: Submitted

Question applies to multiple boards

Do you reside in the City of Goleta?

Yes No

Question applies to multiple boards

If yes, number of years in the City of Goleta:

6

Question applies to multiple boards

Are you currently serving on a City of Goleta Board, Commission or Committee?

Yes No

Question applies to multiple boards

If your answer is yes, please specify.

Question applies to multiple boards

Do you currently serve in any governmental position for any agency of government, whether as an employee, or appointed official or elected official?

Yes No

If yes, please specify.

Question applies to multiple boards

Specify your current or prior service on various boards, commissions or committees:

Tri-Counties (SB/VENTURA/SO) Independent Living Resource Center, Member Annual Passion for Independence Event Committee, 2019 - present Recipe for Hope Foundation, Member Board of Directors, 2015-2018 UCLA Lab School, Member/Committee Chair Board of Advisors, 2011-2014 The Rape Foundation of the Rape Treatment Center at UCLA-Santa Monica Hospital, Founding Member Men's Advisory Council, 2010-2012 Santa Barbara Unified School District, Member Superintendent's Committee on Grading and Homework, 2015-2016

Question applies to multiple boards

Board Members/Commissioners are required to attend meetings on a regular basis. If appointed, will you be able to attend meetings regularly and devote the time necessary to fulfill your duties as a member?

Yes No

Question applies to multiple boards

Do you or immediate family members have any relationship (professional, financial, other) that may present a potential conflict of interest for this board, committee or commission?

Yes No

Question applies to multiple boards

If yes, please explain.

Interests & Experiences

Question applies to multiple boards

Why are you interested in serving on a board, commission or committee?

Simple: to give back and be involved in my community

Question applies to multiple boards

Describe your qualifications, experience, and education, and list any technical or professional requirements you have relative to the duties of the board, commission or committee to which you are applying.

I am a senior-level media management executive with an excellent record in launches, product extensions and revenue generation. I am extremely results oriented with extensive national and international business and audience development experience across multiple media and product platforms.

Question applies to multiple boards

What are your goals in serving on the board, commission, or committee to which you are applying?

To assist with public engagement for the City. My background is well suited for this role. I should note that I was selected for an interview a few months ago and a terrible family emergency called me away at the last minute. That issue has resolved and I am fully available.

Question applies to multiple boards

Have you obtained any memberships in professional organizations?

IAEE - International Association for Exhibitions and Events ABM - American Business Media

Question applies to multiple boards

What civic and/or volunteer activities have you participated in? You may include past or present activities.

Santa Barbara County Sheriff's Office Citizens Academy - 2022 (also see various boards, commissions or committees listed above)

Upload a Resume

Question applies to multiple boards

How did you hear about the position?

City of Goleta email. I should note that I was selected for an interview a few months ago and a terrible family emergency called me away at the last minute. That issue has resolved and I am fully available.

Question applies to multiple boards

Have you attended meeting(s) or viewed meetings on the City's website (<http://www.cityofgoleta.org/i-want-to/news-and-updates/government-meeting-agendas-and-videos>) for the board, commission, or committee for which you are applying?

Yes No

Demographics

Question applies to multiple boards

All Demographic information is optional.

Ethnicity

Gender

Date of Birth

Question applies to multiple boards

Please Agree with the Following Statement

File a Statement of Economic Interest (Form 700)

I Agree

Question applies to multiple boards

Please Agree with the Following Statement

Completion of the Code of Ethics and AB1234 Ethics Training:

I Agree

Question applies to multiple boards

NOTES

ALL INFORMATION , EXCEPT PERSONAL DATA ENTERED IN THE PROFILE SECTION, IS PUBLIC AND AVAILABLE FOR VIEWING AT THE CITY CLERK'S OFFICE AND ON THE CITY'S WEBPAGE.

After an application has been submitted, a confirmation page will be displayed. If an email address has been provided, an email confirmation will be sent. IF A CONFIRMATION IS NOT DISPLAYED, PLEASE RE-SUBMIT OR CONTACT THE CITY CLERK'S OFFICE AT (805) 961-7505.

ADAM H. SCHAFFER

KEY ACCOMPLISHMENTS

Innovative sales management executive focused on revenue and portfolio growth with deep experience across a wide array of business models and product groups. Proven team leader able to initiate organizational change and deliver specific and targeted results.

INNOVATION AND LEADERSHIP

- Restructured sales teams at 1105 Media and Forester Media for effective deployment and increased sales.
- Launched ReIndia Expo & Conference in Mumbai (March 2007) which has outperformed in subsequent years.
- Grew Tradeshow Week research business to \$1,000,000 in five years.
- Founded acclaimed TSW Fastest 50 event which has become leading industry conference.

REVENUE GROWTH

- At NPG of California grew El Pollo Loco, Panda Express, Toyota and MacDonald's 15%+ each year.
- Doubled revenue to \$1,000,000 at Internet Research Bureau (IRB) in first year.
- \$250,000 e-product revenue growth at Forester Media in six months.
- 18% annual revenue increase in first year at Moon Tide Media.
- 23% portfolio profit growth at 1105 Media, Inc.
- 19% CAGR revenue growth over five years at Reed Business Information.
- \$1 million growth in year one at Daily Journal Corporation.

MAJOR CLIENT AND ORGANIZATIONAL SALES

- Signed MarketCast, CINT, Ipsos and ISA major new accounts for IRB.
- Initiated key ad programs with MGM Resorts International, Neiman Marcus, Kroger, Spectrum and others.
- Secured AARP as multi-year client for Media Revenue Partners.
- Developed ongoing client relationship with Tarsus Media Holdings (UK).
- Deep experience with Cisco, Oracle, Microsoft, Intel, Apple, Honda, Toyota, Lexus and many others.
- Understanding of Fortune 1000 accounts, bids, procurement and other key functions.

RECENT EXPERIENCE

RTO Insider LLC, Santa Barbara, CA

May 2023– present

Senior Vice President

RTO Insider LLC is the publisher of the [RTO Insider](#), [ERO Insider](#) and *NetZero* newsletters and digital products and is the definitive eyes and ears of the organized electric markets. RTO Insider provides independent, objective coverage and analysis of RTO/ISO markets and policy-making, saving subscribers time and money and ensuring coverage of the most important industry issues.

Oversee all business and publishing operations.

CONNECTIV HOLDINGS, Santa Barbara, CA September 2022 – present
Vice President, Partnerships

Connectiv is a live events studio that for the past decade has dedicated itself to creating industry leading gatherings. Core expertise in owning and operating at scale, vertical-specific conferences.

Oversee all revenue for launch of Cumulus event – for the FoodTech and AgTech community.

NPG OF CALIFORNIA, Santa Barbara, CA May 2018 – September 2022
Corporate Account Director

NPG of California owns and operates KEYT NewsChannel 3 (ABC), KKFX Fox 11 (FOX) and OEYT NewsChannel 12 (CBS) serving Santa Barbara, San Luis Obispo & Ventura Counties.

Responsible for key corporate and major account revenue for broadcast and digital assets.

WINSIGHT LLC, Chicago and Santa Barbara, CA October 2017 – May 2018
Director of Sales (This was a consulting position)

Winsight LLC is a business-to-business media, event, data and information company specializing in the convenience-retailing, restaurant and noncommercial foodservice industries. Winsight has an extensive media portfolio with leading media and events in the convenience store, restaurant, foodservice and grocery sectors.

Directed West Coast sales for Grocery unit. Portfolio included all print, digital, research, events and custom programs.

INTERNET RESEARCH BUREAU, Los Angeles, CA and New Delhi, India September 2016 – October 2017
Vice President Sales, North America (This was a consulting position)

Internet Research Bureau is an online market research company with offices in India, the UK and the US, specializing in online panel, sampling techniques, survey programming, consumer insight and technology innovations.

Responsible for all sales and business development, including new clients and adding market share with current clients. Oversaw all hiring and North American business operations.

FORESTER MEDIA, Santa Barbara, CA April 2015– July 2016
Director of Advertising Sales

Forester Media publishes in-depth resources for professionals engaged in a wide range of infrastructure, engineering, and related environmental practices. Products include print magazines, online education & training, live events, and conferences, as well as books and extensive online content.

Oversaw all revenue across product lines. Directed a team of eight salespeople.

MOON TIDE MEDIA, Hermosa Beach, CA January 2014– April 2015
Publisher, Ventura Blvd Magazine

Branded media and content marketing company which owns and operates digital channels and lifestyle publications that support leading brands, organizations and places in the use of content to engage and motivate their audiences.

Full oversight of P&L, all revenue, publishing, events, and business operations of regional lifestyle magazine.

MEDIA REVENUE PARTNERS, Los Angeles, CA

June 2009– January 2014

President

B-to-B media firm providing event and publishing sales and consulting services to major national and international firms. Included full sales team deployment of up to 10 account managers, consulting in role-specific assignments, and event concept and production. Clients included AARP, Tarsus Media, Spark Networks, Access Intelligence.

Responsible for all company operations including client acquisition and sales management.

OTHER RELEVANT EXPERIENCE

GREEN MEDIA ENTERPRISES, Los Angeles, CA

October 2008– June 2009

Vice President, Sales & Business Development

Responsible for all revenue and operations for expos and conferences. Oversaw all partner relations.

1105 MEDIA INC., Chatsworth, CA

September 2007 – October 2008

Group Publisher

Complete P&L oversight of \$15 million international portfolio including publishing, events, and web products. Directed staff of 18 team members.

REED BUSINESS INFORMATION, Los Angeles, CA

August 2002 – September 2007

Publisher, Tradeshaw Week

Full P&L responsibility for \$8 million portfolio with magazine, directory, research, digital, web, and event products and group responsibility for marketing and events for Variety's Home Entertainment Group. Oversaw staff of 28.

EDUCATION

University of Southern California, Annenberg School for Communication

M.A.

Communications Management

University of Southern California

B.A.

Broadcast Journalism (Emphasis in Broadcast Management)

Honors: Dean's List

RECENT ACTIVITIES

Independent Living Resource Center

2019 - present

Member Annual *Passion for Independence* Event Committee

Recipe for Hope Foundation

2015-2018

Member Board of Directors

Santa Barbara Unified School District <i>Member Superintendent's Committee on Grading and Homework</i>	2015-2016
International Association for Exhibitions and Events <i>Member, Senior Executives Programming Task Force</i>	2013-2014
UCLA Lab School <i>Member/Committee Chair Board of Advisors</i>	2011-2014
The Rape Foundation of the Rape Treatment Center at UCLA-Santa Monica Hospital <i>Founding Member Men's Advisory Council</i>	2010-2012

ATTACHMENT 2

Lizzie Rodriguez - Public Engagement Commission Application

Profile

Lizzie

First Name

Rodriguez

Last Name

Middle
Initial

Email Address

Street Address

Suite or Apt

Goleta

City

CA

State

Postal Code

Primary Phone

Alternate Phone

Employer

Job Title

Occupation

Which Boards would you like to apply for?

Public Engagement Commission: Submitted

Question applies to multiple boards

Do you reside in the City of Goleta?

Yes No

Question applies to multiple boards

If yes, number of years in the City of Goleta:

2 months

Question applies to multiple boards

Are you currently serving on a City of Goleta Board, Commission or Committee?

Yes No

Question applies to multiple boards

If your answer is yes, please specify.

Question applies to multiple boards

Do you currently serve in any governmental position for any agency of government, whether as an employee, or appointed official or elected official?

Yes No

If yes, please specify.

Served on City of Santa Barbara Fire & Police Commission for 6 years - resigned November 2024 because I moved to Goleta.

Question applies to multiple boards

Specify your current or prior service on various boards, commissions or committees:

Fire & Police Commissioner - City of Santa Barbara Jan 2018 - November · 6 yrs 11 mo * Chair 2022 - 2024 * Vice Chair 2021 - 2022 * Commissioner 2018 - 2021 Community Formation Commissioner - City of Santa Barbara Mar 2021 - Apr 2022 · 1 yr 2 mos Steering Committee Member - SBACT Jul 2021 - Jan 2024 · 2 yrs 7 mos Executive Board Member - Santa Barbara South Coast Chamber of Commerce Jan 2023 - Present · 2 yrs 1 mo Advisory Council and Executive Committee - SAFE Santa Barbara County Jun 2024 - Present · 8 mos

Question applies to multiple boards

Board Members/Commissioners are required to attend meetings on a regular basis. If appointed, will you be able to attend meetings regularly and devote the time necessary to fulfill your duties as a member?

Yes No

Question applies to multiple boards

Do you or immediate family members have any relationship (professional, financial, other) that may present a potential conflict of interest for this board, committee or commission?

Yes No

Question applies to multiple boards

If yes, please explain.

Interests & Experiences

Question applies to multiple boards

Why are you interested in serving on a board, commission or committee?

While I am a new Goleta resident, I have lived in Santa Barbara County (Santa Barbara & Carpinteria) for 30 years. I have been an active community member serving on city boards and commissions and non-profit boards and committees. I am community centered and feel most connected to my community when I am actively engaged. I am interested in serving on the City of Goleta's Public Engagement Commission because I want to participate in engaging the public on matters that directly impact our community's quality of life. I wholeheartedly believe in civic engagement to help community members grow and develop agency and self-determination. My background in community organizing, mediation & conflict resolution, education, and business management would allow me to contribute meaningfully and thoughtfully. I am particularly passionate about engaging communities that are often hidden or absent from city dialogue and believe that I will be a collaborative member of the Public Engagement Commission.

Question applies to multiple boards

Describe your qualifications, experience, and education, and list any technical or professional requirements you have relative to the duties of the board, commission or committee to which you are applying.

I am interested in serving on the Public Engagement Commission because my experience uniquely positions me to contribute meaningfully to community governance. My seven years of service on City Commissions in Santa Barbara has given me deep familiarity with the Brown Act and municipal governance processes. As a Community Psychologist, I apply evidence-based approaches to address social issues aiming to promote positive change and empower. I have experience working with broad stakeholders such as business owners and operators, K-12 and higher education, immigrant and unhoused communities, and formerly incarcerated and law enforcement personnel. My expertise in restorative approaches, gained through my study and research in Rwanda, through Ubuntu traditions, emphasizes the interconnectedness of community wellbeing ("I am because we are"). This philosophy has guided my work in community initiatives. The Ubuntu tradition and restorative philosophy are values that I live by. I wholeheartedly believe that our community is strongest with active engagement with diverse perspectives. I have lead community and capacity building initiatives related to police polices, implicit bias and equity awareness, and language justice. I am currently working with a local non-profit to lead a capacity building campaign targeting local religious organization to aid in providing supportive services for individuals living in their vehicles. As a trained mediator and restorative practitioner, I excel at facilitating dialogue across diverse perspectives to achieve collaborative solutions. These skills, combined with my background in policy and community engagement, enable me to effectively represent and serve our community's diverse needs.

Question applies to multiple boards

What are your goals in serving on the board, commission, or committee to which you are applying?

My goals are to leverage my community psychology background and restorative approaches expertise to promote civic engagement and inclusive policy development. I aim to ensure diverse voices are heard in decision-making processes, particularly from underserved communities. Drawing on my experience with police policy reform and housing initiatives, I seek to address systemic challenges through collaborative, evidence-based solutions. My priority is advancing equitable policies that strengthen our community's social fabric while maintaining fiscal responsibility.

Question applies to multiple boards

Have you obtained any memberships in professional organizations?

Certified Strength Coach Clifton Strengths Institute Issued Feb 2024 Certified Practitioner of Police Oversight National Association for Civilian Oversight of Law Enforcement Issued Jan 2022 Certified Mediator Santa Barbara County Superior Court Conflict Solutions Center Issued Sep 2012 Certified Hotel Administrator (CHA) American Hotel & Lodging Association Issued Oct 2009

Question applies to multiple boards

What civic and/or volunteer activities have you participated in? You may include past or present activities.

Fire & Police Commission - City of Santa Barbara Jan 2018 - Nov 2024 · 6 yrs 11 mo Chair 2022 - 2024 Vice Chair 2021 - 2022 Commissioner 2018 - 2021 Community Formation Commission - City of Santa Barbara Mar 2021 - Apr 2022 · 1 yr 2 mo Commissioner Santa Barbara South Coast Chamber of Commerce 2023 - Present · 2 yrs 1 mo Executive Board Member Advisory Council and Executive Committee SAFE Santa Barbara County Jun 2024 - Present · 8 mo Lompoc Prison May 2012 - Present · 12 yrs 9 mo Volunteer Program Coordinator SBACT Jul 2021 - Jan 2024 · 2 yrs 7 mo Steering Committee Member

Upload a Resume

Question applies to multiple boards

How did you hear about the position?

through the city email.

Question applies to multiple boards

Have you attended meeting(s) or viewed meetings on the City's website (<http://www.cityofgoleta.org/i-want-to/news-and-updates/government-meeting-agendas-and-videos>) for the board, commission, or committee for which you are applying?

Yes No

Demographics

Question applies to multiple boards

All Demographic information is optional.

Ethnicity

Gender

Date of Birth

Question applies to multiple boards

Please Agree with the Following Statement

File a Statement of Economic Interest (Form 700)

I Agree

Question applies to multiple boards

Please Agree with the Following Statement

Completion of the Code of Ethics and AB1234 Ethics Training:

I Agree

Question applies to multiple boards

NOTES

ALL INFORMATION , EXCEPT PERSONAL DATA ENTERED IN THE PROFILE SECTION, IS PUBLIC AND AVAILABLE FOR VIEWING AT THE CITY CLERK'S OFFICE AND ON THE CITY'S WEBPAGE.

After an application has been submitted, a confirmation page will be displayed. If an email address has been provided, an email confirmation will be sent. IF A CONFIRMATION IS NOT DISPLAYED, PLEASE RE-SUBMIT OR CONTACT THE CITY CLERK'S OFFICE AT (805) 961-7505.

Professional Profile

Dedicated and results driven community leader with proven track record in business and non-profit management. Excels in strategic direction, program management, community organizing, and fiscal oversight. Adept at fostering strong board relations and driving fund development initiatives. Passionate about promoting healthier lives and communities through holistic prevention, treatment, and services. Skilled communicator with the ability to engage with diverse stakeholders. Strong familiarity with Santa Barbara community. Trained in John Maxwell Leadership, Appreciative Inquiry, Verus Global Group Dynamics, and a certified Clifton Strengthsfinder coach.

Strengths

- Community Organizing
- Fiscal management
- Strategic planning
- Advocacy and Public Policy
- Program management
- Community engagement and networking
- Collaborative leadership
- Strong communication skills
- Conflict resolution
- Proven ability to build relationships with diverse stakeholders

Skills & Experience

- Leadership: Ability to lead and inspire teams, set strategic direction and drive organizational success.
- Strategic Planning: Develop and implement long-term strategies to advance organization's mission and ensure its sustainability.
- Financial Management: Experience in budgeting, financial planning, fundraising, and grant management to ensure organization's financial health.
- Board Governance: Experience working with and providing support to a board of directors, including recruiting and orienting new members, facilitating board meetings, and fostering positive board-staff relationships.
- Program Management: Oversee program development, implementation, and evaluation to ensure effectiveness and alignment with organization's mission.
- Adaptability and Resilience: Ability to navigate challenges and changes while maintaining focus on organization's mission and goals.

Education

Master of Arts (MA)

Community Psychology

Pacifica Graduate Institute
Santa Barbara, CA

Bachelor of Arts (BA)

Applied Psychology

Antioch University
Santa Barbara, CA

Certifications

Clifton Strengths Finder Coach

Gallup Clifton Strengths

Mediator & Restorative Practitioner

Santa Barbara Superior Court

Oversight Practitioner

National Association for Civilian
Oversight of Law Enforcement

Teaching Experience

African Great Lakes Peace Initiatives Facilitator & Program Coordinator

Trauma Healing and Resiliency

Lompoc Federal Prison Facilitator and Program Coordinator

Emotional Intelligence
Anger Management

Pacifica Graduate Institute Adjunct Faculty

Depth Psychology
Restorative Justice

Santa Barbara City College Adjunct Faculty

Hospitality Management

Community Involvement

Santa Barbara Fire & Police Commission

Commissioner, Immediate Past Chair

Santa Barbara South Coast Chamber of Commerce

Executive Board Member

Strategic Alliance to Fight Exploitation

Advisory Board Member

Santa Barbara County Criminal Justice Workgroup

Member

Professional Experience

Thrive with Lizzie!

Founder & CEO

Dec 2023 - Present

Santa Barbara Hotel Collection

Chief Operating Officer

Dec 2020 - Jan 2024

Harborside Inns of Santa Barbara

Director of Revenue Management

Dec 2014 - Jan 2024

Restorative Community Network

Chief Collaborative Coordinator

May 2016 - Oct 2019

Conflict Solutions Center

Executive Director

Jan 2013 - Jan 2016

ATTACHMENT 3

Gareth Kelly - Public Engagement Commission Application

Profile

Gareth _____ Kelly _____
First Name Middle Initial Last Name

Email Address

Street Address

Suite or Apt

Goleta _____
City

CA _____
State Postal Code

Primary Phone

Alternate Phone

Employer

Job Title

Occupation

Which Boards would you like to apply for?

Public Engagement Commission: Submitted

Question applies to multiple boards

Do you reside in the City of Goleta?

Yes No

Question applies to multiple boards

If yes, number of years in the City of Goleta:

9

Question applies to multiple boards

Are you currently serving on a City of Goleta Board, Commission or Committee?

Yes No

Question applies to multiple boards

If your answer is yes, please specify.

Question applies to multiple boards

Do you currently serve in any governmental position for any agency of government, whether as an employee, or appointed official or elected official?

Yes No

If yes, please specify.

Question applies to multiple boards

Specify your current or prior service on various boards, commissions or committees:

N/A

Question applies to multiple boards

Board Members/Commissioners are required to attend meetings on a regular basis. If appointed, will you be able to attend meetings regularly and devote the time necessary to fulfill your duties as a member?

Yes No

Question applies to multiple boards

Do you or immediate family members have any relationship (professional, financial, other) that may present a potential conflict of interest for this board, committee or commission?

Yes No

Question applies to multiple boards

If yes, please explain.

Interests & Experiences

Question applies to multiple boards

Why are you interested in serving on a board, commission or committee?

I believe I have a unique perspective as an immigrant and also enjoy learning more about the workings of local government and believe it imperative we all step up and contribute and give back to our communities.

Question applies to multiple boards

Describe your qualifications, experience, and education, and list any technical or professional requirements you have relative to the duties of the board, commission or committee to which you are applying.

I have been a self-employed business owner for almost 20 years I have lived in the US. I have at times worked with local governments and been part of programs such as LEAD in order to learn more about how local govt works in the hopes I can give back and offer insight and advice on possible ways to improve various aspects of how local governments works. For the past 2 years, I have run an event that takes place in the city and is an event I believe is an economic benefit to the city. In that role I ave become familiar with the many stakeholders both public and private who work with the city and believe those relationships are a key strength if I serve on such a board.

Question applies to multiple boards

What are your goals in serving on the board, commission, or committee to which you are applying?

To provide a unique take to the city from a different perspective in the hopes of moving the city forward with its goals while also strengthening and developing community engagement.

Question applies to multiple boards

Have you obtained any memberships in professional organizations?

I am a member of the South Coast Chamber of Commerce.

Question applies to multiple boards

What civic and/or volunteer activities have you participated in? You may include past or present activities.

I am a graduate of the city's LEAD academy as well as an alumni of the City of San Luis Obispo Leadership program. I frequently volunteer for the Santa Barbara Rugby Association as a former player and often donate my time and equipment to various local non-profits as needed.

Upload a Resume

Question applies to multiple boards

How did you hear about the position?

Online

Question applies to multiple boards

Have you attended meeting(s) or viewed meetings on the City's website (<http://www.cityofgoleta.org/i-want-to/news-and-updates/government-meeting-agendas-and-videos>) for the board, commission, or committee for which you are applying?

Yes No

Demographics

Question applies to multiple boards

All Demographic information is optional.

Ethnicity

Gender

Date of Birth

Question applies to multiple boards

Please Agree with the Following Statement

File a Statement of Economic Interest (Form 700)

I Agree

Question applies to multiple boards

Please Agree with the Following Statement

Completion of the Code of Ethics and AB1234 Ethics Training:

I Agree

Question applies to multiple boards

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ATTACHMENT 4

Suzanne Peck - Public Engagement Commission Application

Profile

Suzanne

First Name

W

Middle
Initial

Peck

Last Name

Email Address

Street Address

Suite or Apt

Goleta

City

CA

State

Postal Code

Primary Phone

Alternate Phone

Employer

Job Title

Occupation

Which Boards would you like to apply for?

Public Engagement Commission: Submitted

Question applies to multiple boards

Do you reside in the City of Goleta?

Yes No

Question applies to multiple boards

If yes, number of years in the City of Goleta:

17

Question applies to multiple boards

Are you currently serving on a City of Goleta Board, Commission or Committee?

Yes No

Question applies to multiple boards

If your answer is yes, please specify.

Question applies to multiple boards

Do you currently serve in any governmental position for any agency of government, whether as an employee, or appointed official or elected official?

Yes No

If yes, please specify.

Question applies to multiple boards

Specify your current or prior service on various boards, commissions or committees:

Commissioner for the County of Santa Barbara Commission for Women for 8 years (2014-2022) Santa Barbara Grey Panthers, Board of Directors Women's Legacy Leadership

Question applies to multiple boards

Board Members/Commissioners are required to attend meetings on a regular basis. If appointed, will you be able to attend meetings regularly and devote the time necessary to fulfill your duties as a member?

Yes No

Question applies to multiple boards

Do you or immediate family members have any relationship (professional, financial, other) that may present a potential conflict of interest for this board, committee or commission?

Yes No

Question applies to multiple boards

If yes, please explain.

Interests & Experiences

Question applies to multiple boards

Why are you interested in serving on a board, commission or committee?

To support effective communication with Goleta residents on key issues.

Question applies to multiple boards

Describe your qualifications, experience, and education, and list any technical or professional requirements you have relative to the duties of the board, commission or committee to which you are applying.

30 years of experience as a management consultant. National practice leader for Diversity Education. Published author and documentary filmmaker. Frequent involvement with community organizations.

Question applies to multiple boards

What are your goals in serving on the board, commission, or committee to which you are applying?

To use my skills to support effective outreach for a changing and growing Goleta population.

Question applies to multiple boards

Have you obtained any memberships in professional organizations?

Yes, I'm a member of SBWPC and Dem Women.

Question applies to multiple boards

What civic and/or volunteer activities have you participated in? You may include past or present activities.

I'm currently serving on the Board of Directors for SB Gray Panthers and as an Honorary Board Director for AHA!

Upload a Resume

Question applies to multiple boards

How did you hear about the position?

Email from my network.

Question applies to multiple boards

Have you attended meeting(s) or viewed meetings on the City's website (<http://www.cityofgoleta.org/i-want-to/news-and-updates/government-meeting-agendas-and-videos>) for the board, commission, or committee for which you are applying?

Yes No

Demographics

Question applies to multiple boards

All Demographic information is optional.

Ethnicity

Gender

Date of Birth

Question applies to multiple boards

Please Agree with the Following Statement

File a Statement of Economic Interest (Form 700)

I Agree

Question applies to multiple boards

Please Agree with the Following Statement

Completion of the Code of Ethics and AB1234 Ethics Training:

I Agree

Question applies to multiple boards

NOTES

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ATTACHMENT 5

Robert Nisbet – Public Tree Advisory Commission Application

Profile

Robert

First Name

A

Middle
Initial

Nisbet

Last Name

Email Address

Street Address

Suite or Apt

Goleta

City

CA

State

Postal Code

Primary Phone

Alternate Phone

Employer

Job Title

Occupation

Which Boards would you like to apply for?

Public Tree Advisory Commission: Submitted

Question applies to multiple boards

Do you reside in the City of Goleta?

Yes No

Question applies to multiple boards

If yes, number of years in the City of Goleta:

43

Question applies to multiple boards

Are you currently serving on a City of Goleta Board, Commission or Committee?

Yes No

Question applies to multiple boards

If your answer is yes, please specify.

Question applies to multiple boards

Do you currently serve in any governmental position for any agency of government, whether as an employee, or appointed official or elected official?

Yes No

Question applies to multiple boards

If yes, please specify.

Question applies to multiple boards

Specify your current or prior service on various boards, commissions or committees:

2002 - 2007 Providence Christian College, Pasadena, CA Treasurer, Pacific Presbytery of the Presbyterian Church of America (PCA) Ruling Elder and Founder of Christ Presbyterian Church (PCA) 1998 - 2016. Judicial Commission, Pacific Presbytery of the PCA

Question applies to multiple boards

Board Members/Commissioners are required to attend meetings on a regular basis. If appointed, will you be able to attend meetings regularly and devote the time necessary to fulfill your duties as a member?

Yes No

Question applies to multiple boards

Do you or immediate family members have any relationship (professional, financial, other) that may present a potential conflict of interest for this board, committee or commission?

Yes No

Question applies to multiple boards

If yes, please explain.

My answer was No, this explanation should not have been required.

Interests & Experiences

Question applies to multiple boards

Why are you interested in serving on a board, commission or committee?

I seek to provide experience and insights gained over many years as a Forester and Plant Ecologist.

Question applies to multiple boards

Describe your qualifications, experience, and education, and list any technical or professional requirements you have relative to the duties of the board, commission or committee to which you are applying.

BS Forest Management; MS Ecology; PhD Plant Ecology. Vegetation manager for the US Air Force Environmental Impact Statement for the MX-Missile program. 7 years as Ecology Professor; 25 years as a practicing Data Science consultant; 9 years as an Instructor in Data Science at UC-Irvine. Currently, I serve as a volunteer data scientist at the UC-Irvine Medical Center, predicting colon cancer from clinical medical data (remote work).

Question applies to multiple boards

What are your goals in serving on the board, commission, or committee to which you are applying?

To manage Goleta trees from an ecological perspective.

Question applies to Parks and Recreation Commission

List your relevant experience as it relates to your experience in parks and recreation activities.

Trustee of the Stark Wilderness Center in Wilmot, OH, 4 years as Director of Research

Question applies to multiple boards

Have you obtained any memberships in professional organizations?

None currently in retirement

Question applies to Public Tree Advisory Commission

List your relevant experience as it relates to your experience in urban forestry or landscaping.

I have much experience in research and management of natural forests that can be applied to urban forests.

Question applies to multiple boards

What civic and/or volunteer activities have you participated in? You may include past or present activities.

Board of Providence Christian College, Pasadena, CA Citizen's Advisory Board, City of Canton, OH Trustee, Stark Wilderness Center, Wilmot, OH. Volunteer Chaplain, Santa Barbara County Jail 207 - present.

Question applies to Public Tree Advisory Commission

Are you an employee or officer of the City of Goleta?

No

Upload a Resume

Question applies to multiple boards

How did you hear about the position?

Email

Question applies to multiple boards

Have you attended meeting(s) or viewed meetings on the City's website (<http://www.cityofgoleta.org/i-want-to/news-and-updates/government-meeting-agendas-and-videos>) for the board, commission, or committee for which you are applying?

Yes No

Demographics

Question applies to multiple boards

All Demographic information is optional.

Ethnicity

Gender

Date of Birth

Question applies to multiple boards

Please Agree with the Following Statement

File a Statement of Economic Interest (Form 700)

I Agree

Question applies to multiple boards

Please Agree with the Following Statement

Completion of the Code of Ethics and AB1234 Ethics Training:

I Agree

Question applies to multiple boards

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Robert (Bob) Nisbet, Ph.D.
Instructor
Predictive Analytics Certificate Program
University of California, Irvine

Bio

Dr. Nisbet's original training was in Ecosystem Analysis. He taught and conducted research in Botany and Ecology for many years in several colleges and universities, most recently in Forest Growth Modeling at the University of California, Santa Barbara. He was active for 20 years as a Data Scientist in industry, initially for AT&T, then for NCR Corporation. He has worked also in Insurance, Credit, membership organizations (e.g. AAA), Education, and Health Care industries. He retired as an Assistant Vice President of Santa Barbara Bank & Trust in charge of business intelligence reporting and commercial customer acquisition modeling.

He has co-authored 3 books in Data Science:

- The Prose award-winning "Handbook of Statistical Analysis & Data Mining Applications" (Academic Press, 2009, 2-Ed. 2017). 2nd Edition in 2017; preparing the 3rd Edition for publishing in 2023.
- The Prose Award-winning "Practical Text Mining" (Academic Press, 2012)
- "Practical Predictive Analytics and Decisioning Systems in Medicine" (Academic Press, 2015; <https://www.amazon.com/Practical-Predictive-Analytics-Decisioning-Medicine/dp/0128100621>). 2nd Edition is in press for 2022 publication.

In his "retirement", he served for 9 years as an Instructor in the University of California at Irvine's Predictive Analytics Certificate Program, teaching several online and on-campus courses each year in Effective Data Preparation and Predictive Analytics Applications. His current research activities include research in cancer prediction from non-invasive machine learning analysis for the UC-Irvine Medical Center.

ATTACHMENT 6

Bradley Blue – Public Tree Advisory Commission Application

Profile

Brad _____ S _____ Blue _____
 First Name Middle Initial Last Name

 Email Address

 Street Address

 Suite or Apt

Santa Barbara _____ CA _____
 City State Postal Code

 Primary Phone

 Alternate Phone

 Employer

 Job Title

 Occupation

Which Boards would you like to apply for?

Public Tree Advisory Commission: Submitted

Question applies to multiple boards
Do you reside in the City of Goleta?

Yes No

Question applies to multiple boards
If yes, number of years in the City of Goleta:

62

Question applies to multiple boards
Are you currently serving on a City of Goleta Board, Commission or Committee?

Yes No

Question applies to multiple boards
If your answer is yes, please specify.

Question applies to multiple boards
Do you currently serve in any governmental position for any agency of government, whether as an employee, or appointed official or elected official?

Yes No

If yes, please specify.

Question applies to multiple boards

Specify your current or prior service on various boards, commissions or committees:

None

Question applies to multiple boards

Board Members/Commissioners are required to attend meetings on a regular basis. If appointed, will you be able to attend meetings regularly and devote the time necessary to fulfill your duties as a member?

Yes No

Question applies to multiple boards

Do you or immediate family members have any relationship (professional, financial, other) that may present a potential conflict of interest for this board, committee or commission?

Yes No

Question applies to multiple boards

If yes, please explain.

Interests & Experiences

Question applies to multiple boards

Why are you interested in serving on a board, commission or committee?

Fun

Question applies to multiple boards

Describe your qualifications, experience, and education, and list any technical or professional requirements you have relative to the duties of the board, commission or committee to which you are applying.

Smart

Question applies to multiple boards

What are your goals in serving on the board, commission, or committee to which you are applying?

Tree

Question applies to multiple boards

Have you obtained any memberships in professional organizations?

No

Question applies to Public Tree Advisory Commission

List your relevant experience as it relates to your experience in urban forestry or landscaping.

Hiking

Question applies to multiple boards

What civic and/or volunteer activities have you participated in? You may include past or present activities.

None

Question applies to Public Tree Advisory Commission

Are you an employee or officer of the City of Goleta?

No

Upload a Resume

Question applies to multiple boards

How did you hear about the position?

Email

Question applies to multiple boards

Have you attended meeting(s) or viewed meetings on the City's website (<http://www.cityofgoleta.org/i-want-to/news-and-updates/government-meeting-agendas-and-videos>) for the board, commission, or committee for which you are applying?

Yes No

Demographics

Question applies to multiple boards

All Demographic information is optional.

Ethnicity

Gender

Date of Birth

Question applies to multiple boards

Please Agree with the Following Statement

File a Statement of Economic Interest (Form 700)

I Agree

Question applies to multiple boards

Please Agree with the Following Statement

Completion of the Code of Ethics and AB1234 Ethics Training:

I Agree

Question applies to multiple boards

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Bradley S. Blue

SUMMARY

Hard-working, quick-learner seeking a stable, full-time position in manufacturing.

Experience includes:

-
- 18 years in medical device manufacturing
 - Mill, lathe, and drill press operation
 - Chemical and solvent handling
 - Adherence to complex work instructions
 - FDA compliant recordkeeping
 - Manual and automated testing
 - Clean room assembly
 - Microsoft Excel and Word
-

PROFESSIONAL EXPERIENCE

CNC Machining, Inc., Goleta, CA
Machining Operator

Oct 2019 – Present

Manufacturing medical hand pieces for doctors, including: Operating Hass CNC Machines; Rough grinding and Ultrasonic Cleaning; and Assembly.

Raytheon Vision Systems, Goleta, CA
Technician (Temporary position through Volt)

Jul 2018 – Sep 2018

Assembled and tested precision military optical components. Worked in a clean room with a microscope and chemicals, including acetone and isopropyl alcohol. Completed training in PPE (Personal Protective Equipment), ESD (Electrostatic Discharge), and FOD (Foreign Object Damage) compliance. Granted Interim Security Clearance.

Advanced Vision Science, Inc., Goleta, CA
Production Operator I

Jan 2017 – Jul 2018

Responsible for packaging delicate ophthalmic devices. Performed as the highest volume, defect-free operator. Duties required precise attention to detail, adherence to strict operating procedures, and recordkeeping per FDA requirements. Completed drilling certification and cross-training in machining.

Channel Technologies Group, Goleta, CA
Production Specialist (Temporary position through Spherion)

May 2016 – Oct 2016

Operated precision equipment, including lathes and sand blasters, to produce close-tolerance military parts. Followed on-line and hardcopy work instructions, and recorded production data in an on-line data base. Responsible for in-process inspections, adherence to quality standards, and accurate recordkeeping.

Bradley S. Blue

Freudenberg Medical, Carpinteria, CA Oct 2015 – Mar 2016
Production Specialist (Long-term temporary position through Above All Staffing)

Operated precision injection molding machines in a clean room environment to manufacture plastic components used for medical implants. Met production quotas, performed inspections, and completed manufacturing work instructions.

Part-time Caregiver hired by private clients. 2011 - 2015

Dive Tender for a professional fisherman. 2010 - 2011

ConMed Linvatec, Endoscopy Division, Goleta, CA 1993 – 2008
Hall Surgical, Goleta, CA
Test Technician, Electro-Mechanical Assembler

Applied Magnetics Corporation, Goleta, CA 1982 -1992
Electro-Mechanical Assembler

References available upon request.

ATTACHMENT 7

Jessica Altstatt – Public Tree Advisory Commission Application

Profile

Jessica

First Name

Altstatt

Last Name

Middle
Initial

Email Address

Street Address

Suite or Apt

Goleta

City

CA

State

Postal Code

Primary Phone

Alternate Phone

Employer

Job Title

Occupation

Which Boards would you like to apply for?

Public Tree Advisory Commission: Submitted

Question applies to multiple boards

Do you reside in the City of Goleta?

Yes No

Question applies to multiple boards

If yes, number of years in the City of Goleta:

35

Question applies to multiple boards

Are you currently serving on a City of Goleta Board, Commission or Committee?

Yes No

Question applies to multiple boards

If your answer is yes, please specify.

I am on the PTAC and am now serving as the Chair.

Question applies to multiple boards

Do you currently serve in any governmental position for any agency of government, whether as an employee, or appointed official or elected official?

Yes No

If yes, please specify.

Question applies to multiple boards

Specify your current or prior service on various boards, commissions or committees:

I have been on PTAC since appointed in the summer of 2017.

Question applies to multiple boards

Board Members/Commissioners are required to attend meetings on a regular basis. If appointed, will you be able to attend meetings regularly and devote the time necessary to fulfill your duties as a member?

Yes No

Question applies to multiple boards

Do you or immediate family members have any relationship (professional, financial, other) that may present a potential conflict of interest for this board, committee or commission?

Yes No

Question applies to multiple boards

If yes, please explain.

I have no relationship or conflict as far as I am aware.

Interests & Experiences

Question applies to multiple boards

Why are you interested in serving on a board, commission or committee?

I have lived in the Goleta valley since I came to UCSB in 1985. I am a local home owner so I have a vested interest in the community.

Question applies to multiple boards

Describe your qualifications, experience, and education, and list any technical or professional requirements you have relative to the duties of the board, commission or committee to which you are applying.

I have both a BA and MA in biology from UCSB. I regularly use Goleta's tree-line streets, open spaces and parks (for exercise, solace, bird and nature watching, making art, etc) and am familiar with area trees and the urban forest.

Question applies to multiple boards

What are your goals in serving on the board, commission, or committee to which you are applying?

I care deeply about our City's natural resources. A street tree is a connection to nature. But, a healthy urban forest provides much more than beauty. I am interested in representing the ecological value of our urban forest and working to improve it in the face of diseases and climate change.

Question applies to multiple boards

Have you obtained any memberships in professional organizations?

no

Question applies to Public Tree Advisory Commission

List your relevant experience as it relates to your experience in urban forestry or landscaping.

two degrees in biology and ecology from UC Santa Barbara home owner with decades of experience caring for multiple personal trees interest and practice in landscaping with native plants and trees for maximum ecological benefit and suitability to local environment

Question applies to multiple boards

What civic and/or volunteer activities have you participated in? You may include past or present activities.

I was a member of the Goleta Old Town Project Area Committee (before cityhood). I am currently a volunteer board member of Santa Barbara Audubon Society and am the Conservation co-chair. I have volunteered for the Christmas Bird Count (in our parks and opens spaces) and the Winter Bird Count 4 Kids. In addition, I have decades of experience volunteering on a wide range of biological monitoring programs for UCSB and other institutions.

Question applies to Public Tree Advisory Commission

Are you an employee or officer of the City of Goleta?

No

Upload a Resume

Question applies to multiple boards

How did you hear about the position?

Initially, via email from multiple contacts and on the City newsletter and website.

Question applies to multiple boards

Have you attended meeting(s) or viewed meetings on the City's website (<http://www.cityofgoleta.org/i-want-to/news-and-updates/government-meeting-agendas-and-videos>) for the board, commission, or committee for which you are applying?

Yes No

Demographics

Question applies to multiple boards

All Demographic information is optional.

Ethnicity

Gender

Date of Birth

Question applies to multiple boards

Please Agree with the Following Statement

File a Statement of Economic Interest (Form 700)

I Agree

Question applies to multiple boards

Please Agree with the Following Statement

Completion of the Code of Ethics and AB1234 Ethics Training:

I Agree

Question applies to multiple boards

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Jessica Altstatt

www.linkedin.com/in/JessicaAltstatt

KEY COMPETENCIES

Interfacing with varied audiences **I** Proactive problem solving **I** Research orientation
Program development and evaluation **I** Program logistics and management

KEY SKILLS

Natural history **I** Species identification **I** AAUS Scientific Diver (>2,000 dives) **I** Field studies
Science Education **I** Mechanical, technology and systems troubleshooting

EDUCATION

University of California, Santa Barbara

MA Biology with an emphasis in Ecology, Evolution and Marine Biology 2004

Advisors: Drs. Russell Schmitt, Peter Raimondi, Sally Holbrook

Thesis Title: The role of substrate, flow and larval supply to recruitment of the red abalone (*Haliotis rufescens*)

BA Aquatic Biology 1991

RECENT EMPLOYMENT and EXPERIENCE

LiMPETS Program Coordinator/Staff Research Associate

(multiple auspices/funders over time)

National Marine Sanctuary Foundation 2014-2016

Marine Science Institute, UC Santa Barbara 2016- present

- Administer youth-based citizen-science monitoring program (www.limpets.org) along South Coast
- Inspire students to take interest in science and gain appreciation for natural world
- Provide classroom and in-field training to >300 students annually with emphasis on Title 1 schools

- Arrange and lead field trips for classes at coastal monitoring sites, focusing on Coal Oil Point Natural Reserve
- Communicate importance of resource protection and management to varied audiences
- Collaborate and meet with network partners on regular schedule
- Develop innovative new training materials and ensure integration into network
- Manage and direct program undergraduate interns
- Consult regularly with state and federal resource agencies and data clients
- Securely anchor LiMPETS within the Multi-Agency Rocky Intertidal Network (MARINE), a multidisciplinary environmental team including ecologists, oceanographers, stakeholders, and State and Federal natural resource managers
- Lead implementation of Quality Assurance Project Plan for LiMPETS network partners (developed to enhance program data quality standards and participant training)
- Seek grant funding, prepare and adhere to budget for local program/office operations
- Test protocol refinements alongside UCSB researchers during South Coast MPA process
- Coordinate teacher professional development with refined protocols
- Conduct regular monitoring of rocky intertidal and sand beach species and habitat at established sites throughout Southern California

Staff Research Associate

Marine Science Institute, UC Santa Barbara

2016- present

- Implement eelgrass (*Zostera pacifica*) surveys and mapping throughout Channel Islands and coast, including surveys of restoration site at Anacapa Island (restoration work began in 2002)
- Plan and organize field SCUBA work, recruit and train team members
- 2019 field season included surveys at 12 sites over 3 islands
- 129 individual dives, 136 quantitative fish transects, 77 band transects, 1,095 quadrats for eelgrass shoot and urchin density, 28 roving diver fish counts, 8,160 square meters of bottom habitat surveyed

Property Manager

2018

Private ranch, Gaviota Coast

- Resident on-site manager at remote private 100+ acre ranch
- Managed multiple concurrent projects for property maintenance and improvement
- Responsible for care and upkeep of all buildings, facilities, infrastructure, landscaping, equipment and vehicles
- Oversaw and managed contractors and laborers, documented progress and addressed obstacles
- Managed purchasing and expenditures for facilities upkeep
- Kept records for owners accounting purposes
- Diagnosed and repaired ranch systems, including security cameras, internet and cell antennae
- Performed IT and tech support
- Maintained property drainage routes to control erosion
- Patrolled daily all ranch perimeters, checking gates and fences
- Controlled vegetation along roadways for wildfire suppression; consulted with fire department

- Communicated frequently with offsite owner
- Prepared for and assisted owner and guests while on property

Staff Research Associate 2016

PISCO, Marine Science Institute, UC Santa Barbara

- Organized and conducted on-going field-work for long-term assessment of patterns in recruitment of marine invertebrates at Coal Oil Point Natural Reserve and five Santa Cruz Island sites
- Made reservations with Santa Cruz Island Natural Reserve for accommodation and vehicle use for three, multiple-day research trips
- Recruited and supervised volunteers
- Conducted field work at remote island locations during spring, summer and fall seasons

Staff Research Associate 2013-2014

Marine Science Institute

- Assistant to Dr. Jack Engle: consolidated, digitized and archived 35 years of Channel Islands Research Program raw data, survey information and notes

Marine Scientist 2016-2018

Rincon Consultants (contract consultant)

- City of Santa Barbara Desalination Plant Offshore Construction Project: small research vessel operation, water quality monitoring, bird and mammal surveys at multiple nearshore locations, nighttime grunion spawning surveys at Santa Barbara beaches
- Monterey Bay Coast Guard Dock Pier Piling Replacement Project: observed, characterized and recorded Southern Sea Otter and marine mammal behavior before and during pier construction
- Broad Beach Sand Enhancement Program, Malibu: small vessel operation, extensive rocky intertidal, sand beach and subtidal SCUBA surveys, field work support, data entry
- Prepared proposals for bidding on government contracts: scope of work, budget narrative, editing

Marine Scientist 2015-2019

Tenera Inc. (contract consultant)

- Led critical field team effort for natural resource damage assessment (NRDA) centered on intertidal habitat following the 2015 Refugio Beach Oil Spill
- Organized field sampling schedule and personnel, data collection and post-sampling data processing
- Spearheaded sampling regime focusing on seagrass habitats
- Worked closely with state and federal agencies and Trustees (CDFW, NOAA Fisheries), assisted Technical Working Group with compiling data and reporting
- Communicate status of NRDA process during public outreach events

Torch Oil Spill Rocky Intertidal Education Outreach Project Coordinator 2010–2014
Channel Islands National Marine Sanctuary, NOAA

- Provided local community outreach and education regarding the sensitivity of rocky intertidal habitats and to reduce the impacts from human disturbance on tidepools
- Communicated importance of resource protection and management to varied audiences
- Provided organized teacher training events, recruited, trained and supervised volunteers to conduct visitor use surveys at multiple coastal locations
- Developed displays and graphic panels for local public museums (including Central Coast Aquarium, Cabrillo High School Aquarium, and Santa Maria Discovery Museum)
- Designed and installed interpretative 'Explore Tidepools With Care' sign (now installed at 13 locations along the coast)
- Administer youth-based citizen-science monitoring program (www.limpets.org) along South Coast

Marine Biologist 2008–present
Tierra Data Inc. (contract consultant)

- Established and surveyed rocky intertidal monitoring sites at four locations, San Clemente Island US Navy
- Performed annual SCUBA surveys of four subtidal kelp forest monitoring sites, San Clemente Island, US Navy
- Performed pre and post abandonment subtidal surveys for nearshore communication cables, Point Sur and Pillar Point
http://navysustainability.dodlive.mil/files/2014/05/Spr14_Seafloor_Cables.pdf
- Performed extensive island-wide surveys for Black Abalone, San Clemente Island, US Navy
- Assisted with terrestrial vegetation surveys, San Clemente Island, US Navy
- Surveyed multiple intertidal and subtidal locations offshore of desalination plant, Catalina Island: survey design, data collection, species identification, photo documentation, small boat operations, SCUBA logistics

Biological Consultant 2010–2015
BOEM, Department of Interior (contract consultant)

- Map rocky intertidal monitoring sites at multiple locations throughout Southern California for MARINE (Multi-Agency Rocky Intertidal Network)
- Collected site-specific information: reef features, newly added pots and metadata
- Delivered accurate and updated maps to assist staff and volunteers during MARINE seasonal monitoring
- Conferred regularly with BOEM staff to address needs and to pilot maps in field

Science Director 2002–2009
Santa Barbara Channelkeeper (website: www.sbck.org)

- Co-founded organization and led broad range of initiatives, including program development and management, fund raising and donor development, public outreach and education, field work, reporting, advocacy, organizing special events, volunteer recruitment and oversight,

reviewing and preparing comments for environmental documents, grant writing and development

- Operated and maintained 26' and 31' research vessels
- Served on California Coastkeeper Diving Control Board, ensured that SCUBA operations met AAUS standards
- Designed, planned and implemented Island Eelgrass Restoration and Monitoring Program; raised > \$530,000 in grant funding, restored > 30 acres of subtidal eelgrass habitat at Anacapa Island
- Trusted as informal IT and tech-support expert by office coworkers
- Participated as stakeholder on multidisciplinary teams, including MLPA Regional Working Group 2002-3, and 2003 Channel Islands Marine Protected Area Monitoring Plan workshop: successfully lobbied for process to consider value of non-consumptive user group
- Designed and implemented on-going citizen water quality monitoring programs: Ventura River Stream Team, and Goleta Stream Team, received 2002 Water Quality Stewardship Award from LA Regional Water Quality Control Board
- Collaborated with State-wide network to develop giant kelp reforestation/ monitoring program in Santa Barbara and Ventura counties, including classroom education program that reached ~ 700 students/year
- Managed teams of volunteers and interns for staffing programs and events
- Documented damage to island eelgrass beds from anchoring and mooring: presentation to National Park Service and National Marine Sanctuary Advisory Council led to direct action by agency managers that resulted in enhanced resource protection
- Secured agency partnerships for production of detailed maps of Submerged Aquatic Vegetation (eelgrass): dissemination to public and inclusion as GIS database layers in state and federal planning documents and MPA implementation
- Led subtidal invasive algae surveys at Anacapa Island and convened meeting of agencies and researchers to discuss rapid response plans
- Organized marine-themed juried student art show yearly from 2004-2009, >7 schools and >300 students participated each year
- Data analysis, fluent in spreadsheet, database and statistical software programs including Excel, Access, Microsoft Office products, Adobe Creative Suite, photo and video editing software

Program Director

1999-2001

Environmental Defense Center (website: www.edcnet.org)

- Established all administrative needs and framework for new organization (Santa Barbara Channelkeeper): office and file management, member recruitment, mailing lists and program descriptions
- Organized 200 attendee fundraiser event for public launch of new organization
- Developed monitoring, education and outreach programs that met organizational mission
- Created new partnerships with community and regulatory agencies
- Reviewed environmental documents and provided comments letters to appropriate agencies
- Led search resulting in purchase of 26' research vessel

Graduate Student Researcher 1994-1998
Marine Science Institute, UC Santa Barbara

Primary Advisor: Dr. Peter Raimondi

- Performed original research on red abalone larval settlement, recruitment and growth as a pilot fishery enhancement program
- Surveyed existing abalone populations along the coast, and wild abalone populations at San Miguel Island with ship time granted by Channel Islands National Marine Sanctuary
- Designed and implemented laboratory and field experiments, including releasing larval abalone to field sites and then tracking survivorship and growth over time
- Operated small boats (20'-22') to access marine research sites
- Recruited, trained and supervised student assistants in both lab and SCUBA field work
- Secured continuation of funding from local fishermen (California Abalone Association) and California Department of Fish and Game
- Presented findings at 1998 Western Society of Naturalists annual meeting

Laboratory Assistant 1991-1994
Marine Science Institute, UC Santa Barbara

Supervisors: Drs. Richard Ambrose, Jack Engle, Peter Raimondi

- Assisted in establishment of rocky intertidal study sites throughout San Diego, Los Angeles, Ventura and Santa Barbara counties, and on Santa Cruz Island
- Responsible for preparation and logistics of field equipment and sampling trips, data collection and processing
- Collected baseline abundance data of marine organisms using visual, photography and video techniques
- Recruited, trained and coordinated volunteers for field surveys
- Created and managed computer data files for statistical analysis and graphical presentation of survey data
- Designed and wrote monitoring handbooks for Santa Barbara, Ventura and Los Angeles counties intertidal sites
- Organized multiple trips to Santa Cruz Island Natural Reserve field station, as base for remote rocky intertidal and sand beach field surveys
- Produced both draft and final reports to funding agencies
- Published findings of black abalone surveys in a peer-reviewed journal, and presented the paper at 1996 Western Society of Naturalists annual meeting in La Paz, Baja Mexico

Laboratory Assistant 1990-91
McMurdo Station, Antarctica

Supervisors: Drs. Mary Putt, Diane Stoecker

- Assisted all-woman team for three month microbiology research trip to remote field station
- Collected and processed water samples at ice edge
- Filtered water and evaluated samples for bacteria and grazing by heterotrophic nanoflagellates using UV microscopy

- Visited remote Dry Valley research stations to assist with sample collection

Laboratory Assistant 1990
Geology Department, UC Santa Barbara

Supervisor: Dr. John Lupton

- Assisted in laboratory with research cruise preparations
- Participated on 32-day chemical oceanographic cruise to Mid-Pacific Rise
- Processed water samples on-deck for Helium isotopic ratio analysis
- Assisted with packing laboratory for move to USGS/NOAA

Laboratory Assistant 1989
Palmer Station, Antarctica

Supervisor: Drs. Langdon Quetin, Robin Ross

- Participated on three month austral winter research trip focused on krill physiology in remote region
- Specialty training for dry suit and ice diving
- Processed water and biological samples on-deck R/V Polar Duke
- Performed scientific dives under ice for krill investigation around Antarctic Peninsula
- Assisted winter-over station crew by SCUBA-diving to recover and repair broken seawater intake pipes at Palmer Station after damage from iceberg, pipes crucial for station freshwater supply

Laboratory Assistant 1987-1888
Biology Department, UC Santa Barbara

Supervisor: Chris Gotschalk, Dr. Alice Alldredge

- Assisted with data entry and sample processing for biological oceanography laboratory
- Participated on three seven-day oceanographic cruises focusing on marine snow and phytoplankton blooms
- Tended small boat and assisted with scientific diving operations
- Performed scientific dives as blue water safety diver and data collector mid-SB Channel

LEADERSHIP and VOLUNTEER ROLES

Co-chair Conservation Committee, Board of Directors
Santa Barbara Audubon Society 2017-present

- Serve on Board of Directors, participate in monthly meetings
- Chair monthly Conservation Committee meetings, including setting agenda and running meetings
- Respond to public inquiries, communicate Audubon mission
- Review and make public comment on local government land-use and natural resource policy

- Secure funding to support development of innovative Audubon projects: Important Bird Area signage and development of a citizen science project for UCSB students to document climate-driven habitat shifts within Goleta Slough ecosystem (UCSB Coastal Fund)

Event Organizer and Compiler

2016-present

Santa Cruz Island Christmas Bird Count, National Audubon Society

- Orchestrate yearly event of 20-30 people based at Santa Cruz Island (UC Natural Reserve field station and The Nature Conservancy)
- Recruit experienced birders to travel to island for three day event
- Coordinate with island staff (UC Natural Reserve, The Nature Conservancy) to schedule dates, reserve accommodations and vehicles
- Responsible for logistics: organize teams, provide instructions, prepare and receive forms
- Plan, shop for and cook delicious meals for the entire group both nights
- Ensure specific areas of island within Count Circle are adequately surveyed
- Compile and quality-check data and submit to National Audubon

Commissioner

2017-present

City of Goleta Public Tree Advisory Commission

- Serve on 5 member commission appointed by Goleta City Council members
- Ensure Urban Forest Management Plan (UFMP) is enacted by Public Works staff
- Review city planning documents and weigh potential impacts on urban forest
- Collaborate within Commission to provide City staff direction and feedback
- Co-author revision language for periodic review of UFMP
- Engage public/stakeholders

Biologist, Research Diver

1990-present

Channel Islands Research Program

- Participate in research trips/cruises to Channel Islands (77 cruises to date)
- Scientific SCUBA dives (872 program-specific scientific dives to date)
- Trips either ship or field station-based (Santa Cruz Island Natural Reserve, USC Wrigley Marine Science Center, Catalina Island)

Advisory Member Member

2006-2010

Abalone Advisory Group, California Department of Fish and Game

- Served on 12 member group appointed by Fish and Game Commission
- Drove discussion on alternatives for allocation, enforcement and restoration
- Persuaded divergent interests to collaborate
- Authored alternative plan that gained wide support: fishermen, resource agencies, conservation groups and DFG Commission

Member, Research Activities Panel 2006-present
Sanctuary Advisory Council, Channel Islands National Marine Sanctuary

- Invited member of diverse group of scientists, agency staff and organizations
- Attend periodic meetings to update and discuss with group scientific research occurring within Channel Islands National Marine Sanctuary
- Communicate findings of own research to group, staff

Field Biologist, Boat handler 2004-present
Marine Science Institute/US Geologic Survey

Supervisor: Dr. Kevin Lafferty

- Volunteer team member on periodic nearshore surveys for Southern Sea Otters
- Operate small boat between Gaviota and Point Conception
- Observe and count otters, marine mammals and sea birds

Field Biologist Volunteer 1997-present
Multi-Agency Rocky Intertidal Network (MARINE)

- Volunteer field biologist for seasonal monitoring events
- Perform field work characterizing living resources at rocky intertidal sites throughout California
- Participate in annual MARINE meetings

INTERESTS AND HOBBIES

Natural history, organic gardening, citizen science, birding, cooking, hiking, surfing, cycling, painting, arts and crafts, photography, street painting (chalk), problem-solving

SELECTED PUBLICATIONS

Freiwald J, Meyer R, Casselle J, Blanchette C, Hovel K, Neilson D, Altstatt J, Nielsen K, Bursek J. Citizen science monitoring of marine protected areas: Case studies and recommendations for integration into monitoring programs. 2018 *Marine Ecology* 39(2):e12470

Altstatt J, Ambrose R, Carroll J, Coyer J, Wible J, Engle J. Eelgrass meadows return to Frenchy's Cove, Anacapa Island: recovery ten years after successful transplantation. 2014. *Monographs of the Western North American Naturalist* 7 pp 500-517

Miner C, Altstatt J, Raimondi P, Minchinton T. Recruitment failure and shifts in community structure following mass mortality limit recovery prospects of black abalone. 2007 *Marine Ecology Progress Series* 327:107-117.

Altstatt J. The role of substrate, flow and larval supply to recruitment of the Red Abalone (*Haliotis rufescens*). 2004. Master's Thesis, Department of Ecology, Evolution and Marine Biology, UCSB.

Engle J, Altstatt J, Ambrose R, Carroll J, Coyer J. 2002. Monitoring subtidal community changes at Survey Rock, Anacapa Island: forty years and still counting. Bulletin, Southern California Academy of Sciences.

Altstatt J. Restoration of a Historic Eelgrass (*Zostera marina*) bed at Frenchy's Cove, Anacapa Island *in* Proceedings of the Sixth California Islands Symposium, Ventura, California, December 1 – 3, 2003 Edited By David K. Garcelon and Catherin A. Schwemm.

Monitoring subtidal community changes at Survey Rock, Anacapa Island: forty years and still counting. 2002 Southern California Academy of Sciences Annual meeting.

Ambrose R, Lafferty K, Altstatt J. 1999. Shoreline Inventory of rocky intertidal, sand beach and wetland resources in Ventura and Los Angeles Counties- Final report to the California Coastal Commission.

Recent declines of black abalone *Haliotis cracherodii* on the mainland coast of central California. 1997. Western Society of Naturalists Symposium, La Paz, Baja California.

Altstatt J, Ambrose R, Engle J, Haaker P, Lafferty K, Raimondi P. 1996. Recent declines of black abalone, *Haliotis cracherodii*, on the mainland coast of central California. Marine Ecology Progress Series 142, 185-192.

Ambrose R, Engle J, Raimondi P, Wilson M, Altstatt J. 1995. Rocky intertidal and subtidal resources: Santa Barbara County mainland. Final report to the Pacific Outer Continental Shelf Region of the Minerals Management Service, Department of the Interior.

Lafferty K, Altstatt J. 1995. Fish communities. pp. 55-73. In R. F. Ambrose, editor, Coastal Wetland Resources: Santa Barbara County Mainland. Final Report to the County of Santa Barbara.

Engle J, Altstatt J, Raimondi P, Ambrose R. 1994. Rocky intertidal monitoring handbook for inventory of intertidal resources in Santa Barbara County. Report to the Minerals Management Service. Pacific OCS Region.

Ambrose R, Raimondi P, Engle J, Altstatt J. 1994. Inventory of shoreline resources in Santa Barbara County. Interim report to Minerals Management Service.

Putt M, Stoecker D, Altstatt J. (1991). Bacterivory in McMurdo Sound: 1. Grazing by heterotrophic nanoflagellates. Antarctic J. U.S 26 139-141

SELECTED PRESENTATIONS, SURVEYS and REPORTS

LiMPETS Citizen Science Monitoring Program Quality Assurance Project Plan (QAPP) 2016

California Tidepools App <http://msi.ucsb.edu/california-tidepools-app> *Contributing author*

Alternative Management Options for Establishing a Potential Red Abalone Fishery at San Miguel Island. Abalone Advisory Group (AAG) Report to the California Fish and Game Commission February 2010 *Contributing author*

Eelgrass Mapping and Monitoring Final Project Report, Santa Barbara Channelkeeper. 2010 *Lead author*

Water Quality Characterization Report to the Channel Islands National Marine Sanctuary. Santa Barbara Channelkeeper (draft submitted to CINMS 4/09) *Lead author*

Kelp Forest Monitoring (August - October 2008). Naval Auxiliary Landing Field, San Clemente Island, Contact: Mitch Perdue, 619-556-7594, US Navy, NAVFAC SW. *Assisted with data collection/edits*

Black Abalone (*Haliotis cracherodii*) San Clemente Island Survey. Naval Auxiliary Landing Field, San Clemente Island, February 2008. Contact: Mitch Perdue, 619-556-7594, US Navy, NAVFAC SW. *Assisted with data collection/edits*

Southern California Giant Kelp Restoration Project Final Report. California Coastkeeper Alliance 2008. *Lead author/ data analyst*

2006 Pilot Water Quality Monitoring Project, Final Report. Submitted to Channel Islands National Marine Sanctuary 7/07. Santa Barbara Channelkeeper. *Lead author/ data analyst*

Eelgrass meadows at the Channel Islands: a unique habitat. 2006. Tri-fold color brochure detailing eelgrass extent, threats, and restoration efforts. 2,000 copies printed and distributed throughout Santa Barbara and Ventura counties. *Lead author, photographer and designer*

ATTACHMENT 8

Debra Cochrane - Application

Profile

Debra _____ A _____ Cochrane _____
First Name Middle Initial Last Name

Email Address

Street Address

Suite or Apt

Goleta _____
City

CA _____
State Postal Code

Primary Phone

Alternate Phone

Employer

Job Title

Occupation

Which Boards would you like to apply for?

Public Tree Advisory Commission: Submitted

Question applies to multiple boards

Do you reside in the City of Goleta?

Yes No

Question applies to multiple boards

If yes, number of years in the City of Goleta:

8

Question applies to multiple boards

Are you currently serving on a City of Goleta Board, Commission or Committee?

Yes No

Question applies to multiple boards

If your answer is yes, please specify.

Question applies to multiple boards

Do you currently serve in any governmental position for any agency of government, whether as an employee, or appointed official or elected official?

Yes No

If yes, please specify.

Question applies to multiple boards

Specify your current or prior service on various boards, commissions or committees:

I have served on the Music Academy of the West, Women's Auxiliary and am currently Vice President, Santa Barbara Museum of Art, Women's Board.

Question applies to multiple boards

Board Members/Commissioners are required to attend meetings on a regular basis. If appointed, will you be able to attend meetings regularly and devote the time necessary to fulfill your duties as a member?

Yes No

Question applies to multiple boards

Do you or immediate family members have any relationship (professional, financial, other) that may present a potential conflict of interest for this board, committee or commission?

Yes No

Question applies to multiple boards

If yes, please explain.

Interests & Experiences

Question applies to multiple boards

Why are you interested in serving on a board, commission or committee?

It would be a meaningful way for me to participate in civic life and help shape our community.

Question applies to multiple boards

Describe your qualifications, experience, and education, and list any technical or professional requirements you have relative to the duties of the board, commission or committee to which you are applying.

I am a retired biochemist and acutely aware of the import of trees to not only our climate change solution, but also to the public mental health and well being.

Question applies to multiple boards

What are your goals in serving on the board, commission, or committee to which you are applying?

I would like to help shape the future aesthetic impact and visual appeal of our city through input on our urban forest plan.

Question applies to multiple boards

Have you obtained any memberships in professional organizations?

I am a member of the UCSD Alumni Association and the University Club, Santa Barbara.

Question applies to Public Tree Advisory Commission

List your relevant experience as it relates to your experience in urban forestry or landscaping.

As a child, I was always involved in my family's ranching and gardening. I have owned multiple residences in 3 states and handled the landscaping for all, including rose pruning and tree trimming.

Question applies to multiple boards

What civic and/or volunteer activities have you participated in? You may include past or present activities.

I have volunteered at the Food Bank and for Earth Day. I've been at the Santa Barbara Botanic Garden since 2019. I am currently a Marine Protected Area auditor for SB ChannelKeeper, monitoring activity at UCSB Campus Point. Since October 2023 I've been monitoring University Village Park as part of Goleta's Adopt a Park Program, reporting to Leonel Mendoza-Diaz.

Question applies to Public Tree Advisory Commission

Are you an employee or officer of the City of Goleta?

No

Upload a Resume

Question applies to multiple boards

How did you hear about the position?

I saw a post on Noozhawk in December 2022.

Question applies to multiple boards

Have you attended meeting(s) or viewed meetings on the City's website (<http://www.cityofgoleta.org/i-want-to/news-and-updates/government-meeting-agendas-and-videos>) for the board, commission, or committee for which you are applying?

Yes No

Demographics

Question applies to multiple boards

All Demographic information is optional.

Ethnicity

Gender

Date of Birth

Question applies to multiple boards

Please Agree with the Following Statement

File a Statement of Economic Interest (Form 700)

I Agree

Question applies to multiple boards

Please Agree with the Following Statement

Completion of the Code of Ethics and AB1234 Ethics Training:

I Agree

Question applies to multiple boards

NOTES

ALL INFORMATION , EXCEPT PERSONAL DATA ENTERED IN THE PROFILE SECTION, IS PUBLIC AND AVAILABLE FOR VIEWING AT THE CITY CLERK'S OFFICE AND ON THE CITY'S WEBPAGE.

After an application has been submitted, a confirmation page will be displayed. If an email address has been provided, an email confirmation will be sent. IF A CONFIRMATION IS NOT DISPLAYED, PLEASE RE-SUBMIT OR CONTACT THE CITY CLERK'S OFFICE AT (805) 961-7505.