



**TO:** Mayor and Councilmembers

**SUBMITTED BY:** Deborah S. Lopez, City Clerk

**SUBJECT:** Interviews of Candidates for the Planning Commission and the Parks and Recreation Commission

**RECOMMENDATION:**

- A. Conduct candidate interviews for the Planning Commission and the Parks and Recreation Commission; and
- B. Select four nominees for the Planning Commission Mayoral appointments; and
- C. Select three nominees for the Parks and Recreation Commission Mayoral Appointments; and
- D. Continue this item to the February 4, 2025, City Council meeting for ratification of four Mayoral Appointments to the Planning Commission and three Mayoral Appointments to the Parks and Recreation Commission.

**BACKGROUND:**

**Planning Commission**

The Planning Commission is authorized by Goleta Municipal Code Section 2.09.020. The purpose of the Planning Commission shall be to advise the City Council and staff on all matters pertaining to land use, planning, and development. The Commission shall carry out such duties as are prescribed by California law or enumerated in the Goleta Municipal Code. The Commission shall consist of five members. Pursuant to California Government Code Section 40605, all appointments to the City's boards and commissions, including the Planning Commission, must be made by the Mayor and approved by the City Council. However, the City's process for Planning Commission appointments still allows for each Councilmember to recommend their own preferred candidate to the Mayor.

To accomplish this, per Goleta Municipal Code (GMC) Section 2.15.040 (C), at the conclusion of all interviews for positions to the Planning Commission, only those Councilmembers elected or re-elected to office in the immediately preceding November election shall announce one preferred candidate, and the City Clerk shall compile a list of

candidates for each vacancy based on the designated Councilmembers' selections. The Mayor may then appoint the recommended candidates.

On November 5, 2024, Paula Perotte was re-elected to Mayor, Stuart Kasdin was elected to Councilmember District 4, and Jennifer Smith was elected to Councilmember District 3. The terms of current Commissioners Jennifer Fullerton (previously Councilmember Richard's preferred candidate), Jennifer Smith (previously Mayor Pro Tempore Kasdin's preferred candidate) and Katie Maynard (previously Mayor Perotte's preferred candidate) will end on the first meeting in February 2025. Jennifer Fullerton and Katie Maynard have applied for reappointment. Both re-elected Mayor Perotte and Mayor Pro Tempore Kasdin and newly elected Councilmember Smith will now have an opportunity to announce a preferred candidate for a new four-year Planning Commission term.

Also on January 13, 2025, Jason Chapman notified staff of his upcoming resignation on the Planning Commission. The resignation of Jason Chapman will now allow Councilmember Reyes-Martín to also announce her preferred candidate as his replacement to fulfill a portion of his term ending February 2027.

### **Parks and Recreation Commission**

The Parks and Recreation Commission is authorized by Goleta Code Section 2.12.020. The purpose of the Parks and Recreation Commission shall be to advise the City Council on all issues related to public parks, open spaces, beaches, and indoor and outdoor recreational facilities and opportunities in Goleta. The Parks and Recreation Commission shall be composed of seven members. One member shall be a youth member. The youth member shall be at least 15 years old and not more than 18 years old at the time of appointment. The youth commissioner serves up to a two-year term.

The terms of Diana Replogle-Purinton, Stacie Furia and S. Courtney Walton expire February 2025. Stacie Furia and S. Courtney Walton resubmitted an application for reconsideration. On November 22, 2024, Diana Replogle-Purinton notified the City that she would not be seeking another term on the Parks and Recreation Commission.

### **DISCUSSION:**

#### **Planning Commission**

In anticipation of the expiring terms for the Planning Commission and the Parks and Recreation Commission, 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.

Appointments to the Planning Commission follow the appointment process under GMC Section 2.15.040 (C). At the conclusion of all interviews for positions to the Planning Commission, each Councilmember elected or re-elected to office in the immediately preceding election shall announce one preferred candidate. In the event of an unscheduled vacancy on the Planning Commission, only the Councilmember who

suggested the vacating Commissioner’s candidacy shall announce a candidate for appointment by the Mayor. As mentioned above, Jason Chapman who was Councilmember Reyes-Martin’s preferred candidate also has an opportunity to announce a preferred candidate at this time for a term ending February 2027.

The City Clerk shall compile a list of candidates for each vacancy based on the designated Councilmembers’ selections. The Mayor may then appoint from among the recommended candidates.

There are three vacancies for the Planning Commission for a four-year term. There is one vacancy for a term expiring February 2027. Staff confirmed the following interview times for the Planning Commission Applicants:

Scheduled Time	Candidate	Position Applying for
5:35 p.m.	Jennifer Fullerton	Planning Commissioner
5:45 p.m.	Katie Maynard	Planning Commissioner
5:55 p.m.	Rita Serotkin	Planning Commissioner
6:05 p.m.	Cary Penniman	Planning Commissioner
6:15 p.m.	Thomas Deakins	Planning Commissioner
Consider Application on File	Evan Goodman	Planning Commissioner

**Parks and Recreation Commission**

Appointments to the Parks and Recreation 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.

There are three vacancies on the Parks and Recreation Commission for a four year term. Staff has confirmed the following interview times for the Parks and Recreation Commission Applicants:

Scheduled Time	Candidate	Position Applying for
6:25 p.m.	Stacie Furia	Commissioner
6:35 p.m.	S. Courtney Walton	Commissioner
6:45 p.m.	Sherri Bliss	Commissioner
6:55 p.m.	Breanne Bonilla	Commissioner

This agenda item allows the City Council the opportunity to conduct interviews and recommend four nominees for the Planning Commission and three nominees to the Parks and Recreation Commission. The ratification of the Mayor’s appointments will come before the City Council on February 4, 2025.

**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. Council may direct staff to reopen the recruitment in order to ensure a greater applicant pool prior to a selection process. Taking no action would mean that existing members would continue to attend meetings until a new appointment is made, however there would be two vacant positions on the Planning Commission.

**APPROVED BY:** Robert Nisbet, City Manager

**ATTACHMENTS:**

1. Jennifer Fullerton Application – Planning Commission
2. Katie Maynard Application - Planning Commission
3. Rita Serotkin Application - Planning Commission
4. Cary Penniman - Planning Commission
5. Thomas Deakins - Planning Commission
6. Evan Goodman - Planning Commission
7. Stacie Furia – Parks and Recreation Commission
8. S. Courtney Walton – Parks and Recreation Commission
9. Sherri Bliss – Parks and Recreation Commission
10. Breanne Bonilla – Parks and Recreation Commission

**ATTACHMENT 1**

Jennifer Fullerton Application – Planning Commission

## Profile

Jennifer

First Name

Fullerton

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?

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Planning Commission: Submitted

Question applies to multiple boards

**Do you reside in the City of Goleta?**

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Yes  No

Question applies to multiple boards

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

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10

Question applies to Mosquito and Vector Management District of Santa Barbara County, Planning Commission

**Are you a qualified elector?**

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Yes  No

Question applies to multiple boards

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

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Yes  No

Question applies to multiple boards

**If your answer is yes, please specify.**

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Planning Commission

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:**

At large member of DRB Member, SBAPCD Community Advisory Council Chair, TVSB Board of Directors Current Member, Planning Commission

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.**

N/A

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## Interests & Experiences

Question applies to multiple boards

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

I am interested in public service, and being an active part of my community. I feel that if you want to have a voice, you need to participate, and I have a lot to offer the City of Goleta. During my time as a member of the DRB and the Planning Commission, I've learned a lot about land use, zoning, and the challenges involved in adhering to state requirements while keeping as much local control as possible, and would like to continue to do my part to keep Goleta the amazing city it is.

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.**

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I am currently a member of the Planning Commission, and have enjoyed it. I feel that I've represented the City of Goleta well as an at large member, as well as serving as the vice-chair and chair in prior years, and that my views on the future of the City align well with the majority of the current City Council members.

Question applies to multiple boards

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

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I believe that Goleta is a special place, and want to be a part of the decision making process as to how the city evolves. I believe that there is a balance to growth while still being pro-business, and want to ensure that Goleta continues down a path that will keep the city's heart and homey feel while facing difficult state requirements.

Question applies to multiple boards

**Have you obtained any memberships in professional organizations?**

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I am a certified Project Management Professional (PMP) through PMI.org, am also a certified APICS CPIM (Production and Inventory Management), and CSPO (Certified Scrum Product Owner).

Question applies to Planning Commission

**What do you believe to be the role of the Planning Commission.**

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The planning commission works as an advisory board to the city council, assures that the general plan is adhered to, and helps with decision making for new building and development in the city.

Question applies to multiple boards

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

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I am currently a member of the Planning Commission, and served on the DRB. I was also on the SBAPCD Community Advisory Council, appointed by Mayor Perotte to represent Goleta. I was also previously the Chair of the Board of Directors of TVSB, a 501c3 non-profit in Santa Barbara.

[Fullerton\\_Jennifer\\_Resume\\_022420.pdf](#)

Upload a Resume

Question applies to multiple boards

**How did you hear about the position?**

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I was originally referred by Jennifer Smith.



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

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## 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**

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**File a Statement of Economic Interest (Form 700)**

I Agree

Question applies to multiple boards

**Please Agree with the Following Statement**

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**Completion of the Code of Ethics and AB1234 Ethics Training:**

I Agree

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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.

# JENNIFER FULLERTON

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## EXPERIENCE

**QAD**, Summerland, CA

**2017 – Present**

### **Senior Business Analyst**

Product Owner and UX Agent for R&D Manufacturing team. Create business requirements and system design for Inventory/Costing/Quality modules of the QAD ERP system.

**DECKERS BRANDS**, Goleta, CA

**2008 – 2017**

### **Senior Manager, Global Master Data Management**

2015 – 2017

Provided strategic direction and leadership of Global Master Data team, across all regions and channels. Managed distributed team of 8, with members in US, EMEA, and APAC.

### **Senior Requirements Analyst / Project Manager**

2008 – 2015

Business Systems Analyst for sales and marketing as well as cell centers systems, including Oracle Demantra Sales Forecasting, Oracle CRM / COD, Oracle EBS Order Management, and Hubsoft B2B systems.

**FORMS+SURFACES**, Carpinteria, CA

**2000 – 2008**

### **Manager, Information Technology**

Managed systems including Made2Manage ERP system, Active Directory, Exchange, and Sales Force Automation (Xsellerate SFA) programs.

## ADDITIONAL EXPERIENCE

**ALEENE'S CREATIVE LIVING, THE NASHVILLE NETWORK**, Buellton, CA

**KEYT-TV** (ABC Network affiliate), Santa Barbara, CA

## EDUCATION

**Bachelor of Arts (BA)**, Film Studies, University of California, Santa Barbara, CA

10-month residency certificate program, Antioch University Women and Leadership Program, Santa Barbara, CA

## PROFESSIONAL CERTIFICATIONS AND INVOLVEMENT

Member, City of Goleta Design Review Board

Member, SBAPCD Community Advisory Council

Chair, Board of Directors, TVSB, Santa Barbara, CA

Project Management Professional (PMP) #1319558

APICS CPIM #156882

## **ATTACHMENT 2**

Katie Maynard Application - Planning Commission



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.**

Only City of Goleta Planning Commission. I am also an employee of the University of California.

Question applies to multiple boards

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

In addition to being a Planning Commissioner, I served on the Executive Committee for the Santa Barbara County Food Action Network (previously called Food Action Plan) for six years. I wrapped up my work on that committee in December 2020. I also currently serve on the Santa Barbara County Regional Climate Collaborative Steering Committee, where I have served for a year and a half.

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.**

N/A

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## **Interests & Experiences**

Question applies to multiple boards

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

I feel very lucky to live in a democratic society where citizens play an important role in shaping our cities. Goleta residents worked hard to create the City of Goleta and to create local governance that is responsive to the needs of our area. I have been very honored to be a part of our local government and to have an impact on the future of our city. I have also enjoyed learning more about the issues and concerns of my neighbors and being able to help address those concerns. With all the new legislation in California impacting city planning, this is also a very interesting and important time for the work of the Planning 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.**

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I have served on the Goleta Planning Commission for the past eight years and have served as Chair three times. Through my past experience on the commission, I had the opportunity to work on the development of the New Zoning Ordinance from start to finish. I have also studied the Goleta General Plan as it was essential to evaluate each new project presented to the commission for consistency with the General Plan. I have also worked extensively on the Housing Element and tracked new housing legislation carefully to help inform my work on the Planning Commission. In my professional life, I am a Director of Student Sustainability Initiatives for the University of California, Santa Barbara and have been in the Sustainability Department for the past 19 years. I believe this is helpful as I can assess new projects coming to the Planning Commission for consistency with the Strategic Energy Plan and Climate Action Plan.

Question applies to multiple boards

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

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In this next term, I am excited to continue to support the City in thinking through how to best address our current housing crisis, while ensuring that the voice of our community is heard through this work. The state is increasingly willing to cut back on local control from cities. That said, I know how hard Goleta residents fought to have local control. It is critical that we find housing solutions that are adapted to Goleta and Goleta residents' vision for our community. With new housing legislation, this will require creative thinking and new ways of engaging in this work. With new development, we will also need to plan carefully for the impacts of development on our transportation system and city resources such as schools and fire stations. I have been continually impressed at the City's commitment towards a complete streets approach which supports all forms of transportation, expands bikeways, reduces traffic speeds, and makes our city safer, more accessible, and more walkable. I like forward to collaboration with my colleagues on the commission, with city staff, and with our residents to think through how we address these challenges in a way that makes sense for our community.

Question applies to multiple boards

**Have you obtained any memberships in professional organizations?**

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Through the University of California, Santa Barbara, I am a member of the United States Green Building Council and the Association for the Advancement of Sustainability in Higher Education. I am also personally a member of the International Society of Sustainability Professionals.

Question applies to Planning Commission

**What do you believe to be the role of the Planning Commission.**

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Goleta residents have provided the Commission with the blueprints for how they would like their community to grow and be maintained, the General Plan and the New Zoning Ordinance. Our first responsibility is to ensuring that new projects are consistent with these documents. We are also responsible for listening and being responsive to community concerns. Residents can help us understand how the policies and projects we develop affect or could affect their neighborhoods and experience of the city. As Commissioners, we can engage city staff, project consultants, and applicants, to talk through the concerns of the community and to explore which solutions might best meet the community needs. We also have a role to look ahead and take into consideration future needs of the city such as meeting our growing RHNA numbers, ensuring a vibrant local economy, and growing in a climate conscious manner.

Question applies to multiple boards

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

I am very active in interfaith community efforts in Isla Vista, particularly around community gardens and food security. As previously mentioned, I also participated on the Santa Barbara County Food Action Network Executive Committee for six years and currently serve on the Santa Barbara County Regional Climate Collaborative Steering Committee, where I have served for a year and a half.

[Resume\\_PC\\_January\\_2021.pdf](#)

Upload a Resume

Question applies to multiple boards

**How did you hear about the position?**

I currently serve on the Planning Commission and was encouraged to reapply.

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

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**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**

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**Completion of the Code of Ethics and AB1234 Ethics Training:**

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I Agree

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Question applies to multiple boards

**NOTES**

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# Katie Maynard

SUSTAINABILITY OFFICER

## EXPERIENCE

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### **SUSTAINABILITY OFFICER**

*University of California, Santa Barbara / August 2005 - Present*

- Develop programs and strategic initiatives to reduce the environmental impact of the UCSB campus.
- Founded the UCSB Sustainability Internship Program which now supervises over 60 student leaders working with campus and off campus partners. Oversees intern training.
- Develop living laboratory initiatives that bridge academic and operational efforts.
- Supervises the Sustainable Office, Events, Athletics and Lab certification programs.
- Chairs a statewide UC committee on sustainable purchasing.

### **PLANNING COMMISSIONER**

*City of Goleta / January 2015 - Present*

- Currently Chair of the Planning Commission.
- Advise City Council on planning, land use regulation, and development.
- Hold public meetings and hearings to review major conditional use permits, development plans, other discretionary reviews, and appeals of a decision made by DRB or the Director of Planning.
- Make environmental determinations pursuant to CEQA on any projects under our purview.
- Make recommendations to City Council on development agreements and specific plans.

### **FACILITATOR**

*Committee on COVID Response for the Isla Vista Houseless Community / March 2020 - Present*

- Facilitate every other week meetings of service providers working to address the needs of the houseless community in Isla Vista.
- Foster collaborations between service providers.

### **EXECUTIVE COMMITTEE MEMBER**

*Santa Barbara County Food Action Network / January 2015 – December 2020*

- Provide leadership for the development of the Santa Barbara County Food Action Plan.
- Advise the Executive Director on how to transition from the writing of the Food Action Plan to the creation of a new county wide network.

## EDUCATION

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### **BACHELOR OF ARTS, COLLEGE OF CREATIVE STUDIES, BIOLOGY**

University of California, Santa Barbara

2001-2005

## **ATTACHMENT 3**

Rita Serotkin Application - Planning Commission

## Profile

Rita Serotkin  
First Name Middle Initial Last Name

Email Address

Street Address

Suite or Apt

City

State

Postal Code

Primary Phone

Alternate Phone

Employer

Job Title

Occupation

## Which Boards would you like to apply for?

---

Planning 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:

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10

Question applies to Mosquito and Vector Management District of Santa Barbara County, Planning Commission

### Are you a qualified elector?

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Yes  No

Question applies to multiple boards

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

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Yes  No

Question applies to multiple boards

### If your answer is yes, please specify.

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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:**

• Member, NCICU/NC Comprehensive Articulation Council • Member and group leader, Degrees Matter! Lumina/CEOs for Cities grant for college completion • Treasurer, North Carolina Adult Education Association • Chair, Transfer Advisory Board, Forsyth Community College • Member, Transfer/Articulation Advisory Board, Alamance Community College • Member, North Carolina Association of Summer Schools • Member, Higher Education Innovation Council, Piedmont Triad (NC) • Grant Proposal Evaluator, NC Independent Colleges and Universities (NCICU) • College Access and Success Initiatives (CASI) Evaluation Committee Chair, NCICU • Grant Proposal Evaluator, FIPSE, US Department of Education • Hopewell Valley (NJ) YMCA After-School Program. Co-founder/Executive Board Member • Mercer County (NJ) Association for Gifted & Talented. Co-founder/Executive Board Member • Pennington (NJ) First Aid Squad. Riding member and crew co-chief (1992-2008) • Home Owners Association, Oak Ridge Meadows, Greensboro, NC, Secretary (2008-2014) • NC Association of Continuing Education, Secretary (2011-2014) • Santa Barbara Museum consortium • National Council for Accreditation of Teacher Education (2002-2007) • Associate Vice President, Guilford College, Greensboro, NC Board of Trustees (2006-2014)

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.**

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## Interests & Experiences

Question applies to multiple boards

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

---

I retired from Guilford College and moved to Goleta, CA, in 2015. Before moving to California, I served on numerous community and professional boards, commissions, and committees between 1980 and 2014. I have been watching city developments for the future of Goleta and would like to be part of those discussions and decisions. I believe I have a lot of skills including planning and development, marketing, public relations, writing, working with committees, research, and more that would help to the Planning 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.**

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BA, History, Douglass College; MA, Higher & Adult Education, Columbia University; EdD, Higher Education Administration, Widener University 1982-1987 Educational Testing Service, Staff Associate, Corporate Planning and Development (performed competitive research and marketing studies, evaluated new program ideas, conducted surveys and focus groups) 1987-2000 Mercer County Community College (NJ), Academic Administrator, Instructor, & Director, Noncredit Education & Summer Camps (managed all summer and noncredit programs; administered and aided the Dean for Academic Affairs in managing academic programs and conferences) 2000-2006 Widener University, Assistant Director & Instructor, Center for Education (worked on my doctorate and taught computer classes for teachers in graduate programs; wrote accreditation reports, and assisted with all academic programs) 2006-2016 Guilford College, Associate Vice President, Dean of the Center for Continuing Education & Director of Summer and Noncredit Sessions (sat on President's Senior Council for all-college management and developed and evaluated new and old programs; handled faculty payroll, scheduled classes, and planned and managed all programs under my direct supervision; grant writing) 2018-2023 Santa Barbara Maritime Museum, Marketing Coordinator, Writer & Editor (performed all public and media relations; edited museum texts and documents, sat on accreditation committee and wrote the final report leading to the museum's national accreditation by American Alliance of Museums (2021) 2023-Present California Coast Naturals and Oleavicin, Office Manager (part-time) for an olive and olive oil ranch in western Goleta (accounting, marketing, day-to-day operations, sales fulfillment, on-line orders, etc.)

Question applies to multiple boards

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

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As Goleta is subjected to increasing pressure to build more housing, I am concerned about how some of the decisions are being made, the infrastructure's ability to handle that increased development, the water supply, and long-ranging planning vis-a-vis new development. I am also concerned about the current state of roads and infrastructure in Goleta.

Question applies to multiple boards

**Have you obtained any memberships in professional organizations?**

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• Member, NCICU/NC Comprehensive Articulation Council • Member and group leader, Degrees Matter! Lumina/CEOs for Cities grant for college completion • Treasurer, North Carolina Adult Education Association • Chair, Transfer Advisory Board, Forsyth Community College • Member, Transfer/Articulation Advisory Board, Alamance Community College • Member, North Carolina Association of Summer Schools • Member, Higher Education Innovation Council, Piedmont Triad (NC) • College Access and Success Initiatives (CASI) Evaluation Committee Chair, NCICU • Hopewell Valley (NJ) YMCA After-School Program. Co-founder/Executive Board Member • Mercer County (NJ) Association for Gifted & Talented. Co-founder/Executive Board Member • Pennington (NJ) First Aid Squad. Riding member and crew co-chief (1992-2008)

Question applies to Planning Commission

**What do you believe to be the role of the Planning Commission.**

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Evaluating, understanding, discussing, reviewing community input, and making decisions re: planning of various types re: future public works and development in Goleta

Question applies to multiple boards

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

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• Historic Interpreter and Docent, Santa Barbara Maritime Museum • Chair, Transfer Advisory Board, Forsyth Community College • Member, Transfer/Articulation Advisory Board, Alamance Community College • Hopewell Valley (NJ) YMCA After-School Program. Co-founder/Executive Board Member • Mercer County (NJ) Association for Gifted & Talented. Co-founder/Executive Board Member • Pennington (NJ) First Aid Squad. Riding member and crew co-chief (1992-2008)

[SerotkinResume\\_6-30-2023.doc](#)

Upload a Resume

Question applies to multiple boards

**How did you hear about the position?**

---

In an email I received inviting applications

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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**RITA SUSAN SEROTKIN**

**professional  
experience**

- 2023-Present**      **CALIFORNIA COAST NATURALS/OLEAVICIN**      **Goleta, CA**  
**Sales/Office/Marketing Assistant (P/T)**  
• General office, recordkeeping, data entry, customer service responsibilities
- 2018-2023**      **SANTA BARBARA MARITIME MUSEUM**      **Santa Barbara, CA**  
**Coordinator, Marketing & Public Relations; Editor & Writer**  
• Coordinate and create public relations, marketing materials and social media for all activities.  
• Assist with planning and administration of all events and exhibits.  
• Do all museum photography for marketing, webpages, social media, and public relations.  
• Write and edit all museum publications, communications, and exhibit materials.  
• Write and edit all accreditation self-study materials and documents.  
• Edit all grant proposals.  
• Edit fundraising/development materials.  
• Serve on appropriate museum committees and the Board of Directors.  
• Conduct historic interpretation (in costume), lead group and media tours
- 2015-Present**      **SELF-EMPLOYED**      **Santa Barbara, CA**  
**Editor, Photographer, Writer, Marketing, & Higher Education Consultant**
- 2006-2015**      **GUILFORD COLLEGE**      **Greensboro, NC**  
**Associate Vice President & Dean, Center for Continuing Education, & Director, Summer Sessions (Retired, 2015)**  
• Provide leadership for strategic planning in continuing education including program and staff evaluation  
• Develop, administer and monitor all aspects of a broad array of adult degree, summer sessions and non-credit professional training programs, serving approximately 1,700 students each semester and generating revenues of \$7-\$10 million annually  
• Monitor and report enrollment and revenue trends; review, recommend, and coordinate development/revision of all adult credit and noncredit programs, including their marketing strategies and budgets  
• Oversee all academic advisement and persistence/retention efforts and programs for adult students.  
• Coordinate and monitor all evening, weekend, and summer session course scheduling, registration, and faculty assignments  
• Oversee the development and distribution of all continuing education and summer session marketing, recruitment, media publications and websites  
• Develop and improve reporting strategies, formats, and procedures for program evaluation, alumni and student surveys, articulation reviews/reports, and government compliance  
• Function as primary liaison for integration and coordination of continuing education and economic development programs, partnerships, and services with other educational institutions, including community college pathways.



- Maintain and strengthen relationships with a wide range of constituencies, including faculty and staff, and external business, government, non-profit and community-based organizations and develop new programs as needed.
- Serve on appropriate College committees

**2000-2006**

**WIDENER UNIVERSITY CENTER FOR EDUCATION**

**Chester, PA**

**Assistant Director; Instructor**

- Monitor and report enrollment trends; recommend and develop appropriate marketing and recruitment strategies for undergraduate and graduate programs serving approximately 1,400 students
- Coordinate and create marketing materials and design websites for all activities
- Organize, coordinate, and attend all recruiting events and efforts
- Coordinate academic advisement and oversee faculty evaluation process
- Coordinate course scheduling, room, and adjunct faculty assignments
- Develop, direct, monitor, schedule, evaluate, and expand all off-campus programs including transfer credit evaluations
- Write and edit grant proposals, alumni and faculty newsletters and other Center publications including catalogs and student handbooks
- Supervise, develop, revise and implement admission and registration policies, procedures, and forms as needed
- Develop reporting strategies, formats, and procedures for program evaluation, alumni surveys, accreditation reviews/reports, and government compliance
- Teach courses in educational technology and student personnel services

**1987 - 2000**

**MERCER COUNTY COMMUNITY COLLEGE**

**Trenton, NJ**

**Director, Noncredit Records, Registration, and Programs**

- Develop, coordinate and market a broad array of noncredit, senior citizen, summer, youth, and off-site adult and community education programs, serving 22,860 people and generating net revenues of \$1.8 million
- Monitor enrollment and revenue trends; recommend and assist in development of appropriate marketing strategies for all noncredit programs
- Develop and coordinate development of marketing materials to support and promote all programs, including all catalogs and program brochures
- Develop, coordinate and maintain computer-based systems for registration, scheduling, monitoring and reporting enrollment, revenue and expenses for all noncredit programs
- Hire, supervise and evaluate clerical/registration staff and program instructors

**Academic Affairs Administrator; Adjunct Instructor**

- Facilitate planning, development and implementation of new educational programs; review and revise existing programs; accreditation reporting
- Serve as college liaison with external agencies to encourage cooperative and joint ventures; coordinate articulation with secondary schools and transfer institutions
- Develop, recommend and implement policies and procedures for instructional development, academic affairs, marketing, retention, and outcomes assessment
- Coordinate and develop programs for conferences, workshops and lecture series

- Teach courses including Psychology of Women and History of American Women

**Coordinator, Academic Testing Services**

- Coordinate and expand college-wide testing services, including placement, course-related, computer-based, and external licensing examinations
- Hire, supervise, and evaluate staff of Academic Testing Center
- Serve as college liaison for external testing clients and services

**Professional Staff, Special Assignment**

- Direct the urban campus library; work with faculty to develop and implement an Information Commons, including identifying electronic learning materials and creating on-line resources and web pages
- Identify funding sources and grant opportunities, and write proposals

**1982-1987**

**EDUCATIONAL TESTING SERVICE**

**Princeton, NJ**

**Staff Associate, Corporate Planning and Development**

- Plan, direct and conduct market, competitor and funding source research
- Coordinate wholesale and retail sales of ETS publications
- Develop and maintain corporate information resources and data bases
- Conduct additional research and market analysis reports for executive staff

**Test Editor:** Edit, revise and write new material for all testing programs

**other  
experience**

**RUTGERS UNIVERSITY, UNIVERSITY COLLEGE      New Brunswick, NJ**

**Coordinator of Student Services/Instructor of Psychology**

- Provide academic advisement, counseling, and additional admission, financial aid and student services to 3,000 undergraduate evening students, with emphasis on students in academic difficulty, minority and non-matriculated students
- Coordinate orientation and recruitment programs, financial aid, admission testing and intercollegiate liaison/community college articulation efforts
- Develop and teach women's studies courses

**education**

**Ed.D. in Higher Education. Widener University. Chester, PA**

**Dissertation:** *Motivating factors and key perceptions of mid-life career changers who choose teaching as a second career*

**M.A. in Higher and Adult Education. Columbia University. New York, NY**

- Kappa Delta Pi; Teachers College Scholarship

**B.A. in History. Douglass College. New Brunswick, NJ**

- Phi Beta Kappa; Dean's List; honors scholarships; editor, college yearbook

**Psychology Coursework. Harvard University. Cambridge, MA**

**Emergency Medical Technician. NJ State Certification 1992-2008**

**publications  
& presentations**

Anastasio, E. & Serotkin-Getty, R. (1985). *Development of a prototype computer-based testing and assessment system*. Paper presented at the NATO Symposium on Computer-Based Instruction in Military Environments, Belgium Defense Staff Headquarters, Brussels, Belgium, April 1985.

Serotkin, R. (2014). *Focusing on the Distinctive Features of First-Generation Students*. Moderated, chaired and presented panel presentation at CIC conference. Baltimore, MD. July 2014.

Serotkin, R. (2013). *Directions for Success*. Presentation to "Degrees Matter!" Lumina/CEOs for Cities grant advisory group meeting. Greensboro, NC. February 2013.

- Serotkin, R. (2011). *Institutional Successes and Struggles with Breaking Down Barriers: A panel discussion*. Presentation at the Fourth Annual Conference, Moving to the Head of the Class: Overcoming Socioeconomic Barriers to Postsecondary Education. Greensboro, NC. February 12, 2011.
- Serotkin, R. (2007). *Motivating factors and key perceptions of midlife career changers who choose teaching as a second career* (Doctoral dissertation, Widener University, 2007).
- Serotkin, R. *Motivations and perceptions of midlife career changers who choose teaching as a second career*. (2006). Paper presented at the annual meeting of the American Association of Colleges of Teacher Education, San Diego, CA. January 2006.
- Serotkin, R. (1990). *Succeeding at Mercer: A do-it-yourself guide to effective study skills*. Trenton, NJ: Mercer County Community College.
- Serotkin, R., Arnold, N.C., Moran, C., Wilkins, F., Dixon, S. (2012). *Educating the 75%: The Importance, Needs and Difficulties of Adult Degree Programs and Their Students*. Presentation at the College Access Conference 2012. Durham, NC. February 2012.
- Serotkin, R., Arnold, N.C., White, D., & Farley, Y. (2010). *Guilford Gateways to Success: Improving graduation and persistence rates among first-generation adult students*. Presentation at the Fall 2010 North Carolina Adult Education Association conference. Greensboro, NC, 2010.
- Serotkin, R. & Coaxum, T. (2007). *An overlooked minority: Adult baccalaureate degree students' persistence & degree completion*. Presentation for Working with Adult Learners in North Carolina and Virginia: Teaching and Career Development Conference, Greensboro, NC. October 2007.
- Serotkin-Getty, R., ed. (1974). *Part-time graduate and professional study in the metropolitan area*. New Brunswick: Associate Alumnae of Douglass College.
- Serotkin-Getty, R. (1974). College for the non-college age. *Rutgers Alumni Magazine*, 53 (3), 5-8.
- Serotkin-Getty, R., ed. (1973). *Women's Caucus Newsletter*. New Brunswick: Rutgers University.
- Wepner, S., Bowes, K., & Serotkin, R. (2005). Lessons learned from implementing technology in an undergraduate elementary education program. *Journal of Computing in Teacher Education*, 21 (4), 111-119.
- Wepner, S., Bowes, K., & Serotkin, R. (2004). *Administrative challenges of implementing technology in the undergraduate program*. Paper presented at the annual meeting of the American Association of Colleges of Teacher Education, Chicago, IL. February 2004.
- Wepner, S., Bowes, K. & Serotkin, R (2007). Technology in teacher education: Creating a climate of change and collaboration. *Action in Teacher Education*, 29 (1), 81-93.
- Wepner, S., Serotkin, R., & Bowes, K. (2005). *Building and sustaining a K-16 collaborative professional development model in technology*. Paper presented at the annual meeting of the American Association of Colleges of Teacher Education, Washington, DC. February 2005.

**courses taught** Technology for Educators; MSWord; Pupil Personnel Services in Higher Education; Women, Work & Social Change; History of American Women; Psychology of Women

**community and professional involvement**

- Historic Interpreter and Docent, Santa Barbara Maritime Museum
- Member, NCICU/NC Comprehensive Articulation Council
- Member and group leader, Degrees Matter! Lumina/CEOs for Cities grant for college completion
- Treasurer, North Carolina Adult Education Association
- Chair, Transfer Advisory Board, Forsyth Community College
- Member, Transfer/Articulation Advisory Board, Alamance Community College
- Member, North Carolina Association of Summer Schools
- Member, Higher Education Innovation Council, Piedmont Triad (NC)
- Grant Proposal Evaluator, NC Independent Colleges and Universities (NCICU)
- College Access and Success Initiatives (CASI) Evaluation Committee Chair, NCICU
- Grant Proposal Evaluator, FIPSE, US Department of Education
- Hopewell Valley (NJ) YMCA After-School Program. Co-founder/Executive Board Member
- Mercer County (NJ) Association for Gifted & Talented. Co-founder/Executive Board Member
- Pennington (NJ) First Aid Squad. Riding member and crew co-chief (1992-2008)

Rev. 6/30/2023

## **ATTACHMENT 4**

Cary Penniman - Planning Commission



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?**

Being born and raised in Goleta, this place as a special meaning for me. For our Government to work properly, I believe that it is every citizen's duty to participate -- I see this as a way to help do my part.

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.**

---

With my experience as the EMID District Director and Executive Committee Member of Surfrider, I have developed a strong interest in land use issues and a deep respect for the complexities involved in balancing affordable housing, community growth, quality of life, property rights, and environmental protection. I have worked closely with legal counsel and have presented before various governing bodies, including the California Coastal Commission, Goleta City Council, Santa Barbara County Board of Supervisors, and LAFCO. I was a proponent of incorporation and collaborated with Cynthia Brock during the annexation process of the Baccara property. Additionally, I actively participated in the creation of the initial General Plan and Local Coastal Program (LCP). My experience also includes reviewing numerous legal documents related to land use and contributing to multiple Environmental Impact Reports (EIRs).

Question applies to multiple boards

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

---

Make the best decisions possible for our community. Read and understand issues placed on the commission agenda, ask questions when things are unclear, and raise concerns if I have any.

Question applies to multiple boards

**Have you obtained any memberships in professional organizations?**

---

no

Question applies to Planning Commission

**What do you believe to be the role of the Planning Commission.**

---

Advise the City Council and staff on all matters pertaining to land use, planning, and development within existing California laws.

Question applies to multiple boards

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

---

Embarcadero Municipal Improvement District (EMID) : Elected District Director (Past) Santa Barbara Chapter, Surfrider Foundation : Executive Committee Member (Past) Boy Scout of America, Goleta, Troop 37 : Outdoor Activities Coordinator (Current) 4-H Leader Unity Shoppe Dos Pueblos Little League Coach The Friendship Paddle Boat Captain The Kiki Paddle Boat Captain NOAA Large Whale Entanglement Response Team

---

Upload a Resume

Question applies to multiple boards

**How did you hear about the position?**

---

City of Goleta's mailing list.



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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# Cary Penniman

[LinkedIn Profile](#) • Goleta, CA 93117

## Software Engineering Professional

Technically astute and dynamic professional with 20+ years of experience in developing robust and scalable software systems for complex business challenges. Proven ability to lead cross-functional teams and deliver projects within stringent timelines. Demonstrated expertise in utilizing cutting-edge technologies to drive innovation and enhance user experience. Adept at ensuring high-quality deliverables, exceeding client expectations. Track record of implementing efficient software development methodologies. Equipped with excellent communication/collaboration abilities, excel at translating technical concepts for non-technical stakeholders. Committed to delivering excellence by leveraging programming skills, software architecture and infrastructure design.

## Technical Proficiencies

- Platforms:** AWS | OpenStack | SoftLayer | Linux | REST | GraphQL | Docker | C/C++ | Java | PHP | Ruby | JavaScript | Golang | Python | Bash | SaaS | PaaS | IaC | GCE | Azure | iOS | Android | Windows | SageMaker | Spring
- Tools:** Git | MySQL | Postgres | Nginx | Apache | RabbitMQ | Flink | Memcache | Chef | Terraform | Vagrant | Packer | Jenkins | StatsD | Grafana | Serverspec | Nagios | Dynatrace | PagerDuty | Nmap | Nikto | Metasploit | Threat Stack | ESET | Tenable | tcpdump | grep | cron | SSH | GPG | TLS | Postfix | Rsyslog
- Compliance:** PCI3 | SOC2 | HIPPA | CCPA | GDPR | METRO2

## Career Experience (see much more on [linkedin profile](#))

### Self-Financial, Austin, TX

2022 to Present

#### Distinguished Software Architect

Provide broad view of enterprise and assist in guiding leadership to create excellent technical solutions for business initiatives. Coordinate with key business and IT leaders to understand priorities and deliver modern product architecture, strategies, and solutions that enable company's vision and extraordinary growth.

- Launched LevelCredit application as new product offering within Self Financial's User Experience (UX).
- Decreased manual verification team workload by 30% through successful implementation of company's inaugural production machine learning (ML) use-case.
- Played pivotal post-acquisition role in merging RentTrack engineering teams, global security policies, and actively contributed to PCI3 and SOC2 compliance certifications.

### RentTrack/LevelCredit, Santa Barbara, CA

2019 to 2022

#### Chief Architect

Designed, developed, and deployed features/services, maintained existing products, spearheaded feature development, led architectural planning, and designed innovative platform architectures.

- Executed payment gateway replacement with minimal disruption while actively processing over 300MM in monthly rental payments. Impacting less than 0.1% of users.
- Scaled rental data ingestion 1000x with custom designed ETL automation.
- Achieved astounding increase of over 300x by increasing rental payments and credit reporting volume.

### RentTrack, Santa Barbara, CA

2014 to 2019

#### VP, Engineering

Oversaw design, coding, and execution of all Development, Infrastructure, Production Support, QA, IT, and Security projects. Collaborated with teams across three different time zones and two countries to successfully deliver bi-weekly product features.

- Migrated all production workloads from datacenter to AWS cloud, achieving downtime of less than one hour.
- Improved efficiency by rearchitecting CI/CD pipeline, aimed at reducing build time from over 8 hours to just 20 minutes.
- Achieved 99.9% uptime rate through efficient coordination with on-call production support team.

## Education

### Bachelor of Science in Computer Science

California State University, Fresno, CA

**ATTACHMENT 5**

Thomas Deakins - Planning Commission

---

## Profile

Thomas

First Name

Deakins

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?

Planning 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:**

5

Question applies to Mosquito and Vector Management District of Santa Barbara County, Planning Commission

**Are you a qualified elector?**

Yes  No

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:**

The last committee I was on was the Student Veterans Organization serving as the President from 2017-2018. This was at the University of California, Santa Barbara.

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 have always had a lifelong interest in local governance and the impact it has on our communities because of my mother's involvement with the city council and other community boards growing up. I knew that I always wanted to be involved but had held off until I had set down roots. I now own a home in Goleta since 2020 and a business since 2023 and can say without hesitation that Goleta is my home!

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 a significant amount of teamwork and leadership experience, first starting when I served in the Marines from 2005-2009 and with a reserve unit from 2010-2012. There I was meritoriously promoted to Sergeant in 3 years and was a Squad leader for 2 combat deployments. I earned a bachelor's in Molecular Bio from USCB where I was also the Student Veteran Organizations president. I earned a Master of Business for Veterans at the University of Southern California. Currently, I own and operate a Home Instead franchise that employs roughly 65 people.

Question applies to multiple boards

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

---

My main goal is to provide my time, effort, and critical fact-based approach to problem solving to help support my community. I understand that I am still relatively new to this space and will take a listen-and-learn approach. I have been educating myself about community design and ways to move away from a car-centric designs. Although I understand the practical obstacles to this I do think that this is ultimately where community design is heading and would like to push for implementing parts of people-centric community design.

Question applies to multiple boards

**Have you obtained any memberships in professional organizations?**

---

No.

Question applies to Planning Commission

**What do you believe to be the role of the Planning Commission.**

---

I believe the role is to advise the city council on how to best develop the land in the community in a way that serves the community.

Question applies to multiple boards

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

---

I volunteered for the Student Veterans Organization serving as the President at the University of California, Santa Barbara.

---

Upload a Resume

Question applies to multiple boards

**How did you hear about the position?**

---

I subscribe to the City of Goleta news via email and was notified that there were vacancies for these positions.

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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# Tom Deakins

---

Management professional with 4 years of experience in planning, organization, and leadership. Proven expertise managing complex budgets, executing strategy, and developing workforce skill sets. Comprehensive experience in management software of Planisware, Oracle, and Salesforce as well as highly proficient in Microsoft office suites. Wide range of experiences and an extremely versatile skill set that is easily adaptable to any industry.

## EDUCATION

**The University of Southern California, Marshall School of Business** Los Angeles, CA

*Master of Business for Veterans* 2019 - 2020

- Accepted into Beta Gamma Sigma international business honor society.

**University of California, Santa Barbara** Santa Barbara, CA

*Bachelor of Science, Major: Molecular Biology/Biochemistry* 2016 - 2019

- Student Veterans Organization President.

## EXPERIENCE

**Home Instead Santa Barbara (Senior Care SBC LLC dba)** Santa Barbara, CA

*President/Co-Owner* April 2023 – Present

In addition to day-to-day business management, I oversee the Care Pro Recruitment Program.

**Curia Bio California, Inc (fka Integrity Bio Inc.)** Thousand Oaks and Camarillo, CA

*Program Manager 1 - Development* November 2021 – August 2022

May 2021 - November 2021

*Associate Project Manager - Manufacturing*

Transitioned to a project manager role to capitalize on mentorship opportunities at a more established business and to work in the pharmaceutical field. Operated in a GMP environment manufacturing client drug products for phase one and phase two drug trials. Transferred to the Development site after the acquisition and managed a larger number of short-term projects. Interfaced with clients to lead project teams while building positive professional relationships with clients and associates. Developed and drove integrated project plans while managing communications, schedules, and controlled project activities to fulfill objectives and satisfy project timelines. Defined project objectives, requirements, and assumptions necessary to structure a project or activity. Managed, produced, and implemented contract change requests driven by the client or the situation.

- Managed between 6 to 10 projects with an average revenue of \$200,000 per project requiring complex coordination between cross-functional groups.



- Spearheaded the integration of invoicing processes, after the acquisition, to the Oracle platform. Established the norms and documenting processes for the new system.
- Developed the instructional documents and trained all PMs at the Development site on the new Oracle software.
- Gave weekly progress reports to upper management on all projects, led monthly group team lead meetings, and gave monthly reports to the executive level officers.
- Closely monitored projects for risks impacting timeline, scope, or budget and developed mitigation plans before projects were seriously impacted. Built a prioritization plan based on revenue targets and client satisfaction.

**Emmarose Floral**

Santa Barbara, CA

*Operations Manager*

February 2021 – May 2021

## Tom Deakins

---

Joined a small business that made a major pivot in its business model and implemented multiple systems and methods to streamline business processes. Helped build hotel client relationships by coordinating events and eliciting client feedback to better shape products and services. Managed supplier relations and leveraged these relationships to gain preferred access to limited products and get more flexible delivery times, while continuing to build the relationship through mutual success.

- Planned and implemented a new payroll and timekeeping system that allowed management to reduce payroll costs by 22% without affecting productivity.
- Rapidly learned and subsequently improved sales software, while streamlining the flow of information, resulting in 25% reduction in time to process an order.
- Developed and managed bookkeeping using QuickBooks to oversee over \$120,000 in transactions a month.
- Identified manual data collection tasks and optimized the process to reduce manual work by 15 hours a month.
- Developed the human resources department; created an employee handbook, an onboarding system, and ensured the business followed all state and federal regulations.
- Organized and implemented multiple large-scale floral installations with budgets up to \$50,000.
- Led the process for contract negotiations with multiple hotels that ensured both client and business success.

**NuSil Technology LLC**

Carpinteria, CA

*Quality Assurance Lab Technician*

July 2019 – February 2021

Applied analytical test methods to guide product development activity in the R&D department. Analyzed data to optimize testing and coordinated efforts with the team to improve workflow. Presented key analytical test results to scientists and senior chemists.

- Helped manage new instrumentation adoption by developing the new testing method and coordinating validation testing. This required coordination between multiple internal clients to get testing material and explain how the data sets will correlate with existing specifications and pass/fail criteria.

**United States Marine Corps**

Reserves 2010 – 2012

*Sergeant; Infantry Squad Leader*

Active Duty 2005 – 2009

Led team of 12+ Marines through intensive training and 2 combat dep loyments. Meritoriously promoted to Sergeant in 3 years. Subject matter expert on rockets, explosives, and breaching that advised company commanders leading over 150 Marines.

- Independently responsible for the accountability, training, development, discipline, welfare, and combat readiness of a squad of 12+ Marines as a Infantry Squad Leader.
- Analyzed varied, complex, and incomplete data to form squad-level tactics, strategies, and maneuvers under different levels of deadline pressure.
- Managed multifaceted missions involving coordination from multiple units, while in high-pressure environments.
- Earned the Navy and Marine Corps Achievement Medal for exceeding mission-related duties, as well as creating and implementing superior systems of organization and logistics at the platoon level involving over 70 Marines.
- Attended Infantry Squad Leaders Course, a management training school, and completed with distinction.

**ATTACHMENT 6**

Evan Goodman - Planning Commission

---

## Profile

Evan \_\_\_\_\_ L \_\_\_\_\_ Goodman \_\_\_\_\_  
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?

Planning 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:

16

Question applies to Mosquito and Vector Management District of Santa Barbara County, Planning Commission

#### Are you a qualified elector?

Yes  No

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:**

While I have not had the opportunity to serve on any City of Goleta boards or commissions, I have served on many other boards in the Santa Barbara area and in previous communities. Some of these are noted on my resume, and include ADL, Legal Aid, Interreligious Council, Jewish Federation, and others.

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 care deeply about our community here in Goleta, and would like to make a meaningful contribution to our civic life. In my 16 years as a homeowner here in the El Encanto neighborhood of Goleta, I have a good sense of the community. My career has been devoted to public service, but the quantity of my evening work obligations has precluded me from considering serving on a commission. Last year I retired, so now is the perfect time for me to assume this role. I have the time, energy, and interest. My wife Lori had a positive experience on the Library commission, and she now serves on the Public Engagement commission. Her experiences piqued my interest, and the opening on Planning Commission fits my particular skills and interests.

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.**

---

For three decades I have led nonprofit organizations. Government grants, codes, regulations, and community interaction have always been a part of my responsibilities. My personal interests center around public policy and government, and I read and listen extensively on those topics. Since my days at UC Berkeley as a Political Science major, I have put these skills to use in the nonprofit sector. I am skilled at reading, understanding, and applying regulations to real world scenerios. My personal interests and professional expertise will transfer well to the Planning Commission, and I thoroughly prepare for any task I accept.

Question applies to multiple boards

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

---

As a longtime Goleta homeowner and resident, I would like to see Goleta thrive as our city moves into its second quarter-century. Since the State of California dictates many aspects of planning, it's essential that our Planning Commission, Planning staff, and City Council all function together to implement plans in a manner that meets the needs of OUR community. As Goleta seeks to balance growth in housing, business development, caring for open space, and improving traffic, pedestrian, and bicycle safety, it's vital to make excellent planning decisions. I believe I can help achieve this.

Question applies to multiple boards

**Have you obtained any memberships in professional organizations?**

---

Yes, I've listed some of these on my resume. They include various honors for achievement, as well as membership in the Central Conference of American Rabbis (CCAR) and the Pacific Association of Reform Rabbis (PARR).

Question applies to Planning Commission

**What do you believe to be the role of the Planning Commission.**

---

I love to learn and to ask questions. The Planning Commission is the venue where inquiry about projects should happen. We can best assist City Council to make good decisions by vetting proposals carefully, asking good questions, and making appropriate approvals and recommendations. Planning Commission is the place where state and local regulations and goals are applied in order to ensure Goleta has the best possible balance of housing, business, open space, and transportation.

Question applies to multiple boards

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

---

I've listed many on my resume. Currently, I Chair the Jewish Community Relations Council for the Jewish Federation of Greater Santa Barbara. I led the nonprofit Santa Barbara Hillel for 14 year before retiring in 2023. I have taught as an adjunct professor at UCSB, and served on the UCSB Taubman Symposia Committee. Other volunteer activities over the years include ADL, Legal Aid Society, and Scouting USA (I'm an Eagle Scout as well).

[Upload a Resume](#)

Question applies to multiple boards

**How did you hear about the position?**

I received the "PRESS RELEASE: Apply for a City Board or Commission as Your New Year's Resolution," and my wife Lori Goodman encouraged me to apply

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.



# Evan Goodman

## **HIGHLIGHTS**

- Strategic thinker with strong analytic and problem-solving abilities
- Demonstrated success in major gifts development, working with donors, foundations, and board members, and managing a complex organizational budget
- Track record fostering intergroup dialogue, leadership in communal organizations, and interfaith activities

## **EDUCATION**

### **Hebrew Union College - Jewish Institute of Religion, Cincinnati, Ohio**

Doctor of Divinity (honoris causa), 2018

Rabbinic Ordination, 1993

Master of Arts in Hebrew Letters, 1991

### **University of California, Berkeley**

Bachelor of Arts in Political Science, 1988

## **PROFESSIONAL EXPERIENCE**

### **Santa Barbara Hillel, CA**

**2009-2023**

#### **Executive Director and Rabbi**

Transformed student life organization to nationally recognized model of engagement & activism

- Developed comprehensive financial resource development strategy, increasing annual giving by 123%, and increasing overall organizational budget by 2½ times
- Positively affected campus culture through teaching classes at UCSB on Antisemitism, as well as on Israel and Palestine: Multiple Perspectives (with a Palestinian professor)
- Developed strong ties with UC Santa Barbara leadership, resulting in Santa Barbara Hillel being awarded the Anti-Bias Programming Award from UCSB's Office of Student Life, and the Indispensable University Partner award by Hillel International

### **Temple Israel of New Rochelle, NY**

**2006-2009**

#### **Senior Rabbi**

Led a vibrant 600 family congregation in New Rochelle, NY with an annual budget of \$2.4M. Oversaw all aspects of programming, including Early Childhood, Youth, Education, College Outreach and Social Action.

### **Congregation Beth Israel-Judea, San Francisco, CA**

**1998-2006**

#### **Rabbi**

### **Peninsula Temple Beth El, San Mateo, CA**

**1993-1998**

**Associate Rabbi and Director of Education, 1996-1998**

**Assistant Rabbi and Director of Education, 1993-1996**

## **SELECTED COMMUNITY LEADERSHIP & HONORS**

Chair, Jewish Community Relations Council, Jewish Federation of Greater Santa Barbara, 2023-present

President, Pacific Association of Reform Rabbis (covering Western US), 2020-2021

Doctor of Divinity (honoris causa), HUC-JIR, 2018

Richard M. Joel Exemplar of Excellence Award, Hillel International, 2015

UCSB Taubman Symposia Program Committee, 2009-2023

Board of Directors, Anti-Defamation League, Santa Barbara Region, 2010-2018

Board of Directors, Interreligious Council of New Rochelle, 2006-2009

Board of Directors, Anti-Defamation League, Central Pacific/SF Region, 2000-2006

Advisory Board, Legal Aid Society of San Mateo, California, 1992-1995

**ATTACHMENT 7**

Stacie Furia – Parks and Recreation Commission

## Profile

Stacie \_\_\_\_\_ R \_\_\_\_\_ Furia \_\_\_\_\_  
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?

---

Parks and Recreation 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:

---

14

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.

---

Parks and rec

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've served on the Goleta parks and rec commission since August 1, 2022. In 2024 I served as the vice chair on the commission. I was also a commissioner on the Commission on the Status of Women in San Mateo County (in San Mateo) in 2016 and 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.**

---

n/a

---

## **Interests & Experiences**

Question applies to multiple boards

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

---

I am committed to civic engagement and enjoying being involved in the the community. As a mother of two young kids, we spend a lot of time in parks and I love representing families with kids on the Parks and Recreation commission. The commission currently has a number of projects underway that I would love to see through until their completion, especially our work on the stow grove master plan and Ellwood open space.

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 Ph.D. level social scientist (sociologist) with over a decade of evaluation experience, including experience doing community needs assessments and with area expertise in community engagement. I have served faithfully on the Goleta parks and rec commission for the past two and a half years, adding insight and bringing a data informed decision making perspective to the wonderful team of commissioners. I previously served on the San Mateo Commission on the Status of Women (when we lived in San Mateo), and am dedicated to community service. My family and I are also regulars of Goleta Parks and community events. I would love the opportunity to continue to use my skills and experience in support of the community. EDUCATION University of California, Santa Barbara, Santa Barbara, CA Ph.D. in Sociology, with a Doctoral Emphasis in Gender and Feminist Studies (2009) Dissertation: "Memoirs of Captain Fury: An Ethnographic Study of Gender and the Military" Area Exams:

Sociology of Culture, Gender and Work M.A. in Sociology, Honor's Pass (2006) Thesis: "Bomb Shells on Film Reels: How Women in Mainstream Military Movies Enact Hegemonic Gender Ideologies" Vanderbilt University, Nashville, TN B.A. in Sociology and Women's Studies, with a minor in English (2003) Magna cum laude & high honors in Sociology Honors Thesis: "The Effects of Sorority Rush on Changes in Freshmen Women's Attitudes, Behaviors, and Appearance" AREAS OF SPECIALIZATION Civic/Community Engagement, Culture, Ethnography, Film Ethnography, Gender, Higher Education, Inequality, Intersectionality, Military, Program and Policy Evaluation, Research Methods, Social Institutions, Work and Organizations PROFESSIONAL EMPLOYMENT Senior Director of Evaluation and Learning, Santa Barbara Foundation, Santa Barbara, CA, USA Aug2021-Present Senior Research Analyst, UCEAP, Goleta, CA, USA Feb2019-Aug2021 Senior Director of National Evaluation, BUILD.org, Redwood City, CA, USA, Jan2015-2018 ● Responsibilities: Create and implement Comprehensive Program Evaluation Strategy; research design, implementation, and analysis; create, pilot, and analyze "Spark" skill assessments; train and support staff on data and technical skills; manage evaluation team; serve on the National Leadership Team; advise the Executive Committee on all data and evaluation matters ● Research methods: surveys, interviews, focus groups, and secondary source analysis ● Awards: Collaborative for Academic, Social, and Emotional Learning (CASEL) Assessment Design Challenge Winner (4th), 2018; BUILD.org, "Pursue Excellence Award," Fall 2017 Lead Social Science Researcher, Department of the Army, Mazar-e Sharif, Balkh, Afghanistan, 2013-2014 ● Plan, conduct, and analyze operational support social science research projects in Afghanistan ● Major Research Projects: o Community needs (education, social services, essential services) assessments in 17 Afghan Villages o Professionalization of the Afghan National Security Forces: Training and Mentorship in Transition o Gender Dynamics Evaluation in the Northern Region of Afghanistan o Perceptions of the 2014 Afghan Election Process (Before, During, and After) ● Research methods: one-on-one/group interviews, ethnography, content analysis, and secondary source analysis ● Awards: ISAF/NATO Service Award, Afghanistan Campaign Medal, Global War on Terrorism Service Medal Research Sociologist, Palm Center, Williams Institute, UCLA School of Law, CA, USA, 2011-2013; 2014-2015 ● Responsibilities: Policy evaluation; research design, implementation, and analysis; writing and publication ● Major Research Project: Military Unit Cohesion, Readiness, and Morale After the DADT Repeal; Effects of the repeal on the ban on transgender service members in the British Military ● Research methods: surveys, interviews, ethnography, content analysis, and secondary source analysis Adjunct Professor, Presidio Graduate School, San Francisco, CA, USA, 2012-2013 ● Teaching Responsibilities in the MPA Program include Research Methods and Program Evaluation ● Service responsibilities include membership in the Research and Case Development Committee Assistant Professor of Sociology and Social Justice, Northland College, Ashland, WI, USA, 2009-2011 ● Teaching Responsibilities (3-3-1 load) including courses in: introductory level sociology, research methods, and statistics classes. Thematic courses with emphases in gender, culture, conflict resolution, deviance, diversity, ethical leadership, human rights and social justice, inequality, and stratification ● Service Responsibilities: o McNair Scholar Mentor, Northland College, 2010-2011 o Native American Studies Faculty Search Committee, Northland College, 2010-2011 o Women's Soccer Coach, Staff Search Committee, Northland College, 2010-2011 o Academic Standings Committee, Northland College 2010-2011 o Faculty Program Planning Committee, Van Evera Speaker Series, Northland College 2010 o New Faculty Mentor, Northland College 2010-2011 o Master Advisor for the Department of Social Responsibility, Northland College 2010-2011 o Faculty Advisor, Gaia's Cradle (gender studies theme house), Northland College 2010-2011 o Faculty Advisor, BRCES spring break trip, Northland College 2010 o Peace and Community Resource Center Revitalization Chair, Northland College 2009-2010 o Sustainable Community Development Faculty Search Committee, Northland College 2009-2010 Research Assistant, Department of Sociology, University of California, Santa Barbara, CA, USA, 2004-2008 ● Responsibilities: Conduct statistical analysis of quantitative data, code and analyze qualitative data, create and distribute institutional reports for P.I.s and UC administration. Methods: large scale longitudinal surveys ● Research Project: University of California Undergraduate Experience Survey (UCUES) with Professor Richard Flacks. Research funded by UC Office of the President (UCOP) and Campus Student Affairs divisions Teaching Associate, UCSB Department of Sociology, Santa Barbara, CA, USA, 2006-2008, ● Responsibilities: Sole instructor for sociology courses. Included creation of syllabi, reading lists, and assignments. Designed course content including lectures, discussions, and in class activities Research Assistant, Department of Sociology, University of California, Santa Barbara, CA, USA, 2003-2004 ● Responsibilities: Design and conduct content analysis research based on prior data sets collected by the P.I. ● Research Project: Images of Love in Popular Music. Supervisor: Professor Emeritus Thomas Scheff. Research Funded by the

Research Apprenticeship Program at the University of California, Santa Barbara Teaching Assistant, UCSB Departments of Sociology and Women's Studies, 2003-2009 Vanderbilt University 2002-2003 ● Responsibilities: designed and lead discussion sections for larger lecture courses and created and conducted review sessions about material, held office hours to assist students with any additional needs, graded all student assignments, organized and kept track of all course records

Question applies to multiple boards

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

---

I want to see the major projects the commission has started during my tenure so far through to completion. I'm especially committed to our work on Goleta's three major open spaces: Stow Grove, lake Los Carneros, and Ellwood (two of which are my family's neighborhood parks).

Question applies to Parks and Recreation Commission

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

---

I am a regular at Goleta parks and community events and am committed to civic engagement. I have served faithfully on the parks and rec commission for the past 2.5 years. During my tenure, our major projects have included: helping create and adopt a master plan for Stow Grove, supporting restoration efforts at Ellwood, advising on the Goleta community center transition to city oversight and review and support for the adoption the GCC master plan. We also have overseen two community grant cycles, making recommendations on parks and recreation related applications to the program. During my tenure additional highlights included: selecting new parks equipment for Mathilda Park, navigating community pickleball concerns (both related to expanding access and limiting community disruption), attending ribbon cutting ceremonies for the field space behind the community center, the GCC, armitos park, and the new community garden, hearing updates on park improvement efforts and storm cleanup projects, helping plant 100 new trees in stow grove Park, supporting tree planting efforts in Ellwood, among many other accomplishments. It has been an honor and a pleasure to serve on the Goleta parks and rec commission with other dedicated community members doing such impactful work

Question applies to multiple boards

**Have you obtained any memberships in professional organizations?**

---

PROFESSIONAL MEMBERSHIPS • American Evaluation Association • Peak Grantmaking • SoCal Grantmakers • National College Access network • FORUM on Study Abroad • NASFSA • NCAN Policy Rapid Response Team • National Scholarship Providers Association • American Sociological Association • ASA Culture Section • ASA Sex and Gender Section • Sociologists for Women in Society • Bay Area SWS • National Women's Studies Association • Pacific Sociological Association • Midwest Sociological Association • Wisconsin Sociology Association • Collaborative for Academic, Social, and Emotional Learning

Question applies to multiple boards

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

---

ADDITIONAL EXPERIENCE & COMMUNITY INVOLVEMENT ● Parent alliance member, SBCS, Goleta, CA, 2021-present ● Volunteer/Board member, Postpartum Education for Parents (PEP), Santa Barbara, CA 2018-present ● Volunteer, Mitzvah Makers, Jewish Federation of Greater Santa Barbara, Santa Barabra, CA 2020-2023 ● Commissioner, Commission on the Status of Women in San Mateo County, 2016-2017 o Co-Chair, Women’s Leadership Conference Committee, CSWSMC, 2016-2017 ● Moderator, LGBT Veterans Leadership Forum, California Department of Veterans Affairs, Sacramento, CA 2014 ● Time Keeper, Perspectives on Transgender Military Service from Around the Globe, ACLU, Washington, DC 2014 ● Organizer, Camp Marmal Clothing and Blanket Drive, Balkh, AFG 2013 ● Bay Area SWS Annual Symposium Co-Organizer and Marketing and Membership Co-Chair, 2012-2016 ● Volunteer Pilot (tandem cycling with blind riders) Bay Area Outreach Recreational Program 2012 ● Journal Reviewer, Gender & Society 2009-present; Violence Against Women 2007-present; and armed forces on society 2009-present ● Board Member for the Big Water film Festival, Washburn, WI; Summer 2009-2011 ● Volunteer Kindergarten Teacher’s Aide, Ashland Elementary, Ashland, WI; 2009-2011 ● Volunteer Coach, Destination Imagination Team, Ashland, WI; 2009-2010 ● Student Representative, ASA Sociology of Culture Section, Summer 2008-Summer 2009 ● Coordinator, New Sexualities Research Focus Group, UCSB, 2008-2009 ● Volunteer, Girls Incorporated of Greater Santa Barbara, Goleta Valley Center, 2007-2009 ● Assistant Director, “Birthright,” Celine P. Shimizu, Department of Asian American Studies, UCSB, 2007 ● Undergraduate Honors Student Mentor, Department of Sociology, UCSB 2005-2009 ● Volunteer AIDS Lifecycle 5 & 6, Participant AIDS Lifecycle 7; June 2006, 2007, & 2008 ● Secretary, United Nations Association, Santa Barbara Chapter; 2005-2007 ● Data Librarian, Institute for Social, Behavioral, and Economic Research (ISBER), UCSB 2004-2005 ● High School Student Mentor, Summer Research Mentorship Program 2004-2005 ● Leadership Dean, Sadie Nash Leadership Project, New York, NY summer 2003 ● Habitat For Humanity (+ Hurricane Katrina Relief Team), Huntsville, AL 1998+2004

---

Upload a Resume

Question applies to multiple boards

**How did you hear about the position?**

---

Initially, an email from the City

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.



# STACIE R. FURIA, PH.D.

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## EDUCATION

- Ph. D.** University of California, Santa Barbara, Santa Barbara, CA, 2009  
Major: Sociology, Doctoral Emphasis in Gender Studies  
Area Exams: Sociology of Culture, Gender and Work  
Dissertation: “Memoirs of Captain Fury: An Ethnographic Study of Gender and the Military”  
Committee: Denise D. Bielby (Chair), Celine P. Shimizu, Aaron Belkin, Nikki Jones
- M.A.** University of California, Santa Barbara, Santa Barbara, CA, 2006  
Major: Sociology (Honor’s Pass)  
Master’s Thesis: “Bomb Shells on Film Reels: How Women in Mainstream Military Movies Enact Hegemonic Gender Ideologies”
- B.A.** Vanderbilt University, Nashville, TN, 2003  
Majors: Sociology, Women’s Studies; Minor: English  
Magna Cum Laude & High Honors in Sociology  
Honors Thesis: “The Effects of Sorority Rush on Changes in Freshmen Women’s Attitudes, Behaviors, and Appearance”

## PROFESSIONAL EMPLOYMENT

- |  |                                     |
|--|-------------------------------------|
| Senior Director of National Evaluation<br>BUILD.org                      | January 2015-June 2018              |
| Research Sociologist<br>Palm Center                                      | August 2014–July 2015 (concurrent)  |
| Lead Social Scientist<br>Department of the Army                          | February 2013–July 2014             |
| Adjunct Professor<br>Presidio Graduate School (MPA Program)              | July 2012–January 2013 (concurrent) |
| Research Sociologist<br>Palm Center, UCLA                                | October 2011–February 2013          |
| Assistant Professor of Sociology and Social Justice<br>Northland College | July 2009–September 2011            |

## AREAS OF SPECIALIZATION

Culture, Ethnography, Film Ethnography, Gender, Higher Education, Inequality, Intersectionality, Military, Program and Policy Evaluation, Research Methods, Social Institutions, Work and Organizations

## HONORS, AWARDS, FELLOWSHIPS AND GRANTS

- Collaborative for Academic, Social, and Emotional Learning, Assessment Design Challenge Winner (4th), 2018
- BUILD.org, “Pursue Excellence Award,” Fall 2017
- ISAF/NATO Service Award, Global War on Terrorism Service Medal 2013-2014
- University of California, Santa Barbara Graduate Dissertation Fellowship, 2009
- Philip & Aida Siff Educational Foundation Graduate Fellowship, 2008–2009
- Humanities and Social Science Research Grant, University of California at Santa Barbara, 2008–2009
- University of California Travel Grant, Summer 2008
- Departmental Fee Fellowships, 2004–2008
- Departmental Award for Conference and Research Travel, 2004–2007
- Nominated for Teaching award “Outstanding TA in the Social Sciences,” Spring 2006
- High honors in Sociology, Vanderbilt University, 2003
- Vanderbilt Sociology Department “Excellence in Sociology” Award, Spring 2003
- Vanderbilt University Dean’s List Fall 2000, Spring 2001, Spring 2002, Fall 2002, Spring 2003
- Scholarship, Summer Feminist Leadership Institute, The Feminist Majority, Summer 2001

## RESEARCH AND PROJECTS

### Major Research Projects:

- Methods of Measuring 21<sup>st</sup> Century Skills/Socio-Emotional Learning
- British Military Transgender Inclusion Policy Evaluation
- Community needs (education, social services, essential services) assessments in 17 Afghan Villages
- Professionalization of the Afghan National Security Forces: Training and Mentorship in Transition
- Analysis of Grassroots, Gender-focused Activism in Afghanistan
- Gender Dynamics Evaluation in the Northern Region of Afghanistan
- Perceptions of the 2014 Afghan Election Process (Before, During, and After)
- US Military Unit Cohesion, Morale, and Readiness After the DADT policy Repeal
- Memoirs of Captain Fury: An Ethnographic Study of Gender and the Military

## ADDITIONAL RESEARCH EXPERIENCE

Research Assistant, Department of Sociology, University of California, Santa Barbara, 2004–2008  
University of California Undergraduate Experience Survey (UCUES) with Professor Richard Flacks. Research funded by UC Office of the President (UCOP) and Campus Student Affairs divisions.

Research Assistant, Department of Sociology, University of California, Santa Barbara, 2003–2004  
Images of Love in Popular Music with Professor Emeritus Thomas Scheff.  
Research Funded by the Research Apprenticeship Program at UCSB

## TEACHING EXPERIENCE

Adjunct Professor, MPA Program, Presidio Graduate School, San Francisco, CA  
SUS 7030 “Research Methods and Policy and Program Evaluation” F12

Assistant Professor, Department of Sociology and Social Justice, Northland College, Ashland, WI

Sociology 111	“Introduction to Sociology” F09, W10, F10
Sociology 120	“Gender and Work” F10
Sociology 130	“Conflict Resolution” F10
Sociology 234	“Sociology of Gender” W11, W10
Sociology 370	“Social Science Research Methods” W11
Sociology 374	“Human Rights and Social Justice” W10
Sociology 472	“Advanced Justice” W11
Interdisciplinary Studies 320	“Living and Working in a Diverse World” F09
Interdisciplinary Studies 180	“Circumnavigating Lake Superior” S11

Teaching Associate, Department of Sociology, University of California, Santa Barbara

Sociology 118L	“Sociology of Art and Literature” M06
Sociology/Women’s Studies 155A	“Women in American Society” F06 & S08

Teaching Assistant, Departments of Sociology/Women’s Studies, UCSB, F03-S09

Leadership Dean, Sadie Nash Leadership Project, New York, NY, Summer 2003

Teaching Assistant, Department of Women’s Studies, Vanderbilt University F02, S03

## PUBLICATIONS AND PRESENTATIONS

### JOURNAL ARTICLES

- Belkin, A., Ender, M. G., Frank, N., Furia, S. R., Lucas, G., Packard, G., Samuels, S. M., Schultz, T., & Segal, D. R. (2013). Readiness and DADT repeal: Has the new policy of open service undermined the military? *Armed Forces & Society*, 39 (4), 587-601.
- Furia, Stacie R. and Denise D. Bielby (2009). "Bombshells on Film: Women, Military Films, and Hegemonic Gender Ideologies." *Popular Communication* 7:4.

### BOOK CHAPTERS

- Belkin, A., Ender, M. G., Frank, N., Furia, S. R., Lucas, G., Packard, G., Samuels, S. M., Schultz, T., & Segal, D. R. (2014). "One Year Out: An Assessment of DADT Repeal's Impact on Military Readiness." In Handbook of Military Ethics. Edited by George Lucas. TBD: Routledge.
- Belkin, A., Ender, M. G., Frank, N., Furia, S. R., Lucas, G., Packard, G., Samuels, S. M., Schultz, T., & Segal, D. R. (2013). "One Year Out: An Assessment of DADT Repeal's Impact on Military Readiness." in The Rise and Fall of DADT: Evolution of Government Policy Towards Homosexuals in the Military. Edited by J.E. Parco and D.A. Levy. London: Routledge.
- Furia, Stacie (2010). "Navigating the Boundaries: Army Women in Training" in Gender and Sexuality in the Workplace. Volume 20 in the Series, Research in the Sociology of Work. Ed. Christine Williams. JAI/Elsevier Press: Austin, TX.

### REFERENCE ENTRIES

- Furia, Stacie R. (2010). "Military, Women in the" Mary Zeiss Stange, Carol K. Oyster, J. Geoffrey Golson (Eds). *The Multimedia Encyclopedia of Women in Today's World* (Vols. 1-4). Saratoga Springs, New York: Sage Publications.
- Furia, Stacie R. (2009). "Military, Women in Relation to" O'Brien, Jodi A. (Ed). *Encyclopedia of Gender and Society* (Vols. 1-2). Seattle, WA: Sage Publications.
- Furia, Stacie R. (2008). "Violence Against Women in Conflict and War Zones" Renzetti, C. M. & J. L. Edleson (Eds). *Encyclopedia of Interpersonal Violence* (Vols. 1-2). Thousand Oaks, CA: Sage Publications.

### WHITE PAPERS

- Furia, Stacie R. Engendering Change in a Conflict Zone: Northern Afghan Women's Activism for Education and Progress. HTS May 2014.
- Furia, Stacie R. Ongoing Village Needs Assessments for Ala Chapan, Aliabad, Camp E-Proja Qalin Bafan, Camp Sakhi, Faizabad, Homaro Faruk, Ghandaki, Gur-e Mar, Husseinabad, Marmul, Sultan Baba Ali-sheer, Taralai, Qalin Bafan, Qizilabad, and Qualigul. HTS. May 2013-May 2014.

Furia, Stacie R. and Bates, Tara. Professionalization of the ANSF: Training and Mentorship in Transition. HTS. January 2014.

Stewart, Kathrine, Furia, Stacie R. and Bates, Tara. The 2014 Afghan Presidential Election: A Comparative Look at Perceptions of the Election in the Five Regions of Afghanistan. December 2013.

Furia, Stacie R. *Topical Report: Qizilabad Women's Center*. HTS. October 2013.

Furia, Stacie R. *Topical Report: Ala Chapan Chor Porja School Assessment*. HTS. October 2013.

Furia, Stacie R. and Bates, Tara. *The Status of Women in Regional Command North*. HTS. July 2013.

Belkin, A., Ender, M. G., Frank, N., Furia, S. R., Lucas, G., Packard, G., Samuels, S. M., Schultz, T., & Segal, D. R. *One Year Out: An Assessment of DADT Repeal's Impact on Military Readiness*. Palm Center. September 20, 2012.

#### CONFERENCE PUBLICATIONS

Flacks, Richard and Stacie R. Furia. (2008). "UC Students and Politics II: Commitment and Change" in SERU/UCUES Conference Proceedings. UCLA, CA: University of California Press.

Flacks, Richard and Stacie R. Furia. (2007). "How Students Relate to the Political: A Descriptive Report of Political Ideology and Engagement" in SERU/UCUES Conference Proceedings. Berkeley, CA: University of California Press.

Furia, Stacie R. (2005). "Military Women in History: Reality vs. Hollywood Portrayals" in Proceedings of the Conference Women in the Military Today. Prepared by Capt Lory Manning, USN (Ret.) with a preface by Cynthia Enloe, Ph.D. Women's Research and Education Institute: Arlington, VA 2006.

#### INVITED TALKS

"Measuring Fidelity in 3D: A Framework for Success" National College Access Network, Webinar; June 2018.

"Professionalization of the ANSF: Training and Mentorship in Transition." Socio-Cultural Research Symposium, Bagram, AFG. February, 2014.

"One Year Out: An Assessment of DADT Repeal's Impact on Military Readiness." Military Family Readiness Institute, Purdue University. 16 January, 2013

"Working in a Hybrid Environment: Balancing Academic Research, Policy Evaluation, and Advocacy." Bay Area SWS Symposium. September 27, 2012

"Bomb Shells on Film Reels: Cinematic Portrayals of Gender in the Military 1932-Today." West Point Sociology Department Alpha Kappa Delta Honors Society Induction, USMA. April 19, 2012

"An Officer and a Lady: Examining Gendered Identities in Army Officer Training." USAFA Department of Behavior Sciences and Leadership. March 3, 2011

## CONFERENCE PRESENTATIONS

- “Measuring Fidelity in 3D: A Framework for Success” at the National College Access Network Annual Conference in San Diego, CA; September 2017.
- “Everyone is an Evaluator: 7 Secrets to BUILDing a Data Driven Culture” at the National College Access Network Annual Conference in Detroit, MI; September 2016.
- “One Year Out: An Assessment of DADT Repeal’s Impact on Military Readiness” for the Equity and Diversity in Bureaucracy panel at the ASPA Annual Conference in New Orleans, LA; March, 16 2013.
- “Think Differently, Live Differently: Creating Social Responsibility, Social Justice, and Activism in the College Classroom” at the Shepard Symposium for Social Justice at the University of Wyoming in Laramie, WY; April 7, 2011
- “Exploring the Limits and Limitations of Objectivity in Qualitative Research” at the Wisconsin Sociological Association Annual meeting at Cardinal Strickland University, Milwaukee, WI; October 15, 2010
- “An Exploration of the Illusiveness of Gender Equality in the Military” at the Organizations, Organizing and Gender Inequality: Masculinities and Femininities in Practice stream for the 2010 Gender, Work and Organization Conference at Keele University, England; June 21–23, 2009
- “Taking Risks in Trading Zones: Bridging Gaps in Conceptual and Methodological Innovation” with Denise D. Bielby at ICA Pre-conference by the Popular Communication Division, Singapore; June 22, 2009
- “Gender and War” Panel Discussant at Pacific Sociological Association Annual Conference, San Diego California; April 11–12, 2009
- “Gender in the Military” at Thinking Gender Graduate Student Conference, UCLA; Los Angeles, California; February 6, 2009
- “The Loss of Self in the Name of Research” at the annual meeting of the American Sociological Association, Boston, MA, August 3, 2008
- “UC Students and Politics II: Commitment and change” at A New Generation of University Students: Understanding the Student Experience and Seeking Opportunities to Translate Analysis into Practice, SERU/UCUES Research Symposium, UCLA, May 8, 2008
- “How Students Relate to the Political: A Descriptive Report of Political Ideology and Engagement” with Professor Richard Flacks at Assessing the Undergraduate Experience in the Postmodern University, SERU/UCUES Research Symposium, UCB, April 25, 2007

“Bomb Shells on Film Reels: How Women Enact Hegemonic Gender Ideologies in Mainstream Military Movies” at the annual meeting of the American Sociological Association, Montreal, Canada, August 15, 2006

Statistics workshop on how to use SPSS (with classmate Bob Ngo) presentation to undergraduate honors students in Sociology (Sociology 196 HR, “Honors Research Practicum”), March 10, 2006

“Military Women in History: Reality vs. Hollywood Portrayals” at the Women’s Research and Education Institute’s (WREI) Women in the Military Conference, Arlington, VA, May 20, 2005

“Military Women in History: Reality vs. Hollywood Portrayals” at UCSB Military and Society Reading Group meeting, May 9, 2005

“The Effects of Sorority Rush on Changes in Freshmen Women’s Attitudes, Behaviors, and Appearance” at South Eastern Women’s Studies Association Conference, Virginia Polytechnic Institute and State University; Blacksburg, Virginia; March 20–22, 2003

Panel presentation on service learning courses at the Center for Teaching’s Graduate Student Conference at Vanderbilt University; Nashville, Tennessee; Spring 2003

“Compulsory Heterosexuality in the Power Puff Girls” and “Feminist Leadership” at 2002 South Eastern Women’s Studies Association Conference, Valdosta State University; Valdosta, Georgia; March 14-16, 2002

“Doing Gender at Vanderbilt” at South Eastern Women’s Studies Association Conference, Florida Atlantic University; Boca Raton, Florida; March 15–18, 2001

#### GUEST LECTURES AND APPEARANCES

“Social Justice and Sustainability” guest Lecture in Kristin York’s Sustainable Urban Development Class. Presidio Graduate School. August 2, 2012

“Influence and Dominance” session leader for the ethical leadership training session for campus student leaders presented by Student Life Division, Northland College March 21, 2010 and March 20, 2011

“Gender and Outdoor Education” guest lecturer in Elizabeth Andre’s OE 221: Group Process Class, Northland College, February 8, 2010, October 6, 2010, and April 6, 2011

“Issues in Body Image” panel presenter for Gaia’s Cradle “Love your Body Week: Body Image Panel.” Northland College, November 11, 2009

“Graduate School in the Social Science” panel presenter for Fall 2009 Student Life series on “Life after your B.A.” Organized by the center for student life at Northland College, Nov 5, 2009

“Film as a Cultural Artifact” guest lecturer in Molly George’s Soc 118L; Sociology of Art and Literature Class, UCSB, April 28, 2009

“Militarization of Rape” panel discussant for Spring 2008 “It Affects Me” Campaign, organized by “Students Stopping Rape”, UCSB, April 7, 2008

“Sexual Violence in the Military” guest lecturer in Debra Guckenheimer’s Soc 185S: Special Topics in Social Theory, UCSB, February 4, 2008

“Women in the Military” guest lecturer in Professor Nikki Jones’ Introduction to Sociology class, UCSB, February 20, 2007

“Race and Gender” and “Women and Work” guest lecturer in Professor Denise Bielby’s Soc 151: Gender in Film and Television class, March 3, 2006; May 4 and 25, 2007

“Women in the Military on Film” guest lecturer in Professor Denise Bielby’s Soc 151: Gender in Film and Television class, April 6 and August 6, 2005; February 15 and August 22, 2006; February 24 and August 14, 2007, and August 19, 2008

### **PROFESSIONAL ACTIVITIES AND SERVICE**

- Moderator, LGBT Veterans Leadership Forum, California Department of Veterans Affairs, Sacramento, CA 2014
- Time Keeper, Perspectives on Transgender Military Service from Around the Globe, ACLU, Oct 2014
- Facilitator, LGBT Veteran's leadership forum, CalVet, September 2014
- Co-Organizer, Bay Area SWS Annual Symposium, Fall 2012 and 2014
- Marketing and Membership Co-Chair, Bay Area SWS, 2012-present
- Research and Case Development Committee, Presidio Graduate School, Summer 2012-Spring 2013
- *McNair Scholar* Mentor, Northland College, 2010-2011
- *Native American Studies* Faculty Search Committee, Northland College, 2010-2011
- Committee on Academic Standing, Northland College 2010-2011
- Faculty Program Planning Committee, Van Evera Speaker Series, Northland College, 2010
- New Faculty Mentor, Northland College, 2010-2011
- Master Advisor for the Department of Social Responsibility, Northland College, 2010-2011
- Faculty Advisor, Gaia’s Cradle (gender studies theme house), Northland College, 2010-2011
- Faculty Advisor, BRCS spring break trip, Northland College, 2010
- *Peace and Community Resource Center* Revitalization Chair, Northland College, 2009-2010
- *Sustainable Community Development* Faculty Search Committee, Northland College, 2009-2010
- Graduate Student Coordinator, *New Sexualities Research Focus Group*, UCSB, 2008-2009
- Student Representative, ASA Sociology of Culture Section, 2008-2009
- Journal Reviewer, *Gender & Society*, 2009–present; *Violence Against Women*, 2007-2011
- Assistant Director, “Birthright,” Celine P. Shimizu, Department of Asian American Studies, UCSB, 2007
- Undergraduate Honors Student Mentor, Department of Sociology, UCSB, 2005-2009
- High School Student Mentor, Summer Research Mentorship Program, UCSB, 2004 & 2005
- Data Librarian, Institute for Social, Behavioral, and Economic Research, UCSB, 2004-2005
- Research Intern, Women in Sports Conference, Vanderbilt University, 2002-2003

### **PROFESSIONAL MEMBERSHIPS**

- National College Access network
  - Policy Rapid Response Team
- National Scholarship Providers Association
- American Sociological Association
  - Culture Section
  - Sex and Gender Section
- Sociologists for Women in Society
  - Bay Area SWS
- National Women’s Studies Association
- Pacific Sociological Association
- Midwest Sociological Association
- Wisconsin Sociology Association

## COMMUNITY INVOLVEMENT

- Volunteer, Postpartum Education for Parents, Santa Barbara, CA 2018
- Commissioner, Commission on the Status of Women in San Mateo County, Jan2016-Dec2017
  - Co-Chair, Women's Leadership Conference Committee
- Coordinator Camp Marmal Clothing and Blanket Drive, 2013
- Volunteer Pilot (tandem cycling with blind riders) Bay Area Outreach Recreational Program 2012
- Board Member for the Big Water film Festival, Washburn, WI; Summer 2009-2011
- Volunteer Kindergarten Teacher's Aide, Ashland Elementary, Ashland, WI; 2009-2011
- Volunteer Coach, Destination Imagination Team, Ashland, WI; 2009-2010
- Volunteer, Girls Incorporated of Greater Santa Barbara, Goleta Valley Center
  - Homework helper and Teacher's Aide; 2007-2009
- Volunteer AIDS Lifecycle 5 & 6, Participant AIDS Lifecycle 7; June 2006, 2007, & 2008
- Secretary, United Nations Association, Santa Barbara Chapter; 2005-2007
- Habitat For Humanity (+ Hurricane Katrina Relief Team), Huntsville, AL 1998-2004

## TECHNOLOGY

Articulate, Asana, Data Visualization Software (PowerBI, Tableau), Form Assembly, LMSs (Blackboard, Moodle, GOLD), NVIVO, Salesforce (CRM), SPSS, SurveyMonkey, and the Google Docs, OpenOffice, and Microsoft suite of programs.

## REFERENCES

---

Judy Madden, Ed.D. (retired)  
BUILD  
301.801.0455  
[judymadden419@gmail.com](mailto:judymadden419@gmail.com)

Tara Bates, LMSW  
Bates Counseling  
832.498.3583  
[Tara\\_a\\_bates@yahoo.com](mailto:Tara_a_bates@yahoo.com)

Denise D. Bielby, Ph.D., Professor  
UCSB, Department of Sociology  
805.893.4264  
[bielbyd@soc.ucsb.edu](mailto:bielbyd@soc.ucsb.edu)

Nicole Ramos, VP  
Programs&Evaluation  
BUILD  
650.319.5447  
[mrsnicoleros@gmail.com](mailto:mrsnicoleros@gmail.com)

Elizabeth Andre, Ph.D. Professor  
Northland College  
515.451.7774  
[eandre@northland.edu](mailto:eandre@northland.edu)



**ATTACHMENT 8**

S. Courtney Walton – Parks and Recreation Commission

---

## Profile

Susan

First Name

C

Middle  
Initial

Walton

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?

Parks and Recreation 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:**

16

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.**

Current Chair of the Parks & Recreation Commission

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:**

---

Parks & Recreation Commissioner since February, 2021 for the City of Goleta.

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?**

---

Raised my family in Goleta and avid user of parks and open spaces.

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.**

---

Past professional roles include digital strategy, social media marketing, nonprofit development.

Question applies to multiple boards

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

---

Excited to continue the work of sharing the resources and enjoyment available for our neighbors through our parks and open spaces.

Question applies to Parks and Recreation Commission

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

---

parent, hiker, walker, plein air watercolorist, gardener, citizen ethnobotanist.

Question applies to multiple boards

**Have you obtained any memberships in professional organizations?**

---

No

Question applies to multiple boards

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

---

El Centro/Somos Semillas -- Santa Barbara Lower Westside VITA tax volunteer

---

Upload a Resume

Question applies to multiple boards

**How did you hear about the position?**

---

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

**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.

**ATTACHMENT 9**

Sherri Bliss – Parks and Recreation Commission

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## Profile

Sherr

First Name

Bliss

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?

Parks and Recreation 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:**

10

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 was on the Public Engagement Commission with the City of Goleta for four years. I previously served on my Neighborhood Council in Los Angeles.

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 want to make a difference 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 have extensive programs experience - that has been my entire career - but as it relates to parks and recreation my experience is almost entirely based on being a parent and resident myself.

Question applies to multiple boards

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

---

I'm hoping to bring the lens of "parent of teens" to the conversation around parks and recreation.



Question applies to Parks and Recreation Commission

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

As previously stated, experience is limited to being a parent and resident myself and using the parks and rec programs and facilities.

Question applies to multiple boards

**Have you obtained any memberships in professional organizations?**

No

Question applies to multiple boards

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

I am currently a Susan G Komen Advocacy Ambassador.

Upload a Resume

Question applies to multiple boards

**How did you hear about the position?**

City of Goleta 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.

# Sherri Bliss

## Senior Manager, People Programs and Operations



Goleta, CA



[LinkedIn Profile](#)

Senior Manager of Talent Programs and Operations specializing in designing and delivering high-impact global programmatic and operational solutions that drive both people and business success. Extensive experience influencing and driving People Strategy and creating solutions that span HR Disciplines. Proven expertise in Manager Development, Career Frameworks, People Analytics, Culture, Remote and Distributed Work, Employee Engagement, and Recruiting and People Operations. Recognized for an authentic approach, ability to bring order from chaos, and rapid understanding of new content areas to address organizational challenges and opportunities. Proven ability to work independently and collaboratively. Open to remote or hybrid roles depending on proximity to the office location.

### Summary of Qualifications

---

- **Strategic Leadership:** Served as both a domain expert in People Strategy, Programs and Operations and a partner to the business, consulting to leaders on people-related challenges and needs. Temporarily served as Director of People Programs for six months to cover a leave, joining the Leadership Team (PLT) and managing peers.
- **Program Design and Implementation:** Delivered first-of-their-kind initiatives and solutions such as a "Way We Work Culture Guide," "Talent Profile" template, "Soundcheck" engagement survey, "Values Narrative" and custom Manager Learning, many of which remain integral to business operations.
- **Collaboration and Stakeholder Management:** Skilled in co-creating solutions with cross-functional teams, integrating a range of feedback and perspectives, and communicating complex ideas to diverse audiences.
- **Data-Driven Insights:** Adept at leveraging people data and analytics to inform decision-making and optimize program impact.
- **Adaptability and Resilience:** Successfully navigated five manager transitions and three reductions in force over two years. Led teams and initiatives through significant organizational transformation with exceptional outcomes.
- **Recognition for Impact:** Received exclusive peer-nominated honors, including "Employee Experience Icon," "Peer Thank You Bonus" and "Culture Champion," each of which recognized fewer than 10% of employees.

### Experience

---

- **Sonos – Santa Barbara, CA**

*June 2014 – Current*

#### **Principal Program Manager, Employee Experience**

##### ***Business Job Title: Program Lead, Manager Effectiveness***

Develop and lead global programs focused on enhancing manager impact on culture, employee engagement, growth, and organizational performance.

- Designed manager enablement initiatives (Manager Monthly Newsletter, Manager Effectiveness Index, Manager Advisory Council, Manager Meetups) aligned with corporate strategies, resulting in increased manager skills, improved team productivity and engagement.
- Rapidly developed a deep understanding of business needs to create three custom, relevant training experiences for People Managers during significant organizational change, earning positive feedback across all courses. Content and resources supported managers in navigating complex organizational and team realities, including managing up, employee relations and career growth conversations.
- Partnered with HR leadership to integrate manager programs with broader organizational development goals.

##### ***Business Job Title: Program Lead, Workplace Transformation & Flexibility***

Led workplace transformation initiatives to create flexible, productive environments for a distributed post-pandemic global workforce.

- Developed the first-ever "Way We Work Culture Guide" to align and stabilize the organization post-pandemic, which became one of the few HR-authored resources promoted externally through the Sonos Blog and LinkedIn.

- Led a cross-functional team in preparing to reopen Sonos global offices safely but with a pronounced focus on the culture, employee experience and employee connection for those working on site which included implementing and configuring systems, global communications, event management and work site planning.
- Conducted impact assessments to refine workplace solutions and improve employee satisfaction.

***Business Job Title: Program Lead, Careers, Development & Performance***

Directed global programs for career development, performance management, and employee recognition.

- Developed the first-ever framework for Career Development in collaboration with an Executive Sponsor, delivering robust training to all Managers and Employees based on employee-manager feedback.
- Overhauled the performance management system mid-cycle due to a resignation, simplifying and streamlining processes while achieving better outcomes. Elements of this structure are still in use today.
- Introduced the first-ever Soundcheck employee engagement survey including survey development, system configuration and manager activation process, components of which remain in use today.
- Managed two Sonos interns, converting them to high-impact full-time hires—one of the few successful intern-to-employee transitions on the People Team.

**Senior Manager, Recruiting Operations**

Established foundational recruiting operations to support a scaling global organization.

- Developed the first-ever "Talent Profile" intake template and job posting framework, which is still used today.
- Designed and introduced Candidate and Hiring Manager Experience protocols, including KPI targets and scorecards.
- Implemented ATS and CRM solutions, enhancing efficiency and recruiter capacity.

● **Cisco – San Jose, CA**

*August 2008 – June 2014*

**Recruiting Operations Manager**

Directed global recruiting operations and programs, ensuring alignment with corporate objectives across professional, technical, and executive roles.

- Spearheaded internal mobility initiatives, talent sharing programs, and RPO modeling, improving flexibility, retention and talent pipeline health.
- Supported a new Executive Search function, including building an Executive Succession and Pipelining Framework for the top 100 roles in the org.
- Led global projects to optimize recruitment strategies, including sourcing strategy, referral program enhancements and geographic expansion.
- Managed a team of seven, overseeing vendor relations, reporting systems, and program management.

● **Helio – Los Angeles, CA**

*May 2007 – August 2008*

**Senior Manager, Talent Programs / HR Manager**

Led end-to-end talent program development and corporate HR operations for a growing tech organization.

- Designed and implemented recruiting and HR processes to enhance organizational effectiveness.
- Directed recruitment metrics and analytics to inform strategic decision-making.

**Education**

---

● **University of San Diego**

Bachelor of Arts: Communications, Minor in English

● **UCLA Fielding School of Public Health**

Master of Public Health: Health Promotion Programs

**Volunteer**

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**Advocacy Ambassador** | Susan G. Komen Center for Public Policy (2020 – Current)

**Advisory Committee Member** | Goleta Union School District (2020 – 2022)

**Commissioner of Public Engagement** | City of Goleta (2017 – 2021)

**ATTACHMENT 10**

Breanne Bonilla – Parks and Recreation Commission

---

## Profile

Breanne

First Name

Bonilla

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?

Parks and Recreation 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:**

1

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:**

---

Served as various positions on non-profit figure skating Boards in Southern California: San Diego Figure Skating Club: Secretary, Member at Large Southern California Interclub Association: Member at Large, Secretary, Chairperson

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.**

---

Unsure, I teach yoga for the Senior Center

---

## Interests & Experiences

Question applies to multiple boards

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

---

Get involved in 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.**

---

Skating Director at Ice in Paradise Coordinated Parks and Rec programs for figure skating and hockey

Question applies to multiple boards

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

---

Help develop Goleta's Parks and Rec division

Question applies to Parks and Recreation Commission

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

---

Coordinated Parks and Rec programs for figure skating and hockey in San Diego and Santa Barbara

Question applies to multiple boards

**Have you obtained any memberships in professional organizations?**

---

United States Figure Skating, Ice Sports Industry, Certified Yoga Teacher

Question applies to multiple boards

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

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Participated in the 2023 Goleta LEAD Academy Extensive volunteer experience in animal rescue and ice sports

Upload a Resume

Question applies to multiple boards

**How did you hear about the position?**

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Checking the 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?**

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Yes  No

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## Demographics

Question applies to multiple boards

All Demographic information is optional.

### Ethnicity

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### Gender

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Date of Birth



Question applies to multiple boards

**Please Agree with the Following Statement**

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**File a Statement of Economic Interest (Form 700)**

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I Agree

Question applies to multiple boards

**Please Agree with the Following Statement**

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**Completion of the Code of Ethics and AB1234 Ethics Training:**

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I Agree

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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.

# Breanne Marie Bonilla

## Education

**University of California at San Diego La Jolla, CA** *Bachelor of Science, Major: Cognitive Science, 2011*  
*Bachelor of Science, Minor: Management Science/Economics, 2011*

## Employment Experience

### **2020-2021** *Administrative Director, Ice in Paradise* **Goleta, CA**

- Create Programming for public sessions, parties, events
- Handle communications with customers and employees
- Employee scheduling and payroll

### **2020-present** *Skating Director, Ice in Paradise* **Goleta, CA**

- Coordinate Coaching Staff
- Create and execute programming
- Schedule events, booths and tabling

### **2012-2020** *Figure Skating Coach, San Diego Ice Arena* **Mira Mesa, CA**

- Manage private lesson clientele, teach LTS classes
- Created, organized and taught off-ice programs from beginner to elite skaters
- Judge and assistant at local and national ISI competitions

### **2012-2019** *Office Manager, Eco Grease Pumping Services* **University City, CA**

- Manage front office, emails, Quickbooks

### **2008-2012** *ISI Learn to Skate Director and Figure Skating Coach, Ice Town* **La Jolla, CA**

- Manage coaches and organize ISI events
  - Coordinate Holiday Ice Show, Skating Academy events, Competitions
- Manage private lesson clientele, Lead Skating Academy

## Non Profit Board Experience

- Current Chairperson on the Southern California Association of Interclubs BOD
- Current Member at Large on the Ice in Paradise FSC
- Served as Secretary of the San Diego Figure Skating Club BOD 2013-2018
- Served as Chair and Registrar of Non Profit Regional Competitions 2015-present

## Certifications:

**2021** 500 Hour Hatha Yoga Teacher Training, The Soul of Yoga

**Encinitas, CA**

## Skills:

- Excellent listening skills, patience and problem solving skills
- Comfortable communicating with people
- Proficient in Microsoft Office Suite, Mac or PC
- Excellent at multitasking
- Positive and motivated to succeed