



**Agenda Item B.1**  
**DISCUSSION/ACTION ITEM**  
**Meeting Date: February 6, 2018**

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**TO:** Mayor and Councilmembers  
**FROM:** Deborah S. Lopez, City Clerk  
**CONTACT:** Liana Campos, Deputy City Clerk  
**SUBJECT:** Approval of Appointments to the Public Tree Advisory Commission

**RECOMMENDATION:**

- A. Approve appointment of Mayor Pro Tempore Kasdin's candidate for the Public Tree Advisory Commission (PTAC) for a term ending February 1, 2021.
- B. Approve appointment of Councilmember Aceves' candidate for the Public Tree Advisory Commission (PTAC) for a term ending February 1, 2019.

**BACKGROUND:**

The PTAC was established by Goleta Municipal Code 2.11.020 in June of 2011. The Commission consists of five members, each of whom must be a resident of the City of Goleta and should have an interest in and/or experience in urban forestry or landscaping.

Each City Councilmember has the opportunity to appoint one member to the PTAC. Such appointment requires at least three affirmative votes from the City Council. The term of office for each Commissioner is four (4) years and is set to expire at the first regular meeting of the February following the expiration of the current term of office of the City Councilmember who appointed the Commission Member.

**DISCUSSION:**

There are two vacancies on the PTAC that exist due to the resignation of Barbara Massey on September 12, 2017, and Rubi Rajbanshi on October 25, 2017. As a result, Mayor Pro Tempore Kasdin and Councilmember Aceves each have the opportunity to appoint a member to the PTAC.

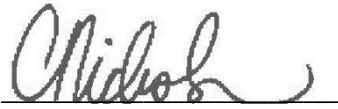
The City Clerk's office published and posted an advertisement for the PTAC vacancy in the local adjudicated paper (the News Press), the City's Monarch Press newsletter, on the City's Brown Act Board, on Channel 19, at the Goleta Valley Branch Library, the Goleta Valley Community Center, and at various locations throughout the City.

Following this outreach, Mayor Pro Tempore Kasdin and Councilmember Aceves reviewed candidate applications and are seeking confirmation of the following individuals. Mayor Pro Tempore Kasdin has chosen to appoint Karen Lovelace and Councilmember Aceves has chosen to appoint Alfred Smith. The purpose of this agenda item is to provide the opportunity for Council to approve the appointments. The applications of the proposed appointees are attached for Council review.

**FISCAL IMPACTS:**

There is no fiscal impact of this decision.

**Reviewed By:**



Carmen Nichols  
Deputy City Manager

**Approved By:**



Michelle Greene  
City Manager

**ATTACHMENTS:**

1. Application of Karen Lovelace
2. Application of Alfred Smith

**ATTACHMENT 1:**

Application of Karen Lovelace





**Experience on policy-making boards, commissions or leadership roles:**

former member Coleta Design Review Board

**Reasons why you believe you should be appointed to the Public Tree Advisory Commission:**

I have served as a member of the Coleta Design Review Board including its Street Tree Subcommittee. Our committee members were part of the original group that provided the framework for the current urban forestry plan. We also researched and codified design of the planting system in order to preserve public infrastructure (the hardscape adjacent to all public trees eg curb gutter and sidewalks) along with the approved tree list.

I understand the value of our city's urban forest but also its potential fiscal impact if not planned for and maintained appropriately. I believe my thoughtful approach would be an asset to this board and I hope that you will agree.

Thank you for your consideration.

- Karen Horvath

**Note: All appointees must file Statements of Economic Interest per State law.**

Date Received \_\_\_\_\_ Date distributed to Mayor and Council \_\_\_\_\_

(If appointed)

Nominated by \_\_\_\_\_

Date \_\_\_\_\_

Term expires \_\_\_\_\_

**PUBLIC TREE ADVISORY COMMISISON APPLICATION  
SUPPLEMENTAL QUESTIONNAIRE**

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

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**ATTACHMENT 2:**

Application of Alfred Smith





**APPLICATION FOR APPOINTMENT TO THE  
PUBLIC TREE ADVISORY COMMISSION**

**CITY OF GOLETA**  
130 Cremona Drive, Suite B  
GOLETA, CA 93117  
P-(805) 961-7505/F-(805) 685-2635

**Name:** Alfred Smith

**Residence Address:** [REDACTED]

**Business Name & address:**

**Home telephone:** [REDACTED] **Business telephone:**

**E-mail address:** [REDACTED]

**Members:**

- Shall be residents of the City.
- Should have an interest in and/or experience in urban forestry or landscaping.
- No member of the Public Tree Advisory Commission may be an employee or officer of the City.

**Relevant experience/Background:** *(Note: A Supplemental Questionnaire needs to be submitted, and one additional page of information, i.e. a resume, may be submitted)*

**Education:** Bachelor Mechanical Engineering, Masters of Science Naval Architecture

**Present occupation:** Retired

**Memberships in organizations:** Habitat for Humanity

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**Experience on policy-making boards, commissions or leadership roles:**

Retired Naval Officer. Served in lead operational roles for navigation, operations, instructing, engineering. National recognition for contribution to DoD/NASA cost schedule risk/uncertainty analysis policy. General Manager for a local company, leading a team of 50 cost analysts and programmers.

**Reasons why you believe you should be appointed to the Public Tree Advisory Commission:**

I can help interpret risk and uncertainty data which will be relevant to the current deliberations on the proposed removal of 15 eucalyptus trees at Rancho La Patera. I spent 22 years (after the navy) performing and directing cost and schedule risk and uncertainty analysis for DoD, DHS and NASA. I led the effort to write the policies and methods that have been in place since 2005 and updated in 2016. What has that got to do with helping to manage the Goleta urban forest? It shows I can contribute to complex policy development. It was also long term experience leading large, diverse teams to find compromise between exceptionally talented, passionate and diametrically opposed experts. I learned that decisions not only rely on objective, science based metrics but must also be sympathetic to subjective assessments of the same data. I have the ability to understand the science and appreciate the need for practical considerations to play a role in decision making.

My impression of the Rancho La Patera item at the 17 August 2017 meeting was that the commission was asked to make a decision based on limited and sometimes contradicting data without a policy or regulation framework to guide them. I was impressed that the commission recognized this and requested a more data, in particular a detailed risk assessment. They also asked for the guidelines to measure the report results against (although this part of their request was not as clearly articulated). They also universally demonstrated an eye for detail regarding Amendment to 4.12 of the UFMP.

Every member of the commission did a great job communicating with both the staff and the members of the public that made a passionate, public and clearly stated stand for what they believe and want. I believe can help further the commission's efforts today and going forward to clarify data, interpret reports, review policy recommendations, and bring an objective, analytically sound point of view to the deliberations.

I have lived in Goleta for 17 years and plan to be here for decades to come. I have skimmed the UFMP and am aware that at the time of writing the Goleta canopy (about 50k trees/brush) was 19% with a goal to achieve 20%. I searched for context on this specific goal and found "Twenty percent in grassland cities and 15 percent in desert cities are realistic baseline targets (*American Forests*)". It is but one of the goals in the UFMP. I am interested in understanding them better and championing them all to benefit those of us that proudly call Goleta our home.

**Note: All appointees must file Statements of Economic Interest per State law.**

Date Received \_\_\_\_\_ Date distributed to Mayor and Council \_\_\_\_\_

(If appointed)  
Nominated by \_\_\_\_\_

Date \_\_\_\_\_ Term expires \_\_\_\_\_

## PUBLIC TREE ADVISORY COMMISISON APPLICATION SUPPLEMENTAL QUESTIONNAIRE

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

Does planting and irrigating my front lawn count?

Seriously, i have no experience in urban forestry.  
My landscaping experience is limited to my home.

I am willing to learn.

