

City of Santa Paula

City Council

MAYOR LESLIE CORNEJO
VICE MAYOR PEDRO A. CHAVEZ
COUNCILMEMBER JENNY CROSSWHITE
COUNCILMEMBER CARLOS JUAREZ
COUNCILMEMBER ANDY SOBEL



CITY COUNCIL SPECIAL MEETING OF THE SANTA PAULA CITY COUNCIL

WEDNESDAY, MAY 15, 2024

4:30 PM - City Council Special Meeting

SANTA PAULA CITY HALL
970 VENTURA STREET
SANTA PAULA, CA 93060

JULIE LATSHAW, CITY CLERK
DAN SINGER, CITY MANAGER
MONICA CASTILLO, CITY ATTORNEY

BRINGING ITEMS BEFORE THE CITY COUNCIL

You are invited to participate in all Regular City Council meetings. Agendas are posted in the front of Santa Paula City Hall, 970 Ventura Street, Santa Paula, 72 hours in advance of the scheduled meetings. The City Council's regular meetings start at 6:30 p.m. the first and third Wednesday of each month in the City Hall Council Chambers located at 970 Ventura Street in Santa Paula. Special and Closed Sessions vary by date and time.

HOW TO PARTICIPATE IN PERSON DURING THE MEETING: If you wish to speak at a City Council meeting, please fill out a **Public Comment Form** noting your name and address and submit the form to the City Clerk. Include the Agenda item number you wish to speak on. Members of the public may address the Council on items on this agenda only. **Public Comments are limited to 3 minutes.**

HOW TO PARTICIPATE BEFORE THE MEETING: Members of the public are encouraged to submit email correspondence on any agenda item by sending an email to cityclerk@spcity.org. All public correspondence received by three hours before the meeting date will be provided to the legislative body before the meeting. Public Comments received after, will be provided to the legislative body the next day.

Your Participation in this meeting is in the public domain; meetings are cablecast; minutes of this meeting will reflect your participation in this meeting and are posted on the city's website.

PLEASE NOTE: Be advised that if you bring a legal challenge to an action, you may be limited to raising only those issues you or someone else raised at the meeting described in this Agenda, or in written correspondence delivered to the City Council at or before the meeting. Any action is subject to the ninety-day time period set forth in Code of Civil Procedure § 1094.6.

In compliance with the **Americans with Disabilities Act**, if you need special assistance to participate in this meeting, please contact the City Clerk at (805) 933-4208. Notification 48 hours before the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. (28 CFR 35, 102-35.104 ADA Title II). Written materials distributed to the City Council within 72 hours of the City Council meeting are available for public inspection immediately upon distribution in the City Clerk's office.

SPECIAL MEETING - COUNCIL CHAMBERS

1. CALL TO ORDER

REMINDER: in order to minimize distractions during public meetings, all personal communication devices should be turned off or put in a non-audible mode.

2. ROLL CALL

3. PUBLIC COMMENT

At this time, members of the public may comment on any item appearing on the agenda only. Individual Councilmembers may briefly respond to Public Comments or ask questions for clarification. **Public Comments are limited to three minutes.**

4. ORDER OF BUSINESS

4.A COMMITTEE/COMMISSION/BOARD INTERVIEWS

RECOMMENDATION:

Staff recommends that the City Council:

Interview applicants to fill open Commission, Committee, Boards.

5. ADJOURNMENT

State of California)-

County of Ventura)- ss

City of Santa Paula)-

I declare under penalty of perjury that I posted this City Council Agenda on the bulletin board near the front

door of City Hall, 970 Ventura Street, Santa Paula, California.

On _____, at _____ Signed: _____

Julie Latshaw
City Clerk

**CITY OF SANTA PAULA
MEMORANDUM**

To: Honorable Mayor and Members of the City Council

From: Julie Latshaw, City Clerk

Subject: COMMITTEE/COMMISSION/BOARD INTERVIEWS

Date: May 15, 2024

Agenda Item: 4.A

RECOMMENDATION:

Staff recommends that the City Council:
Interview applicants to fill open Commission, Committee, Boards.

BACKGROUND:

The City Clerk's office published Vacancy Notices for all open positions on Commissions, Committees and Boards, in the Santa Paula Times, City website and social media during the months of September 2023 through April 2024. Applicant submittals are attached as Exhibit A.

The City Council will hold applicant interviews to fill the following:

- **Affordable Housing Trust Fund Oversight Committee** This is a new Committee, where members serve a two-year term. In the first year of appointment the term of the members will be staggered so that the terms of three members end in even-numbered years while the terms of the other two members end in odd-numbered years. The Committee shall consist of five (5) members appointed by the Council who have the following qualifications: 1) One member who is a resident of an affordable housing development; 2) Three residents at-large; 3) A resident of the City, unless the appointee is the one non-resident member with qualified experience in the area of affordable housing finance and development and whose membership is approved by a resolution of the City Council (SPMC 12.04). Council is asked to begin interviewing for five vacancies, three two-year terms (2024-2026), and two one-year terms (2024-2025). Applicants: Gayle Washburn, Olav Hassel, and Gloria Martinez. Two other applicants were interviewed on April 17th for this Committee. Once Council is ready to appoint three or more applicants, this Committee would have a quorum to move forward.

ANALYSIS:

None.

STRATEGIC PLAN:

This item is not a goal or objective in City Council's two-year Strategic Plan, however, appointments to this Committee assist in the furtherance of the Mission, Vision, and overarching categories and goals found within City Council's two-year Strategic Plan.

FISCAL IMPACTS:

There are no fiscal impacts associated with this item.

OPTIONS:

City Council may also request staff to continue publishing for additional applicants. Any additional applicants could be interviewed in June 2024.

ATTACHMENTS:

[EXHIBIT A - Applicant Applications-May 15 2024.pdf](#)

EXHIBIT A

Committee/Commission/Board Applications

MAR 14 2024

**CITY OF SANTA PAULA
COMMISSION/COMMITTEE/BOARD
APPLICATION**

RECEIVED

Return to: City of Santa Paula, City Clerk
PO Box 569/970 Ventura Street
Santa Paula, CA 93061
(805) 933-4208

Instructions: Thank you for your interest in serving on a commission, committee, board, or authority for the City of Santa Paula. Resumes are welcome, but may not be substituted for the completed application. Please type or print clearly in black ink, and answer all questions completely and correctly. We welcome applications from all qualified applicants. We do not discriminate on the basis of race, color, religion, sex, national origin, age, marital status, medical condition, or disability.

Position Applying For: Affordable Housing Trust Fund Oversight	
Name: Gayle Washburn	
Mailing Address: [REDACTED], Santa Paula, CA 93060	
Email Address: [REDACTED]	
Home Phone: [REDACTED]	Work Phone:

EDUCATION

Circle the highest education level															High School Graduate		☒ Yes	☐ No		
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	BA	MA	PhD	Passed equivalency tests	☐ Yes	☐ No

LIST EDUCATIONAL BACKGROUND, DIPLOMAS, OR DEGREES RECEIVED

NAME/LOCATION OF COLLEGE	COURSE OF STUDY	DEGREE CONFERRED
Red Rocks Community College	Computer Programming	Certificate
Oxnard College	Business and Economics	
Ventura College	Computer Science	

LIST COURSEWORK COMPLETED WHICH YOU FEEL IS PERTINENT TO THIS APPOINTMENT

TITLE	INSTITUTION	UNITS COMPLETED
Community Association Mgr	CAI	

PROFESSIONAL LICENSE/CERTIFICATION Title: Expiration Date:	SPECIAL SKILLS AND INTERESTS Financial Analysis
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EMPLOYMENT HISTORY

Show your most recent position first, then list all other positions in order working down from the most recent. Volunteer information should be listed here as well. Give complete information – a resume may be added but cannot substitute for this section. If you need more space, please attach additional sheets using the same format.

Employer: N/A Retired	Dates of Employment: From To
Address:	Telephone:
Supervisor:	Job Title:
Nature of Duties:	

Employer:	Dates of Employment: From To
Address:	Telephone:
Supervisor:	Job Title:
Nature of Duties: _____	

Employer:	Dates of Employment: From To
Address:	Telephone:
Supervisor:	Job Title:
Nature of Duties:	

STATEMENT OF INTEREST

Please indicate below the reasons you are interested in serving on a commission or committee for the City of Santa Paula. Include in your answer a summary of your qualifications for the position and your commitment to the community. Also include other factors that you feel are important for the City Council to know. Additional sheets may be attached.

I am interested in affordable housing issues. I am experienced and interested in budgetary and financial reporting and analysis.
I have previously served as councilmember and Mayor of Fillmore.
I have experience in serving on various local government boards and committees.

Signature _____ Date March 14, 2024

Thank you for your interest!

MAR 27 2024



CITY OF SANTA PAULA COMMISSION/COMMITTEE/BOARD APPLICATION

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Position Applying For:

AFFORDABLE HOUSING TRUST FUND COMMITTEE

Name:

OLAV E. HASSEL

Mailing Address:

SANTA PAULA 93061

Email Address:

Home Phone:

Work Phone:

EDUCATION

Circle the highest education level

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 BA MA PhD

High School Graduate ☒ Yes ☐ NoPassed equivalency tests ☒ Yes ☐ No

LIST EDUCATIONAL BACKGROUND, DIPLOMAS, OR DEGREES RECEIVED

NAME/LOCATION OF COLLEGE	COURSE OF STUDY	DEGREE CONFERRED
LONDON SCHOOL OF ECONOMICS UK.	GEOGRAPHY + ECONOMICS	B. SC (HONS).
UNIVERSITY OF WESTMINSTER UK.	CITY + REGIONAL PLANNING	M. SC.

LIST COURSEWORK COMPLETED WHICH YOU FEEL IS PERTINENT TO THIS APPOINTMENT

TITLE	INSTITUTION	UNITS COMPLETED

PROFESSIONAL LICENSE/CERTIFICATION

CHARTERED MEMBER - ROYAL
Title: TOWN PLANNING INSTITUTE
Expiration Date: 2026

SPECIAL SKILLS AND INTERESTS

- COMPUTER SKILLS
- REPORT WRITING.

EMPLOYMENT HISTORY

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Employer: COUNTY of VENTURA	Dates of Employment: From 1978 To 1980
Address: GOVERNMENT CTR.	Telephone:
Supervisor:	Job Title: ASSOCIATE PLANNER
Nature of Duties: FUTURE PLANNING REPORTS.	

Employer: CITY of THOUSAND OAKS	Dates of Employment: From 1980 To 2000
Address: CITY HALL	Telephone:
Supervisor: MARYANNE LAZZ	Job Title: HOUSING SERVICES MANAGER
Nature of Duties: MANAGEMENT of CITY'S HOUSING PROGRAMS.	

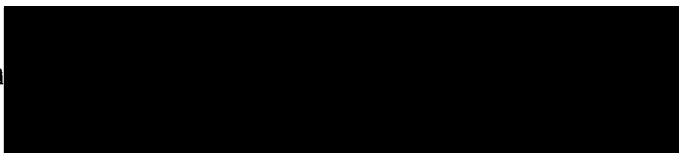
Employer: CITY of LAWNDALE	Dates of Employment: From 2000 To 2007.
Address: BURN RD. LAWNDALE	Telephone:
Supervisor: VANGIE SCHUCK.	Job Title: ASSISTANT CITY MANAGER
Nature of Duties: CITY MANAGEMENT + REDEVELOPMENT AGENCY	

STATEMENT OF INTEREST

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ALTHOUGH RETIRED, WISH TO CONTRIBUTE TO MY COMMUNITY WITH THE EXPERIENCE AND SKILLS THAT I HAVE.

Signature



Date

3/26/2024

your interest!

APR 30 2024

**CITY OF SANTA PAULA
COMMISSION/COMMITTEE/BOARD
APPLICATION**

RECEIVED

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Position Applying For: Affordable Housing Trust Fund Oversight Committee	
Name: Gloria Martinez	
Mailing Address: [REDACTED]	
Email Address: [REDACTED]	
Home Phone: [REDACTED]	Work Phone: [REDACTED]

EDUCATION

Circle the highest education level															High School Graduate		☒ Yes	☐ No		
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	BA	MA	PhD	Passed equivalency tests	☐ Yes	☐ No

LIST EDUCATIONAL BACKGROUND, DIPLOMAS, OR DEGREES RECEIVED

NAME/LOCATION OF COLLEGE	COURSE OF STUDY	DEGREE CONFERRED
Cal Poly Pomona	Communications w/ emphasis on public relations	Bachelor of Science
Riverside Community College	General Ed. / Transfer units	Associate degree

LIST COURSEWORK COMPLETED WHICH YOU FEEL IS PERTINENT TO THIS APPOINTMENT

TITLE	INSTITUTION	UNITS COMPLETED
Communication theory	Cal Poly Pomona	
Multi cultural Communication	Cal Poly Pomona	

PROFESSIONAL LICENSE/CERTIFICATION Title: Expiration Date:	SPECIAL SKILLS AND INTERESTS
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EMPLOYMENT HISTORY

Show your most recent position first, then list all other positions in order working down from the most recent. Volunteer information should be listed here as well. Give complete information – a resume may be added but cannot substitute for this section. If you need more space, please attach additional sheets using the same format.

Employer: County of Ventura	Dates of Employment: From To 7/26/2020 - Present
Address: Government Center	Telephone:
Supervisor: DEO for Economic Vitality and Service Excellence	Job Title: Economic Vitality Manager
Nature of Duties: Promote and support the economic and community development efforts of our communities in Ventura County	

Employer: Fontana Chamber of Commerce	Dates of Employment: From To 2/2017 - 7/2020
Address:	Telephone:
Supervisor: Chair of the Board	Job Title: Executive Director
Nature of Duties: Oversee the Chamber, advocate for the economic health of our city	

Employer: National Community Renaissance	Dates of Employment: From To 2-1999 - 8-2012
Address: Rancho Cucamonga, CA	Telephone:
Supervisor:	Job Title: Director of Communications
Nature of Duties: Led the Communications strategy that helped develop the organization from a regional nonprofit to a nationally r	

STATEMENT OF INTEREST

Please indicate below the reasons you are interested in serving on a commission or committee for the City of Santa Paula. Include in your answer a summary of your qualifications for the position and your commitment to the community. Also include other factors that you feel are important for the City Council to know. Additional sheets may be attached.

I would like to utilize my 20+ years in community and economic development, nonprofit leadership,
public/private partnerships, affordable housing, social services, and fundraising to contribute to the
smart and healthy growth of my community.

Signature _____

Date 04.30.2024

Thank you for your interest!

Gloria E. Chavez-Martinez

PROFESSIONAL SUMMARY

Professional with 20+ years of senior-level leadership experience, including more than six years in economic development, business development, and partnership building. One of my greatest strengths is solving problems through 1) a persuasive and inclusive leadership style, 2) continuous envisioning of a better future state of current systems, and 3) a hands-on approach to program management with a commitment to the highest quality output. Expert in building private/public partnerships and growing knowledge in Lean Six Sigma. At the heart of my work is a passion for economic vitality as a foundational tool for community development and empowerment to address some of our greatest social issues.

- Key Understanding of Business-related Issues
- Project Management
- Lean Six Sigma
- Community Relations
- Special Events
- Public Speaking and Presentations
- Intuitive Problem Solver
- Private and Public Sector Experience
- Lived Experience Representative
- Spanish Bilingual (Level 2)

PROFESSIONAL EXPERIENCE

Economic Vitality Manager

County of Ventura, Ventura, CA 7/2020– present

Major Accomplishments

- Cultivated and strengthened a robust network of business contacts during the pandemic, enhancing community engagement and resource sharing among economic stakeholders.
- Produced two impactful State of the County events, significantly elevating the County's profile and highlighting economic achievements and initiatives to a broad audience.
- Successfully administered four rounds of the Business Assistance Grant programs, demonstrating exceptional leadership and project management:
 - Spearheaded the COVID-19 Business Assistance Grant programs (2-5), leading a project team to distribute approximately \$30 million in federal funding to local businesses, effectively bolstering the county's economic resilience during a critical time.
 - Conceptualized and implemented a user-friendly grant application process and website portal, executing targeted marketing strategies to maximize community outreach and participation.
 - Supervised a 10-member remote DSW team, fostering a collaborative environment and ensuring cross-departmental coordination for seamless administration and transparent reporting to the Board of Supervisors.
 - Managed the program (BAG 3-4) during an unscheduled absence of the department lead. Delivered the program on-schedule; personally detected, reported, and stopped fraud within the program; and received a 100% clean single-audit a year after completion of the program.

Responsibilities

- Strategically manage and oversee the County's Economic Vitality Strategic Plan, aligning county resources and policies to foster economic growth and sustainability.
- Serve as the Permit Navigator, facilitating effective dialogue between the public and county agencies, expediting permit processes and enhancing community relations.
- Spearheaded the comprehensive redesign of Ventura County's Business Forward Website aimed at supporting business growth, relocation, and startups in the county.

- Direct the administration of \$4 million in American Rescue Plan Act funds to bolster business support services, ensuring transparent and effective allocation in alignment with county-wide economic recovery objectives.
- Instrumental in designing and executing funding strategies that empower local businesses, promote sustainable economic growth, and fortify community resilience.
- Actively facilitate and maintain partnerships with the business community, educational institutions, and business support nonprofits, creating a cohesive ecosystem for economic development.
- Lead a monthly forum with city economic development professionals to share best practices, coordinate on county-wide initiatives, and drive economic policy advancements.
- Oversee and champion the County's Service Excellence program, ensuring high standards of public service and operational efficiency.
- In response to pandemic restrictions, assisted in the development of online curriculum for Yellow and Green Belt classes at the end of 2020.

Executive Director

Fontana Chamber of Commerce, Fontana, CA 2/2017–7/2020

- Develop new business relationships with hundreds of local businesses and community leaders
- Created Mayor's Manufacturing Council to support the local manufacturing sector
- Support City of Fontana's economic development efforts and advocate for a positive business environment
- Work with County Workforce Development Board to support business workforce needs
- Act as a business liaison (permit navigator) between businesses and the city's planning, engineering, code enforcement, building and safety, fire, police, and business licensing departments
- Recruit and steward new business relationships with C-level decision-makers from industrial sectors
- Perform extensive community relations and outreach; represent Chamber at community meetings, presentations, board meetings, interviews, media, special events, press conferences, and City events
- Conduct government relations, policy analysis, draft letters in support or opposition to various issues
- Write press releases, speeches, letters, brochures and other marketing materials
- Oversee 50+ special events annually, including State of the City and Annual Installation Gala

Director of Communications & Development

Catholic Charities San Bernardino & Riverside Counties, San Bernardino, CA: 10/2015–2/2017

- Developed a **new** Development department, including hiring staff, developing new budget, goals, and strategy
- Doubled fundraising revenue from the annual giving campaign in year one
- Served as the media spokesperson and managed crisis communications strategy
- Produced high-level communications for donors, board members, employees, and the public
- Collaborated with an outside grant writing consultant to exceed grant targets
- Tracked donor data and trained staff on DonorPerfect software platform

Marketing and Public Communications Officer

Cal Poly Pomona, College of the Extended University, Pomona, CA: 9/2014–10/2015

- Implemented social/web strategy that resulted in 250% increase in followers in 90 days
- Assisted the Dean in securing significant funding to market study abroad and exchange programs
- Collaborated with business development to drive enrollment
- Created and monitored digital marketing campaigns with Google Adwords, Facebook, and LinkedIn
- Managed the brand identity in both domestic and international markets

Director of Communications

Water of Life Community Church, Fontana, CA: 8/2012–9/2014

- Established a **new** Communications Department in a fast-growing mega-church
- Successfully lead the communications effort during capital campaign that raised more than **\$17.3 million**
- Re-conceptualized the processes to create a Communications Department to serve more than 75 ministries and special events with services ranging from graphic design, logo development, branding, advertising, marketing, print services, video production, social media engagement, and online marketing
- Utilized teambuilding principles to unite creative staff
- Implemented social/web strategy that resulted in over 60% increase in *organic* online traffic within one year

Director of Communications

National CORE, Rancho Cucamonga, CA: 2/1999–8/2012

- Established a **new** Communications/Marketing department for the organization
- Led the Communications strategy that helped develop the organization from a regional nonprofit to a nationally recognized leader in housing and community development
- Coordinated external relations with elected officials, city staff and public in support of affordable housing projects
- Coordinated successful events for grand openings, galas, fundraisers, and groundbreakings
- Created media and branding protocols and implemented crisis communication plans
- Wrote executive speeches and other executive level communications
- Achieved national, local and trade press coverage including several cover stories; wrote several published articles
- Wrote winning proposals award applications that resulted in recognition for company projects

EDUCATION

- Bachelor of Science degree from California State Polytechnic University, Pomona
Major: Communications with emphasis in Public Relations
- Associate of Arts from Riverside Community College

Recent Certifications

- Ventura County LEAP program – Certificate of Completion
- Ventura County Leadership Academy – Certificate of Completion
- California Economic Development – Introduction to Economic Development Certificate Program “Keys Course”
- Yellow Belt – Certificate of Completion, Dec. 2020
- Green Belt – Class Completion, Dec. 2020
- Lean Masterclass: Part 1 (Become Certified Lean Proficient), May 2020

VOLUNTEERISM

- Chair Elect, Santa Paula Chamber of Commerce, present
- Santa Paula Rotary Club, present

Past Affiliations:

- Board Director, Cherish Ministry for Young Mothers and Pregnant Teens, Board Director, 10/2019 – Present
- Co-founder and Business Representative, Fontana Mayor’s Education Alliance
- Secretary of the Board, Fontana Rotary Club, June 2017 – July 2020
- Chair of the Business Advisory Council for Fontana Unified School District 2017 – July 2020
- Board Director, Purple Hearts, a ministry for women overcoming domestic violence, 2014 – 2019