

Profile

John W. Hannaford
First Name Middle Initial Last Name

[Redacted]
Email Address

[Redacted] Suite or Apt
Street Address

Napa CA 94559
City State Postal Code

Mailing Address (if different than Resident Address above)

[Redacted] [Redacted]
Primary Phone Alternate Phone

Length of Residence in the City of Napa:

74 years

Length of Residence in the County of Napa:

74 years

Registered to vote in the City of Napa?

Yes No

STRS Retired Teacher
Employer Job Title

Ethnicity *

Caucasian/Non-Hispanic

Interests & Experiences

Which Boards would you like to apply for?

Public Art Steering Committee: Submitted

Question applies to Public Art Steering Committee

1 of 5 Members MUST be a Visual Arts Professional. Are you applying as a Visual Arts Professional?

Yes No

Question applies to Public Art Steering Committee

2 of 5 Members MUST be Practicing Professional Artists in any medium. Are you applying as a Practicing Professional Artist?

Yes No

Upload a Resume

Community Service Experience:

JOHN HANNAFORD I have served as Chair, Vice Chair, and as a member, for eight years; as well as the many Committees, Panels, Jury panels, etc. I have been seriously/professionally involved in the Visual Arts almost all of my life; attaining a Master's Degree in Fine Arts and a Nationally Recognized Exhibition Record. I have served as a consultant and Juror throughout Northern California. I taught Fine Arts at Napa Valley College for 29 years; Teaching Painting, Contemporary Art History, 2D and 3D Mixed Media, and was the Director of the College Fine Arts Gallery. As well I taught Fine Arts with the Napa Valley Unified School District. I have been a Juror of Exhibitions throughout Northern California, and have given Consultancy to Arts Institutions and Venues throughout Northern California. I have also was the Fine Arts Gallery Director for Napa Valley College from 1992 through 2003 My Artworks have been Exhibited and Gallery Represented by the San Francisco Museum of Modern Art's Gallery at Fort Mason. In addition my Artworks have been exhibited at Gallery, Museum and Arts Spaces, and Educational Institutions Nationally. I am currently on the Leadership Team for the California Alliance for Arts in Education and Arts Council Napa Valley's implementation of the community developed Arts Master Plan TK through 12th Grade. I have a long history of committed, successful, comprehensive involvement with the community. . Napa Community Involvements * Visual and Performing Arts Leadership Team for the implementation of The Community Developed Arts Master Plan TK through 12 for the Napa Valley Unified School District. * Leadership Committee, Napa County Alliance for Arts Education NCAAE; in support of the California Alliance for Arts Education: This committee is a a coalition of local education, arts, donors, and community leaders, sponsored by Arts Council Napa Valley, California Alliance for Arts Education, Napa County Office of Education and Napa Valley Education Foundation. 2014 - Current. * Music Educators PLC Committee: NVUSD Music Educators organizing and curriculum alignment. Faculty structure, for the Napa Valley Unified School District. 2011 - Current * Community/Served: Numerous involvements with Community Entities inclusive of Boards, Committees, Program Development, Fundraising, Grant Writing, and Consultancy. Inclusive of: Napa Fairgrounds/Expo, Business-Education Partnerships, Artist/ Musician groups, Artists Individual and groups, Special Events, Special Programs, School to Community work, Napa Valley Film Festival, COPIA Education Committee, di Rosa Art Preserve, ACNV, Student groups and Performances, Schools and Faculties, and many more. 1980 - Present. * Napa City County Library, Fine Arts Selection Panel: (fellow panelists Rene di Rosa, Donald Hess, Gail Chase-Bien) Committee met and selected from submitted proposals, Art to be exhibited at the Library 1990 to 2003. * Director, Curator, Napa Valley College Fine Arts Gallery Director: Faculty Director; Responsible for all aspects of Gallery Operation, Community Outreach, and Arts Program. Term of service included with working with Redevelopment Agency, Private Business - Napa Town Center (Pam Walker), Sawyer Tannery Complex Management, and Businessman/ Developer Harry Price of the Napa River Inn/ Hatt Building. 1992 - 2003 * Served on Gallery Management Committee, NVC Fine Arts Gallery 1980 - 1994 * Peace Honoree: Selected Four Years in a row as an honoree, for my positive community involvement. 1999 - 2002 * Selected as finalist Rotary Teacher of the Year, 2000 * Special Assignment for NVUSD Assistant Superintendent of Curriculum to Assist in Aligning all course work receiving Fine Arts Credits under California State Standards in Visual and Performing Arts. 1996 * Mentor Teacher for Fine Arts, NVUSD, District wide; Appointed and Served: I created and conducted numerous workshops to educate teachers / faculties in preparing and presenting Fine Arts curricula. I also created and carried out numerous special projects, as well as mentoring Individual teachers District Wide. I was appointed, and reappointed the maximum three years. 1992 - 1995 * Special Assignment for NVUSD: Curriculum Director for Fine and Performing Arts: I served as The District Wide Curriculum for Fine and Performing Arts for the entire Secondary Program: As such I coordinated all special projects, set committee work, was a liaison to District Administration, and worked on District Arts Curriculum. 1991 - 1992 * Community College Representative, Northern Area Board: California Art Education Association. 11982 - 1984 * Curator if Art, Main Street Art Gallery: An N.E.A. funded Arts Space; Responsible for all Curatorial Duties, Art Outreach, Artist relations. (Also lead the transition of this Gallery to becoming the Napa Valley College's Gallery). 1978 - 1980

Education:

California State University, Sacramento, CA: Masters in Fine Arts, 4.0 graguate; 1976
 Sonoma State University, Rohnert Park, CA: Bachelors Fine Arts, 1972

Other relevant experience or expertise:

I have served as a member, Vice Chair, and Chair for PASC for four years; as well as the many Committees, Panels, Jury panels, etc. I have been seriously/professionally involved in the Visual Arts almost all of my life; attaining a Master's Degree in Fine Arts and a Nationally Recognized Exhibition Record. I have served as a consultant and Juror throughout Northern California. I taught Fine Arts at Napa Valley College for 29 years; Teaching Painting, Contemporary Art History, 2D and 3D Mixed Media, and was the Director of the College Fine Arts Gallery. As well I taught Fine Arts with the Napa Valley Unified School District. I have been a Juror of Exhibitions throughout Northern California, and have given Consultancy to Arts Institutions and Venues throughout Northern California. I have also was the Fine Arts Gallery Director for Napa Valley College from 1992 through 2003 My Artworks have been Exhibited and Gallery Represented by the San Francisco Museum of Modern Art's Gallery at Fort Mason. In addition my Artworks have been exhibited at Gallery, Museum and Arts Spaces, and Educational Institutions Nationally. I am currently on the Leadership Team for the California Alliance for Arts in Education and Arts Council Napa Valley's implementation of the community developed Arts Master Plan TK through 12th Grade. I have a long history of committed, successful, comprehensive involvement with the community.

Additional Questions**What is your understanding of the role and responsibility of this board?**

To: Under the Direction and Oversight of the Napa City Council, and City of Napa's Management guidelines, work with the appointed Public Art Steering Committee to consult, select, and participate in the placement and/or inclusion of Art that will be in Public view within the city.

Have you ever attended a meeting of this board? If so, how many?

I have served as the Chair, Vice Chair, and as a member or the City Of Napa's PASC committee for eight years. As such I have served on numerous committees (often as chair), including selection, design, public input, business community, as well as community committees.

What duties of this board are most interesting to you?

Inclusion on the selection and placement of Fine Arts within our community, to assist in the inclusion of Fine Art of high standards, within the arena of what is appropriate for Public view and standards.

What activities of this board are least interesting to you?

I am interested in all aspects of community committee work.

What programs or projects would you like to see improved or implemented?

I am interested in the full tasks of this community. Public Art selection, Art in public spaces to lift the cultural presence and identity of our community. As well to include the educational and community awareness and celebration of the Arts, and to focus on our community.

How would you approach improving these project(s) or program(s)?

First to assess within the committee what is working well, what needs to be changed or developed, then as a team player within the Public Art Steering Community work to accomplish those aspects.

Are you involved in any organizations or activities that may result in a conflict of interest if you are appointed to this board?

No, I am not.

Please list two local references and their phone numbers:

[Redacted]

How did you learn of this vacancy?

Flyer

JOHN HANNAFORD

Education

- **California State University Sacramento, MA Art**, 4.0 GPA in Art Graduate Program
- **Sonoma State University, BA Art Studio**, minor **Theater Arts**
- **Napa Valley College, AA Art**
- I have completed a substantial body of research, academically and experientially, that works to make me a valuable resource for my students. I feel the observations, experiences, and sensibilities gained through serious and committed work in the studio are essential to one's art education. My perception of the art process makes it, in and of itself, a continual educational process.
- **Credential, Title : California Community College / Life**
Subject: Fine and Applied Arts and Related Technologies

Gallery Affiliation

My work is represented by the San Francisco Museum of Modern Art's Artists Gallery, Fort Mason; San Francisco, CA

Abbreviated Listing of Selected Solo/Group Exhibitions:

Extensive solo and group exhibitions inclusive of:

San Francisco Museum of Modern Art, Artist's Galley; University of California, Berkeley; E. B. Crocker Art Museum, Sacramento, CA; Montalvo Center of the Arts, Saratoga, CA; and Art Center; University of Nevada-Reno; Coos Bay Art Museum Oregon; Sierra Nevada Museum of Art; University of Arizona- Tucson; Redding Museum of Art; Charleston Heights Art Center-Las Vegas; San Jose State University; Napa Valley Art Museum; Creative Art Center of Northern California; Palo Alto Cultural Arts Center; Southern Exposure Gallery San Francisco; Patricia Sweetow Art Gallery-SF; Sonoma State University; San Francisco Arts Commission Gallery; Chautauqua Art Center New York; Charles Everett Axinn III Art Gallery New York; Arizona State University Tempe; Green Shutter Gallery; Art Exchange Gallery SF; Union Street Gallery SF.

Abbreviated Listing of Lectures:

Berkeley Art Center; Redding Museum and Art Center; San Jose State University; Palo Alto Cultural Art Center; Creative Art Center of Northern California; California State University Hayward; San Francisco Art Institute; Napa Valley College.

Abbreviated Listing of Collections:

Numerous public and private collections, inclusive of:
Rene and Veronica di Rosa Collection; Nieman Marcus Corporate Collection; Donald Everett Axinn III Collection- New York; Brobeck, Phleger and Harrison-SF; Harry and Candace Kahn – SF; Karen Turner-SF; Judith Cohen-SF; Jon Beckjord- SF; Dr T. J. Owens; Dr. John and Sandra Pickering-LA State; Ralph Hunter; Jill Schrutz; Raymond Schrutz; Ray and Darlene Lance-ID; Michael/Jane Lucas; Carl/Linda Altamura; Koleen Pressler, OH; Bill/Jerilynn Wingfield;

Numerous Anonymous collectors.

Academic Education Experience:

- * **Napa Valley Unified School District; Napa, CA** **1976 to Present**
Teaching Assignments: World Percussion
Painting; Oil, Acrylic, Watercolor, Mixed media, &
Air Brush
Drawing; All dry and wet mediums, Beginning/
Intermediate/ & Advanced
Printmaking; Lino-cut , woodcut, Monotype,
Collagraph, Silkscreen, Mixed Media
World Percussion
- * **Napa Valley College; Napa, CA** **1980 to 2009**
Teaching Assignments: Painting; Oil, Acrylic; Watercolor, & Mixed Media .
Contemporary Art History
Art Appreciation
Gallery Management Course
Gallery Director/ Curator
(have substituted in Drawing, Printmaking, &
Ceramics courses)
- **Solano Community College; Suisun, CA** **1986**
Teaching Assignments; Art Appreciation
- **Sonoma State University; Rohnert Park, CA** **1981 & 1982**
Teaching Assignments; Painting; Oil, Acrylic, Watercolor, & Mixed Media
- **Napa Adult School;** **1976----1978**
Teaching Assignments; Painting; Oil, Acrylic, Watercolor, & Mixed Media

Related Involvements

- * **Visual and Performing Arts Leadership Team** for the implementation of The Community Developed **Arts Master Plan TK through 12 for the Napa Valley Unified School District.**
- * **Leadership Committee, Napa County Alliance for Arts Education NCAAE; in support of the California Alliance for Arts Education:** This committee is a coalition of local education, arts, donors, and community leaders, sponsored by Arts Council Napa Valley, California Alliance for Arts Education, Napa County Office of Education and Napa Valley Education Foundation. 2014 – Current.
- * **Music Educators PLC Committee: NVUSD** Music Educators organizing and curriculum alignment. Faculty structure, for the Napa Valley Unified School District. 2011 – Current
- * **Community/Served:** Numerous involvements with Community Entities inclusive of Boards, Committees, Program Development, Fundraising, Grant Writing, and

Consultancy. Inclusive of: Napa Fairgrounds/Expo, Business-Education Partnerships, Artist/ Musician groups, Artists Individual and groups, Special Events, Special Programs, School to Community work, Napa Valley Film Festival, COPIA Education Committee, di Rosa Art Preserve, ACNV, Student groups and Performances, Schools and Faculties, and many more. 1980 – Present.

* **Napa City County Library**, Fine Arts Selection Panel: (fellow panelists Rene di Rosa, Donald Hess, Gail Chase-Bien) Committee met and selected from submitted proposals, Art to be exhibited at the Library 1990 to 2003.

* **Director, Curator, Napa Valley College Fine Arts Gallery Director:** Faculty Director; Responsible for all aspects of Gallery Operation, Community Outreach, and Arts Program. Term of service included with working with Redevelopment Agency, Private Business - Napa Town Center (Pam Walker), Sawyer Tannery Complex Management, and Businessman/ Developer Harry Price of the Napa River Inn/ Hatt Building. 1992 – 2003

* **Served on Gallery Management Committee**, NVC Fine Arts Gallery 1980 - 1994

* **Peace Honoree:** Selected Four Years in a row as an honoree, for my positive community involvement. 1999 - 2002

* **Selected as finalist Rotary Teacher of the Year**, 2000

* **Special Assignment for NVUSD Assistant Superintendent of Curriculum** to Assist in Aligning all course work receiving Fine Arts Credits under California State Standards in Visual and Performing Arts. 1996

* **Mentor Teacher for Fine Arts**, NVUSD, District wide; Appointed and Served: I created and conducted numerous workshops to educate teachers / faculties in preparing and presenting Fine Arts curricula. I also created and carried out numerous special projects, as well as mentoring Individual teachers District Wide. I was appointed, and reappointed the maximum three years. 1992 - 1995

* **Special Assignment for NVUSD:** Curriculum Director for Fine and Performing Arts: I served as The District Wide Curriculum for Fine and Performing Arts for the entire Secondary Program: As such I coordinated all special projects, set committee work, was a liaison to District Administration, and worked on District Arts Curriculum. 1991 – 1992

* **Community College Representative**, Northern Area Board: California Art Education Association. 1982 - 1984

* **Curator of Art, Main Street Art Gallery:** An N.E.A. funded Arts Space; Responsible for all Curatorial Duties, Art Outreach, Artist relations. (Also lead the transition of this Gallery to becoming the Napa Valley College's Gallery). 1978 – 1980

Profile

Lissa Gibbs
First Name Middle Initial Last Name

[Redacted]
Email Address

[Redacted] Suite or Apt
Street Address

Napa CA 94559
City State Postal Code

Mailing Address (if different than Resident Address above)

[Redacted]
Primary Phone Alternate Phone

Length of Residence in the City of Napa:

12 years

Length of Residence in the County of Napa:

12 years

Registered to vote in the City of Napa?

Yes No

Festival Napa Valley Senior Director of Education & Engagement
Employer Job Title

Ethnicity *

Caucasian/Non-Hispanic

Interests & Experiences

Which Boards would you like to apply for?

Public Art Steering Committee: Submitted

Question applies to Public Art Steering Committee

1 of 5 Members MUST be a Visual Arts Professional. Are you applying as a Visual Arts Professional?

Yes No

Question applies to Public Art Steering Committee

2 of 5 Members MUST be Practicing Professional Artists in any medium. Are you applying as a Practicing Professional Artist?

Yes No

Upload a Resume

Community Service Experience:

Please see full resume: • Member: 2021- present city of Napa Public Art Steering Committee
 • Member: 2014 - 2021 Leadership Napa Valley Board of Directors (Board Secretary 2018-19)
 • Member: 2013 - 2019 Napa Valley College CERT/Emergency Preparedness Committee
 • Member: 2017 - 2019 Calistoga Community School Initiative Partner Committee • Member: 2017 - 2019 St. Helena Monrovia Leadership Group • Member: 2017 - 2019 UpValley Community Leadership Coalition • Member: 2017 - 2019 St. Helena Unified School District LCAP • Staff Member: 2014 - 2016 Napa Valley College Board of Trustees Legislative Committee • Appointed Member: 2015 - 2016 Napa Valley Vine Trail Board of Directors (for Napa Valley College) • Club Advisor: 2015 - 2016 Napa Valley College Rotaract • Advisor: 2014 - 2017 Arts Council of Napa Valley • Member: 2012 - 2016 Napa Rotary • Appointed Member: 2007 - 2012 Pima County Board of Supervisors, District 5 Board of Adjustment • Member: 2008 - 2012 Tucson Mountains Association Board of Directors • President & Member: 2006 - 2010 Second Street Children's School Board of Directors •Recipient: 2002 Fulbright Memorial Teacher's Fund Travel Grant to Japan •Member: 1994-1995 KQED's Living Room Festival (PBS) Advisory Board Panelist & Juror: Napa Valley Film Festival, National Endowment for the Arts (NEA) Western States Regional Media Arts Fellowship; National Educational Film & Video Festival; Utah Short Film & Video Festival; Film Arts Foundation Filmmaking Grants; San Francisco Museum of Modern Art SECA Awards; San Francisco International Film Festival Golden Gate Awards; Mill Valley Film Festival & Videofest; Philadelphia Festival of World Cinema; SXSW Film/Music/Multimedia Conference; BAVC seminars on exhibition; Film Arts Foundation distribution/exhibition panels; San Francisco State University Film Finals; The Loft Cinema's Project for High School Media Literacy; Arizona International Film Festival; Tucson Pima Arts Council Grant Program for Festivals; Arts Council of Napa Valley Grants Volunteer: Napa Valley Marathon; Rianda House; Justin-Siena High School Crab Feed; St. John's Lutheran School Robotics; St. John's Lutheran School Main Event; Napa Force Lacrosse; Mt. George Parent-Teacher Association; St. Michael's and All Angels Parish Day School; Second Street Children's School Fall Festival; Tucson Food Bank; Los Angeles Marathon

Education:

University of California at Berkeley, College of Environmental Design: Masters of Arts, Design/Visual Studies University of California at Berkeley, College of Letters and Sciences: Bachelor of Arts, Film Studies/English, summa cum laude Istituto Universitario di Architettura di Venezia (IUAV), Italy: Urban Design/Planning and Visual Communications

Other relevant experience or expertise:

See resume for experience with curatorial work and commissioned public artwork

Additional Questions

What is your understanding of the role and responsibility of this board?

This body serves as an advisory steering committee to the City Council and City staff in matters related to public art.

Have you ever attended a meeting of this board? If so, how many?

I have served on this committee

What duties of this board are most interesting to you?

I am interested in being part of a body which allows for public input and involvement related to public art.

What activities of this board are least interesting to you?

I am least interested in being part of a body whose value and purpose is not understood or accessible to the public.

What programs or projects would you like to see improved or implemented?

I would like to see an increase in temporary public art projects (like the Napa Lighted Art Festival) and projects that are collaborations between City departments and community organizations.

How would you approach improving these project(s) or program(s)?

I would look at the Napa Lighted Art Festival as a prototype example and work with community organizations and City departments to identify other opportunities for collaborative projects, including the identification of funding.

Are you involved in any organizations or activities that may result in a conflict of interest if you are appointed to this board?

Not to my current knowledge

Please list two local references and their phone numbers:

[Redacted]

How did you learn of this vacancy?

Other

Lissa Gibbs

EDUCATION

University of California at Berkeley, College of Environmental Design
Masters of Arts, Design/Visual Studies

University of California at Berkeley, College of Letters and Sciences
Bachelor of Arts, Film Studies/English, *summa cum laude*

Istituto Universitario di Architettura di Venezia (IUAV), Italy
Urban Design/Planning and Visual Communications

Additional Education/Certification

- Leadership Napa Valley, Class 27
- California CLEAR Single Subject and CLAD/Bilingual CLAD Teaching Credentials (Language Arts)
- Los Angeles Unified School District Intern Program (Language Arts)

PROFESSIONAL EXPERIENCE***Program Administration***

2008 – present **Strategic Communications and Non-Profit Organizational Consultant**
Independent Contractor/Connective Communications

Partnered with US and international non-profit organizations and private corporations to deliver result-oriented strategic communications, marketing, and fundraising plans and campaigns specifically designed to increase opportunities for mission-based programmatic growth and long-term organizational and fiscal stability, including development of business plans, new public programs, and web, print, and social media communications. Focus on evaluation of mission/vision in relation to existing programs, organizational board/staff structure, fiscal planning, and resource/fund development.

Recent Clients: The Oxbow School, College of Marin, Sacatar Foundation/Instituto Sacatar, Air Change, Inc., Portatune/The Library Recording Studio, & MOCA Local Genius Awards

2017 – 2019 **Interim Director, Upper Valley Campus**
Napa Valley College (NVC), St. Helena

Direct report to Assistant Superintendent/Vice President of Academic Affairs and participating member of NVC Academic Affairs Council. Responsible for daily operations of 7 acre satellite learning center of Napa Valley College. Included development and oversight of annual and long-term plans in conjunction with budget development/oversight and program management (annual site budget of \$1 million including earned income of \$700,000). Responsible for all internal and external communications and marketing for the UVC (newsletters, class schedules, brochures, email campaigns, social media, website, radio/TV, advertising, and editorial coverage). Served as Napa Valley College's external affairs representative to Napa County's UpValley communities, facilitating meetings and comprehensive communications related to community needs and college programs and services, including increased participation of bilingual/bicultural populations. Responsible for planning, communication, and implementation of strategic vision for the UVC following the Napa Valley College Educational Master Plan and Facilities Master Plan in accordance with applicable California Educational Code ordinances and federal regulations. Conceived, marketed, and produced a balanced program of self-supporting culturally responsive educational, workforce development, cultural, social and recreational services and activities for the community, including all NVC Community Education classes, the annual Napa Valley Writers' Conference, all programs of the Napa Valley Cooking School, the UVC Culinary Library in collaboration with NVC McCarthy Library, as well as collaborative activities with numerous city, county, and state agencies and community organizations such as the Napa County Office of Elections, Napa County Waste Management, St. Helena and Calistoga K-12 public school districts and private schools, Napa-Sonoma Small Business Development Center, UC Master Gardeners, UpValley Family Centers, Napa County League of Women Voters, Rianda House, St. Helena Historical Society, St. Helena Library, Music in the Vineyards, the Napa Valley Vintners Association, and the Napa Valley Grapegrowers. Responsible for policy and protocol recommendations for community service programs as well as data collection, research, and staff reports related to continuous program assessment and improvement required for ACCJC accreditation.

Author of reports, course outlines, program descriptions, and personnel/payroll materials required for administrative and Board of Trustees' approval, including materials for the California Community College Chancellor's Office. Fundraising and public speaking as required by the NVC President's Office related to district-wide initiatives. Additional site-specific responsibilities included facilities oversight, student affairs, and human resources.

2013 – 2016 Public Information Officer and Director of Institutional Advancement

Napa Valley College (NVC), Napa

(US Department of Education Hispanic Serving Institution/HSI)

Working closely with, and reporting directly to, the college President/Superintendent as a member of the college's extended senior leadership team (Cabinet and Extended Cabinet), led staff to develop and implement all community engagement, cultivation, advancement, and institutional communications and marketing activities related to the college's instructional programs, community and media relations, major gifts, endowment management, planned giving, donor relations, fundraising events, direct appeals, advertising, and legislative advocacy activities, including strategic planning, board relations, financial planning, fiscal transparency, and public information requests. Authored multiple institutional communications plans. Served as the community and media spokesperson for the college. Developed and strengthened institutional ties to a broad and diverse network of individuals, governmental entities, and non-profits throughout Napa and California, including the California Community College Chancellor's Office. Working with their respective boards, developed and implemented comprehensive resource development programs at the district level to provide collaborative leadership, vision, and strategic direction for the administration and management of the college's two non-profit 501c3 support foundations dedicated to securing and distributing outside philanthropic resources (through individuals, corporations, and family foundations) for Napa Valley College, including the creation of the college's new District Auxiliary Services foundation. Fundraised \$2 million in new gifts in three years while simultaneously supporting Foundation board to grow endowment by \$1.5 million. Extensive experience with budgeting, staff development, community relations, media relations, public speaking, all external affairs and government relations, donor relations, board and district trustee relations, print appeal campaigns, media/marketing campaigns, social media campaigns, web communications, grant writing, endowment management and stewardship, policy development, CA Education and tax code compliance, and annual institutional planning related to ACCJC accreditation. Worked closely with college's publicly elected trustees, faculty members, and institution-wide committees to support and expand programs including, C-STEM Center, NVC Student Scholarships, the NVC Child Development Center, NVC Estate Wines, PhotoEye @NVC, Shakespeare Napa Valley, the NVC Performing Arts Center, the Napa Valley Cooking School, and the Napa Valley Writers' Conference. Handled all public relations and media emergencies for NVC and served as the college's media spokesperson during the Napa Earthquake of 2014.

2012 – 2013 Executive Director and Chief Grants Officer

Napa Valley College Foundation/Napa Valley College (NVCF/NVC), Napa

Developed and implemented a comprehensive resource development program at the district level, providing leadership, vision, and strategic direction for the administration and management of the NVC Foundation, an independent non-profit 501c3 support foundation dedicated to securing and distributing outside philanthropic resources (through individuals, corporations, and family foundations) for Napa Valley College and its students. Through a jointly developed MOU, responsible for oversight and implementation of all NVCF cultivation and advancement activities (major gifts, endowment management, planned giving, donor relations, fundraising events, and direct appeals), community and media relations, advocacy activities, strategic planning, board relations and recruitment, financial planning, and fiscal transparency, as well as all grant writing for the college. Extensive experience with public speaking, verbal appeals, appeal campaigns, grant writing, endowment management, policy development, board development, board and district trustee relations, Tax Code compliance, annual financial audits, and departmental planning.

2010 – 2012 Executive Director

Educational Enrichment Foundation (EEF), Tucson

Fiscal, programmatic, and operational direction of a community-based, non-profit 501c3 foundation dedicated to providing direct resources that enrich and enhance student-learning for the 53,000 students and 6,000 teachers at Tucson Unified School District public schools. Major programs included college scholarships, special project grants for educator-initiated classroom projects and field trips, participation fee scholarships for interscholastic co-curricular activities, and direct aid to impoverished students in need of eyeglasses, hearing aids, clothing, shoes, and school supplies. Responsible for oversight and implementation of all organizational activities including staff management, cultivation and advancement activities (major gifts, endowment management, planned giving, donor relations, fund/friend-raising events, grants, and direct appeals), programs, community and media relations, advocacy activities, strategic planning, board relations and recruitment, fiscally sponsored project management, financial planning, annual financial audits, and fiscal transparency.

2007 – 2009 Associate Director

Museum of Contemporary Art (MOCA), Tucson

Long term strategic planning, outreach, and operations/management of an internationally acclaimed non-profit museum and artist residency program dedicated to presenting contemporary visual arts, architecture, design, literature, performance, and film/video to local and visiting audiences in Tucson. Responsible for the content and production non-exhibition related educational programming for adults and children (lectures, concerts, events) as well as media arts exhibitions. Specific communications, planning, and organizational duties included fundraising, donor relations, grantwriting, budgeting, staff planning, community outreach, individual and corporate donor cultivation, press relations, programming, board relations, volunteer coordination, and event production. Served as editor and production manager of bi-annual program guide/newsletter, website editor, and manager of web-based electronic marketing.

1992 – 1996 Festival & Exhibition Director

Film Arts Foundation (FAF), San Francisco

Curator and producer of a year-round educational exhibition program of Northern Californian independent film and video including event premieres, series programming, access screenings (work-in-progress and open screens), cable and public television programming (KQED's Living Room Festival, Viacom Cable, Oakland City Cable), and community event and educational screenings. Duties included extensive contact with press, filmmakers, funders, and the public. Principal organization, direction, and production of Film Arts Festival, a 10-day, multi-site festival of film and video works by Northern Californian independent makers including maker relations, donor relations, fundraising, grantwriting, budgeting, staff planning and supervision, submission outreach, selection and curation of works, production and writing of festival brochure, and presentation of programs, workshops, and seminars. Duties also included developing partnerships with related community non-profit organizations and community specific outreach (high school students, at-risk youth, underserved ethnic communities), press contact, and extensive public speaking. With over 5,500 members at its peak, FAF was the largest non-profit media arts center of its kind in the world, internationally recognized by funders, makers, and the public alike as a "real world" alternative to film school. FAF is now part of the San Francisco International Film Society.

1990 – 1992 Project Coordinator/Administrative Manager

ROMA Design Group, San Francisco

Project administration for urban design and master/land planning architectural firm. Notable projects include SF Embarcadero Pedestrian Plaza, Santa Monica Third St. Promenade, Santa Cruz Pacific Ave. Mall Streetscape, and Sacramento SP Railyards Specific Plan. Responsibilities included production/project scheduling, contract review and execution, production coordination of major planning documents and booklets, research and writing of project documents and reports, preparation of and research for business development proposals, supervision of administrative staff, and organization of the firm's image and document archives. Working directly under the firm's four principals (Boris Dramov, Bonnie Fisher, Jim Adams, and Bob Odermatt), functioned as client and press liaison and coordinated logistics of community meetings. Worked closely with the firm's financial division to coordinate budgeting, billing, and cost controls.

1989 – 1991 Program Coordinator

National Alliance of Media Arts and Culture (NAMAC), San Francisco/Oakland

Worked as the lead contact for this national advocacy and educational consortium's membership. Served as an informational resource for the press and the field as a whole. Designed and implemented a formal membership program, increasing membership by 40% within the first year. Worked closely with the National Board of Directors, streamlining operations and leading effort to establish permanent national office base in the Bay Area. Worked closely with the newly hired National Director, assisted in the development and design of national advocacy and legislative action strategies while also establishing regional and special interest coalitions and integrating these coalitions into NAMAC's annual national conference.

ATTACHMENT 1

Education Instruction

2017 – 2019 **Community Education Instructor**

Napa Valley College/Upper Valley Campus, St. Helena

Non-credit classroom instruction for adults: “Conversational Italian” and “Realizing Your Inner Muse to Create Meaningful Spatial Design.” Curriculum development, lesson planning, and class instruction for weekly classes and multi-session workshops one to three hours in length.

1999 – 2004 **English Language Arts and Italian/Latin Teacher**

Los Angeles Center for Enriched Studies (LACES), LAUSD College Prep Magnet

(Recognized as #1 Best Public High School in California, #10 in the U.S. by **Newsweek Magazine** in 2002)

Specialized instruction areas and grade levels: differentiated language arts for gifted and highly gifted students, research based writing, conversational Italian language, beginning Latin, linguistics, community leadership, high school Academic Decathlon, homeroom advisory, and intensive literacy intervention for students in 6th, 7th, 8th, and 11th grades. Responsible for: curriculum development, lesson planning, daily classroom instruction and grading on rotating 90 minute block schedule for five different class preps each semester (for approximately 185 students/semester), homeroom leadership (40 students), standardized test proctoring, IEP & 504 conferences, parent-teacher conferencing, afterschool Language Arts tutoring, and collaborative inter-departmental planning.

1987 – 1999 **Visiting Lecturer/Adjunct Instructor**

St. Mary's College, California College of Arts, UC Berkeley Film Department, UC Berkeley College of

Environmental Design, San Francisco State University, and IUAV (Italy)

Subject areas: film, art history, literature, visual communications, and design

College Level Academic Lectures

Subject specific course instruction or featured guest lectures at:

St. Mary's College English Department, Special subject lecture January Term with Professor Glenna Breslin: “Collage Films” 1990 – 1994, 1999

St. Mary's College, Departments of English & Communication “The Western Genre in Film & Literature”, upper division course design and preparation, six-hour weekly lecture and discussion sessions as well as composition instruction, fall 1990

San Francisco State University, “Curating Student Work,” 10/89

San Francisco State University, “The Place of Media in Public Art,” 9/94

UC Berkeley, “Independent Film Production in the Bay Area,” 7/91

UC Berkeley, “The Use of Sound in the Films of Orson Welles,” 9/92

UC Berkeley, “The Films of John Cassavettes and the Emergence of the American Independent,” 3/93

UC Berkeley, “Art and Commerce: Cinemascope in *West Side Story*,” 2/95

UC Berkeley College of Environmental Design, “Non-linear Narrative Structure in Relation to Design,” 11/89

Istituto Universitario di Architettura di Venezia (IUAV), Italy, “Il Rapporto Fra Architettura e Cinema (The Relationship Between Architecture and Film),” 3/87

Guest Critiques

Napa Valley College, Digital Art & Design: Final Critique, Instructor Hannah Henry, spring 2015

University of Arizona, Media Arts: Senior Capstone, Professor Lianne Skyler, spring 2007

Philadelphia Independent Film/Videomakers Association (PIFVA), weeklong residency, 1997

Philadelphia Independent Film/Videomakers Association (PIFVA), weeklong residency, 1996

California College of Arts, Final Critique: Introduction to Media Arts, Professor Lynne Sachs, spring 1992

Featured Speaker, Public Seminars and Conference Panels

Napa Valley Film Festival 2019, Meadowood Artist In Residency Program: Building a Career Over Time

Napa Valley Film Festival 2018, Meadowood Artist In Residency Program: Distribution

PhotoEye@NVC 2014-2016, co-curation and presentation of artist lecture series: Catherine Wagner, Jennifer Maytorena Taylor, Robert Dawson, Nancy Kates, Geir & Kate Jordahl, Norma Quintana, and Robin Lasser

Napa Valley Film Festival 2015, “Shattering the Glass Ceiling: Women Behind the Camera II”

Napa Valley Film Festival 2014, “Shattering the Glass Ceiling: Women Behind the Camera”

SXSW Media Conference 1997, “DIY Distribution: Fast, Furious, and In Control”

National Educational Film and Video Market 1996, “Self-Distribution for Independently Produced Docs”

San Francisco State University 1994 – 1996, “Film Finals”

Film Arts Foundation Seminar Program 1995, “Publicity Basics for Independent Producers”

Film Arts Foundation Seminar Program 1995, “Festival Circuit Primer: The Long and Short of It”

Film Arts Foundation Seminar Program 1996, “Distributing Short Films & Videos”

Film Arts Foundation Seminar Program 1996, “Independent Feature Film Market Survival & Success Strategies”

1991 – 2001 **Correspondent/Contributing Editor** (*complete publication list available on request*)
Regular contributor on independent media distribution, exhibition, and culture for:
Release Print, Cinematograph, Filmmaker Magazine, The Independent, and ST!M Online

1990 – 1992 **Editor and Production Manager**
National Alliance of Media Arts and Culture (NAMAC), Oakland
Publications: monthly newsletter, online searchable database, reference guides, and
hard-bound member directory

Media and Event Production

1992 – 2008 **Independent Event Producer** (*complete credit list available on request*)
Planned, organized, and produced music and comedy performances, street fairs, outdoor screenings, large
scale multimedia installations, silent auctions, and fundraising galas for: **Film Arts Foundation, The
Exploratorium, SF Arts Commission, Rockridge Market Hall, Second Street Children's School,
MOCA Local Genius Awards, and The Southern Arizona Transportation Museum**

1992 – 2009 **Production and Funding Consultant**
Hands-on consultation to independent filmmakers of documentaries, narrative features, shorts, and fine art
films seeking funding, distribution, and exhibition opportunities nationally and abroad.
Notable clients include: Michael Mulcahy, Jay Rosenblatt, Ashley James, Deke Weaver, Ron Levaco, Cory
McAbee, Eric Saks, Jim Mendiola, Michael O'Reilly, PIFVA (Philadelphia Independent Film and Video
Association), and Laura Poitras

1992 – 2000 **Independent Documentary Producer** (*complete credit list available on request*)
Senior Story Producer, Senior Segment Producer, Associate Producer, Director of Research, and Senior
Researcher for broadcast (**ABC, CBS, UPN, PAX, PBS**) non-fiction entertainment and historical series
and specials executive produced by Los Angeles-based companies: **Bogorad/Wyler, Dakota
Entertainment, JCS Entertainment, Halfcourt Productions,
Rocket Science Inc., and Zaloom Mayfield**

Honors and Community Leadership Activities

- **Member:** 2014 – present Leadership Napa Valley Board of Directors (Board Secretary 2018-19)
 - **Member:** 2013 – 2019 Napa Valley College CERT/Emergency Preparedness Committee
 - **Member:** 2017 – 2019 Calistoga Community School Initiative Partner Committee
 - **Member:** 2017 – 2019 St. Helena Monrovia Leadership Group
 - **Member:** 2017 – 2019 UpValley Community Leadership Coalition
 - **Member:** 2017 – 2019 St. Helena Unified School District LCAP
- **Staff Member:** 2014 – 2016 Napa Valley College Board of Trustees Legislative Committee
- **Appointed Member:** 2015 – 2016 Napa Valley Vine Trail Board of Directors (for Napa Valley College)
 - **Club Advisor:** 2015 – 2016 Napa Valley College Rotaract
 - **Advisor:** 2014 – 2017 Arts Council of Napa Valley
 - **Member:** 2012 – 2016 Napa Rotary
- **Appointed Member:** 2007 – 2012 Pima County Board of Supervisors, District 5 Board of Adjustment
 - **Member:** 2008 – 2012 Tucson Mountains Association Board of Directors
- **President & Member:** 2006 – 2010 Second Street Children's School Board of Directors
 - **Recipient:** 2002 Fulbright Memorial Teacher's Fund Travel Grant to Japan
 - **Member:** 1994-1995 KQED's Living Room Festival (PBS) Advisory Board

Additional Professional Service Activities

Panelist & Juror: Napa Valley Film Festival, National Endowment for the Arts (NEA) Western States Regional Media Arts Fellowship; National Educational Film & Video Festival; Utah Short Film & Video Festival; Film Arts Foundation Filmmaking Grants; San Francisco Museum of Modern Art SECA Awards; San Francisco International Film Festival Golden Gate Awards; Mill Valley Film Festival & Videofest; Philadelphia Festival of World Cinema; SXSW Film/Music/Multimedia Conference; BAVC seminars on exhibition; Film Arts Foundation distribution/exhibition panels; San Francisco State University Film Finals; The Loft Cinema's Project for High School Media Literacy; Arizona International Film Festival; Tucson Pima Arts Council Grant Program for Festivals; Arts Council of Napa Valley Grants

Guest Speaker: St. Helena Rotary; St. Helena Soroptimists; Calistoga Soroptimists; Napa Rotary; ZONTA International Berkeley; Tucson Rotary; Napa Valley College Digital Design Department; University of Arizona Media Arts Department; KXCI Radio Tucson (host of weekly radio program); KVVN Radio Napa; NapaBroadcasting.com; Larsen Group (podcast); KQED Radio "Forum" with Michael Krasny; KPFA Radio Berkeley; KCSM Radio San Mateo; Radio Mestre Centro (Veneto, Italy)

Volunteer: Napa Valley Marathon; Rianda House; Justin-Siena High School Crab Feed; St. John's Lutheran School Robotics; St. John's Lutheran School Main Event; Napa Force Lacrosse; Mt. George Parent-Teacher Association; St. Michael's and All Angels Parish Day School; Second Street Children's School Fall Festival; Tucson Food Bank; Los Angeles Marathon

Language Fluencies

•Italian, fluent •Spanish, conversational •English, fluent

Computer Competencies

• Fully Mac & PC Literate • MS Office Suite • Database & CRM • Adobe Creative Suite
• Social Media • Web-Based Financial Management Systems • Emergency Alert SMS

Professional References

Dr. Ron Kraft, Superintendent/President of Napa Valley College (2012-present)

office: [REDACTED]

Bill Hardy, Board President of Napa Valley College Foundation (2014-2017)

Senior Partner of Hardy Wolf & Downing Attorneys-at-Law

cell: [REDACTED]

Joe Salkowski, Board President of the Educational Enrichment Foundation (2010-2014)

Director of Corporate Communications and Community Relations at Tucson Electric Power/UniSource Energy

office: [REDACTED]

Jill Techel, Mayor of the City of Napa (2005-present)

Program Director of Leadership Napa Valley

office: [REDACTED]

Kathy Geritz, Film Curator, Berkeley Art Museum/Pacific Film Archive (1988-present)

office: [REDACTED]

Gail Silva, Co-Founder & Executive Director (retired), Film Arts Foundation (1980-2009)

cell: [REDACTED]

Profile

Aaron
First Name

B
Middle Initial

Mayper
Last Name

[Redacted]
Email Address

[Redacted]
Street Address Suite or Apt

Napa CA 94559
City State Postal Code

Mailing Address (if different than Resident Address above)

[Redacted]
Primary Phone Alternate Phone

Length of Residence in the City of Napa:

1 month

Length of Residence in the County of Napa:

1 month

Registered to vote in the City of Napa?

Yes No

Self Employed Graphic Facilitator &
Employer Illustrator
Job Title

Ethnicity *

Caucasian/Non-Hispanic

Interests & Experiences

Which Boards would you like to apply for?

Public Art Steering Committee: Submitted

Question applies to Public Art Steering Committee

1 of 5 Members MUST be a Visual Arts Professional. Are you applying as a Visual Arts Professional?

Yes No

Question applies to Public Art Steering Committee

2 of 5 Members MUST be Practicing Professional Artists in any medium. Are you applying as a Practicing Professional Artist?

Yes No

Upload a Resume

Community Service Experience:

God's Love We Deliver, New York, NY - 2015 • Helped to prepare nourishing food for the NYC community Scuola Elementare Vittorio Veneto, Florence, Italy - 2011 • Taught English to grade school students through song, games, and visual aids

Education:

CareerFoundry | 2021-2022 • Certificate in UI Design Sarah Lawrence College | 2009-2013 • Bachelor's in Liberal Arts, focusing in Studio Arts and Art History

Other relevant experience or expertise:

In my role as a visual strategist, I'm responsible for designing and facilitating strategy sessions for clients across industries, and also for creating illustrated infographics during meetings and in the studio. I believe in the power of creativity to improve communication, collaboration, and a sense of community. My hope is to use my experience as both a practicing artist, and a creative team lead, to help the board identify and achieve community-oriented projects and goals.

Additional Questions

What is your understanding of the role and responsibility of this board?

I understand the Public Art Steering Committee to evaluate and recommend proposals for creative interventions in the City of Napa that elevate a sense of community and a sense of place that Napkins feel connected to and proud of. As a member of the steering committee, I would work to investigate the gaps that exist in the Napa community, seek ways to use public art to fill that gap and foster communal engagement, and develop action plans to ensure that those projects came to fruition.

Have you ever attended a meeting of this board? If so, how many?

No

What duties of this board are most interesting to you?

I'm interested in creating spaces for Napkins to share what a positive communal art experience would look like to them, and making recommendations on the kinds of public art that would serve those needs. The investigation phase could perhaps take the form of a public forum or a series of advisory boards. The recommendations could come from taking insights from those forums to local artists and working with them to craft site specific projects and interventions.

What activities of this board are least interesting to you?

To be transparent, I don't have much of a head for numbers! The details of financial decisions, for instance, would probably be best left to another board member.

What programs or projects would you like to see improved or implemented?

I'd like to explore: • Interactive art experiences that bring art-making into public grade, middle, and high schools • Public art that engages with and nurtures Napa Valley's natural environment • Public art that raises awareness for and provokes empathetic conversation on pressing issues in the Napa community

How would you approach improving these project(s) or program(s)?

I would begin by designing and facilitating a public forum on each of the above, with the goal of understanding Napkin's perspectives on each of the above. I would then reach out to local artists to understand who might have the appetite to work on a given initiative, and then to develop proposals with them. I would then review these proposals with the Public Art Steering committee to understand how they might work within a given budget and timeline before putting together a concrete action plan.

Are you involved in any organizations or activities that may result in a conflict of interest if you are appointed to this board?

No

Please list two local references and their phone numbers:

[REDACTED]

How did you learn of this vacancy?

Flyer

AARON MAYPER

ILLUSTRATION • STRATEGIC DESIGN • CREATIVE PROJECT MANAGEMENT

Design strategist with nine years' experience in strategic illustration, graphic facilitation, and creative project management.

🌐 [REDACTED] ✉ [REDACTED] 📞 [REDACTED] 🌐 www.linkedin.com/in/aaronmayper 📍 Napa, CA

WORK EXPERIENCE

Graphic Facilitator, Illustrator, Project Manager, UI Designer 2023 - Present

A. Mayper Studios | Brooklyn, NY

- Graphic Facilitation (virtual and on-site): Improve team collaboration, communication, and productivity through real-time visual note-taking and design thinking workshops
- Strategic Illustration: Visualize complex concepts through hand-illustrated infographics
- Creative Project Management: Architect and execute business-driven creative projects
- Product Design: Unpack business challenges and develop design solutions based on real-world real world user and competitor research

Director Of Creative Development & Senior Visual Strategist 2019 - 2023

ImageThink | Brooklyn, NY

- Consulted c-suite clientele to develop design briefs to translate client objectives and content into engaging and informative visual collateral
- Designed and facilitated client brand strategy workshops for Sanofi, BMW, Grower's Edge
- Developed and led training curriculum to enable creative team growth
- Coordinated internal and external teams to deliver client creative needs
- Developed in-house animation department to increase value for animation services
- Managed creative contracts up to \$50,000 in value from concept through delivery

Visual Strategist & Marketing Lead 2015 - 2019

ImageThink | Brooklyn, NY

- Created live strategic visuals for over 400 client strategy sessions and conferences to boost meeting engagement, increase information retention, and promote brand events
- Synthesized complex client content into strategic illustrations, animated explainer videos
- Designed and executed content strategies to generate warm leads
- Executed automated email campaigns: welcome, targeted, newsletter, list-cleanse
- Wrote and illustrated content for company blog and social media channels

SELECT PRODUCT DESIGN PROJECTS

Sprout, E-Commerce App 2022

CareerFoundry Case Study

- Conceptualized and designed an e-commerce web app for first time parents
- Identified market niche, defined value statement and brand identity
- Produced Figma prototype to gather and implement user feedback
- Designed user flows, low-fi, mid-fi, and high-fi wireframes

GoGo, GPS-Based Responsive Web App 2021

CareerFoundry Case Study

- Conceptualized and designed a responsive walking tour app
- Performed competitive research to understand market opportunities
- Performed user research to define target personas and key app actions
- Produced rapid paper prototype to gather and implement user feedback
- Designed user flows, low-fi, mid-fi, and high-fi wireframes across XS, M, and L breakpoints

SKILLS

- Digital illustration
- Creative project management
- Whiteboard animation
- Design system development
- Graphic facilitation
- Client relationship development
- Stakeholder management
- UI design and prototyping
- User research & persona mapping

TOOLS

- Adobe Creative Suite
- Figma
- InVision
- Procreate
- Microsoft Office
- Resource Guru

EDUCATION

**Bachelor of Liberal Arts
(Studio Arts Focus)**

Sarah Lawrence College, 2013

Certificate in UI Design

CareerFoundry, 2022