

# Napa 2040 General Plan Advisory Committee (GPAC) Application

*\*Denotes Required Field*

## Profile

\_\_\_\_\_  
 First Name\*

\_\_\_\_\_  
 Last Name\*

\_\_\_\_\_  
 Email Address\*

\_\_\_\_\_  
 Street Address\*

\_\_\_\_\_  
 City\*

CA \_\_\_\_\_  
 State\* Zip Code\*

\_\_\_\_\_  
 Primary Phone\*

\_\_\_\_\_  
 Alternate Phone

\_\_\_\_\_  
 Employer

\_\_\_\_\_  
 Job Title

\_\_\_\_\_  
 Ethnicity

## Interest(s) within the City of Napa\*

*\*Check all that apply*

☒ City of Napa Resident

☐ Napa County Resident

☒ City Property Owner

☒ Napa Business Owner

☐ Other: \_\_\_\_\_

## Experience

\_\_\_\_\_

Choose file

*Please upload your resume\**

Napa County – Vice Chair Veteran Advisory Commission CURRENT  
 City of Napa – Former Parks & Rec Commissioner 2015 - 2017  
 Sunrise Rotary – Board Member & Community Chair Current  
 Napa County Hispanic Chamber – Director of Government Affairs Current  
 Napa Marine Corps League - Former President  
 Range Day 4 Veterans | Non-Profit Organization 2013- 2016 | Co Founder

Community Service Experience\*

Education\*

United States Marine Corps (Sergeant) 2004-2010  
 Fire & Casualty Broker Agent April 7th, 2008 –Present # 0G06871  
 Accident and Health May 7th 2008 – Present # 0G06871  
 Life-only May 7th, 2008 - Present # 0G06871  
 Notary Public – March 7,2015

Other relevant experience or expertise

Leadership Napa Valley Graduate - Class #30  
 Citizens Academy Graduate – Class 3  
 2017 Veteran of the Year – 4<sup>th</sup> Assembly District  
 2017 Latino Business Leader of the Year – Northbay Business Journal

**Napa 2040 GPAC**

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How did you learn of the Napa 2040 GPAC?

*Dropdown*

- Website
- Newspaper
- **Public Meeting/Event**
- **Word of Mouth**
- **Social Media**

Did you attend any of the General Plan Conversation Starters?

*\*Check all that apply*

☒ Urban Tech Talk (May 18)    ☒ Urban Renaissance (June 22)    ☐ N/A

What is your understanding of the role and responsibility of the Napa 2040 GPAC?\*

I have extensive experience working in groups/teams with my in the military, Leadership Napa Valley, Citizens Academy and in my profession. I understand that in a group environment listening to others is as important as contributing to the discussion. As a self-employed professional, I have the flexibility to dedicate time to review materials, attend meetings and engage with public. I

What is your understanding of the opportunities and challenges facing the City of Napa as we plan for 2040?\*

Some opportunities that we have is to review zoning to address our future residential development priorities. We face limited land available for development, review the RUL and County pockets will important element of discussion. Do we build out, do we build up will and how dense?

What experience or interest in long-range planning and land use do you have that would be useful on the Napa 2040 GPAC?\*

*Land use will be the foundation of the new General Plan. We must get the land use correct if we are to move in the right direction. The identity of our city, commerce, residential and traffic will all be impacted by the way we designate land use.*

## References

Michael Murray – [REDACTED]  
Gerardo Martin – [REDACTED]

CITY OF NAPA  
CITY CLERK

# Napa 2040 General Plan Advisory Committee (GPAC) Application

NOV 16 PM 4:46

*\*Denotes Required Field***Profile**Ricardo*First Name\**Hurtado*Last Name\**rickythepres@aol.com*Email Address\**[REDACTED]*Street Address\**Napa*City\**CA, 94558*State\* Zip Code\**[REDACTED]*Primary Phone\***Alternate Phone*Cope Family Center*Employer*Community Engagement Manager*Job Title*Hispanic/Latino*Ethnicity***Interest(s) within the City of Napa\****\*Check all that apply*☒ City of Napa Resident☒ Napa County Resident☐ City Property Owner☐ Napa Business Owner☐ Other: \_\_\_\_\_**Experience**

Choose file

*Please upload your resume\****Community Service Experience\****Please list organizations, dates served, and your position...**Please see resume*

What experience or interest in long-range planning and land use do you have that would be useful on the Napa 2040 GPAC?\*

*Please describe your experiences, interests, and planning philosophies...*

***Please See Attached***

## References

*Please provide names and contact information for two references...*

*Michele Grupe –*

*Jenny Ocon –*

# Ricardo Hurtado

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## Skills

**Computing:** PC and Mac Proficient, Microsoft Suite (Outlook, Word, Some Excel, PowerPoint), 50 WPM

**Communication:** Exceptional interpersonal skills and phone etiquette; Bilingual: English and Spanish

## Education

**Napa High School**

Napa, CA (Aug. 2005- June 2009)

High School Diploma

**California State University, Sacramento**

Sacramento, CA (Aug. 2009- June 2013)

Bachelor of Arts in Government

## Professional Experience

### **Cope Family Center, Community Engagement Manager**

- Help oversee a \$2+ million budget
- Establish relationships and connect with businesses, service groups, and other nonprofits
- Manage and oversee volunteers
- Provide support in marketing and development efforts of the agency

### **Napa County Fair Association Board**

Napa County (Jan. 2017- Present)

- Oversee a \$1.6 million+ budget
- Provide support, guidance, and expertise on the Associations fundraising/communications committee
- Advance the mission of the fair board for Napa Co. residents through critical decision making

### **Napa County Elections Division - Spanish Language Assistance Advisory Council** Napa, CA (May 2015 – Present)

- Increasing awareness and voter participation of local Napa County Spanish speakers

### **Democrats of Napa Valley President**

Napa, CA (June 2015- Jan. 2017)

- Chair monthly meetings: invite distinguished guests, elected officials, & host community forums/events
- Oversee budget, membership, and operations of the club

### **On the Verge Leadership Cohort**

Napa, CA (May 2016 – March 2017)

- Participated in this leadership cohort to better my leadership skills
- Helped create a project that helps connect isolated Napa Co. residents with programs and services to further uplift themselves.

### **Democrats of Napa Valley Vice-President**

Napa, CA (July 2014-June 2015)

- Chair meetings when President is absent
- Oversee membership and budget

### **Development Manager (UpValley Family Centers)**

Napa County (June 2014- Aug. 2017)

- Establish, research, and maintain relationships with past, current, and prospect donors
- Manage development and implementation of the Annual Fund Plan so it meets the needs of the organizations \$1.9 million budget
- Successfully merged, cleaned, and created proper processes to enter gifts in single Gifts Database
- Manage and provide support to all aspects of the UpValley Family Centers Public Relations (e.g. website, social media, press releases, newsletters, videos etc...)
- Created a process to direct volunteers to proper staff
- Manage the tutoring volunteer coordinator for UVFC
- Present and engage different stakeholders; including community presentations

[REDACTED]  
Napa, CA 94558

## Ricardo Hurtado

**Worked for Dr. Ami Bera for Congress Campaign**

Sacramento, CA (Sept. 2010- Nov. 2010)

- Canvassed, informed, and signed up the electorate for elections

**ASB Napa High School President**

Napa, CA (Aug. 2008- June 2009)

- Represented the student body of Napa High school students (3,000 students)
- Approved minutes, events, and participate in school events.

**Intern/Volunteer for Marisa Loza's Immigration Services**

Napa, CA (Aug. 2008- June 2009)

- Assisted and attended community events
- Performed research for staff, as well as assisted in office and clerical work

What is your understanding of the role and responsibility of the Napa 2040 GPAC?\*

The General Plan gives the unique opportunity to set the course of our city for the next 20 years. It is crucial that we have a diverse background in helping guide recommendations for the general plan, so we ensure that everyone in our community is heard and has a voice. Not only will it help formalize the long term vision of our Napa through policies, standards, it will also help guide decisions that are made in the future. This will not only affect me, but it will affect my children, and our future generations.

What is your understanding of the opportunities and challenges facing the City of Napa as we plan for 2040?\*

Growth has been happening very rapidly in our community, especially in the last 5-10 years. Matter of fact, that is one of the overarching concerns that people bring up to me. I believe that we can grow sustainably and responsibly, all while continuing to preserve our cherished community, land, and historic preservations. We have an important opportunity to set the course of our city and manage that growth through our upcoming general plan that this City Council will get the opportunity to work on.

As someone whose father worked and continues to work in our agricultural fields, and as someone who grew up and also tended the fields, I know the importance of our agriculture and the stewardship of our unique Napa Valley lands. Therefore, it is crucial that with our continuous growth, we pause and reflect, and be conscious of our land. I believe that we're going to have a unique opportunity to set the course of our city in our upcoming general plan, setting our city's course for the next 20 years. It is important that there's a balance and working relationship between our city and county, as well as our ag preservation and development. It is crucial that we continue having sustainable growth, all while protecting our most valuable resources and what has made Napa so special - our land, water, and natural resources. I will also continue honoring not only the agricultural preserve of the county, but we need to make sure that the Rural Urban Limit (RUL) continues to play a crucial role in this next general plan for our city.

As our city and regional economy continues to strengthen and Napa's popularity grows on a national and global scale, property values continue rising faster than incomes, creating a strain for lower-income and working-class families, as well as our seniors and young people. On the City Council, I am committed to looking at ways to incentivize affordable and workforce housing construction and exploring public-private partnerships to keep the cost-of-living from pricing out longtime and lifelong residents so those who grew up or retired in Napa can continue enjoying their way of life. The traffic congestion in Napa continues growing worse each year, while the backlog of road and street repairs needed in our community continually exceeds available resources. Napa's innovative sidewalk rehabilitation program is a great starting point, and the infusion of tax dollars for road repairs will take effect this year, but more must be done to address this issue. As a City Council member, I will work towards a collaborative approach between city and county officials to cohesively address and invest in our infrastructure, both on our main thoroughfares and in residential neighborhoods.

What experience or interest in long-range planning and land use do you have that would be useful on the Napa 2040 GPAC?\*

As previously stated before, housing, development, and traffic are some of my biggest interests that I think would be useful in our community. As someone who just ran for city council, I have a deep understanding and institutional knowledge. Not only that, but I had the opportunity to touch base with direct people who live in our community by going door to door. This experience and knowledge, in itself has brought me up to speed on a lot of what the city wants, and what our local residents would like to see. Although, I may not have long-range planning experience, I'm ready to learn and work hard to help shape our community.