

Profile

Note: This application allows you to apply for multiple Boards, Commission and Committees; however, only one application can be submitted. Please ensure that your responses clearly address your interest, qualifications, and relevant experience for *each* Board, Commission or Committee you are applying to.

Joe

First Name

Middle Initial

Streng

Last Name

Email Address

Street Address

Suite or Apt

City

State

Postal Code

Mailing Address (if different than Resident Address above)

Primary Phone

Alternate Phone

Length of Residence in the City of Napa:

3 years

Length of Residence in the County of Napa:

3 years

Registered to vote in the City of Napa?

☒ Yes ☐ No

Robert Half

Employer

Director, Employee Communications

Job Title

Ethnicity *

☒ Caucasian/Non-Hispanic

Interests & Experiences

Which Boards would you like to apply for?

Parks, Recreation and Trees Advisory Commission: Submitted

Question applies to Parks, Recreation and Trees Advisory Commission

3 of the 7 voting members shall be a person who demonstrates experience in one of the following identified fields: urban planning, park planning, park operations, park maintenance, recreation programming, horticulture, or arboriculture. Are you applying as one of these members?

☐ Yes ☒ No

Upload a Resume

Community Service Experience:

Update: I have enjoyed my two years serving on the commission and I believe I have provided a lot of value. I've revised our goals, engaged with staff and been active in discussions. Since joining the commission, I have been named Board President for the Napa Parks and Recreation Foundation. I enjoy serving with the group and I believe it's important for there to be a strong connection between the two organizations. I served on the Pleasanton Parks & Recreation Commission for nine years and several more on the Bike, Pedestrian and Trails Subcommittee. During my time on the Commission, including two terms as Chair, we delivered many valuable amenities to the community, including Bernal Phase 1 and 2, Cubby's Dog Park, an expansion of the Pleasanton Tennis Park and several neighborhood parks, including Stoneridge, Rotary and Harding. We also added new trails and improved our roadways for cyclists and pedestrians. I've worked with the Council to set priorities and with city staff to plan projects, including the upcoming Community Farm at Bernal and the Lions-Wayside redevelopment. I'm particularly proud of my contributions to the long-term planning of our Park & Rec system, including the Park & Rec Master Plan and the Bicycle and Pedestrian Master Plan. As a member of the Park & Recreation Commission, I also served on the Heritage Tree Board of Appeals and the Public Arts Subcommittee. I consider my time on these commissions to be among the most rewarding experiences of my time in Pleasanton.

Education:

California State University Sacramento BA Government/Journalism 1986-1991

Other relevant experience or expertise:

I ran for Pleasanton City Council in 2018 and considered it to be a very rewarding experience. I have traveled to Zambia in support of CAMFED in 2007, a non-profit organization that provides financial and social support for marginalized girls to attend and thrive in primary and secondary school. I also led two teams for Habitat Humanity builds in Brazil (2012) and China (2014).

Additional Questions

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

I have gained a deeper understanding of the roles and responsibilities of the commission over the past two years and I look forward to continuing to expand my knowledge.

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

Yes - Monthly for two years

What duties of this board are most interesting to you?

I remain interested in supporting the development of a long-term plan that would deliver future programs and amenities to the community.

What activities of this board are least interesting to you?

Although I ran for city council, I have learned over time that I am not a fan of highly political environments. I simply want to do what's best for my community and be of service where I can.

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

John F. Kennedy Park continues to have tremendous potential as a community resource and I'm interested in learning more about additional enhancements at Garfield Park. Napa has spacious and well-managed dog parks that my wife and I enjoy and I'd love to see some enhancements, if budgeting and priorities allow. My wife and I also enjoy the city's trails and I'd like to see how we can continue to improve connectivity across the city. But in the end, I would evaluate the city's needs and propose the best solutions.

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

I'm a consensus-builder and enjoy engaging with all stakeholders to develop solutions. As an advisory body, I take opportunities to advocate for programs among elected officials and other stakeholders, when appropriate.

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:

How did you learn of this vacancy?

☒ Other

*Communications leader who thrives in dynamic cultures with fun people and a fast pace.
Enjoys mix of executive partnership, strategic planning and tactical execution.
Loves writing, creating memorable employee experiences and serving others.*

ROBERT HALF, San Ramon – Director, Employee Communications **2019-Current**

Responsible for global delivery of employee communications for Corporate Services, including HR, Inclusion & Diversity, Workplace Resources, IT, Information Security, Legal, Business Transformation, and more. Provide strategic counsel to executives and manage internal crisis communications. Additional focus on growing team members to be world-class communicators.

- Led planning and execution of internal communications in response to COVID-19
 - Developed and implemented messaging to inform 10,000+ employees in more than 300 locations about stay-at-home orders and transition to remote work.
 - Drafted weekly executive updates to keep employees engaged and informed. Planned and produced live events with senior executives, including first global all hands meeting in company history. Employee feedback overwhelmingly positive.

EBAY, San Jose – Senior Manager, Employee Communications **2010-2019**

Managed employee communications to more than 14,000 employees around the world. Strategic oversight for Global Functions communications, including HR, Finance, Legal & GR, Mergers & Acquisitions, Workplace Resources, Stocks, Information Security, and others. Specific focus on executive communications for CEO, CFO and General Counsel.

- Planned and managed execution for CEO employee communications
 - Led content development and production for global all hands meetings. Post-event surveys showed increased Trust in Leadership and Confidence in Company Direction.
 - Initiated new Q&A platform to give employees an opportunity to interact directly with CEO in casual settings. Expanded program globally.
- Delivered strategic development and execution of internal communications platform for CFO
 - Produced and hosted "All About the Business" internal podcast series focusing on business issues, personal/professional development, current events, and other topics. Episodes accessed more than 20,000 times by global employees.

EDELMAN, San Francisco – Vice President **2005-2010**

Led planning and implementation of strategic communications for multiple accounts generating more than \$1M annual revenue. Clients included Charles Schwab, eBay, Columbus Craft Meats, San Francisco SPCA, and others listed below. Managed junior staff members, including goals assessment, review delivery, and long-term development planning.

- Led national account team for 24 Hour Fitness
 - Built communications infrastructure to support national brand marketing campaigns and in-market programs for than 400 clubs nationwide.
 - First responder and senior counsel for all crisis communications, including corporate issues, regional emergencies, and in-club incidents.
- Led national account team for Greyhound
 - Won Bay Area PRSA Silver Anvil Award for successful East Coast launch of BoltBus, a low-cost, curbside transportation service operated by Greyhound.

COMCAST, Sacramento – Communications Manager

2004-2005

Day-to-day responsibilities included writing press releases and advisories, serving as media spokesperson, managing internal communications, planning and executing community outreach programs, scripting and editing public service announcements, and managing grant proposals.

- Developed, planned and managed Comcast Outdoor Cinema and Community Celebrations in four markets. First-of-its-kind program resulted in positive media coverage and improved relationships with elected officials and customers.

EDELMAN, Sacramento – Account Supervisor

2002-2004

Developed and implemented consumer, crisis management and public affairs programs for a diverse client roster. Secured state, national and international print, television and radio coverage. Day-to-day responsibilities included writing press releases, media pitching and monitoring, and planning and executing television media events.

- Developed and executed strategic crisis communications plan on behalf of the California Travel and Tourism Commission in response to the Southern California wildfires in October 2003. Outreach efforts resulted in more than 35 million media impressions globally.

YAHOO!, Sunnyvale, CA – PR/Marketing Manager

2001-2002

Managed public relations and brand marketing for Yahoo! Entertainment. Wrote and edited press releases, media advisories, weekly newsletters, and internal communications. Scheduled and staffed executive media interviews. Produced and pitched video and radio news releases.

YAHOO!, Sunnyvale, CA – Senior Producer, Live Events

1999-2001

Managed staff and led production of more than 350 Live Events per month. Secured content and managed relationships with more than 80 external partners. Created graphics, wrote promotional copy, and secured online and offline promotion. Developed and presented business plans and product reviews.

- Produced Live Events with President Bill Clinton in St. Paul, Minnesota and Sen. Bill Bradley in Manchester, New Hampshire. Other notable guests included Britney Spears, 'N SYNC, U2, Eric Clapton, Leonardo DiCaprio, Ben Affleck, Garth Brooks, Don Henley, Elvis Costello, Jon Stewart, and Bob Costas.

Other Experience

- KGO-TV, San Francisco – *Producer, Channel 7 News at 11*
- KCRA-TV, Sacramento – *Producer, Sunrise News*

Personal

- Currently serve as Board Member for Valley Humane Society in Pleasanton
- Ran for Pleasanton City Council in 2018
- Led eBay teams on Habitat for Humanity projects in China in 2014 and Brazil in 2012
- Led pro bono work for Campaign for Female Education in Zambia in 2007

Education

California State University, Sacramento
BA Government/Journalism

Social

www.linkedin.com/in/joestreng

Profile

Note: This application allows you to apply for multiple Boards, Commission and Committees; however, only one application can be submitted. Please ensure that your responses clearly address your interest, qualifications, and relevant experience for *each* Board, Commission or Committee you are applying to.

Julianne

First Name

Middle Initial

Ireta

Last Name

Email Address

Street Address

Suite or Apt

City

State

Postal Code

Mailing Address (if different than Resident Address above)

Primary Phone

Alternate Phone

Length of Residence in the City of Napa:

4 months

Length of Residence in the County of Napa:

20 years

Registered to vote in the City of Napa?

☒ Yes ☐ No

Employer

Job Title

Ethnicity *

☒ Prefer not to Answer

Interests & Experiences

Which Boards would you like to apply for?

Parks, Recreation and Trees Advisory Commission: Submitted

Question applies to Planning Commission, Cultural Heritage Commission

Some Commissions and Boards require specific seats to be designated as "Design Professionals". Are you applying as a Design Professional, which is defined as, "a person who demonstrates, to the satisfaction of the City Council, that he or she has professional experience (in the fields of architectural design, landscape architecture, urban planning, building, sustainability, or a related field) that is sufficient to assist the member in the effective evaluation of applications for development projects." ? If you have marked "YES", please provide details under "Relevant Experience" in this section. You may attach your resume below.

☒ Yes ☐ No

Question applies to Building and Fire Code Board of Appeals

3 of 5 Members MUST serve on the Disability Access Board of Appeals. Are you also applying to serve on the Disability Access Board of Appeals?

☒ Yes ☐ No

Question applies to Disability Access Board of Appeals

3 of 5 Members MUST serve on the Building & Fire Code Board of Appeals. Are you also applying to serve on the Building & Fire Code Board of Appeals?

☒ Yes ☐ No

Question applies to Disability Access Board of Appeals

2 of 5 Members MUST be part of the Disabled Community. Are you part of the Disabled Community?

☐ Yes ☒ No

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

Question applies to Parks, Recreation and Trees Advisory Commission

3 of the 7 voting members shall be a person who demonstrates experience in one of the following identified fields: urban planning, park planning, park operations, park maintenance, recreation programming, horticulture, or arboriculture. Are you applying as one of these members?

☐ Yes ☒ No

Upload a Resume

Community Service Experience:

AC Atletico FC - Board Member - March 2016-May 2024

Education:

The Art Institute of California- San Francisco Bachelor of Science Architecture and Design
Graduated December 2010

Other relevant experience or expertise:

10+ years of retail/customer service, which includes interactions with a diverse population of people, cultures, and languages. Serving on the board for the soccer program, we also worked with a vast range of the local communities. For my degree, we had to learn building codes and ADA regulations. Also, my son and I have become a part of a bicycle club out of Santa Rosa, that orchestrates rides open to the public and club members are responsible for keeping riders safe as we move through town to the designated destination. I am also fluent in Spanish. I feel like I have a lot to offer.

Additional Questions

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

The Bicycle and Pedestrian Advisory Commission is advisory to City Council and to the City's Public Works Department on matters regarding bicycle transportation and pedestrian issues. The Building and Fire Code Board of Appeals is the "local appeals board" for the City of Napa regarding issues related to building and fire codes. The Disability Access Board of Appeals is the "local appeals board" for the City of Napa for persons aggrieved by a determination made by the Chief Building Official or Fire Code Official in administering or enforcing the requirements under the Napa Municipal Code or the California Health and Safety Code Section 19955, et seq. regarding "public accommodations or facilities". The Parks, Recreation and Tree Advisory Commission is advisory to City Council and the Parks and Recreation Services Director on matters affecting the acquisition, development and maintenance of parks within the city; public recreation; cultural activities of public interest; matters affecting development of privately and publicly landscaped areas within the city; and matters related to trees, tree preservation and arboriculture, including the review of city tree ordinances, policies and programs. The Planning Commission is advisory to the City Council on matters related to land use and planning, particularly related to amendments to the City's General Plan policies and Zoning Ordinance. The Planning Commission is the decision-making body for specified land use actions, including conditional use permits and design review permits. The Public Art Steering Committee is advisory to the City Council and to city staff regarding public art proposals funded through in-lieu contributions, and other responsibilities such as reviewing the Public Art Master Plan for potential updates.

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

no idea how many. too many from in person, to zoom, to over the phone

What duties of this board are most interesting to you?

What interests me the most about these boards is the opportunity to use the skills and knowledge I've gained not only through my education, but live experience that has brought me to the point I am at today, not just in life, but who I am as a person. Also potentially helping people and the community would make me happy.

What activities of this board are least interesting to you?

To be honest, there isn't really anything that I feel is uninteresting.

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

For the Bicycle Board, I'd love for Napa to have something similar to what we do in Santa Rosa, (Taco Tuesday ride, this past Tuesday we had over 490 riders). For the Planning Commission/Parks & Rec Board, I'd love to make Napa more green. I've seen a ridiculous amount of trees cut down lately, but no replacements.

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

Bicycle- basically a copy and paste approach from Santa Rosa to Napa. It's a great way to get people in the community to come together and also promotes health and wellness. There are some current activities along these lines that need to be supported and expanded.

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

No

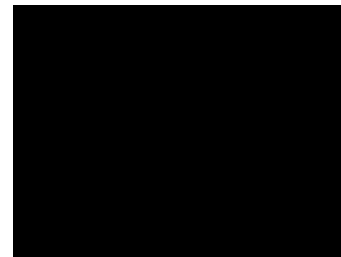
Please list two local references and their phone numbers:

How did you learn of this vacancy?

☒ Other

Julie Ireta

Highly motivated and adaptable, a diverse range of skills, and a Bachelor's of Science degree in Architecture/Interior Design from The Art Institute of California- San Francisco. Seeking an exciting opportunity where I can utilize my strong creative and problem-solving skills to contribute to a dynamic team.



EXPERIENCE

IHSS, American Canyon, CA — Caregiver

Apr 2017 - PRESENT

Medication Management and Administration, First Aid, CPR, Patient Communication, Meal Preparation, Mobility Assistance, Observation, Empathy, Time Management, Problem-Solving, Active Listening, Advocacy, Hoyer Lift Operation, Joey Feeding Tube System, Personal Care (for persons confined to a bed), Empathy, Patience, Observation, Attention to Detail, Adaptability, Companionship, Transportation, Housekeeping, Laundry, Errands.

AC Atlético FC, American Canyon, CA — Board Member

Mar 2016 - MONTH 2024

Team Management, Minutes, Event Planning, Event Management, Collaborative Problem Solving, Nonprofit Organization, Logo Design, Youth Mentoring, Team Coordination, Cash Handling, Customer Experience, Customer Retention, Customer Service, Fostering Inclusivity, Interpersonal Skills, Product Promotion, Food Preparation & Sales, Fundraising

Urban Dynasty Music Group, American Canyon, CA — Co-owner/Graphic Designer

Jan 2016 - Apr 2021

Album Cover Design, Song Cover Design, Social Media Posts, Lighting Design, Sound Booth Design, Studio Design, Photography, Directing, Video Editing, Premiere Pro, LightRoom, Building Codes, Appointment Scheduling, Set Design, Makeup, Wardrobe, Product Promotion, Image Editing, Project Coordination, Customer Service, Research, Video Production

Paul Kelley Architect, Napa, CA — Junior Designer

Mar 2013 - Aug 2013

Detail Drawings, Product research, Specifications, Building Codes, AutoCad, Time Management, Project Collaboration, Inspiration Board

SKILLS

AutoCAD

PhotoShop

Illustrator

LightRoom

InDesign

Premier Pro

Word

Excel

Powerpoint

Graphic Design

Spaceplanning

Research

Customer Service

Mentoring

Mental Health

Accountability

Advocacy

Adaptability

Multitasking

Organization

Management

Logistics

Project Planning

Typing

H frank, Sonoma, CA— Sales Associate/Designer

Jul 2012 - Jan 2013

Excellent Customer Service, Design Consulting, Inventory, Key Holder, Merchandising, Stock, Display Design, Custom Orders, Customer Service, Cash Handling, POS System

AWARDS

First Aid/CPR Certified

Macy's, Corte Madera, CA — Sales Associate

Jul 2002 - Apr 2005

Outstanding Customer Service, Increased Sales, Customer Retention, Product Promotion, Product Knowledge, Inventory, Merchandising, Stock, Display Design, Special Orders

LANGUAGES

Spanish- Read, Write, Speak

EDUCATION

The Art Institute of California, San Francisco — Bachelor of Science in Architecture and Design

Oct 2004 - Dec 2010

Space Planning, Architectural Drafting, Sketching, Perspective Drawing, Building Codes & Regulations, Materials & Specifications, Design Programming, Construction Document & Details, Interior Detailing, Architectural Detailing, Computer Camera & Lighting Techniques, Computer 3D Modeling & Animation, Residential Design (Traditional & Contemporary), Commercial/Hospitality Design, Corporate Design, Sustainable Design, Institutional Design, Retail Design, Lighting Design, Retail Design, Environmental Design, Thesis Design, Presentation Design, Portfolio Design, Website Design, Business & Marketing Materials Design

Redwood High School, Larkspur, CA — HS Diploma

Aug 2001 - Jun 2002

North Pulaski High School, Little Rock, AR

Aug 2000 - Jun 2001

Lajes High School, Lajes AFB, Terceira, Azores

Aug 1998 - Jun 2000

PROJECTS

Fiesta Latina — Retail & Cultural Center

Site Visits, Construction Drawings, Elevations, Sections, Roof Plan, Floor Plans, Materials, Details, Research, Presentations, Building Codes, Lighting

Junction 29 — Fundraising

Planning, Managing, Organizing, Food Safety, Cash Handling, Advertising, Customer Service, Event Promotion, Logistics, Supervising

Profile

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KIMBERLY

First Name

Middle Initial

BALKOSKI

Last Name

Email Address

Street Address

Suite or Apt

City

State

Postal Code

Mailing Address (if different than Resident Address above)

Primary Phone

Alternate Phone

Length of Residence in the City of Napa:

7 years

Length of Residence in the County of Napa:

7 years

Registered to vote in the City of Napa?

☒ Yes ☐ No

retired

Employer

Job Title

Ethnicity *

☒ Caucasian/Non-Hispanic

Interests & Experiences

Which Boards would you like to apply for?

Parks, Recreation and Trees Advisory Commission: Submitted

Question applies to Parks, Recreation and Trees Advisory Commission

3 of the 7 voting members shall be a person who demonstrates experience in one of the following identified fields: urban planning, park planning, park operations, park maintenance, recreation programming, horticulture, or arboriculture. Are you applying as one of these members?

☒ Yes ☐ No

Upload a Resume

Community Service Experience:

Lycee Francais - Trustee SF Botanical Gardens- docent

Education:

See resume

Other relevant experience or expertise:

See resume

Additional Questions

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

To promote and support the evolving mission/vision of Napa's commitment to trees and parks

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

no

What duties of this board are most interesting to you?

Evaluating findings on the recently completed tree inventory and investigating ways to promote city goals on mitigating climate change; beautification Promoting responsiveness to community/stakeholder interests in street tree plantings, park improvements

What activities of this board are least interesting to you?

NA

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

Coordination with Public Works on appropriate plantings

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

Emphasizing outreach to community

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:

How did you learn of this vacancy?

☒ Internet

Kim BALKOSKI



Skills

Communication and outreach skills, administration, finance, planning, and managing

Experience

2015-2021

Board of Directors, Lycee Francais de San Francisco

- Chaired Real Estate Committee, coordinating with contractors, architects, landscapers, and others on intermediate and long term plans for maintenance, improvement, and grant qualifications
- Chaired Human Resources committee
- Sourced grants relating to green campus
- Coordinated with insurance broker on big-picture risk mitigation program

2016-17

Notre Dame des Victoires – *Math Teacher*

- Taught 5-8 grade math
- Coached math competitions
- Sponsored math club

2008-16

Lycee Francais de San Francisco–*Math and English Teacher*

- Taught 6-8 grade math and 6-7 grade English
- Elected Board Employee rep for two years

1978-1991

Chemical Bank and Fleet National Bank

- Completed management training program (1978-79)
- Served as commercial lending officer with final title of Senior Vice President

Education

1998-9

San Francisco State – *Certificate program for Middle School Teaching*

1979-1984

NYU Stern School of Business – *MBA- all credits completed in degree program*

1979-1984

Smith College– *BA Degree with major in English and minor in Economics*

References:

Ann Brown, Napa (a friend and neighbor)

Robin Stewart, Napa (a friend and neighbor)

Robin Rafael. Napa (coordinator of literacy coach program at Napa Library)

Profile

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Marian

Glynn

First Name

Middle Initial

Last Name

Email Address

Street Address

Suite or Apt

City

State

Postal Code

Mailing Address (if different than Resident Address above)

Primary Phone

Alternate Phone

Length of Residence in the City of Napa:

17 years

Length of Residence in the County of Napa:

17 years

Registered to vote in the City of Napa?

☒ Yes ☐ No

Employer

Job Title

Ethnicity *

☒ Caucasian/Non-Hispanic

Interests & Experiences

Which Boards would you like to apply for?

Parks, Recreation and Trees Advisory Commission: Submitted

Question applies to Parks, Recreation and Trees Advisory Commission

3 of the 7 voting members shall be a person who demonstrates experience in one of the following identified fields: urban planning, park planning, park operations, park maintenance, recreation programming, horticulture, or arboriculture. Are you applying as one of these members?

☐ Yes ☒ No

Upload a Resume

Community Service Experience:

Sunday school teacher

Education:

I earned a Bachelor of Science in Biology and a Doctorate of Philosophy in Pharmacology and Toxicology.

Other relevant experience or expertise:

Horticulture and arboriculture are personal interests, although I have not pursued formal professional accreditation in either field.

Additional Questions

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

My understanding is the board operates in an advisory capacity to City Council and the Parks and Recreation Services Director and as the authorized decision-making body for appeals of decisions regarding planting/removal of city trees and the consideration of permits and appeals for activities affecting significant/protected trees.

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 am most interested in contributing the conversation regarding development and maintenance of parks within the city; public recreation; and matters affecting development of privately and publicly landscaped areas within the city.

What activities of this board are least interesting to you?

I am least interested in discussion of appeals of decisions.

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

I would love to help educate property owners on the care of their Street Trees, mostly those located between the sidewalk and street. So many property owners let the trees desiccate, sunburn, or die of disease when few, simple actions of potential lower cost than tree removal could be taken to preserve the trees and provide desirable beauty, shade, and bird habitat for communities.

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

I would review the existing materials which communicate to property owners about Street Trees and identify if the content may be strengthened by augmentation or redevelopment or if a change in the mechanism or frequency of communication could improve information uptake which may translate to actionable change.

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:

How did you learn of this vacancy?

☒ Internet

Profile

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Clay

First Name

D

Middle Initial

Newton

Last Name

Email Address

Street Address

Suite or Apt

City

State

Postal Code

Mailing Address (if different than Resident Address above)

Primary Phone

Alternate Phone

Length of Residence in the City of Napa:

18 years

Length of Residence in the County of Napa:

22 years

Registered to vote in the City of Napa?

☒ Yes ☐ No

Good Things Done Right

Employer

Partner/Digital Lead

Job Title

Ethnicity *

☒ Caucasian/Non-Hispanic

Interests & Experiences

Which Boards would you like to apply for?

Parks, Recreation and Trees Advisory Commission: 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

Question applies to Parks, Recreation and Trees Advisory Commission

3 of the 7 voting members shall be a person who demonstrates experience in one of the following identified fields: urban planning, park planning, park operations, park maintenance, recreation programming, horticulture, or arboriculture. Are you applying as one of these members?

☒ Yes ☐ No

Upload a Resume

Community Service Experience:

The Watershed Project, Volunteer, 1998-2003 Richmond Art Center, Volunteer, 2000-2003 Shoes that Fit, Volunteer, 2000-2004 Richmond Garden Club, Co-founder, 2000-2005

Education:

Napa High School, Diploma, 1992 Napa Valley College, IGETC, 1995 UC Davis, Bachelors of Studio Art, 1998

Other relevant experience or expertise:

I spent many years as a professional gardener for both The French Laundry and the Trefethen family estate, where I developed a deep understanding of agriculture, land stewardship, and the operational demands of world-class hospitality. This experience grounded me in the Napa Valley community and gave me a practical appreciation for the connection between environment, craft, and culture. I have also been a practicing artist for decades, working in ceramics, painting, and media arts. My creative practice has informed my ability to approach challenges with imagination, patience, and discipline, and has connected me to Napa's vibrant arts community. Professionally, I am a design director with 25 years of cross-industry leadership experience, guiding teams at organizations such as Bank of America, Expedia, Walmart Labs, and apree health. My expertise spans product design, user research, design operations, and digital marketing. I have built and scaled design systems, led cross-functional initiatives, and driven measurable outcomes such as increased revenue, engagement, and customer satisfaction. Today, I run a digital design consultancy in Napa, partnering with local businesses and cultural organizations to strengthen their community presence and growth.

Additional Questions

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

Public Art Steering Committee From what I understand, this committee helps guide the City Council and city staff on decisions about public art. That includes reviewing proposals that come through in-lieu contributions and weighing in on the city's Public Art Master Plan when updates are needed. At its core, the role is about making sure the art we bring into public spaces reflects the character of the community and adds to the cultural life of the city. Parks, Recreation and Trees Advisory Commission This commission advises both City Council and the Parks and Recreation Services Director on how the city develops, maintains, and improves parks, recreation programs, and cultural activities. It also plays an important part in shaping policies related to trees and landscaped areas, both public and private. Beyond advising, the commission has decision-making responsibility in certain cases, like appeals around planting or removing city trees, or permits involving significant and protected trees. To me, this role is about stewardship... making thoughtful decisions that balance community use, natural resources, and long-term sustainability.

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

No

What duties of this board are most interesting to you?

Public Art Steering Committee What interests me most is the chance to help shape how art shows up in public spaces. I like the idea of reviewing proposals and thinking about how they connect to the character of the community. I'm also drawn to the responsibility of keeping the Public Art Master Plan relevant over time, making sure it continues to reflect the city's values and aspirations. Parks, Recreation and Trees Advisory Commission The part that interests me most is the mix of stewardship and long-term planning. I care a lot about how parks and public spaces are designed and maintained, and I'm equally interested in how tree policies and preservation efforts shape the future of the city. The commission's role in appeals and tree-related decisions also stands out to me, because it balances practical needs with protecting the natural environment, something I've always cared about.

What activities of this board are least interesting to you?

Public Art Steering Committee There aren't duties I'd call uninteresting, but the more administrative parts of reviewing process details or funding mechanics are less engaging to me than the creative side. I'm most energized by discussions about vision, community impact, and how art can shape public space. Parks, Recreation and Trees Advisory Commission For me, the least interesting pieces are the procedural aspects... things like handling appeals or working through technical ordinance details. I see the value in that work and would take it seriously, but what excites me more is the bigger-picture role of helping guide how parks, recreation, and trees contribute to the community's quality of life.

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

Public Art Steering Committee I'd love to see more opportunities for local artists to be represented in public spaces, with a real focus on diversity of voices, styles, and mediums. Public art shouldn't just be concentrated downtown or in parks... it could be spread throughout neighborhoods, along trails, and in unexpected places where it can surprise and inspire people in their daily lives. Parks, Recreation and Trees Advisory Commission I'm a strong believer in the ecological and cultural value of native plants, and I'd like to see them included more intentionally in city projects and landscapes. I'm also excited by the progress being made on bike trails, and I'd love to see more public spaces designed to connect those trails with pedestrian pathways. It's a way to create healthier, more accessible, and more sustainable connections across the community.

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

Public Art Steering Committee I'd approach improving public art programs by listening first-gathering input from a broader range of community members, especially voices that don't always show up in public forums. My background in user experience research has taught me how to design ways for people to share honest feedback, whether through workshops, interviews, or simple surveys. I'd use those skills to make public comment more accessible and to translate what we hear into clear priorities for new projects. That way, the art we bring into Napa reflects the diversity of people who live here. Parks, Recreation and Trees Advisory Commission For parks and tree programs, I'd take a similar approach: using research and engagement tools to hear directly from residents about how they use public spaces, what they value most, and where they see gaps. My experience leading cross-functional design work has shown me how to turn community input into practical, actionable plans. I'd focus on creating opportunities for people to weigh in beyond the usual public meetings, making engagement more inclusive and helping the commission ground its decisions in real community needs.

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:

How did you learn of this vacancy?

☒ Internet

Clay Newton



Visionary Design Leader | Driving Innovation & Growth Through User-Centered Design

Strategic and results-oriented design executive with a proven track record of leading high-performing teams and delivering exceptional user experiences that drive business impact. Expertise in developing and implementing design strategies, building scalable design systems, and fostering a culture of innovation. Passionate about transforming design visions into tangible, market-leading products.

Skills

- **Design Leadership:** Team Leadership & Mentoring, Design Vision & Strategy, Design System Implementation, Cross-Functional Collaboration, Stakeholder Management, Budget Management, Vendor Management
- **UX/UI Design:** User Research, Interaction Design, Information Architecture, Wireframing & Prototyping, Usability Testing, Visual Design, Design Thinking, Agile Methodologies
- **Strategic & Analytical:** Market Analysis, Competitive Analysis, Data Analysis, Product Strategy, Roadmapping, KPI Definition & Tracking, A/B Testing, Conversion Optimization

Professional Experience

Confidential, San Francisco, CA

Sr. Design Director | 2024 – Present

- Led a team of 20+ product designers, UX researchers, content strategists, and product managers, driving a **40% improvement in product usability scores** and **reducing time-to-market for new features by 25%**, resulting in an estimated **\$500K in cost savings** annually.
- Championed a unified design and development process, **increasing stakeholder alignment by 50%** and **accelerating project delivery by 20%**, leading to a **15% reduction in project management overhead**.

- Guided the team in crafting user-centered product roadmaps that led to a **35% increase in user retention** and a **15% year-over-year growth in active customer accounts**, directly contributing to a **10% increase in annual revenue**.
- Established scalable design systems and research frameworks, **reducing design iteration time by 30%** and ensuring brand consistency across 10+ product initiatives, resulting in a **20% reduction in design-related errors**.

Good Things Done Right, Napa, CA

Consulting Digital Design Lead | 2024 – Present

- Spearheaded a comprehensive redesign of client platforms, **increasing user engagement metrics by 35%** and **reducing bounce rates by 20%** across all accounts, resulting in an average **20% increase in leads generated**.
- Directed the development and optimization of five client websites, achieving a **40% average increase in mobile responsiveness scores** and a **25% boost in conversion rates**, leading to a **15% increase in sales**.
- Developed and executed tailored content strategies for diverse campaigns, leading to a **30% uplift in customer retention rates** and **doubling email click-through rates year-over-year**, resulting in a **10% reduction in customer acquisition costs**.
- Managed a \$250K annual advertising budget across five accounts, delivering a **4x ROI** and **reducing cost-per-click by 18%** through targeted ad placements and continuous optimization.

apree health, San Francisco, CA

Sr. Director of Design | 2019 – 2024

- Built and mentored a high-performing design team of 10, fostering a collaborative environment that resulted in a **100% employee retention rate** and **2 promotions within 3 years**.
- Supervised the design team, guiding strategy formulation and implementation for effective design outcomes, with a **100% retention rate for 4 consecutive years** across the Design org..
- Integrated state-of-the-art design concepts and tools, enhancing the organization's design capabilities and **reducing time to market of initiatives by 15%**.

- Led product strategy initiatives, aligning design objectives with market trends and user needs to drive innovation and **growth of the business by 30%**, resulting in **\$>6M in new revenue annualized**.
- Implemented a Strategic Design Process to generate and validate new business initiatives, enhancing profit models and increasing core offerings' stickiness.

Expedia, San Francisco, CA

Director of UX, User Research & Content Strategy | 2014 – 2018

- Directed the user experience design process, providing guidance and leadership to a team of UX designers, researchers, and content strategists.
- Led the development of a new product strategy, integrating user research insights to create a roadmap that **increased user engagement and satisfaction by 75%**, creating three new business concepts that drove a **75% improvement in customer satisfaction**.
- Drove strategic initiatives that resulted in a **15% increase in user retention** and a **10% improvement in conversion rates**.
- Empowered the design team to lead core business innovation by establishing an iterative innovation cycle, facilitating the swift generation and testing of strategies, and scaling new offerings.

Walmart Labs, Sunnyvale, CA

Sr. UX Architect | 2013 – 2014

- Led design and architecture of user experiences for digital products.
- Conducted collaborative design thinking sessions and workshops to extract valuable insights from cross-functional teams.
- Embraced an iterative design process, refining and enhancing designs based on user testing results and stakeholder feedback.

Education

Bachelor of Studio Arts | UC Davis, Davis, CA

Profile

Note: This application allows you to apply for multiple Boards, Commission and Committees; however, only one application can be submitted. Please ensure that your responses clearly address your interest, qualifications, and relevant experience for *each* Board, Commission or Committee you are applying to.

Brendan

First Name

Baker

Last Name

Middle
Initial

Email Address

Street Address

City

Suite or Apt

State

Postal Code

Mailing Address (if different than Resident Address above)

Primary Phone

Alternate Phone

Length of Residence in the City of Napa:

41 Years

Length of Residence in the County of Napa:

41 Years

Registered to vote in the City of Napa?☒ Yes ☐ No**Napa Nuts**

Employer

Assistant General Manager

Job Title

Ethnicity *☒ Prefer not to Answer

Interests & Experiences**Which Boards would you like to apply for?**

Parks, Recreation and Trees Advisory Commission: Submitted

Question applies to Parks, Recreation and Trees Advisory Commission

3 of the 7 voting members shall be a person who demonstrates experience in one of the following identified fields: urban planning, park planning, park operations, park maintenance, recreation programming, horticulture, or arboriculture. Are you applying as one of these members?

☐ Yes ☒ No

Upload a Resume

Community Service Experience:

Served on Napa County Grand Jury, 2018-2019 St. John's Men's Club Volunteer, 1998-2020

Education:

UC Davis, BA International Relations, minor History, May 2008

Other relevant experience or expertise:

Additional Questions

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

Bicycle and Pedestrian Advisory Commission: The role and responsibility is to listen to public commentary and work with experts, both on the commission and outside the commission, to analyze current and future plans from a variety of backgrounds that may not be present at the administration level of the City of Napa. The commission will submit advisory findings to better help steer and guide the City of Napa in its allocation of funding, resolution of issues, and future vision as it pertains to bikability and walkability and traffic safety concerning those two issues. Parks, Recreation and Trees Advisory Commission: The role and responsibility is to listen to public commentary and work with experts, both on the commission and outside the commission, to analyze current and future plans from a variety of backgrounds that may not be present at the administration level of the City of Napa. The commission will also have oversight as a decision makers in the appeals process and will work with the City of Napa's vision and plan for trees on public and private land and the ordinances that impact them.

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

1

What duties of this board are most interesting to you?

Bicycle and Pedestrian Advisory Commission: working to make Napa more walkable and bike friendly, particularly along its main arteries which, quite frankly, are the most unpleasant in the Valley. Parks, Recreation and Trees Advisory Commission: working to make Napa more efficient with its handling of trees and programs that impact them as well as working to increase the overall number of trees planted in the city each year.

What activities of this board are least interesting to you?

Bicycle and Pedestrian Advisory Commission: working towards a goal that becomes mired and bogged down and never develops into something truly impactful, meaningful, and long lasting. Parks, Recreation and Trees Advisory Commission: working towards a goal that becomes mired and bogged down and never develops into something truly impactful, meaningful, and long lasting.

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

Bicycle and Pedestrian Advisory Commission: main arteries being made more walking and biking friendly, increase of shade along paths. Parks, Recreation and Trees Advisory Commission: increase of shade trees being planted, delay time from removal of trees to planting of new trees being dramatically improved instead of taking more than a 18 months.

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

For both commissions: working hard to develop an approachable, realistic plan that relies on cooperation and unity among several different entities to work towards a well defined goal with measurable checkpoints and achievements along the way.

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:

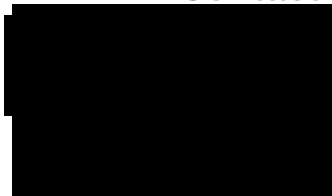
How did you learn of this vacancy?

☒ Internet

Brendan Baker

Assistant General Manager

Contact



Education

University of California, Davis
Davis, CA
BA in International Relations,
Minor in History
2008

Key Skills

Clerical Accounting
Communication
Customer Service
Inventory Management
Problem-solving
Project Management

Objective

As an assistant general manager, my primary objective is to support the functioning of multiple business operations including managing staff, coordinating operations, and ensuring exceptional customer service. I aim to create an efficient, positive, and productive work environment by communicating clearly, setting specific goals, and maintaining a high standard of excellence.

Experience

AUGUST 2013 - PRESENT

Assistant General Manager | Napa Nuts

AUGUST 2011 - MAY 2012

Warehouse Manager | Dean & DeLuca

SEPTEMBER 2003 - MAY 2011

Assistant Foreman | Silverado Trail Wine Studio

Overseeing daily operations, managing staff, ensuring compliance with HACCP practices, and providing exceptional customer service. Also responsible for analyzing data, identifying areas for improvement, and working with a team to ensure quality in all aspects of the business.

Communication

Communicate daily with clients and vendors to process orders and schedule deliveries as well as onboard new clients.

Leadership

Successfully lead teams and communicate interdepartmentally daily to accomplish tasks in an ever changing environment.

References

Available upon request.