

**TOWN OF SAN ANSELMO
STAFF REPORT
June 24, 2008**

For the Meeting of June 24, 2008

TO: Town Council
FROM: Debra Stutsman, Town Manager
SUBJECT: Appointments to the Planning Commission

RECOMMENDATION

That Council appoint one member to the Planning Commission.

DISCUSSION

The Planning Commission has a membership of 7 seats. The Commission has one (1) vacancy expiring August, 2010. Council has interviewed Thomas Levine, Mathew Brasler, William Marcus, Kevin Donahue and Michael Brown for this position. Their applications are attached herewith.

The status report on current openings on Town Boards/Commissions/Committees is attached.

Respectfully submitted,

Debra Stutsman
Debra Stutsman, Town Manager

Attachment:

**TOWN OF SAN ANSELMO
BOARDS/COMMITTEES/COMMISSIONS
STATUS REPORT
As of 06/19/08**

Board,Committee, Commission (total seats)	Seats Vacant	Applicants	Date Interviewed
Arts Commission <i>9 seats</i> <i>Doug Long</i>	4		
Board of Review <i>5 seats</i>			
Historical Commission <i>15 seats</i> <i>Sara Loyster</i>	2		
Library Advisory Board <i>7 seats</i> <i>Sara Loyster</i>	5		
Marin Commission On Aging 1 seat	1		
Marin County Hazardous & Solid Waste Authority <i>1 seat</i>			
Measure G Monitoring Committee <i>6 seats</i> <i>Rabi Elias</i>	1		
Mosquito Abatement District <i>1 seats</i>			
Open Space Comm <i>11 seats</i>			
Parks & Recreation Commission <i>7 seats</i> <i>Douglass Long</i>			
Planning Commission <i>7 seats</i> <i>Lisa Wight</i>	1	Thomas Levine William Marcus Michael Brown Kevin Donahue Mathew Brasler	6/10/08 6/10/08 6/10/08 6/10/08 6/10/08
Quality of Life <i>7 seats</i> <i>Debbie Stutsman</i>			
Ross Valley Paramedic Authority <i>1 seat</i> <i>Roger Meagor</i>			
Tax equity Board <i>3 seats</i>			
Volunteer Advisory Board <i>7 seats</i>			

- * Incumbent
- ** Waiting for interview



TOWN OF SAN ANSELMO

525 San Anselmo Avenue, San Anselmo, CA 94960

APPLICATION FOR APPOINTMENT TO A SAN ANSELMO BOARD/COMMISSION/COMMITTEE

To: San Anselmo Town Council

Date: 9/12/07

I wish to apply for an appointment to a term/balance of term on the

PLANNING COMMISSION

Incumbent

New member

Name: THOMAS LEVINE Home Address: 115 SUNNYSIDE AVE SA

Occupation: ARCHITECTURAL DESIGNER / BUILDING CONTRACTOR Employer's Address: SAME

Home Phone: (415) 459-1466 Work Phone: (415) 722-7221 Fax: _____ E-Mail: tlevine@sbcglobal.net

Number of years a resident of San Anselmo: 6.5 In Marin: 6.5

Education Level achieved:

- ____ Graduate Degree (Major: _____)
- College or University Degree (Major: ARCHITECTURE / ALTERNATIVE ENERGY)
- ____ Some College
- ____ High School Diploma
- ____ Other (Explain: SEE ATTACHED RESUME)

Names and phone numbers of San Anselmo residents who can be contacted for referral information about me:

1. ELIZABETH McGRADY 455-0855
2. JERRY AND NANCY POMPILI 454-8328
3. MARK AND SHEILA KELLEY 460-5468

	<u>YES</u>	<u>NO</u>
____ I would be able to regularly attend the meetings of this Board/Commission/Committee.	<input checked="" type="checkbox"/>	_____
____ I would be available to attend additional meetings when they are necessary.	<input checked="" type="checkbox"/>	_____
____ I am familiar with the responsibilities and functions of this Board/Commission/Committee.	<input checked="" type="checkbox"/>	_____
____ I have attended meetings of this Board/Commission/Committee as a member of the public.	<input checked="" type="checkbox"/>	_____

Thomas Levine Planning Pg 2.

List briefly, previous experience serving in public office, and/or on civic commissions, boards, or committees:

1. SAN ANSELMO PRESCHOOL BOARD OF DIRECTORS 9/06 - 9/08
2. SAINT MARK'S SCHOOL AUCTION CO-CHAIR 9/07 - 4/08 - EARNED RECORD \$315,000 FOR ANNUAL FUNDRAISER DESPITE ECONOMIC DOWNTURN
3. VOLUNTEER FACILITATOR - TOWN OF SAN ANSELMO DOWNTOWN DEVELOPMENT WORKSHOP
4. CHRISTMAS IN APRIL (NOW REBUILDING TOGETHER) HUSBAND CAPTAIN 2001, 2002

Reasons for this appointment:

I WOULD LIKE TO SERVE THE COMMUNITY TO BETTER THE RESULTS OF THE PLANNING COMMISSION. I FEEL MY SKILLS ARE WELL SUITED FOR THE COMMISSION.

What are your qualifications for this appointment:

1. ARCHITECTURE DEGREE - 1982
2. DESIGN/BUILDER SINCE 1985
3. TRAINED MEDIATOR - CENTER FOR MEDIATION - MUC VALLEY - 1999
4. APPEARED BEFORE COMMISSIONS IN 6 OTHER CITIES.

Briefly, what do you consider to be the most important, one or two current issues facing this Board/Commission/Committee?

1. ADAPTATION OF NEW FAR FLATLANDS REQUIREMENTS
2. DOWNTOWN REDEVELOPMENT PLAN AND ECONOMIC GROWTH

I understand that I, and all other applicants, will be personally interviewed by the Town Council as part of the selection process for this appointment.

Thomas Levine
Signature

6/10/08
Date

Other Boards, Commissions, or Committees on which you would be interested in serving if not appointed to this seat?

NONE

Do you wish to be considered again if you are not selected for this appointment? Yes No

I WOULD LIKE TO BE CONSIDERED FOR ANOTHER OPPORTUNITY, IF ANY.

(You may attach personal resumes or other information which you believe would be helpful to the Council in its selection process.)

Thank you for your interest in serving the Town of San Anselmo and its citizens.

For further information, please contact Jeannie Courteau, Administrative Services Assistant I at (415)258-4691.

Revised 6/1/08

RECEIVED
JUN 11 2008
Town of San Anselmo

Thomas D. Levine
115 Sunnyside Ave.
San Anselmo, CA 94960
Phone: 415-722-7221
tlevine@sbcglobal.net

OBJECTIVE:

To serve my community by utilizing my experience in architectural design, construction and property development.

EXPERIENCE:

March 1985
to
Present

Levine Design and Construction **San Anselmo and Berkeley, CA**
Architectural Designer/General Building Contractor

I started my design and construction firm upon graduation from Architecture School. I have completed projects ranging from small remodels, both commercial and residential, to multi-family developments. I offer my clients management of their projects from concept through completion including; design, complex permitting issues, construction, project management and maintenance. I have developed residential and live-work properties. I have completed and sold twenty four units, including starter homes, loft style condominiums and luxury residences.

September 2006
to
Present

San Anselmo Preschool Board of Directors **San Anselmo, CA**
Board Member

I am presently serving a two-year term as a non-profit board member for the San Anselmo Preschool and Afterschool Program. My responsibilities include budget overview, personnel decisions, investment/endowment management, scholarship and diversity decisions, advertising and fundraising.

November 1978
to
April 1979

Aspen Ski Corporation-Aspen Highlands **Aspen, CO**
Ski Instructor

I worked as a full-time ski instructor for one season. My strength became my ability, as a nineteen year old, to entertain and improve the skiing abilities of my adult corporate group clients. I was rated by my ability to retain my intermediate to advanced level skiers for the entire week, and was always in the top 5% of the instructors. I was part ski instructor, part concierge, part comedian and if needed, part apre ski guide.

EDUCATION:

1982

Univ. Of California, Berkeley **Berkeley, CA**
Bachelor of Arts, Architecture and Alternative Energy

INTERESTS:

Skiing, mountain biking, golf, water sports, cooking, politics and family life.

KEYWORD SUMMARY:

I have represented myself and clients before Planning Commissions in seven municipalities. I appreciate the difficulty and complexity of administering the applicable ordinances and regulations. I feel equally comfortable analyzing zoning and planning issues from a legal perspective as from the viewpoint of the design professional or homeowner. My experiences with the Town of San Anselmo Planning Commission and Town Council have be extremely fair, and I would like to utilize my experience and skill to serve my community.

October 16, 2007

San Anselmo Town Council
525 San Anselmo Avenue
San Anselmo, Ca 94960

Re: Letter of recommendation, Tom Levine, Planning Commission

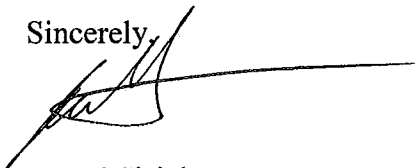
Dear Council Members:

I am writing to recommend Tom Levine for the Town's Planning Commission. I have known of Tom's professional and personal work in the community for about 5 years. I believe that the commission needs another design professional and Tom is an excellent choice.

Tom is a house designer and a builder. He has developed several projects in our community. He has also designed and built his own home. Tom knows our process through first hand experience. This experience will be a great benefit in our review of projects. I have been impressed by his articulate, thoughtful and complete presentations. As a commission member, I believe he will be an asset in reviewing and analyzing complex planning and building matters. Tom will do a great job when balancing conflicting issues before the commission.

Tom and his family are active members of the community, and appointing Tom to the Planning Commission will be a smart way to benefit from his energy, experience and commitment to the Town. He is ready to serve and I hope you will welcome him to the commission.

Sincerely,

A handwritten signature in black ink, appearing to read 'Pascal Sisich', with a long horizontal line extending to the right.

Pascal Sisich
59 Park Drive
San Anselmo, CA 94960



RECEIVED

MAY 06 2008

Town of San Anselmo

TOWN OF SAN ANSELMO

525 San Anselmo Avenue, San Anselmo, CA 94960

APPLICATION FOR APPOINTMENT TO A SAN ANSELMO BOARD/COMMISSION/COMMITTEE

To: San Anselmo Town Council

Date: 5/6/2008

I wish to apply for an appointment to a term/balance of term on the

Planning Commission Incumbent New member

Name: Matthew Brasler Home Address: 53 Berkeley Ave, SA

Occupation: real estate brokerage & investment (commercial) Employer's Address: 53 Berkeley Ave, SA

Home Phone: (415) 457.5297 Work Phone: (415) 271.5297 Fax: _____ E-Mail: mbraslere@gmail.com

Number of years a resident of San Anselmo: 5 In Marin: 5 March 2003

Education Level achieved:

- ____ Graduate Degree (Major: _____)
- College or University Degree (Major: Ag & Managerial Economics) UC Davis
- ____ Some College
- ____ High School Diploma
- ____ Other (Explain: _____)

Names and phone numbers of San Anselmo residents who can be contacted for referral information about me:

1. Doug Kelly, 415.256.1906, home San Anselmo Park & Rec Committee, neighbor & 5 year friend
2. Danielle Staude, 415.302.6520 cell, Mill Valley, 15 year friend Senior planner City of
3. Blake Rhodes, 415.485.6769 home, Director of Media Relations neighbor 34 years SF 010

	<u>YES</u>	<u>NO</u>
____ I would be able to regularly attend the meetings of this Board/Commission/Committee.	<u>X</u>	_____
____ I would be available to attend additional meetings when they are necessary.	<u>X</u>	_____
____ I am familiar with the responsibilities and functions of this Board/Commission/Committee.	<u>X</u>	_____
____ I have attended meetings of this Board/Commission/Committee as a member of the public.	<u>X</u>	_____

List briefly, previous experience serving in public office, and/or on civic commissions, boards, or committees:

Marin Athletic Foundation, member
Marin Humane Society, volunteer (2003-2004)

Reasons for seeking this appointment:

Passion for real estate, planning for my family's future in San Anselmo for many years to come

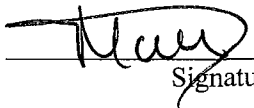
What are your qualifications for this appointment:

Extensive knowledge of planning & entitlement process as a principal investor. Ground up projects in San Francisco and Napa Counties. Ten years in the real estate commercial brokerage and development/investment.

Briefly, what do you consider to be the most important, one or two current issues facing this Board/Commission/Committee?

FAR, house sizes in San Anselmo
San Anselmo / Bolinas Road plan

I understand that I, and all other applicants, will be personally interviewed by the Town Council as part of the selection process for this appointment.


Signature

5/16/2008
Date

Other Boards, Commissions, Committees on which you would be interested in serving if not appointed to this seat?

unknown at this time

Do you wish to be considered again if you are not selected for this appointment? Yes

(You may attach personal resumes or other information which you believe would be helpful to the Council in its selection process.)

Thank you for your interest in serving the Town of San Anselmo and its citizens.
For further information please contact Joan Vermond, Administrative Services Assistant I, 258-4691

MATTHEW A. BRASLER

53 Berkeley Avenue, San Anselmo, CA 94960

Home: 415.457.5297

mbrasler@gmail.com

Cell: 415.271.5297

PROFESSIONAL EXPERIENCE

ZAPOLSKI + RUDD, LLC Napa, CA 08/2005 - Present
Director, West Coast

Zapolski + Rudd, LLC is a privately-owned, fully integrated real estate investment, development and management firm with a geographic emphasis on the East Coast and Northern California. Primary emphasis on Bay Area real estate investment for the private portfolio of the two principals.

- Directed acquisitions, dispositions, leasing, financing, entitlement, marketing and property management of the West Coast portfolio consisting of more than \$100MM in office, retail and residential properties throughout the Bay Area.
- Expert in Financial Analysis – Argus and Excel
- Structured operating, development and joint venture / partnership agreements - Analyzed varying partnership interests, waterfalls and preferred returns
- Negotiated private party, traditional and syndicated financing.
- Managed outside counsel, architects, engineers, contractors and vendors.
- Licensed Salesperson by the California Department of Real Estate, Lic #01260686

SELECTED Z+R PROJECTS

- Primary role in the acquisition and subsequent disposition of both 250 Brannan Street and 580 Market Street for substantial profits (San Francisco office product).
- Acquisition and management of 5095 Telegraph, Oakland (Temescal Plaza), a 40,000 square foot retail Shopping Center – Walgreens and Post Office anchored. Re-tenanted one-quarter of the Center with new, national retail tenants.
- Managed and leased 415 Jackson Street, San Francisco – Negotiated all renewals including 32,000 square foot office anchor tenant at above market rates.
- Developed 80,000 square foot Napa office condo project (Carnera)
- Entitled 40,000 square foot winery and warehouse (Napa Gateway Airport).

GVA WHITNEY CRESSMAN San Francisco, CA 09/1998 – 06/2005
Senior Advisor and Director of Market Research

GVA Whitney Cressman (now GVA Kidder Mathews) is a full service commercial real estate brokerage firm specializing in Downtown San Francisco real estate.

- Recognized as Top 5 Producer for years 2001, 2002, 2003, 2004 and 2005.
- Developed a deep understanding of, and relationships within, the San Francisco and North Bay marketplaces.
- Represented more than \$100MM in building sales, both Institutional and Owner-User Investments.
- Completed more than 500,000 square feet of office, retail and industrial leasing, representing Landlords and Tenants.

UNION BANK OF CALIFORNIA San Francisco, CA 10/1997 – 09/1998
Credit Analyst – Commercial Portfolio Administration

- Monitored and maintained a \$250MM portfolio of Ag and Real Estate loans.
- Performed underwriting and Bank-Risk analysis for Loan Committee review.
- Audited loan files and maintained Federal and Syndication compliance

EDUCATION

UNIVERSITY OF CALIFORNIA AT DAVIS Davis, California Graduation 06/97
Bachelors of Science, Managerial Economics

UC BERKELEY EXTENSION San Francisco, CA Certificate 12/98
Certificate Program in Marketing



TOWN OF SAN ANSELMO

525 San Anselmo Avenue, San Anselmo, CA 94960

APPLICATION FOR APPOINTMENT TO A SAN ANSELMO BOARD/COMMISSION/COMMITTEE

To: San Anselmo Town Council

Date: 10/18/07

I wish to apply for an appointment to a term/balance of term on the

PLANNING COMMISSION

Incumbent

New member

Name: WILLIAM MARCUS Home Address: 126 CRESCENT RD

Occupation: REALTOR, FIRST MARIN Employer's Address: 145 LOMITA, MILL VALLEY
717 7666 cell.

Home Phone: 747-8885 Work Phone: 380-4301 Fax: 388-6124 E-Mail: REALTORBILL @ COMCAST.NET

Number of years a resident of San Anselmo: 2 mos In Marin: 2 mos

Education Level achieved:

Graduate Degree (Major: INT'L BUSINESS)

College or University Degree (Major: _____)

Some College

High School Diploma

Other (Explain: _____)

Names and phone numbers of San Anselmo residents who can be contacted for referral information about me:

- CAMERON & CASSIDY SEARS 453-9344
- BRAD & TAMARA DRIAN 971-2131
- Kirsten & Faruq Alstn 459-8674

YES

NO

I would be able to regularly attend the meetings of this Board/Commission/Committee.

X

I would be available to attend additional meetings when they are necessary.

X

I am familiar with the responsibilities and functions of this Board/Commission/Committee.

X

I have attended meetings of this Board/Commission/Committee as a member of the public.

X

List briefly, previous experience serving in public office, and/or on civic commissions, boards, or committees:

SERVED ON NEIGHBORHOOD ASSOCIATION BOARD FOR 3-4 YRS, MEADOWLAKE FARMS SUB, BLOOMFIELD MICHIGAN

REFERRAL CONTACT
DANN WALTON (248) 855-1910
SUSAN ANDERSON (248) 737-9174

Reasons for seeking this appointment:

I HAVE ALWAYS BEEN INTERESTED IN HELPING MY HOMETOWN GROW/DEVELOP CAREFULLY, PROPERLY & THOUGHTFULLY. I EXPECT TO LIVE HERE IN SAN ANSELMO FOR A LONG TIME, AND I SEE THIS APPOINTMENT AS BOTH A PRODUCTIVE WAY TO CONTRIBUTE TO MY CITY'S WELL BEING AND A WAY TO HELP ENSURE THAT THE REASONS I MOVED HERE REMAIN RELEVANT & VITAL.

What are your qualifications for this appointment:

I HAVE BEEN ACTIVE IN REAL ESTATE FOR OVER A DECADE AS A REALTOR, AN INVESTOR, A LANDLORD & PROPERTY MANAGER. I AM NEITHER PRO NOR ANTI-DEVELOPMENT, AND I AM ABLE TO TAKE AN OBJECTIVE APPROACH TO THE ISSUES THAT THIS BOARD WILL SEE.

Briefly, what do you consider to be the most important, one or two current issues facing this Board/Commission/Committee?

- 1. MAINTAINING A HEALTHY, OCCUPIED DOWNTOWN BUSINESS DISTRICT
- 2. BALANCING THE RESIDENTIAL CONFLICT BETWEEN "OLD CHARACTER" & "BIGFOOT" HOUSING

I understand that I, and all other applicants, will be personally interviewed by the Town Council as part of the selection process for this appointment.


Signature

10/17/07
Date

Other Boards, Commissions, Committees on which you would be interested in serving if not appointed to this seat?

Do you wish to be considered again if you are not selected for this appointment? YES

(You may attach personal resumes or other information which you believe would be helpful to the Council in its selection process.)

Thank you for your interest in serving the Town of San Anselmo and its citizens.
For further information please contact Joan Vermond, Administrative Services Assistant I, 258-4691



TOWN OF SAN ANSELMO

525 San Anselmo Avenue, San Anselmo, CA 94960

APPLICATION FOR APPOINTMENT TO A SAN ANSELMO BOARD/COMMISSION/COMMITTEE

To: San Anselmo Town Council

Date: 2-11-08

I wish to apply for an appointment to a term/balance of term on the

PLANNING COMMISSION Incumbent New member

Name: KEVIN DONAHUE Home Address: 40 CORONADO DRIVE

Occupation: PUBLIC RELATIONS AND COMMUNICATIONS Employer's Address: 2884 SAND HILL ROAD
MENLO PARK, CA 94960

Home Phone: (415) 459-7534 Work Phone: (650) 234-6385 Fax: (415) 402-6968 E-Mail: Kevin.donahue@shi.com

Number of years a resident of San Anselmo: 3 In Marin: 12

Education Level achieved:

- Graduate Degree (Major: _____)
- College or University Degree (Major: COMMUNICATION STUDIES)
- Some College
- High School Diploma
- Other (Explain: _____)

Names and phone numbers of San Anselmo residents who can be contacted for referral information about me:

1. Kurt Haush - (415) 686-0410
2. Mark Menucci - (415) 453-2725
3. Pat Menucci - (415) 453-2725

	<u>YES</u>	<u>NO</u>
<input type="checkbox"/> I would be able to regularly attend the meetings of this Board/Commission/Committee.	<u>X</u>	_____
<input type="checkbox"/> I would be available to attend additional meetings when they are necessary.	<u>X</u>	_____
<input type="checkbox"/> I am familiar with the responsibilities and functions of this Board/Commission/Committee.	<u>X</u>	_____
<input type="checkbox"/> I have attended meetings of this Board/Commission/Committee as a member of the public.	_____	<u>X</u>

List briefly, previous experience serving in public office, and/or on civic commissions, boards, or committees:

My only previous related experience was serving on the Marketing and Membership Committee for Big Brothers Big Sisters of Marin County (which has since merged with the Napa County chapter).

Reasons for seeking this appointment:

I moved to San Anselmo 3 years ago (after 7 years in San Rafael) and am very interested in contributing to the community and helping to guide the direction of our town in terms of growth and development. I am passionate about the town and the people here and wish to ensure we maintain the life and culture that makes San Anselmo a wonderful place.

What are your qualifications for this appointment:

As Director of Communications with a Fortune 1000 company, I have extensive management skills and experience that I believe would be an asset for the Planning Commission. On a daily basis I'm required to make assessments and recommendations that will have a long-term impact on the organization and its people. I believe I can utilize these skills effectively on the Planning Comm.

Briefly, what do you consider to be the most important, one or two current issues facing this Board/Commission/Committee?

Without question, I believe the most important issue the Planning Commission faces is balancing the growing interest in the expansion and renovation of current properties with the need to maintain the culture and tradition of San Anselmo. This will continue to be a difficult balancing act given the need to respect the wishes and freedoms of our residents with the equally important need to maintain San Anselmo's traditions and culture.

I understand that I, and all other applicants, will be personally interviewed by the Town Council as part of the selection process for this appointment.


Signature

2-11-08
Date

Other Boards, Commissions, Committees on which you would be interested in serving if not appointed to this seat?

Historical Commission; Open Space Committee

Do you wish to be considered again if you are not selected for this appointment? Yes

(You may attach personal resumes or other information which you believe would be helpful to the Council in its selection process.)

Resume attached

Thank you for your interest in serving the Town of San Anselmo and its citizens.
For further information please contact Joan Vermond, Administrative Services Assistant I, 258-4691

Kevin Donahue
40 Cordone Drive
San Anselmo, CA 94960
(415) 459-7534 (phone)
(415) 847-1009 (cell)
kdonahue94960@comcast.net

OVERVIEW

More than 17 years in communications and public relations within both agency and corporate settings. Extensive experience in global public relations and communications program management; strategic planning; brand development; external and internal communications; media relations; and development of thought leadership. Provide counsel and guidance to top company executives and senior management on a broad spectrum of public relations, crisis communications and marketing-related issues. Outstanding communication skills – have written and edited hundreds of press releases, articles, newsletters, resource guides, survey reports and other materials, and have managed production process from layout and quality control to printing and distribution. Highly skilled at crafting key messages in alignment with communications, marketing and branding strategies.

PROFESSIONAL EXPERIENCE

May 2002 – Present

Director of Communications, Protiviti Inc. (Menlo Park, Calif.)

Direct North American communications program and oversee global communications initiatives for Protiviti, a wholly owned subsidiary of Robert Half International (NYSE: RHI). Protiviti is an international consulting company that provides internal audit and business and technology risk management services to large publicly and privately held organizations worldwide. The company has 60 offices in the Americas, Asia-Pacific and Europe.

Played instrumental role in launch of Protiviti in May 2002, serving on the business acquisition and development team. In five years since its inception, Protiviti has achieved extensive international brand recognition and an outstanding reputation for its expertise in corporate governance, Sarbanes-Oxley and regulatory compliance, IT security, financial and fraud investigations, and numerous other internal audit and risk consulting issues. The company started with 25 U.S. offices and 700 employees, and generated \$17 million in its first quarter. In calendar year 2007, Protiviti generated worldwide revenues of \$552 million. Protiviti now has more than 3,000 employees in more than 60 offices in the Americas, Asia-Pacific and Europe.

Currently manage full-time staff of two Senior Managers, three Communications Specialists and an Administrative Coordinator. In addition, collaborate closely with global marketing and PR teams on overall branding and messaging for Protiviti.

Summary of responsibilities:

- Develop and lead external and internal communications and public relations activities at Protiviti's corporate level and for the company's product, industry and alliance groups. Also provide support at the regional level for Protiviti offices throughout North America.
- Report to head of Protiviti's management committee (positioned as CEO of the organization). Advise and support all 5 members of Protiviti's management committee (five Managing Directors based throughout the United States). Prepare executives for media interviews, including training and development of key speaking points. Counsel the committee on appropriate messages and direction for Protiviti's Communications Program.
- Advise Protiviti Managing Directors (the highest ranking position in the organization) and communications team worldwide to ensure consistency in PR messages, published thought leadership, media interviews, internal communications, alliance relationships, analyst briefings and other activities.
- Research and build expertise in Protiviti's highly diversified consulting business – internal audit, business and technology risk management, corporate governance, new accounting regulations, etc.
- Serve as primary business owner and information conduit for the organization, responding to a broad spectrum of questions and special requests.

Overview of Protiviti's Communications Program

Media relations

- Develop North American and regional press releases that identify and comment on notable business trends, promote new products and services, and announce new hires and promotions within the company, among numerous other topics. Communicate with national, regional and trade media on a daily basis. Advise Protiviti PR team and country leaders worldwide on development of information for release to the media.
- Coordinate interviews and editorial meetings for Protiviti management and subject-matter experts worldwide. Prepare executives through media research, training and detailed speaking points.
- Plan and implement dedicated and coordinated campaigns to promote specific products, services and thought leadership from Protiviti.
- In 2007, total audience of Protiviti media coverage exceeded 310 million people with an equivalent advertising value of more than \$70 million.

PR firm management

- Oversee public relations firms working on behalf of Protiviti in Chicago, Houston and New York. Collaborate closely with each to ensure activities are aligned with the objectives of its respective market.

Production of thought leadership

- Collaborate with Protiviti subject-matter experts to develop industry-leading resource guides, newsletters, white papers, articles and other materials.
- Oversee development of all content from initial draft to completed PDFs or published documents.
- Produced 74 thought leadership pieces in 2007 (*Note: Protiviti's thought leadership is recognized as a key driver of the company's global market visibility and success.*)

Internal communications

- Created and currently oversee global strategy for company internal communications.
- Oversee development of global company magazine (quarterly)

Research

- Oversee industry and market research program involving global surveys of CFOs, CIOs, financial executives, internal audit executives, and more.
- Led development, execution and launch of Protiviti Risk Barometer, a global study of risk management policies and strategies among large international corporations.

Online information

- Produce and deliver content for external websites (www.protiviti.com and other country domains) and company intranet.
- Collaborate with Internet and e-Marketing teams on continued development and expansion of Protiviti's external websites – including content, branding, recruiting and more.

Industry events

- Support product, industry and alliance groups at trade shows and conferences.
- Seek out opportunities for editorial meetings and media coverage at events through strategies such as contacting editors planning to attend and working with event public relations staff.

Analyst relations

- Establish relationships and coordinate briefings for Protiviti product and industry groups with analysts from Gartner, Forrester Research, AMR Research and other industry research organizations.

Special projects

- Called upon regularly to provide guidance and support for myriad special projects, including video production, corporate and regional recruiting and annual Managing Director conference (an internal event).

December 1996 – Present

Director of Communications, Robert Half International Inc. (Menlo Park, Calif.)

Along with responsibilities for Protiviti, serve as a member of senior management in RHI's Corporate Communications department, reporting to Senior Vice President of Corporate Communications. Provide counsel on key staffing and management decisions for the department.

Contribute periodically to an array of special projects, including the company's annual report, investor relations, corporate events and companywide internal communications.

Prior to launch of Protiviti in May 2002

- From 1996 to 2002, served as Group Public Relations Manager for The Affiliates (since renamed Robert Half Legal). Developed and conducted North American public relations program, including media relations, publications, online content, newsletters, field training and more. Positioned the firm as a leading authority on research and trends in the legal field, placing studies and articles in trade and business publications throughout the country. Led creation and development of the Future Law Office project (www.futurelawoffice.com), an in-depth study of career and management trends in the legal field.
- Provided investor relations support to RHI Chairman and CEO, and the company's President and CFO, for presentations at analyst meetings, company conferences and annual meetings.
- From 2001 to 2003, managed RHI's Regional PR Program in North America, collaborating with nine Public Relations Managers on media relations issues, events, and other PR and communications activities.
- Supervised public relations program for Robert Half Management Resources (RHI's division specializing in senior-level financial project professionals).

August 1994 – December 1996

Public Relations Consultant (Mill Valley, Calif.)

Provided public relations services and counsel for a group of agencies and companies. Conducted public relations and communications activities for clients including Lamborghini, Bang & Olufsen, Suzuki Marine, Petersen Publishing Group, Robb Report Magazine, Los Angeles Auto Show, Houston Auto Show, and Monterey Historic Automobile Races.

February 1993 – August 1994

Senior Account Executive – Bear Advertising, Inc. (Hollywood, Calif.)

Conducted national public relations activities to support client products, events and services. Daily activities included producing press releases, conducting consumer and trade media relations, providing trade show support, participating in catalog production, and coordinating special events. Clients included Bridgestone Tire, Suzuki Marine, Penn Fishing Tackle, Costa Del Mar Sunglasses and Furuno Electronics.

February 1990 – February 1993

Senior Account Executive – JMPR Public Relations (Woodland Hills, Calif.)

Provided public relations services for 5-6 clients concurrently. Responsibilities included overall account management – press releases, articles, media relations, and support for national and local events. Clients included Ferrari Automotive, Maserati of North America, Universal Studios, BBS Wheels of North America, Callaway Cars, Budget Rent-a-Car and Motor Trend Magazine.

COMMUNITY ACTIVITIES

Big Brother (since 1996)

Big Brother Big Sisters of America – Marin and Napa Counties Chapter

EDUCATION

University of California, Los Angeles

Bachelor of Arts, Communication Studies, 1988

6.30



TOWN OF SAN ANSELMO
 525 San Anselmo Avenue, San Anselmo, CA 94960

APPLICATION FOR APPOINTMENT TO A SAN ANSELMO BOARD/COMMISSION/COMMITTEE

To: San Anselmo Town Council

Date: Feb 16, 2008

I wish to apply for an appointment to a term/balance of term on the

PLANNING COMMISSION

Incumbent

New member

Name: MICHAEL BROWN Home Address: 285 CRESCENT ROAD

Occupation: CONSTRUCTION MANAGER Employer's Address: 285 CRESCENT RD.

Home Phone: 456-6258 Work Phone: 847-1015 Fax: 869-3928 E-Mail: MIKE@BROWN-BROWN.NET

Number of years a resident of San Anselmo: 9 In Marin: 33

Education Level achieved:

- Graduate Degree (Major: _____)
- College or University Degree (Major: BUSINESS ADMINISTRATION)
- Some College
- High School Diploma
- Other (Explain: _____)

Names and phone numbers of San Anselmo residents who can be contacted for referral information about me:

1. MATT BROWN, BROTHER, 415-308-1408
2. DAVID FAN, NEIGHBOR 415-456-1204
3. LARRY BRUCIA, NEIGHBOR 415-269-2548

	<u>YES</u>	<u>NO</u>
<input type="checkbox"/> I would be able to regularly attend the meetings of this Board/Commission/Committee.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> I would be available to attend additional meetings when they are necessary.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> I am familiar with the responsibilities and functions of this Board/Commission/Committee.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> I have attended meetings of this Board/Commission/Committee as a member of the public.	<input checked="" type="checkbox"/>	<input type="checkbox"/>

List briefly, previous experience serving in public office, and/or on civic commissions, boards, or committees:

NONE

Reasons for seeking this appointment:

1. I BELIEVE IMPORTANT PLANNING DECISIONS ARE BEING AND WILL BE MADE IN THE NEXT FEW YEARS RELATED TO DENSITY, SUSTAINABILITY AND GROWTH. I BELIEVE I CAN ADD VALUE, BASED ON MY EXPERIENCES, TO THE DECISIONS MADE.
2. IT IS AN OPPORTUNITY FOR ME TO PARTICIPATE AND GIVE BACK TO MY COMMUNITY.

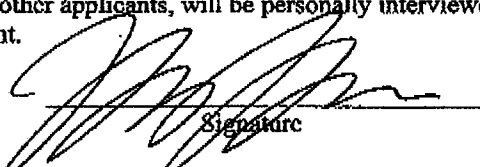
What are your qualifications for this appointment:

1. I HAVE BEEN IN AND AROUND PLANNING AND BUILDING FOR 25+ YEARS AS A CARPENTER, GENERAL CONTRACTOR AND FOR THE LAST 11 YEARS AS A CONSTRUCTION MANAGER/OWNER'S REPRESENTATIVE.
2. I HAVE TERMINATED PROJECTS IN OVER 20 STATES, MANY MORE JURISDICTIONS, HAVE A THOROUGH UNDERSTANDING OF PLANNING TERMS, VOCABULARY & CODES.

Briefly, what do you consider to be the most important, one or two current issues facing this Board/Commission/Committee?

1. ZONING ORDINANCE REVISIONS - PAR/LOT COVERAGE.
2. BRINGING CONSENSUS TO THE VARIOUS ISSUES OF NEIGHBORHOOD DENSITY, HOUSING AFFORDABILITY, SUSTAINABILITY AND VIABILITY OF THE DOWNTOWN BUSINESS CORRIDOR.

I understand that I, and all other applicants, will be personally interviewed by the Town Council as part of the selection process for this appointment.



Signature

2/16/08
Date

Other Boards, Commissions, Committees on which you would be interested in serving if not appointed to this seat?

NONE

Do you wish to be considered again if you are not selected for this appointment? YES

(You may attach personal resumes or other information which you believe would be helpful to the Council in its selection process.)

Thank you for your interest in serving the Town of San Anselmo and its citizens. For further information please contact Joan Vermont, Administrative Services Assistant I, 258-4691

MICHAEL BROWN

Providing consulting services to the retail and commercial construction industry. Utilizing senior project management skills, knowledge of system wide project and cost controls, and expertise in retail and owner's-side multi-unit fast-track construction to create customer value.

EXPERIENCE

December 05 to Current Date

Brown & Brown Consulting, San Anselmo, CA

Owner/Principal

- Sutti Associates, Inc., a design-build consultant to the retail grocery industry: As account exec, provided strategic vision, entitlements verification, provided budget, schedule and design oversight for Northern California Whole Foods stores; Provided entitlement process guidance, management and approvals for all company projects.
- Levi Dockers Brand: Retail program development consulting: developed dept roles; linked roles to activity diagrams/RACI charts; developed templates and process tools; provided template budget and schedule guidance for new prototype rollout.
- Francis Ford Coppola Presents: Provided project planning and due diligence, entitlement work up to use permit submittal, project team development, concept design oversight and preliminary cost estimating for a 23 million renovation of Geyserville winery.
- Midtown Center, Petaluma: \$1,000,000 remodel of neighborhood shopping center. Managed design review board approvals for façade and parking lot renovation. Developed new center sign criteria. Upgraded water services and installed electric utility vault. All improvements coordinated with and around concurrent tenant operations.
- Potrero Hill Investors: Managed completion of tenant improvements for a 4-story office building in SF. Assess and as-built existing conditions, re-activate expired permits, install ADA passenger elevator, rectify egress and code violations in order to prepare property for lot split.
- Residential Clients: Provided owner-side construction management for various residential remodel projects: Cost and schedule management, site visits, field reports and quality assurance, change order management, contract administration.

April 05 to December 05

Williams-Sonoma, Inc., (www.williams-sonoma.com) SF, CA

Senior Project Manager

- West Elm: Managed the 2005 store rollout budget to 2.35% under a \$19.4 million forecast. Initiated prototype and programmatic changes that reduced store build timeframes from 12 to 10 weeks. Fostered the development of a cohesive external vendor team: Established bi-annual summits to share knowledge, trained senior vendor team members, provided written performance reviews-setting expectations for service and quality.
- MPS: Led company initiative to upgrade the tracking of store costs using Meridian Systems Prolog suite of project and cost management software. Proficient in MPS Prolog and Project Talk applications.

July 99 to March 05

Chestnut Company (www.chestnutco.com) San Rafael, CA

Project /Account Manager

- Restoration Hardware: Special project lead: Managed project team goals, objectives, and critical path scheduling; implemented product distribution systems; managed purchasing and maintained executive-team communications for a \$14 million, 13 week, nation-wide, 102-store remodel program.
- Peet's Coffee and Tea: As account manager for a new store rollout: Installed program policies and procedures, project and cost controls, and developed a new OFI team through an RFP process. Reduced average build costs by \$180,000 per unit, and increased on-time delivery of stores. Managed 2003 store-development to 1.97% below final budget. Designed a new modular espresso bar layout that reduced construction costs while increasing sales/employee productivity. Designed, engineered and developed a modular rollout kiosk program and manual for non-traditional venues and licensed concepts.

- Smith and Hawken: As account manager: led company initiative to develop a new branded prototype store. Introduced modular bulk buy-outs and cost controls resulting in 24% lower development costs. Managed three years of nation-wide new store development to within 2% below final budgets. Introduced an energy efficient lighting program in new stores that reduced power consumption by 50%, increased lighting levels by 23% and resulted in a net investment credit over the life of the store lease. Introduced bid, contract, change, budget and reporting templates.
- Illuminations: Project manager: Developed 14 stores nationwide in 6-month period.
- Company Initiatives: Developed strategic plan, analyzed industry competition, designed workflow processes, and developed schematic version for a construction project management software module. Implemented a series of company-wide project and cost controls to improve management of budgets and schedules while maintaining consistent project quality. Wrote a comprehensive project manager/coordinator training manual for the retail construction industry.

Dec 97-June 99

Jamba Juice Company, San Francisco, CA

Regional Construction Manager

- Designed processes, developed fixtures, and executed the conversion of 98 stores acquired over 7 western states in 8 months.
- Rolled out 2 new store prototypes: Introduced modular elements to maximize purchasing power; streamlined equipment/layout design to maximize operational efficiencies.
- Developed kiosk prototype; provided construction engineering and design expertise. Developed installation manual/procedures.
- Decreased store development costs by 22% over a 9-month period.
- Managed over \$10 million in development to within 4% of pre-lease conceptual budgets.
- Developed 45 company/franchise stores in 6 western states.

June 92-Nov 97

Corinthian Remodeling Company, Woodside, CA

Construction Company Owner

- Owned and operated residential and light commercial construction and remodeling company performing customer valued services to the residential real estate and commercial grocery industries.

EDUCATION

1984-1987 San Diego State University

San Diego, CA

- B. A., Business Administration
- California State License Board, licensed General Contractor #B-649522

INTERESTS

- Endurance cycling and mountain biking
- Gardening and wine grape growing
- Iyengar Yoga