

TOWN OF SAN ANSELMO
525 San Anselmo Avenue
San Anselmo, California 94960
(415)-258-4660

Town Council
Application for Appointment

Applications must be in the Town Clerk's office by 5 PM on **Thursday, June 20, 2019.**

Applications may be received by email or hand delivery. Interviews, which are open to the public, will be held at an upcoming Council meeting. Once a date is determined, the Town will alert the public through its website and Town Manager weekly newsletter.

An appointment is expected to be made at the regular Town Council meeting on **Tuesday, July 23, 2019, at 7:00 p.m.** Please note, the term for this appointment will be until November 2020 at which time the position will come up for election.

Please note that the completed form and the answers to the questions on the form are public records upon receipt by the Town Clerk and are subject to full disclosure.

If you have any questions about the application form, the appointment process, or the duties and responsibilities of a Town Councilmember, please feel free to contact Town Clerk Carla Kacmar at 258-4660.

Date: June 20, 2019

Name: Kim Pipkin

Address: [REDACTED]

Phone Number(s): [REDACTED]

E-mail address: [REDACTED]

I am a registered voter in San Anselmo: Yes No

I have been a resident of San Anselmo for 18.5 years, and my occupation is

Director of Business Development at A&E Partners, San Francisco

Signature of Applicant: [REDACTED]

Date: June 20, 2019

Please answer the following questions:

- 1. Please describe your educational background, including degrees, special distinctions or honors, and the dates received. Special training and/or skills should also be noted.**

I received a Bachelor of Art in Political Science and Fine Arts from Antioch College
I attended UC Berkeley Graduate School of Environmental Design studied architecture
I received an MBA from St. Mary's College, Moraga

- MBA Class President
- MBA Class Valedictorian
- MBA Program Highest honor's recipient of the John D. Solama award for citizenship and community service.

- 2. Please summarize your involvement in community and civic activities. Include any offices held and/or significant accomplishments.**

I served as a San Anselmo Planning Commissioner

Board/ Committee/Civic Positions:

- San Anselmo Planning Commissioner
- Associate Editor for The View Publication: Commercial Real Estate Women, San Francisco (CREWSF)
www.crewsf.org
- Board Member, CinnamonGirl, Inc. www.cinnamongirl.org
- Associate Member, Society of Industrial and Office Realtors, Northern California Chapter.
www.siororca.com

- 3. Please explain why you wish to be a member of the San Anselmo Town Council and describe what skills or unique qualifications you would bring to the Town Council.**

Being on the San Anselmo Town Council has been a dream of mine for more than a decade. Serving on the Council would be a way for me to give back to the community that has supported and encouraged my family and me for the past 18.5 years. I am applying for a seat on the Council because I see many opportunities to make a great town even better. My 30-year career in business development, client relations and marketing communications for the built environment, have provided me with insight and consensus building skills I believe will be an asset to the Council, in serving our community at large, and in collaborating with our neighboring municipalities. I plan to roll up my sleeves and help the town I love so much continue to thrive. I will conduct myself with integrity and commitment. I intend to be true to those values in all that I do for San Anselmo.

4. *Look 10 years into the future and describe what you want this Town to look like and why.*

San Anselmo is beautiful and I would not want the character and charm to change. However, I know that we must adapt. What I love about San Anselmo is the mix of people and our social economic diversity. On my street there are large houses and small cottages. There are children and seniors. There are UBER rich and those on fixed incomes. We all live together and support each other.

Honestly, I want to see a beautifully, fully functioning community center that provides recreation, programs and a range of services for everyone. I also want downtown San Anselmo Avenue to be connected from the fire station to the Ross border; the southern end of town feels annexed and disconnected. I would love to see some type of multi-use center or small market place in down that serves as a meeting place and center of commerce. Something similar to the Borough Market in London but to scale.

5. *What are your three top priorities for the Town?*

My three top priorities are:

Fiscal Responsibility: Maintain a balance budget with adequate reserves. Ensure fiscal discipline that allows us to fund a variety of services, programs, infrastructure, and other Town facilities as needed.

Preservation of the Town Character and Lifestyle through Economic Development: I want to preserve the charm, character and quality of life our residents, while enhancing downtown and neighborhood business district and vibrancy through economic growth and...hopefully a new community center!

Housing: I want to work with the Planning Commission, Town Manager, and community members on both short and long-range affordable housing strategy. This strategy may help us project and determine population growth and enable Town staff to understand the impact it has on our infrastructure, character and quality of life.

6. *What do you see as the role of Town Council? What do you see as the role of Town staff?*

The Town Council is San Anselmo's legislative and policy-making body. It is responsible for passing ordinances and setting direction of town policy. The Town Manager is responsible for overseeing all administration of San Anselmo, which includes implementation of direction set by the Council. Note that this effort is collaboratively accomplished with members of staff including the Town Clerk, Public Works, Planning, etc.

7. Give an example of how you would resolve a situation where your personal philosophy is at odds with what is best for the Town.

I would first seek to understand what the situation is and work hard to appreciate a different point of view. I would also make a concerted effort to find similarities in what I believe and what is in the best interest of the Town. Being a good listener and taking responsibility for my own feelings is probably where I'd start.

8. What would you do if you were contacted directly by a resident or business to resolve a Town related problem?

One of my goals is to become an effective Councilmember. I understand that the work can be difficult and taxing due in part by being in the public domain. I expect that to be contacted directly about town challenges or matters, and it is a reason I want to serve; to listen and be open and willing to learn. All voices matter. As a Councilmember, I know that I must conduct myself ethically and abide by laws. Should I be contacted by a local community member, I will be engaging, listen and make sure that person knows I am giving them my undivided attention and will follow up with my fellow councilmembers and Town staff to discuss the issue at hand. Follow up and accountability is key to building trust and consensus.

9. If you are currently contracting with or providing services to the Town, are you willing to suspend those activities if appointed to the Town Council?

Yes, I would suspend activities if were providing services to the Town. However, I am not currently nor have I ever provided services to the Town of San Anselmo or any others in the County.

10. What do you see as the biggest challenges facing the Town in the next year?

I believe one of the biggest challenges faces is how to maintain our business community. There are too many vacant shops in Town compared to Fairfax or Larkspur, which are thriving and seem to be destinations for locals and visitors alike. With my background in marketing and business development for the built environment in San Francisco, I understand the importance of retaining the commercial sector for revenue generation as well as providing community goods and services that are needed.

11. What do you feel needs to be done to maintain and enhance the Town's economic health?

I believe San Anselmo needs economic growth and diversification of business types to protect our Town from periodic downturns in the market and to be sustainable over the course of time. San Anselmo must continue to thrive sales tax from our merchants account for a very small percentage of our General Fund; there is a direct correlation to sales tax and economic health. Many people have issues with the lack of parking, for example. Some people believe our distance from 101 freeway impacts the number of out of town or nearby residents from spending time and money in San Anselmo. In my opinion, we have to make an effort to support existing business. Attract businesses that would thrive in a small town. A robust marketing and social media campaign is a way to draw more visitors, especially when don't in coordination with special events or holidays. I'd like to see San Anselmo have a great brand and reputation.

12. *Circumstances outside the Town's control can and have impacted dramatically the Town's budget. What approach would you take as a Councilmember to balance the budget or address the issues?*

Many cities and towns in California are faced with rising costs and limited resources. As a Councilmember, I would devise a phased plan that prioritizes projects and programs that fulfill our community's major objectives. Addressing how to balance the budget and address specific issues, requires safeguarding the Town's fiscal health, managing liabilities, revamping existing and creating innovative business practices that help increase revenue, while taking a focused approach to spending.

13. *Have you reviewed the Town budget and are you familiar with where and how the Town receives its funding?*

Yes, I have reviewed the Tow budget and am familiar with how the Town receives its funding. In my former role as a Planning Commissioner, I felt it was important for me to understand these initiatives.

14. *Have you reviewed the Town's General Plan and Work Plan?*

As a former San Anselmo Planning Commissioner, understanding the Town's General Plan and Work Plan, were essential to the Commission's decision making process. Yes, I have reviewed them both.

15. *All persons serving on the Town Council are required by State law to disclose both their own and their spouse's investments and income. In addition, the appointee to the Town Council must be prepared to make a significant time commitment. Please indicate if there are any personal or professional time limitations on your availability to serve as a Councilmember.*

I understand the State law regarding investments and personal income being disclosed; I have no problem with this requirement.

There are no personal or professional time limitations for me to serve as a Councilmember. Serving on the Council has been a goal of mine for quite some time. Now that my daughter, Margo, is off to college in the fall, I will be an empty nester with capacity to be fully engaged and available.