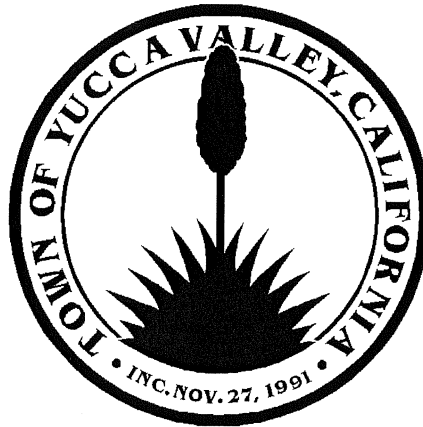


TOWN OF YUCCA VALLEY
TOWN COUNCIL MEETING



*The Mission of the Town of Yucca Valley is to
provide a government that is responsive to its citizens
to ensure a safe and secure environment
while maintaining the highest quality of life.*

**TUESDAY, JULY 19, 2011
TOWN COUNCIL: 6:00 p.m.
YUCCA VALLEY COMMUNITY CENTER
YUCCA ROOM
57090 - 29 PALMS HIGHWAY
YUCCA VALLEY, CALIFORNIA 92284**

**CLOSED SESSIONS
YUCCA VALLEY TOWN HALL CONFERENCE ROOM
57090 - 29 PALMS HIGHWAY
YUCCA VALLEY, CALIFORNIA 92284**

* * * *

TOWN COUNCIL
*George Huntington, Mayor
Dawn Rowe, Mayor Pro Tem
Merl Abel, Council Member
Isaac Hagerman, Council Member
, Council Member*

* * * *

**TOWN ADMINISTRATIVE OFFICE:
760-369-7207
www.yucca-valley.org**

**AGENDA
MEETING OF THE
TOWN OF YUCCA VALLEY COUNCIL
TUESDAY, JULY 19, 2011, 6:00 P.M.**

The Town of Yucca Valley complies with the Americans with Disabilities Act of 1990. If you require special assistance to attend or participate in this meeting, please call the Town Clerk's Office at 760-369-7209 at least 48 hours prior to the meeting.

An agenda packet for the meeting is available for public view in the Town Hall lobby and on the Town's website, www.yucca-valley.org, prior to the Council meeting. Any materials submitted to the Agency after distribution of the agenda packet will be available for public review in the Town Clerk's Office during normal business hours and will be available for review at the Town Council meeting. Such documents are also available on the Town's website subject to staff's ability to post the documents before the meeting. For more information on an agenda item or the agenda process, please contact the Town Clerk's office at 760-369-7209 ext. 226.

If you wish to comment on any subject on the agenda, or any subject not on the agenda during public comments, please fill out a card and give it to the Town Clerk. The Mayor/Chair will recognize you at the appropriate time. Comment time is limited to 3 minutes.

(WHERE APPROPRIATE OR DEEMED NECESSARY, ACTION MAY BE TAKEN ON ANY ITEM LISTED IN THE AGENDA)

OPENING CEREMONIES

CALL TO ORDER

ROLL CALL: Council Members Abel, Hagerman, Rowe and Mayor Huntington.

PLEDGE OF ALLEGIANCE

DEPARTMENT REPORTS

1. Town Council – Review Applications for Appointment

Staff Report

Recommendation: Discussion and possible action to fill the Town Council Vacancy

Action: Move _____ 2nd _____ Voice Vote _____.

PUBLIC COMMENTS

In order to assist in the orderly and timely conduct of the meeting, the Council takes this time to consider your comments on items of concern which are on the Closed Session or not on the agenda. When you are called to speak, please state your name and community of residence. Notify the Mayor if you wish to be on or off the camera. Please limit your comments to three (3) minutes or less. Inappropriate behavior which disrupts, disturbs or otherwise impedes the orderly conduct of the meeting will result in forfeiture of your public comment privileges. The Town Council is prohibited by State law from taking action or discussing items not included on the printed agenda.

STAFF REPORTS AND COMMENTS

MAYOR AND COUNCIL MEMBER REPORTS AND COMMENTS

2. Council Member Abel
3. Council Member Hagerman
4. Mayor Pro Tem Rowe
5. Mayor Huntington

ANNOUNCEMENTS

Time, date and place for the next Town Council meeting.

Next Town Council Meeting, Tuesday, August 2, 2011, 6:00 p.m.

CLOSING ANNOUNCEMENTS

ADJOURNMENT

TOWN COUNCIL STAFF REPORT

To: Honorable Mayor & Town Council
From: Jamie Anderson, Town Clerk
Date: July 14, 2011
For Council Meeting: July 19, 2011

Subject: Town Council – Review Applications for Appointment

Recommendation: Discussion and possible action to fill the Town Council Vacancy

Executive Summary: At the Special Town Council Meeting of June 21, 2011, Council determined the preferred method to fill the vacancy left by the resignation of Council Member Frank Luckino, was to receive applications and appoint a candidate to complete Council Member Luckino's term.

Order of Procedure:

- Request Staff Report
- Request Public Comment
- Council Discussion/Questions of Staff
- Motion/Second
- Discussion on Motion
- Call the Question (Voice vote)

Discussion: At the Special Town Council Meeting of June 21, 2011 Council determined that the preferred method to fill Council Member Luckino's vacant seat was through receipt of applications and appointment in the same manner the vacancy left by the resignation of Council Member Mayes was filled. The deadline for applications was 5:00 p.m. on Thursday, July 14, 2011.

At the direction of Council, the previous applicants were notified of the vacancy and asked if they wished to be considered again. Requests for reconsideration were received from:

- Michael A. Alberg;
- David A. Cooper;
- Curt Paul Duffy
- Lori Herbel
- Roger Johnson; and
- Andrew (Andy) Jacob Mueller.

Reviewed By:

_____ Town Manager

_____ Town Attorney

_____ Admin Services

_____ Dept Head

Department Report

Ordinance Action

Resolution Action

Public Hearing

Consent

Minute Action

Receive and File

Study Session

In addition, new applications have been received from:

- Michal Alaniz
- Jeff Drozd; and
- Dr. Robert E. Lombardo.

The applicant's voter registration status was verified and confirmed with the San Bernardino County Registrar of Voters.

Alternatives: No alternatives are recommended. Appointment must be made on or before August 18, 2011

Fiscal impact: None

Attachments: Applications from:

1. Michal Alaniz
2. Jeff Drozd;
3. Dr. Robert E. Lombardo;
4. Michael A. Alberg;
5. David A Cooper;
6. Curt Paul Duffy;
7. Lori Herbel;
8. Roger Johnson; and
9. Andrew (Andy) Jacob Mueller

RECEIVED

JUL 14 2011

TOWN OF YUCCA VALLEY
TOWN CLERKS OFFICE



Town of Yucca Valley

Town Council Member Application

Please return completed applications to the Town Clerk at Town Hall, 57090
Twentynine Palms Highway, Yucca Valley, CA no later than 5:00 pm,
Thursday, July 14, 2011

Contact Information

Name	Michael Alaniz
Street Address	
City, State, and ZIP Code	Yucca Valley, CA 92284
Home Phone	
Work Phone	
E-Mail Address	

Education

Please describe your education background:

Please see attached.

Job Experience, Special Skills or Qualifications

Summarize your work experience, special skills and qualifications you have acquired from employment, previous volunteer work, or through other activities, including hobbies or sports.

Please see attached

Questions – (please attach additional pages as required)

1. What is your understanding of the Town's budget and financial condition?

Please see attached

Questions (continued)

2. What do you see as Yucca Valley's biggest challenges(s)?

Please see attached.

3. Share your vision for the Town of Yucca Valley for the next three years (through 2014). Highlight what policies you would support in implementing your vision.

Please see attached.

4. What skill or ability do you have that would strengthen the Town Council? Are there any areas where you feel your knowledge level and expertise would benefit Council discussion and/or decisions?

Please see attached.

5. The Town is about to embark on a comprehensive update to the General Plan. What is your understanding of the role of the General Plan in guiding a community?

Please SEE Attached.

Questions (continued)

6. Why do you want to be appointed to the Town Council?

Please see attached.

7. What do you consider the Town's top three priorities should be in order of urgency or importance? What two issues would you like to see the council come to grips with in the next two years?

Please see attached.

8. If you could only accomplish one thing in your three-year term on the Town Council, what would you hope that to be?

Please see attached.

9. The Town currently has a backlog of \$14 million in needed road maintenance and the Town currently does not have funding for this maintenance. How would you suggest funding this need?

Please see attached.

Questions (continued)

10. Council members are assigned to participate in regional government programs, such as San Bernardino Associated Governments, Morongo Basin Transit Authority, etc., what is your availability to represent the Town if assigned to one of these programs. Describe how you would represent the Town in this capacity? Do you have the availability in your present occupation to meet the extra time demands required of Council Members?

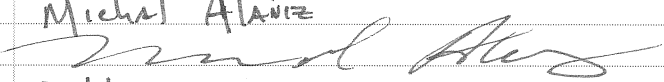
Please see attached.

Person to Notify in Case of Emergency

Name	
Street Address	
City, State, and ZIP Code	
Home Phone	
Work Phone	
E-Mail Address	

Agreement and Signature

By submitting this application, I affirm that the facts set forth in it are true and complete. I understand that I must comply with the Fair Political Practices Commission and complete a California Form 700 Statement of Economic Interests.

Name (printed)	Michael Alvarez
Signature	
Date	7-14-2011

Please describe your education background

BS in Business Technology, University of Houston

Industry related seminars over 25 years

IT Technical training seminars, conferences and workshops for over 25 years

Change Management and Re-engineering coursework with IBM

Communication and Facilitation workshops

Summarize your work experience, special skills and qualifications you have acquired from employment, previous volunteer work, or through other activities, including hobbies or sports.

* My work experience features 30 years as an Information Technology Project Manager and Application Software Development Engineer in most of the major industries of California and US.

* Have been in corporate America for over 25 years for the Fortune 100 companies and their Global affiliates that include Health Care, Entertainment, Banking, Mortgage Lending, Manufacturing, Municipalities & Counties, Non-Profits, Transportation and Real Estate & Relocation Services.

* Volunteer work focuses on social awareness of current issues of our day such as feeding the hungry, financial support for desert and forest preservation, contributed time to answer help line/ community referral services, hosted over ten fund raisers for community awareness, sponsored the hosting of home-based meetings for various organizations.

* Lifetime hobbies include scuba diving, underwater photography and technical diving for 16 years. Enjoy woodworking and home improvement construction projects. Current hobbies includes an Inspirations group, public reading, cool-weather hiking and hot desert gardening.

1. What is your understanding of the Town's budget and financial condition?

The Town budget has been under scrutiny for several years with cutbacks in areas of concern. The Town's financial condition can be improved in these economic times. The Town Council has made difficult choices and very long term conservative outlook for revenue. After looking at the Town's approved budget this week, more hard choices await the Town council in Public Safety increase of 4.5% and only having 16.8 cents returning from San Bernardino County for each property tax dollar, with projections of more decreases of 2% for 2010-2011.

2. What do you see as Yucca Valley's biggest challenges(s)?

* Financial exposure due to a steady decline in revenues from the Federal government, State of California and the San Bernardino County for the Town's projects currently on the books.

* Unable to create sustainable new revenue sources for a rising 2011/2012 budget that are not 'new taxes' for local residents. Not attracting enough relocation of new business in Yucca Valley.

* Moving forward fiscally independent and showing equitably with the Water Reclamation and Sewer Treatment project with the Hi-Desert Water District.

*Public image for business and people of the Town of Yucca Valley can be overcome.

3. Share your vision for the Town of Yucca Valley for the next three years (through 2014). Highlight what policies you would support in implementing your vision.

A. Sustain a 'security and fiscal balance' of Town services between Public Safety (\$3.3 Million), Community Development (\$1.5 Million) and Community Services (\$1.1 Million) which make up \$5.9 Million of the \$8.9 Million budget.

B. Retrieve additional savings by eliminating undeveloped properties, renegotiating contracts with 'Professional Services' across the board.

C. Create a local blue ribbon committee (5) to look at the Town budget and identify areas of opportunity to be completed within 6 months before the next fiscal cycle begins.

D. Allow for more opportunities to create an environment to attract more local businesses to incubate in YV that are 'green' and 'technology' based with incentives and supportive policies.

E. Expand the code enforcement team by 2 employees to support more accurate 'abatement and response' timeframes for the Town residents. Identify existing policies that are no longer needed by code enforcement and remove them from the code. "Slow responses to owners, means even slower revenue to the Town."

F. Continue with the streamlining of expenditures at every department by 10% monthly and execute seriously the suspension of discretionary capital projects in the General Fund.

4. What skill or ability do you have that would strengthen the Town Council? Are there any areas where you feel your knowledge level and expertise would benefit Council discussion and/or decisions?

* Have been an IT project manager for Fortune 100 companies building Business Applications that impacted industries such as Banking, Municipalities, Transportation, High Technology, Regulatory agencies and Real Estate. These large scale projects often dealt with regulatory agencies (state and federal), corporate lobbying, IT Technical groups and aggressive timelines. These projects share one thing that business is excellent at which is "get the project done"!!!

* Have built global staff for virtual projects who were competent, knowledgeable and offered support and innovative solutions to technical problems, business process re-engineering. Every team contributed to make the company competitive in challenging economic times.

* My areas of expertise is the re-engineering of business processes and fostering change management throughout an organization to explode growth and enable better and faster business decisions. Investigate complicated or unusable processes and identify solutions to those situations and finally engineer needed efficiency. These are areas of expertise that I can contribute to the Council process.

5. The Town is about to embark on a comprehensive update to the General Plan. What is your understanding of the role of the General Plan in guiding a community?

*The role of the General Plan, with a 5 year horizon, is to provide a 'structure' to support the Vision of the Town. The General Plan allows for management level accountability, project transparency, documentation of successes and ultimately removing a degree of uncertainty in the city environment, operationally.

* The General Plan serves is a planned guide to business development, Town services offerings and citizen recreational services.

* More importantly in fulfilling the General Plan, one project at a time, allows for a great future that each town employee who is responsible in fulfilling.

6. Why do you want to be appointed to the Town Council?

- * Contribute back to the community on issues that concern Yucca Valley residents.
- * Have a strong desire and a rich business background to contribute to Town Council.
- * Have the time and inclination to donate my expertise beyond paying taxes.

7. What do you consider the Town's top three priorities? (Should be in order of urgency or importance). What two issues would you like to see the council come to grips with in the next two years?

Priority #1: Complete the General Plan

Priority #2: Infrastructure projects that are currently in the queue.

Priority #3: Waste Treatment and Water Reclamation

In 2 years, the Town council must come to grips with declining revenues from Property Taxes (44%) and Sales Tax (32%) which makes up 76% of the budgeted revenues in 2011.

In 2 years, Town council must look at interest earnings projected of \$40,000 for 2011-12 which is a decrease of 33% from 2010-2011 due to low interest rates. Additionally, identify and remedy these types of low performing portfolios.

8. If you could only accomplish one thing in your three-year term on the Town Council, what would you hope that to be?

The one thing to hopefully accomplish would be to intensify the efforts of the waste treatment and water reclamation project. To get traction by all Town Council members to speak out and supporting the project without new taxes or emergency outside funding.

9. The Town currently has a backlog of \$14 million in needed road maintenance and the Town currently does not have funding for this maintenance. How would you suggest funding this need?

The \$14 million backlog did not get created in 2011. If the Town does not have funding from the General Fund and has under \$1 million to work with, then the backlog can only increase when more revenue is improved. At this point, 14 years is a long wait for this infrastructure to be addressed completely.

Ideas include:

- * Funding ideas can be explored by a Blue Ribbon committee who can forward local ideas with state and federal solutions. Have them report back in 4 months with doable recommendations.

- * Establish an earnest tireless lobbying effort by Town Council members to County, Sacramento and the Federal Government relevant agencies friendly supporters.

- * Review the existing project backlog and reprioritize the work in the current pipeline. Be willing to change projects priorities and lower the cost outlays associated with them.

10. Council members are assigned to participate in regional government programs, such as San Bernardino Associated Governments, Morongo Basin Transit Authority, etc., what is your availability to represent the Town if assigned to one of these programs. Describe how you would represent the Town in this capacity? Do you have the availability in your present occupation to meet the extra time demands required of Council Members?

- * Willing to represent Yucca Valley by attending and putting forth specific needs for assistance and our vision established by the General Plan.

- * Work with Town Council to find out what can be offered that we can use from County, State and Federal sources.

- * Lobby for the Town of Yucca Valley and its emerging image for change and transformation.

- * Can attend meetings when given a 20 day notice in advance of the event.

Thank you for the opportunity to participate through this Member Application.

RECEIVED

JUL 11 2011



TOWN OF YUCCA VALLEY

Town of Yucca Valley

Town Council Member Application

Please return completed applications to the Town Clerk at Town Hall, 57090 Twentynine Palms Highway, Yucca Valley, CA no later than 5:00 pm, Thursday, July 14, 2011

Contact Information

Name	Jeff Drozd
Street Address	
City, State, and ZIP Code	Yucca Valley, CA. 92286
Home Phone	
Work Phone	
E-Mail Address	

Education

Please describe your education background:

After having attended college on a mostly part-time and sometimes full-time basis for 15 years. I have earned my Bachelor of Vocational Education Degree in 2008 and my Master of Arts Degree with an emphasis area of Career and Technical Education in 2010. I am also a product of the local education system being a 1979 graduate of Yucca Valley High School.

Job Experience, Special Skills or Qualifications

Summarize your work experience, special skills and qualifications you have acquired from employment, previous volunteer work, or through other activities, including hobbies or sports.

I am a vocational teacher/coordinator at Yucca Valley High School, I currently teach Computer Assisted Drafting, Geographic Information Systems, Work Experience Education and I am the coordinator/director of the Yucca Valley High School Career Pathways Program/Foundation. I have been a drafter in the engineering field since 1984 and currently work part-time for two local water districts.

Questions – (please attach additional pages as required)

1. What is your understanding of the Town's budget and financial condition?

I understand that Yucca Valley as well as other cities and towns across the state are going through financial hardships at this time. During these hard times it is a priority to be fiscally responsible while maintaining the infrastructure that the Town already has in place. We must plan for the future and for the growth that the Town will have to face when this economic crisis ends.

Questions (continued)

2. What do you see as Yucca Valley's biggest challenges(s)?

The Town's financial standing is probably the number one issue that we have. Nothing can be done unless we are financially secure, this will allow us to move ahead, explore the needs of the Town. Yucca Valley must grow in a responsible manner that encourages businesses to thrive. This growth will bring additional revenue to the town that is dearly needed. Yucca Valley also seems to have an image problem that must be addressed. Many people are under the impression that the Town discourages businesses from locating to Yucca Valley, better public relations are sorely needed. We also not be swayed by the vocal minority at the cost of the Town and it's citizens.

3. Share your vision for the Town of Yucca Valley for the next three years (through 2014). Highlight what policies you would support in implementing your vision.

Maintaining our current infrastructure will be the biggest challenge due to the current financial crisis. This does not mean that we are at a standstill, the Town still needs an encompassing General Plan. The financial crisis will end and we need to be ready to move ahead quickly when this happens. In the 35 years that I have lived in the Hi-Desert I have noticed that during economic upswings Yucca Valley is a latecomer when it comes to building, then the economy slows down and the Town only has added a few new businesses to add to its tax rosters. The few businesses that have been built during this time have vacated buildings that sit empty for years. If Yucca Valley could take advantage of the economic upswings sooner, we would all benefit greatly. A comprehensive General plan will allow us to develop the Town at a quicker rate with less obstacles during any future economic upswings.

4. What skill or ability do you have that would strengthen the Town Council? Are there any areas where you feel your knowledge level and expertise would benefit Council discussion and/or decisions?

My background as an engineering drafter has prepared me to understand the infrastructure of the Town. My background as a teacher/coordinator keeps me in touch with the needs of the youth of our community. Having knowledge of the complexity of Town projects through my engineering background plants my feet on the ground, I realize for the most part, what is reasonable and what is not. I understand the complexity and cost of major projects and the fact that these kinds of things take alot of time and are not cheap. You can't get a handful of volunteers to build something for the Town due to liability issues, there is a process and the steps in that process must be followed.

5. The Town is about to embark on a comprehensive update to the General Plan. What is your understanding of the role of the General Plan in guiding a community?

The General Plan is a blueprint of what the Town will look like in the future. A comprehensive General Plan allows the Town to proceed smoothly and swiftly when someone proposes a new building project. If the style and color of buildings are spelled out clearly and zoning is made clear, then you will have an easier time telling a developer the guidelines they must follow. If we are consistent in the implementation of the General Plan, the Town will develop at a quicker pace with less confusion to the Town and to the citizens. Just as the confusion over wind generators today, anything that is not addressed in the General Plan has to be decided upon swiftly by the Town for the citizens. The negative side of this is that the future General Plan may have a different answer to the question than the one we decide today.

Questions (continued)

6. Why do you want to be appointed to the Town Council?

I would like a person on the vacant Town Council seat that has a balanced view of the Town. Someone that wants businesses to build in our Town but that wants that same business to fit in with the Town vision. A person that appreciates Yucca Valley today but also wants to make it a better place in the future. A person that wants the Town to be financially sound and prepared for not only future economic downswings but also be ready for the upswings. I am the person for this position on the Town Council.

7. What do you consider the Town's top three priorities should be in order of urgency or importance? What two issues would you like to see the council come to grips with in the next two years?

First on my list of priorities is financial security, second is a comprehensive General Plan and third is maintaining the Town's infrastructure, especially roads. If I may choose a fourth priority it would be the image of the Town. These four items are pertinent to the future of Yucca Valley. In the next two years, as far as items that can be completed in this span of time, I would like to see the image of the Town improve and I would like to see a comprehensive General Plan approved and put in place. Again if I could add one more item to this list I would like to see many roads improved by being properly maintained within the next few years.

8. If you could only accomplish one thing in your three-year term on the Town Council, what would you hope that to be?

I would be happy if my one accomplishment were that Yucca Valley become a better place to work and live. There is no single thing that could accomplish this for everyone but the implementation of many of the issues discussed in this application would get us on the right track to a better future for Yucca Valley.

9. The Town currently has a backlog of \$14 million in needed road maintenance and the Town currently does not have funding for this maintenance. How would you suggest funding this need?

I am sure that I have nothing new to add to any ideas that the Town has already tried, I can only assume that they have applied for various state and national funding possibilities. All I can suggest is to keep researching these types of possibilities. A Town sales tax might possibly help close financial the gap but other than budget cuts, I do not have enough specific knowledge of this issue for any practical input at this time.

Questions (continued)

10. Council members are assigned to participate in regional government programs, such as San Bernardino Associated Governments, Morongo Basin Transit Authority, etc., what is your availability to represent the Town if assigned to one of these programs. Describe how you would represent the Town in this capacity? Do you have the availability in your present occupation to meet the extra time demands required of Council Members?

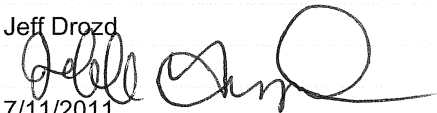
I would be available to help with any extra programs. I could be a part of any committees that seem appropriate to my knowledge. My job as a teacher/coordinator at Yucca Valley High School would work quite well to meet Town Council demands.

Person to Notify in Case of Emergency

Name	Jeff Drozd
Street Address	
City, State, and ZIP Code	
Home Phone	
Work Phone	
E-Mail Address	

Agreement and Signature

By submitting this application, I affirm that the facts set forth in it are true and complete. I understand that I must comply with the Fair Political Practices Commission and complete a California Form 700 Statement of Economic Interests.

Name (printed)	Jeff Drozd
Signature	
Date	7/11/2011

RESUME

Name: Jeff Drozd

Address: Yucca Valley, CA. 92286

E-Mail:

Telephone:

Education: Master of Arts in Education with an emphasis in Career and Technical Education:
California State University San Bernardino (CSUSB)

Bachelor of Vocational Education (BVE) Degree:
California State University San Bernardino (CSUSB)

Designated Subject Teaching Credential:
California State University San Bernardino (CSUSB)
Drafting, Computer Aided Drafting

Clear Full Time Designated Subjects Career Technical Education Teaching Credential
California State University San Bernardino (CSUSB)
Building Trades and Construction, Engineering and Design and
Manufacturing and Product Development

Clear Designated Subjects Supervision and Coordination Credential:
California State University San Bernardino (CSUSB)

CSET in Industrial and Technology Education & CBEST – Passed

SB395 Granted 05/09/2008

High School Diploma:
Yucca Valley High School

Objective: Seeking employment

Experience: 1992-Present
CAD Drafting, Geographic Information Systems (GIS), Work Experience Teacher,
Career Pathways Coordinator, Executive Director and former Teacher on Assignment
Yucca Valley High School

Currently I work drafting out of my home on a part-time basis

1996-2010
Drafter/Engineering Assistant
Joshua Basin Water District

1990-1991
Drafter
Hacker Engineering

1984-1990
Drafter
Sanborn/Webb Inc.

References: Produced upon request



Town of Yucca Valley

Town Council Member Application

Please return completed applications to the Town Clerk at Town Hall, 57090
Twentynine Palms Highway, Yucca Valley, CA no later than 5:00 pm,
Thursday, July 14, 2011

Contact Information

Name Dr. Robert E. Lombardo
Street Address
City, State, and ZIP Code
Home Phone
Work Phone
E-Mail Address

RECEIVED

JUL 13 2011

TOWN OF YUCCA VALLEY

Education

Please describe your education background:

1973 Graduate Rolling Hills High School
1977 BS Degree in Psychobiology with Honors, University of CA, Riverside
1977-1978 Coursework towards Masters Degree in Genetics,
Cal State University, San Bernardino
1982 Received Doctor of Dental Surgery degree from Northwestern University,
Chicago, IL

Job Experience, Special Skills or Qualifications

Summarize your work experience, special skills and qualifications you have acquired from employment, previous volunteer work, or through other activities, including hobbies or sports.

Employed for three years by the state of Florida as Dentist and Chief Medical Officer at Hendry County Correctional Facility. Assisted in overseeing a three time expansion in population growth at the prison while planning and providing medical, dental and mental health services. Established and continually expanded a Family Dental Practice in Yucca Valley since 1985.

Questions -- (please attach additional pages as required)

1. What is your understanding of the Town's budget and financial condition?

My understanding of the town budget is not detailed but income is derived from property and sales taxes, as well as miscellaneous fees. A portion of funding for our roads is derived from taxes on gas sales and auto licensing fees from the State. In the recent past the town has been run somewhat conservatively and a reserve balance was maintained. This income has been reduced due to decreased property values and lower sales tax collections. It is becoming more difficult to budget the essential services due to the economic recession.

Questions (continued)

2. What do you see as Yucca Valley's biggest challenges(s)?

- 1) Educating and convincing the public of the vital need for a sewer system, obtaining their support, getting it approved, and built.
- 2) Increasing the quality of life for the majority while maintaining fiscal responsibility.
- 3) Balancing environmental aspects, growth and needed services such as senior living, a golf course, and new restaurants.
- 4) Reducing regulations, their impacts, and encouraging economic development.

3. Share your vision for the Town of Yucca Valley for the next three years (through 2014). Highlight what policies you would support in implementing your vision.

Small business revitalization of Old Town

- tax and fee incentives
- reduce and streamline regulations.

Examine opportunities and methods to reduce costs while maintaining essential services

- reduce annual maintenance costs such as storm clean up, street repair, and electrical costs utilizing solar and wind.

4. What skill or ability do you have that would strengthen the Town Council? Are there any areas where you feel your knowledge level and expertise would benefit Council discussion and/or decisions?

I am a consensus builder with an open mind and the ability to make sense of scientific evidence to support my, and others, ideas.

5. The Town is about to embark on a comprehensive update to the General Plan. What is your understanding of the role of the General Plan in guiding a community?

The General Plan sets the framework of future growth and provides Continuity over a longer term while expressing the desires of the population.

Questions (continued)

6. Why do you want to be appointed to the Town Council?

I can help provide ideas to move the town forward, and I enjoy community involvement.

7. What do you consider the Town's top three priorities should be in order of urgency or importance? What two issues would you like to see the council come to grips with in the next two years?

- Approve, fund, and build the sewer system
- Update the General Plan
- Stick to a balanced budget as close as is possible
- Address what can be done to balance sustainable growth while cultivating a business friendly climate.

8. If you could only accomplish one thing in your three-year term on the Town Council, what would you hope that to be?

Prudent financial management minimizing recessionary impacts until the economy rebounds and services can be restored and/or expanded.

9. The Town currently has a backlog of \$14 million in needed road maintenance and the Town currently does not have funding for this maintenance. How would you suggest funding this need?

Evaluating recurring costs of repairs, and/or areas of intensified costs and determine if a change in the way it is done might lead to reduced costs.

Questions (continued)

10. Council members are assigned to participate in regional government programs, such as San Bernardino Associated Governments, Morongo Basin Transit Authority, etc., what is your availability to represent the Town if assigned to one of these programs. Describe how you would represent the Town in this capacity? Do you have the availability in your present occupation to meet the extra time demands required of Council Members?

I currently have every other Friday available. My associate is able to cover for me at other times with advance notice. I enjoy travel and meeting a wide variety of people and other cultures which would be useful wherever I may be assigned. I want to be helpful to my community and will "bloom wherever I am planted."

Person to Notify in Case of Emergency

Name

Street Address

City, State, and ZIP Code

Home Phone

Work Phone

E-Mail Address

Agreement and Signature

By submitting this application, I affirm that the facts set forth in it are true and complete. I understand that I must comply with the Fair Political Practices Commission and complete a California Form 700 Statement of Economic Interests.

Name (printed)

Signature

Date

Robert E. Lombardo
Robert E. Lombardo
7-12-11

form 700 on file

RECEIVED

JUL 13 2011

TOWN OF YUCCA VALLEY
TOWN CLERKS OFFICE

July 13, 2011

Yucca Valley Town Council
c/o Mayor George Huntington
57090 29 Palms Highway
Yucca Valley, California 92284-2932

Dear Town Council Members:

It is with genuine pleasure that I offer my strongest recommendation of Dr. Robert Lombardo for appointment to the Yucca Valley Town Council. I have known and worked with Dr. Lombardo for many years and know that he has the broad background of working in local and business issues necessary for such a role. Dr. Lombardo would be a tremendous asset to the Town Council. I have the utmost confidence in his ability to serve on the Town Council.

Dr. Lombardo has practiced dentistry in Yucca Valley since 1985 and is a member and past president of the Yucca Valley Kiwanis Club. He served as honorary Mayor in 1989 and is currently Vice Chair of the Yucca Valley Planning Commission.

His long history of community involvement demonstrates that he is an outstanding public servant who will serve the residents of Yucca Valley well.

Thank you for your consideration of Dr. Lombardo and for considering the arguments in this letter. Should you have any questions, please do not hesitate to contact me.

Sincerely,



Paul Cook
Assemblyman, 65th District

RECEIVED

MAY - 5 2011

TOWN OF YUCCA VALLEY
TOWN CLERKS OFFICE

May 4, 2011

Honorable Mayor Huntington and Town Council Members,

Please accept the following as application for the vacancy of Town Council member. I have included all of the questions that are in the Town Council Member Application from the Town's website.

Contact Information:

Michael A. Alberg

Yucca Valley, CA 92284

Education:

B.S. Degree in Recreation Administration San Diego State University

Multiple Subject Credential

Single Subject Supplemental Credential Social Studies

I have also completed numerous classes on United States History and a wide variety of Educational sessions to enhance classroom performance.

Job Experience:

1999 to present: 8th grade Social Studies Teacher, La Contenta Middle School

1998 – 1999 7th grade Social Studies Teacher, Waterford Elementary

1996 -1998 Substitute Teacher

1991- 1995 Recreation Director, City of Patterson, CA

1989 -1991 Recreation Superintendent, Yucca Valley Parks & Recreation District

Commission Experience:

2010 to Present Member, Town of Yucca Valley Planning Commission

2005 to 2010 Member/Chair, Town of Yucca Valley Parks, Recreation and Cultural Commission

Town Budget:

My understanding of the Town's budget is that we have been constricting where necessary as revenue from Sales Tax, Property tax and Vehicle License Fee has decreased. Our budget is balanced with a solid reserve of approximately \$4 million. As the economy has shrunk over the past few years our Town has used conservative fiscal planning, along with not filling vacancies and other strategies, to keep the Town solvent and delivering the services required by our Town.

Yucca Valley's Biggest Challenge:

The biggest challenge facing our town is the historic lack of municipal infrastructure. This includes parks, sewer and streets. In the past these were either sufficient or not considered necessary. The Town has experienced considerable growth and change since I first came in here in 1989. At that time the sewer was not necessary, based on the population and the parks were small but adequate for our Town. That cannot be said today. We have not added a park in 37 years. We now have the opportunity to add, through a private/public agreement, the Brehm Sports Park. We are also ready to develop the South Side Community Park and complete the renovations at the Community Center facility.

The sewer is coming and while it is not a Town project it is one that we will be intimately involved in.

Vision of Yucca Valley for the next three years:

Yucca Valley must be prepared to catch and ride the next economic upswing and to be in the right position to do that we must have up-to-date plans in place. The next three years gives us the opportunity to have ideas and projects ready to go. The Parks Master Plan was recently adopted, we are preparing to review the Development Code will soon be under review and that will be quickly followed by the Town's General Plan. If these are written with an eye for implementation instead of "a good looking plan" then we can be successful.

Skill or ability that will strengthen the Town Council:

As an 8th grade History teacher I have to often present or be prepared to present and defend both sides of an historical event or argument. I believe that this skill will help me give a good and fair hearing to the issues that will come before the Town Council.

I also come with the advantage of having served both on Commissions and as a staff person for municipal government. I believe that

these experiences give me an insight not only into what needs to be done but what it takes to get them accomplished.

General Plan:

The General Plan is the map that the Town will follow for the next several years. It covers the growth of the Town and the future locations of necessary municipal facilities. This plan must be written and updated with an eye for implementation for it to be a worthwhile project.

Why I want to be appointed to the Town Council:

This appointment to the Town Council would give me the opportunity to serve the citizens of Yucca Valley. I have previously served on the Parks, Recreation, and Cultural Commission and currently serve on the Planning Commission. I have previously worked in municipal government and I enjoy this level of government that is closest to the people.

Town's top 3 priorities:

The top three priorities for the Town of Yucca Valley would be Parks, Sewer, and Business Growth. The number one of these in my opinion is the development of parks to erase our deficiencies and upgrade the quality of life for all of the citizens of Yucca Valley. Yucca Valley has a long history of providing excellent recreational programs using inadequate facilities. It is time to stay focused on completing parks projects, not redirecting the money to another useful idea.

One thing to accomplish:

If I could only accomplish one thing it would have to be the implementation of the Parks Master Plan. We researched it, we wrote it, we paid for it, and we approved it. Now let's implement it.

Backlog funding:

This issue concerns me because with changing Councils we have changing priorities and therefore changing expenditures of limited municipal resources. These changes create the image that the Town does little except talk about ideas and then change its mind, so little gets accomplished.

Our funding sources such as sales tax, property tax and vehicle license fees are at the mercy of powers other than ourselves. As such we must be creative and flexible in leveraging our resources. I look forward to listening to the Town Manager presentations on possibilities and other Town Council member's ideas.

Time:

As a teacher I have afternoons (after 2:00 pm) and evenings that are available to conduct Town business.

Other:

If selected to fill the vacancy on the Yucca Valley Town Council, I understand that I would be one of five members who must work together to accomplish goals of the Town of Yucca Valley. I do not come with an “agenda” of personal goals.

Questions (continued)

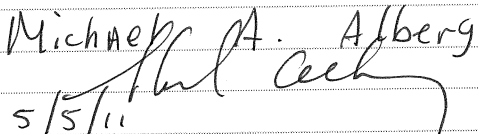
10. Council members are assigned to participate in regional government programs, such as San Bernardino Associated Governments, Morongo Basin Transit Authority, etc., what is your availability to represent the Town if assigned to one of these programs. Describe how you would represent the Town in this capacity? Do you have the availability in your present occupation to meet the extra time demands required of Council Members?

Person to Notify in Case of Emergency

Name	
Street Address	
City, State, and ZIP Code	
Home Phone	
Work Phone	
E-Mail Address	

Agreement and Signature

By submitting this application, I affirm that the facts set forth in it are true and complete. I understand that I must comply with the Fair Political Practices Commission and complete a California Form 700 Statement of Economic Interests.

Name (printed)	Michael A. Alberg
Signature	
Date	5/5/11

RECEIVED

MAY - 5 2011

TOWN OF YUCCA VALLEY
TOWN CLERKS OFFICE



Town of Yucca Valley

Town Council Member Application

Please return completed applications to the Town Clerk at Town Hall, 57090 Twentynine Palms Highway, Yucca Valley, CA no later than 5:00 pm, Thursday, May 5, 2011

Contact Information

Name	David A Cooper
Street Address	
City, State, and ZIP Code	
Home Phone	
Work Phone	
E-Mail Address	

Education

Please describe your education background:

BS in Accounting, University of Oregon, 1977

Job Experience, Special Skills or Qualifications

Summarize your work experience, special skills and qualifications you have acquired from employment, previous volunteer work, or through other activities, including hobbies or sports.

CPA in public practice since 1980

I have owned and operated my own business since 1989

Town of Yucca Valley Planning Commissioner for 11 years

Member of the Palm Springs Parks Commission for 2 years

Board Member of the Palm Springs AYSO for approximately 5 years, President for 1 year

Questions – (please attach additional pages as required)

1. What is your understanding of the Town's budget and financial condition?

I do not have a detailed understanding of the Town's current financial position, but being a CPA that would take much time to analyze.

Questions (continued)

2. What do you see as Yucca Valley's biggest challenges(s)?

1. Sewer

2. Infrastructure

3. Not sure, but it might be the sewer.

3. Share your vision for the Town of Yucca Valley for the next three years (through 2014). Highlight what policies you would support in implementing your vision.

We need to find a way to enable the water board, or someone, to develop the initial phase of the sewer system. I do believe that development in the Town is going to be almost non-existent until that comes to fruition. We need to help the water board with planning and financing methods to allow them to reach that goal.

We need to find a method or vehicle for funding our infrastructure deficits. We need to figure out what levels of improvement the town populace wants and see if they are willing to support the funding mechanism necessary to get there.

The Town is currently working towards a revamping of the general plan and Town visioning project. It might be a good idea to wrap all these issues into that document.

4. What skill or ability do you have that would strengthen the Town Council? Are there any areas where you feel your knowledge level and expertise would benefit Council discussion and/or decisions?

My 11 years on the planning commission have given me a valuable insight into how the Town operates and some of the problems that we face in both the development code in particular and the general plan in general.

I am a very quick study and have an excellent working knowledge of financial statements and budgets due to my work history.

I can be a consensus builder when necessary.

5. The Town is about to embark on a comprehensive update to the General Plan. What is your understanding of the role of the General Plan in guiding a community?

The general plan is the primary guide for the development of the Town and starts with the Vision that we have for the Town's future. It also includes land use designation and the basic framework for the development code.

Questions (continued)

6. Why do you want to be appointed to the Town Council?

I believe that my experience and knowledge can be an asset to the Town and I am willing to share those with the town, if they decide to appoint me.

7. What do you consider the Town's top three priorities should be in order of urgency or importance? What two issues would you like to see the council come to grips with in the next two years?

1. Phase One of the sewer system and the financing for it.

Without the sewer system, development in Town is likely to come to a screeching halt, so this is number one on my list.

2. Develop a master plan for the build out and funding of our infrastructure deficits.

We tried to put that partially in place with the creation of the development fee structure, but I believe previous council's may have loosened the requirements. We need to revisit this issue in light of the upcoming General Plan amendment and update.

8. If you could only accomplish one thing in your three-year term on the Town Council, what would you hope that to be?

Phase one of the sewer system

9. The Town currently has a backlog of \$14 million in needed road maintenance and the Town currently does not have funding for this maintenance. How would you suggest funding this need?

I really don't have the faintest idea of how to tackle this issue, other than the development fee concept discussed above. We can also take a look at the backlog and figure out what is really important versus not so important based on the General Plan update.

Questions (continued)

10. Council members are assigned to participate in regional government programs, such as San Bernardino Associated Governments, Morongo Basin Transit Authority, etc., what is your availability to represent the Town if assigned to one of these programs. Describe how you would represent the Town in this capacity? Do you have the availability in your present occupation to meet the extra time demands required of Council Members?

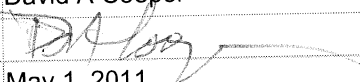
Being self-employed gives me a lot of flexibility in this area. I can usually work my schedule to accommodate meetings and travel. Having said that, I do work in Rancho Mirage and thus would prefer not to have mid day meetings on a regular basis since those could entail significant time expenditures. There is also the matter of tax season, which for me runs around the middle of February to the middle of April. Time during that period is very limited. Having said that, I never had a problem during my 11 years on the planning commission in making a meeting and being prepared for it. I would be as professional in those meetings as I am in my work and was during my time on the planning commission.

Person to Notify in Case of Emergency

Name	
Street Address	
City, State, and ZIP Code	
Home Phone	
Work Phone	
E-Mail Address	

Agreement and Signature

By submitting this application, I affirm that the facts set forth in it are true and complete. I understand that I must comply with the Fair Political Practices Commission and complete a California Form 700 Statement of Economic Interests.

Name (printed)	David A Cooper
Signature	
Date	May 1, 2011

RECEIVED

MAY - 5 2011

TOWN OF YUCCA VALLEY
TOWN CLERKS OFFICE1:40 pm
Curt Duffy

Town of Yucca Valley

Town Council Member Application

Please return completed applications to the Town Clerk at Town Hall, 57090 Twentynine Palms Highway, Yucca Valley, CA no later than 5:00 pm, Thursday, May 5, 2011

Contact Information

Name	Curt Paul Duffy
Street Address	
City, State, and ZIP Code	
Home Phone	
Work Phone	
E-Mail Address	

Education

Please describe your education background:

I hold a B.S. in Mechanical Engineering and an M.F.A in Creative Writing. I am also completing an Ed.D. My engineering education includes substantial work in the design of energy systems as well as finance. My doctoral work includes the study of structural inequality, systems thinking, and media theory, as well as quantitative/qualitative research methods. I have also completed the Center for Creative Leadership's Leadership Development Program. My software training includes MS Excel, MS Project, and PeopleSoft.

Job Experience, Special Skills or Qualifications

Summarize your work experience, special skills and qualifications you have acquired from employment, previous volunteer work, or through other activities, including hobbies or sports.

I have nearly twenty-five years of experience in fields including project design and administration, educational management, marketing, and teaching. I have prepared proposals for multi-million dollar energy systems, exceeded profit expectations while managing educational centers, greatly increased enrollment, retention, and placement at schools and colleges, and monitored costs on a studio project exceeding ten million dollars. I also have experience dealing with regulatory agencies (ACICS and the CA Board of Registered Nurses) and have taught college courses in business and project management.

Questions – (please attach additional pages as required)

1. What is your understanding of the Town's budget and financial condition?

I understand that the Town expects \$8.7 million in revenues and transfers for the 2010-2011 fiscal year. I also understand that this figure is a decrease of \$251,000 from the Town's 2009-2010 actual revenues, and that this decrease is primarily caused by a reduction in assessed property and in-lieu VLF. Projected expenditures for the 2010-2011 fiscal year are \$196,000--due mainly to savings in personnel costs. The Town has a reserve of \$5 million, but does not have the funds necessary to address needed infrastructure improvements, economic development projects, and other betterment initiatives.

Questions (continued)

2. What do you see as Yucca Valley's biggest challenges(s)?

Yucca Valley, itself, is well positioned to meet its economic and environmental challenges. The Town possesses unparalleled natural beauty, a historic business core, and creative, highly skilled residents. There is, however, considerable discord within the Town, and the Town needs leaders who are able to create consensus. I hope to bring a smart, incremental approach to development and promote a vision, as well as policies, that view economic progress and environmental preservation as complementary and not mutually exclusive. Yucca Valley's financial and infrastructure problems can be best addressed by a Town leadership that is representative, fair, transparent, and appreciative of the complex interrelationship between development, taxation, and quality of life.

3. Share your vision for the Town of Yucca Valley for the next three years (through 2014). Highlight what policies you would support in implementing your vision.

I envision a Town that provides a high quality of life for its residents and a stable economic environment for its businesses. I envision a Town that has numerous high-paying job opportunities as well as access to educational institutions that provide the skills needed for these challenging new positions. I also envision a Town that relies on a number of industries, including energy production, knowledge services, travel, and arts. I see a thriving commercial corridor that provides unique dining and retail experiences that draw not only outside visitors to the Town but also provide necessary amenities to the residents of Yucca Valley. I see both commercial and residential property values rising as a result of the Town's holistic, incremental approach to development and new perception as a place that is conducive to thriving businesses and healthy lifestyles.

4. What skill or ability do you have that would strengthen the Town Council? Are there any areas where you feel your knowledge level and expertise would benefit Council discussion and/or decisions?

In addition to my skills in project management, budgeting and cost control, and community organizing, I would give voice to segments of Yucca Valley's population that are currently under-represented on the council. I would also bring a new perspective to the table, one that is informed by extensive training in consensus building, sensitivity to issues of diversity, and financial acumen. In addition to these leadership and operational skills, I could also help the Town to craft a new image--one that draws both high-tech employers and residents looking for a municipality that offers security, community, and respect. With my Fortune 500 experience, prior leadership experience, and operational skills, I would also add credibility.

5. The Town is about to embark on a comprehensive update to the General Plan. What is your understanding of the role of the General Plan in guiding a community?

The California Government Code requires all California cities and towns to prepare comprehensive, long-term road maps that guide municipal development. The General Plan embodies the community's history, cultural values, and shared goals within the constraints local geography, natural resources, and ecosystem. The General Plan also serves as the legal basis for policy decisions regarding zoning and other developmental matters. I strongly believe in the role of vision in municipal planning and am convinced that a community's long-term health depends upon consideration of human, economic, and environmental factors in a time frame that exceeds the current fiscal year.

Questions (continued)

6. Why do you want to be appointed to the Town Council?

I would like to contribute to the community in which I live. I have a diverse educational background, experience in a number of industries, and a history of community involvement. I also believe that I could make a unique and needed contribution to the Town of Yucca Valley, providing my expertise in financial controls, project management, and human development. I believe that--with input from all sectors and full transparency--I can help Yucca Valley prosper in ways that are affirming and sustainable.

7. What do you consider the Town's top three priorities should be in order of urgency or importance? What two issues would you like to see the council come to grips with in the next two years?

I feel that the Town's top priority should be economic development. The local wage level, employment opportunities, and property valuations are all depressed. In addressing this issue, current policy has focused national retailers, fast-food restaurants, and other low-wage employers. This is not in the Town's long-range interest. I would work towards creating an economic environment that attracted clean, high-paying industry to the area. Yucca Valley, with its low cost of living and proximity to a large urban area, is a prime location for green and knowledge industries. The Town's second priority should be addressing its wastewater and other infrastructure issues. Its third priority should be preserving its desert environment and rural atmosphere. The council should promote smart, clean economic development and jobs.

8. If you could only accomplish one thing in your three-year term on the Town Council, what would you hope that to be?

I would hope to attract a measurable number of clean, high-paying jobs in knowledge and other technical industries to Yucca Valley. I would seek to promote Yucca Valley as a place that provided affordable housing, a skilled, intelligent workforce, and proximity to the Coachella Valley, the Inland Empire, and the Los Angeles/Orange Country metropolitan area. I would work with the local community college to develop coursework and programs that prepared Yucca Valley residents for such jobs. With better employment opportunities, and the high wages and benefits that accompany them, Yucca Valley would realize a decrease in incidence of the social problems, such as substance abuse, crime, and broken households, that often accompany poverty.

9. The Town currently has a backlog of \$14 million in needed road maintenance and the Town currently does not have funding for this maintenance. How would you suggest funding this need?

I would advise the Town to immediately begin a review of its road maintenance program to assess exactly what projects need to be done, as well as the most efficient ways to complete them. In some ways, Yucca Valley has over-developed its road system--perhaps in anticipation that the building boom of the early 2000's would continue indefinitely. Once the backlog has been fully assessed, I would seek county, state, and federal programs that could help fund some of the needed improvements. Lastly, I would carefully review the Town's entire proposed budget to ensure that all departments are operating efficiently and direct any savings from these actions to road maintenance.

Questions (continued)

10. Council members are assigned to participate in regional government programs, such as San Bernardino Associated Governments, Morongo Basin Transit Authority, etc., what is your availability to represent the Town if assigned to one of these programs. Describe how you would represent the Town in this capacity? Do you have the availability in your present occupation to meet the extra time demands required of Council Members?


I am fully able to represent the Town if assigned to participate in one of the regional government programs. In addition, I have participated in numerous business and community boards, including administration of educational program review boards as required by the Accrediting Council for Independent Colleges and Schools (ACICS). I would represent the town as a pragmatic, solution-oriented professional with a diverse background and connections to under-represented segments of the Town. My current employment and business commitments are less than twenty hours a week and I am fully able to participate in any activities that do not conflict with my lecture times.

Person to Notify in Case of Emergency

Name	
Street Address	
City, State, and ZIP Code	
Home Phone	
Work Phone	
E-Mail Address	

Agreement and Signature

By submitting this application, I affirm that the facts set forth in it are true and complete. I understand that I must comply with the Fair Political Practices Commission and complete a California Form 700 Statement of Economic Interests.

Name (printed)	Curt Duffy
Signature	
Date	May 5, 2011

CURT DUFFY

PERSONAL

Energetic professional with degrees in both the arts and sciences, as well as published work, seeks leadership opportunities with exceptional organizations and institutions.

EDUCATION

Ed.D. Educational Leadership & Change, Fielding Graduate University, 2011 (expected)

M.F.A. Creative Writing, Antioch University, 2000

B.S. Mechanical Engineering, Worcester Polytechnic Institute, 1987

CAREER HIGHLIGHTS

- Provided educational industry knowledge and best practices to WCU's new nursing program.
- Chaired a newly-implemented bachelor's degree program in Business Administration for ITT Technical Institute's Torrance, CA campus. Finalized campus-wide course schedule two weeks ahead of deadline.
- As Paramount Pictures' Y2K Project Administrator, reconciled project costs of a \$10 million studio initiative to within 0.5% of overhead reporting. Developed lot-wide Y2K Awareness Program.
- Created a web presence for Yo San University of Traditional Chinese Medicine and brought the graduate school to its highest level of enrollment—134 students—as Director of Admissions and Marketing.

EMPLOYMENT HISTORY

Los Angeles Pierce College, Woodland Hills, CA 2/2001 – Present

Adjunct Instructor, English and PACE Departments

Taught Developmental Writing and English Composition. Utilized online instruction tools.

West Coast University, Los Angeles, CA 2/2006 – 8/2008

Student Services Consultant (1/2008 – 5/2008)

Provided operational support and institutional guidance. Created training programs and documented procedures. Developed student support sections of the Institutional Effectiveness Plan; provided full editorial review.

Dean of Students (2/2006 – 12/2007)

Provided both academic and non-academic student support services including instructional assistance programs, career development workshops, and campus events. Formalized and enforced attendance and academic integrity policies. Initiated campus newsletter and Student Tutors Program.

ITT Technical Institute, Torrance, CA 9/2003 – 1/2006

Associate Dean (5/2005 – 1/2006)

Responsible for the training and development of 24 full-time and 12 adjunct instructors. Monitored curricula delivery and conducted pedagogy workshops. Supervised six School Chairs and facilitated processes with other campus departments, including Finance, Marketing and Career Services. Ensured compliance with all Academic Affairs policies and accreditation agency (ACICS) regulations.

Chair, School of Business (6/2004 – 5/2005)

Maintained program quality and attractiveness. Recruited, hired and supervised faculty. Created quarterly class schedule for campus. Provided expert seminars in diversity training and teaching methodology.

Instructor (9/2003 – 6/2004)

Taught a variety of general education and business courses, as well as Software Project Management. Utilized online assessment and reinforcement techniques.

EMPLOYMENT HISTORY (CONT'D)**Paramount Pictures, Hollywood, CA**

7/1998 – 9/2003

Financial Analyst/PeopleSoft Project Administrator (10/2001 – 11/2003)

Balanced daily payroll, made guild payments (SAG, WGA, DGA), prepared journal entries, and reconciled outstanding bank items. Documented payroll processes and coordinated PeopleSoft upgrade activities.

Y2K/PeopleSoft Project Administrator (7/1998 – 9/2000)

Provided administrative, accounting, and logistical expertise to Y2K software upgrade and testing projects. Allocated costs, calculated monthly accruals, and monitored \$10 million budget using Excel. Planned and developed Y2K Awareness Program. Prepared lot-wide payroll conversion communications and software training manual. Coordinated all application testing reviews; interfaced with outside QA firm.

Yo San University of Traditional Chinese Medicine, Santa Monica, CA

7/1996 – 2/1998

Director of Admissions and Marketing

Directed all activities involving university promotion and the recruitment of students. Developed marketing plan based on inquiry tracking, internal research, and competitive analysis. Responsible for all publications and advertising. Coded, tracked, and analyzed marketing activities to maximize ROI.

- Contracted and oversaw development of a university website; responded to electronic inquiries.
- Produced new university catalog; created successful print advertising campaigns and other promotions.
- Formalized candidate selection process by documenting admissions criteria and procedures.

Kaplan Educational Centers, Los Angeles, CA

11/1992 – 12/1995

Center Manager (11/1994 – 12/1995)

Managed an educational facility with yearly revenues of over one million dollars; responsible for all operations, marketing, and bottom-line performance. Monitored classroom activities, ensured student satisfaction, and provided guidance to instructors. Marketed test and licensure preparation courses to colleges and local businesses; developed network of student advisor and educational consultant contacts.

- Exceeded 1995 contribution goal by \$34,000.

Instructor (11/1992 – 11/1994)

Taught SAT, GRE, and LSAT test preparation classes. Assisted students with educational planning.

OTHER TRAINING**Leadership Development Program, Center for Creative Leadership, 2003****Conversation Group Facilitator Training, LA Gay & Lesbian Center, 2003****Developing the Marketing Mind, UCLA Extension Course, 1997****Consultative Selling Techniques, Ned Whaley Institute, 1988****PUBLICATIONS AND PROFESSIONAL WRITING**

“Hobblescotch.” Short Fiction. Storyglossia. Issue 30. October 2008.

“Multi-Perspective Systems Thinking Arrives at School.” Book Review. Academic Leadership. May 28, 2008.

“The Ghost in the Machine.” Short Fiction. The Journal of Experimental Fiction. 2002.

“Broken Compass.” Poetry. 4th Street. March/April. 2002.

“Am I a Happy Man?” Poetry. 4th Street. May/June. 2001.

“Cutting Potential.” Short Fiction. Paw Prints. Fall Volume 1. 2000.

“Slugs, Mergers, and Acquisitions.” Short Fiction. FTS. Issue 5, Volume 2. 1999.

“Love’s Past Pose.” Short Fiction. 51%. Issue 4. October 1999.

The Petite Elite Miniature Museum & Gallery Video. The Petite Elite Miniature Museum. Los Angeles. 1993.

RECEIVED

MAY - 2 2011

TOWN OF YUCCA VALLEY
TOWN CLERKS OFFICE

Town of Yucca Valley
Town of Yucca Valley
Town Council Member Application
May 2, 2011

Contact Information

Lori Herbel

Education

AA Fullerton College 1977. Major: Art, Minor: Interior Design.

Job Experience, Special Skills or Qualifications

Summarize your work experience, special skills and qualifications you have acquired from employment, previous volunteer work, or through other activities, including hobbies or sports.

Served on the Yucca Valley Town Council from 2006 to 2010 and served as Mayor Pro Tem in 2010. As a Council Member, served on various boards and committees and was honored with Resolution No. 2547 by Assemblyman Paul Cook, dated December 7, 2010 wherein my service was recognized:

“...While holding the prestigious position of Mayor Pro Tem, Lori Herbel provided invaluable leadership and guidance to the Town of Yucca Valley and worked diligently to address the concerns and needs of the residents of the area.

“...Assigned to the Mojave Air Quality Management District, Airport District 2+2 Committee, and the Hi-Desert Water District 2+2 Committee, Lori Herbel became renowned for her superb ability to work with a diverse group of people to forge solutions to the challenges that face the community...

“Whereas, In addition to her town committee assignments, Lori Herbel has served on the Morongo Basin Regional Economic Development Consortium, San Bernardino County Homeless Partnership, Animal Care Joint Powers Authority, and Housing Community and Economic Development Policy Committee for the League of California Cities.

“...Deeply engaged in her community, Lori Herbel is the former Parks, Recreation and Cultural Commissioner and has been proudly involved with the Yucca Valley Chamber of Commerce, Mojave Desert Land Trust, and International Dark-Sky Association.”

I am a business person with 15 years experience as a farmer in Fallbrook, California. I have opened and operate two Certified Farmers’ Markets in the Morongo Basin.

I train Therapy Dogs that assist disabled community members.

I have one son, Joshua Nathan Herbel, age 28.

Questions

1. What is your understanding of the Town’s Budget and financial condition?

According to the Town of Yucca Valley Adopted Budget 2010-2011:

Revenues *“Projected revenues and transfers for fiscal year 2010-2011 total \$8.7 million...”*

Expenditures *“... total \$8.7 million ...”*

General Fund Reserves *“... continue to maintain a solid financial reserve in accordance with the Town Reserve Policy with \$5,058,000 identified as Undesignated Reserves...”*

The 2010-2011 Yucca Valley Town Budget *“... is a balanced budget for all Town Funds...”*

2. What do you see as Yucca Valley's Biggest Challenge(s)?

The Waste Water Treatment Plant is the largest challenge facing the people of Yucca Valley representing a huge financial impact to our business community and the property owners of Yucca Valley.

Without a solution, local businesses, property owners and the Town may continue to experience depressed property values along with serious concerns from potential new businesses coming to our Town.

3. Share your vision for the Town of Yucca Valley for the next three years (through 2014). Highlight what policies you would support in implementing your vision.

My vision for the Town of Yucca Valley over the next three years is to work with the Hi-Desert Water District Board and the people of Yucca Valley regarding the need for Waste Water Treatment infrastructure.

The previous Town Manager cautioned Council members to avoid public statements on policies that might come before the Council for future discussion so as not to lose the right to vote on the policies.

That said, I believe it is the job of staff to make policy recommendations to the Yucca Valley Town Council as a whole. It is then up to the representatives of the people (Council) to discuss and implement policies that will represent the common good of the citizens of Yucca Valley.

4. What skill or ability do you have that would strengthen the Town Council? Are there any areas where you feel your knowledge level and expertise would benefit Council discussion and/or decisions?

The Honorable Assemblyman Paul Cook spoke of my strengths and expertise in Resolution No. 2547 dated December 7, 2010:

"...Lori Herbel has earned a reputation as a leader, a forward thinker who envisions life as it should be in the future, and a tireless worker for better understanding among people..."

I received a Resolution from the County of San Bernardino Board of Supervisors dated December 2, 2010, which gives insight into the benefits I will bring to Council discussions and decisions:

“... Lori Herbel is commended by her peers and colleagues for always placing the best interests of the city and people of Yucca Valley first and her many efforts to better the quality of life for all the residents of the Town of Yucca Valley.”

5. The Town is about to embark on a comprehensive update to the General Plan. What is your understanding of the role of the General Plan in guiding the Community?

The Town of Yucca Valley Comprehensive General Plan states:

“All incorporated towns and cities, and all counties are required by the California Government Code to prepare comprehensive, long-term general plans, which direct development of the community. As an official document of the Town of Yucca Valley, the General Plan provides the goals, policies, programs and implementation strategies to guide the development of the Town and preserve its valued assets and resources.”

The General Plan is *“...the principal development guide for community development.”*

Government Code Sections 65860, 66473.5, and 65647.4 require that zoning ordinances and parcel map approvals be consistent with the General Plan.

6. Why do you want to be appointed to the Town Council?

I wish to serve the people of Yucca Valley. I have the experience, time and heart to serve.

7. What do you consider the Town's top three priorities should be in order of urgency or importance? What two issues would you like to see the Council come to grips with in the next two years?

1. Work with the Hi-Desert Water District to address the Waste Water Treatment Plant construction and funding
2. Jobs
3. Quality Growth
Jobs and Quality Growth go hand-in-hand.

Jobs and growth depend upon the presence of a Town-wide Waste Water Treatment plant. Many times I have been informed by certain business people that sit-down restaurants and other businesses will not come to our community unless there is a Town-wide Waste Water Treatment plant. The cost of a package sewage treatment plant with the added expense of the proposed sewer system is discouraging businesses from coming to Yucca Valley.

8. If you could only accomplish one thing in you three-year term on the Town Council, what would you hope that to be?

Work with the Council, Hi-Desert Water District Board and the people to find a solution to the cost of the Waster Water Treatment plant.

9. The Town currently has a backlog of \$14 million in needed road maintenance and the Town currently does not have funding for this maintenance. How would you suggest funding this need?

The Town Council has proposed a possible solution by bringing a ballot measure to the voters. If the voters agree with the Town Council, this then is the answer.

10. Council members are assigned to participate in regional government programs, such as San Bernardino Associated Governments, Morongo Basin Transit Authority, etc., what is your availability to represent the Town if assigned to one of these programs? Describe how you would represent the Town in this capacity? Do you have the availability in your present occupation to meet the extra time required of Council Members?

I am available and have the time to serve on Boards and Committees representing the Town of Yucca Valley. In my previous Council Member service dated 2006-2010 my responsibilities included:

- Governing Board Member Mojave Desert Air Quality Management District
- Morongo Basin Transit Authority Board Member
- Animal Care Joint Powers Authority
- 2+2 Hi-Desert Water District Committee
- 2+2 Airport District Committee
- Copper Mountain College Committee
- Surrounding Community Associations Committee
- The Interagency Homeless Council
- Housing Community & Economic Development Policy Committee for the League of California Cities

I would represent the Town as I have in the past: working with the various Boards and Committees assigned, being responsive to the people and seeking solutions for the common good of all the people of Yucca Valley.

Person to Contact in Case of Emergency

Agreement and Signature

By submitting this application, I affirm that the facts set forth in it are true and complete. I understand that I must comply with the Fair Political Practices Commission and complete a California Form 700 Statement of Economic Interests.

Lori Herbel

Signed

A handwritten signature in black ink, appearing to read "Lori Herbel", is written over a solid horizontal line.

Date: May 2, 2011

TOWN OF YUCCA VALLEY
Town Council Member Application

RECEIVED

MAY - 5 2011

TOWN OF YUCCA VALLEY
TOWN CLERKS OFFICE

Contact Information

Name Roger Johnson
Street Address
City, State, and ZIP Code
Home Phone
Work Phone (Cell)
E-Mail Address

Education

Please describe your education background:

I was graduated from Valley City State University in Valley City, ND in 1964 with a Bachelors Degree in English. I earned my Masters of Science Degree in Counseling Psychology from the University of Montana in Missoula, MT in 1971, and I have also done post graduate work at the University of North Dakota in Grand Forks, ND and at the North Dakota State University in Fargo, ND. I retired as a Guidance Counselor from Twentynine Palms High School two years ago; however, I still am a part time faculty member at California State University San Bernardino.

Job Experience, Special Skills or Qualifications

Summarize your work experience, special skills and qualifications you have acquired from employment, previous volunteer work, or through other activities, including hobbies or sports.

I have worked as an English instructor and Guidance Counselor for 44 years, my last nine years in California at the College of the Desert in Palm Desert, CA, and Twentynine Palms High School and my previous years in North Dakota. My special skills are in the areas of English and Counseling; however, I was also a mayor of the city of Drayton, ND, before I resigned to move to California twelve years ago. As mayor, I was on many county committees and also city committees such as the Drayton Improvement Association. While in Drayton, I was also President of the Drayton Lutheran Parish and the Drayton Lutheran Church, the Drayton Education Association, and was selected to the North Dakota Hall of Fame in Speech and Theater in 2007. Also, in Drayton, ND, my wife and I owned a business, Hastings Landing Steakhouse and Lounge and we also owned a diner on the edge of town adjoining Interstate 29. My son, Jeremy Johnson and his wife Kimberly and daughter McKenzy also live here in Yucca Valley. Jeremy is a teacher and athletic director at Twentynine Palms High School and his wife Kimberly is a Registered Nurse in the ICU at the hospital in Joshua Tree. My granddaughter, McKenzy, is in the Seventh Grade at LaContenta Middle School. I believe my many years of teaching experience and involvement in school, government, church, business,

and community activities would qualify me as a good candidate for the Yucca Valley Town Council.

Questions – (please attach additional pages as required)

1. What is your understanding of the Town's budget and financial condition?

From what I have read and from what I understand is that the Town's budget is fairly sound; however, the Town faces some serious crisis in the years ahead. The most crucial is that of the intended and upcoming situation with the proposed Town sewer system. I definitely understand the NEED for a city sewer system for a city the size of ours. Individual septic tanks are very outdated and unsanitary and are a probable cause of water and environment contamination. Also a problem is the road maintenance situation and the funding of the problem. I believe we must review our priorities and decide what should be accomplished first, based on monies the city has available to it.

2. What do you see as Yucca Valley's biggest challenges?

I see the proposed town sewer system as the biggest challenge for Yucca Valley in the coming years. Already, I have heard residents balking at the cost of a Town sewer system; however, it is inevitable that something must be done. Because of the cost of a new sewer system, I believe the city must seek any and all available financial assistance. I would be willing and able to research and seek any and all revenues and grants that may be available to a city our size. This would relieve the Town's property owners of some of the costs of implementing a sewer system that must be sanitary and government approved.

3. Share your vision for the Town of Yucca Valley for the next three years (through 2014). Highlight what policies you would support in implementing your vision.

My vision for Yucca Valley for the next three years is costly, yet optimistic. I would definitely like to see the beginning implementation of a Town sewer system that would service our present population and businesses plus more. This, I believe, is a must! I am certain that there may be federal and even state monies available to assist us if we research and investigate all possibilities. I also envision new businesses seeking to possibly locate in Yucca Valley. I am all for this! New businesses will bring in more revenues to the Town and will also provide more choices and conveniences for our residents.

4. *What skill or ability do you have that would strengthen the Town Council? Are there any areas where you feel your knowledge level and expertise would benefit Council discussion and/or decisions?*

The skill or ability that I have that would strengthen the Town Council would be my ability to communicate effectively both in writing and speaking and my ability to work cooperatively and courteously with other people. I am very open minded and willing to listen attentively to others and would not insist on adopting my own personal agenda in any way.

5. *The Town is about to embark on a comprehensive update to the General Plan. What is your understanding of the role of the General Plan in guiding a community?*

My understanding of the General Plan is a pathway or outline to guide the Town into the future. The General Plan should provide direction and insight for developing and improving the Town for present and future residents and should reflect any anticipated growth in population and any anticipated construction of retail businesses that will contribute to our town.

6. *Why do you want to be appointed to the Town Council?*

My major reason for wishing to be appointed to the Town Council is that I am a very open minded and progressive minded person who has a real interest in city government. Also I can work cooperatively with other people, and I do not have an agenda of my own that I wish to force upon others. I also believe I can provide assistance to the council in seeking grants and monies that may be available to help us subsidize some of the major projects we must accomplish in the near future. Now that I am retired, I will also have ample time to do justice to the position and will also be a voice for the senior citizens of our Town.

7. *What do you consider the Town's top three priorities should be in order of urgency or importance? What two issues would you like to see the council come to grips with in the next two years?*

I believe the Town's top three priorities should be as follows:

1. Carefully planning then carefully implementing a "state of the art" sewer system that will provide assurance to the town for many years (decades) to come;
2. A carefully planned maintenance system of the town's streets, with ALL residents sharing in the costs of the project;
3. A third priority for our community would be a homeless shelter for our many homeless persons. Most communities our size have a homeless shelter available for people who are homeless and may need assistance.

Also, I believe the Town's planning commission must be open-minded and optimistic and must be friendly and welcoming to businesses and others who may wish to locate in our town.

8. *If you could only accomplish one thing in your three-year term on the Town Council, what would you hope that to be?*

If I could accomplish only one thing in my three-year term on the Town Council, I would like to see at least a developed plan of a proposed sewer system that would accommodate, not only the current population of the town and the businesses we now have, but a system that is large enough and complete enough to serve the town for many years to come. I would also like to see a system that conserves water by recycling the waste water and by utilizing the sun's energy to assist in the decomposition of all waste products.

9. *The Town currently has a backlog of \$14 million in needed road maintenance and the Town currently does not have funding for this maintenance. How would you suggest funding this need?*

As I understand this statement of "a backlog of \$14 million in needed road maintenance", this is a projected cost – a cost that the town has not yet incurred. If that is the case, then I believe we must look at prioritizing which roads are used most and which roads are in the most dire need of repair and maintenance and fix and maintain those roads first. Also, if we are to maintain all these roads, then the property owners who live along those streets must bear the brunt of the maintenance expenses, and the town must levy a street/road maintenance fee or tax to pay for remaining costs.

10. *Council members are assigned to participate in regional government programs, such as San Bernardino Associated Governments, Morongo Basin Transit Authority, etc., what is your availability to represent the Town if assigned to one of these programs. Describe how you would represent the Town in this capacity? Do you have the availability in your present occupation to meet the extra time demands required of Council Members?*

Now that I am retired from full time employment, I have ample time available to participate in regional government programs and to represent the town if I am assigned to one of these programs. If I were to represent the Town in this capacity, I would want to be certain that I have the Town Council's and the Town's interest at hand at all times in all decisions that I were to make.

Person to Notify in Case of Emergency

Name

Street Address

City, State, and ZIP Code

Home Phone

Work Phone

E-Mail Address

Agreement and Signature

By submitting this application, I affirm that the facts set forth in it are true and complete. I understand that I must comply with the Fair Political Practices Commission and complete a California Form 700 Statement of Economic Interests:

Name (printed) ROGER JOHNSON
Signature Roger Johnson
Date November 5, 2011



Town of Yucca Valley

Town Council Member Application

Please return completed applications to the Town Clerk at Town Hall, 57090 Twentynine Palms Highway, Yucca Valley, CA no later than 5:00 pm, Thursday, May 5, 2011

Contact Information

Name	ANDREW (ANDY) JACOB MUELLER
Street Address	
City, State, and ZIP Code	
Home Phone	
Work Phone	
E-Mail Address	

Education

Please describe your education background: MORONGO UNIFIED 2ND → HS
 YUCCA VALLEY HIGH SCHOOL 1996
 COLLEGE OF THE DESERT / COPPER MOUNTAIN CAMPUS LIBERAL ARTS A.A. 1999
 CALIFORNIA STATE UNIVERSITY SAN MARCOS - HISTORY B.A. 2002
 U.S. CHAMBER OF COMMERCE INSTITUTE OF MANAGEMENT YEAR 3 (4YR COURSE)
 GRAD 7/2012

Job Experience, Special Skills or Qualifications

Summarize your work experience, special skills and qualifications you have acquired from employment, previous volunteer work, or through other activities, including hobbies or sports.

ATTACHED

Questions – (please attach additional pages as required)

1. What is your understanding of the Town's budget and financial condition?

ATTACHED

Questions (continued)

2. What do you see as Yucca Valley's biggest challenges(s)?

ATTACHED

3. Share your vision for the Town of Yucca Valley for the next three years (through 2014). Highlight what policies you would support in implementing your vision.

ATTACHED

4. What skill or ability do you have that would strengthen the Town Council? Are there any areas where you feel your knowledge level and expertise would benefit Council discussion and/or decisions?

ATTACHED

5. The Town is about to embark on a comprehensive update to the General Plan. What is your understanding of the role of the General Plan in guiding a community?

ATTACHED

Questions (continued)

6. Why do you want to be appointed to the Town Council?

ATTACHED

7. What do you consider the Town's top three priorities should be in order of urgency or importance? What two issues would you like to see the council come to grips with in the next two years?

ATTACHED

8. If you could only accomplish one thing in your three-year term on the Town Council, what would you hope that to be?

ATTACHED

9. The Town currently has a backlog of \$14 million in needed road maintenance and the Town currently does not have funding for this maintenance. How would you suggest funding this need?

ATTACHED

Questions (continued)

- 10. Council members are assigned to participate in regional government programs, such as San Bernardino Associated Governments, Morongo Basin Transit Authority, etc., what is your availability to represent the Town if assigned to one of these programs. Describe how you would represent the Town in this capacity? Do you have the availability in your present occupation to meet the extra time demands required of Council Members?

ATTACHED

Person to Notify in Case of Emergency

Name

Street Address

City, State, and ZIP Code

Home Phone

Work Phone

E-Mail Address

Agreement and Signature

By submitting this application, I affirm that the facts set forth in it are true and complete. I understand that I must comply with the Fair Political Practices Commission and complete a California Form 700 Statement of Economic Interests.

Name (printed)

ANDREW J. MUELLER

Signature



Date

MAY 4TH, 2011

Job Experience, Special Skills or Qualifications

My work experience ranges from my first employer here in Yucca Valley, with Bob Armstrong at Del Taco in 1993 to my current occupation (2007 to today) as Vice President of the Palm Desert Area Chamber of Commerce (*1 of 63 5-star U.S. Chamber of Commerce Accredited Chambers in the United States, of which I am very proud to have been part of that accreditation process. Very much like a Town General plan, 18 months to identify current status, future, areas to improve or update, financial stability, processes, legislative action to name a few*)

Along the way I have worked in retail (YV JCPenneys) convenience stores (YV Circle K and San Marcos) while attending school, Worked as a Park Ranger on top of the Palm Springs Aerial Tramway, managed food departments in full service hotels in the San Diego area, learned Chamber management from the ground up in San Diego, assisted a medium sized rental company expand to two cities, and have recently found myself continuing to grow and evolve the largest Coachella Valley Chamber of Commerce during an economic downturn. I like the challenge. I am proud to say, I am also nearing my completion of U.S. Chamber Institute of Management Accreditation, a four-year program for Chamber Executives.

Skill Learned:

1. Customer Service – needed in every occupation and position, including Council.
2. Budgeting – from one event to an entire year (currently working on 900K chamber budget)
3. Budget Analysis – increases, cutting costs, partnerships, sponsorships
4. Sponsorship Solicitation and Delivery
5. Inter workings of Board of Directors leadership – currently guided by 24 Board Members
6. Vast network of colleagues from Chambers, Utilities, large and small businesses and other organizations that I can call upon for assistance.
7. Volunteer Coordination and Recognition
8. Legislative Affairs Liaison in absence of CEO for PDChamber
9. Marketing and Technology – currently leading re-branding for chamber
10. Communications
11. Small Business Assistance and understanding
12. Common Sense thinking, and Simple Solutions
13. Above all, being a people person and networker – this is key to anything in business, work, life in general. Everyone is different, and need to have many different approaches. Rule 1: Don't Hear them, LISTEN to them

What is your understanding of the Town's budget and financial condition?

My understanding as someone with no insight into specifics at this time is that the Town has a budget of approximately 9 to 10 million. This number does not intimidate me in any way. What is intimidating is my belief that the Town's budget and financial condition is like many, especially in California being quickly eroded by lower property tax credits, lower sales tax revenue, a very real and probably RDA funding removal from the Legislature, and rising costs from employee pension payouts and health care costs to Town vehicle gas costs. All of these are very real threats and burdens on every locality in the state and country.

I understand that the town has in recent, purchased parcels of land, some of which I don't necessarily agree with, but what's done is done, but I would consider these current Asset's of the Town of Yucca Valley.

I would also believe that the Town of Yucca Valley would have a reserves fund for use. I would hope these would be used for "rainy day" expenditures and not as a budget fix on general budget lines. I understand that the budget is very important and experiencing some lower revenues.

What do you see as Yucca Valley's biggest challenge(s)

Currently, I see the sewer as the biggest tangible challenge.

It will affect every single resident in this town. From the current struggling business owner, it's warding off future developers, homeowners weighing out the costs vs. their home values, and even the renters (I am) as homeowners will be faced with raising rents. The biggest challenge of the sewer is the gray area of Cost? What is the true and final cost? From there we can work with the HDWD to come to a solution of affordability. I still also hold out hope another solution can be found, and have ideas on how to pay for it. But the cost is key? It's a very big What on everyone's mind, which makes it that much harder to swallow and for the HDWD to sell. Words like Taxes, Increase, Assessments are all scary words to a an already unsure resident. I think the Town can work in other areas to alleviate this unsure feeling within the town. Show growth, show movement, and people may be more willing to discuss how to make right to the nitrate issue and want to stay here.

Other overall challenge, an underlying issue: Town Identity.

Who are we? Are we a pass through town? Are we really a retirement community, and if so, how do we find the harmony between growth and keeping the retirement feel? I work in a "retirement community" Palm Desert. Retirement community does not mean 'No growth'/super quiet. Palm Desert maintains a quality of life the retirees with the MANY amenities for them. These amenities keep them moving in, and by their moving in, keep the younger families like me, employed. I hear too much about growth is bad: growth is good.

Show me a town that said NO GROWTH and is thriving – it is very hard to find.

I like the small town feel, we will not lose it, but I think if we can address the challenge of identity with some planned growth, we WILL see Old Town clean up and

thrive – Old Town is not going to change without some new development to support that.

Will we become another LA, Temecula? No. For one, simply logistically, we are not a hub to any major cities, we have zero shipping and exporting outlets (No major Highways, No trains, No port) We are a suburb of a recreation suburb (Coachella Valley) of suburbs (Riverside & San Bernardino) of two major metros (LA and SD). So will we become a destination for industries, I do not think we would be a top contender – and remember each of those cities and their other suburbs are looking for new businesses, revenue streams, employers too – they are marketing themselves right now.

If Yucca Valley did not exist, would Joshua Tree National Park still see the same amount of visitors? You bet it would. So are we a tourist town? Partially? But a much larger tourist Mecca, the Coachella Valley is only 40 minutes away. Why stay here, when you can do a day trip to Joshua Tree, and stay a great night in a nice hotel with nightlife, nice cinema, and a plethora of restaurant choices only 40 minutes “down the hill”? So what is Yucca Valley? What could it be? What will it be?

Job Creation.

With the above challenges addressed, we can address a very real challenge. Unemployment. The numbers are quite high, I would safely assume in Yucca Valley unemployment is around 15-18%, and then take into consideration the home based businesses, the contractors, and day workers. We need to address the sewer to get business moving and interested in coming to Yucca. We need places to employ folks.

Mom and Pop businesses struggle to pay themselves to pay their bills, let alone pay employees. Bring in growth, bring in Jobs, Jobs allow pay, let them pay at the “Super Wal Mart” for their everyday goods, and use their savings at our local merchants and specialty stores. Currently, there just is not enough employers or expendable money in Yucca Valley.

Share your vision for the Town of Yucca Valley for the next three years (through 2014) Highlight what policies you would support for implementing your vision.

Any vision for the Town of Yucca Valley for the next three years has a big issue hindering it in regards to solving the sewer issue quickly. It is the white elephant in the room for further growth in the residential and business sectors.

In the meantime, my vision would be forward development in the East end. Finally break ground, build and develop the Super Wal-Mart center. Ensure that the existing Wal-Mart center is leased to another company – no dark buildings. What will be going into the soon to be vacant Rite Aid by Vons? Explore options on the very large open pads on the Home Depot property and entice new businesses, fast food, small stand alones to open shop. It’s the same philosophy as Senior Housing, why build new, when there is already existing vacant homes? I wouldn’t be too thrilled to expand easterly, if it created vacant ghost shopping centers and retail space behind it – neither would the residents.

Policies pertaining to permit fee reduction, waivers, or town assistance/investment would be policies I would support. I feel lowering up front costs to bring in development are key for businesses to entertain starting up in Yucca Valley. The town will recoup costs and lost fee revenue in Tax revenues, and employment.

Bring in new jobs and businesses. This creates buzz for developers to want to come here too, and for residents to say, yes, we are growing. It creates jobs, so creates income.

Income pays for homes. Property taxes are paid. The town wins. The resident wins. Furthermore, the resident now has expendable income to spend with local merchants, old town. Old Town will see more Open for Business signs, and more visitors.

Along these same lines: If the state has not raided RDA Funding as of yet, take those fees and allocate them to Façade improvements for areas like Old Town, use RDA funding to purchase, and clean up the Golf Course. Make it a Town owned course, moneymaker. Put the proposed senior housing there. I vision a clean 9 hole golf course, new senior condo housing, a cleaned up surrounding Country Club area, especially the apartments along hole 18, and a nice Country Club and restaurant. This is something I remember and was proud of years ago, and I know the residents are wanting back.

Use RDA funding, or other investments i.e.: sell or affordable lease out Town owned properties, to assist businesses in coming to Yucca Valley, façade improvements in existing centers, offer incentives to businesses taking over vacated business properties. Prime the Pump while we can.

What skill or ability do you have that would strengthen the Town Council? Are there any areas where you feel your knowledge level and expertise would benefit Council discussion and/or decisions?

I feel that I bring strong analytical abilities for a wide range of issues. Critical common sense thinking and try to look at the overall big picture on important topics. I currently work with a diverse board of 24 directors, ranging from small business owners, to liaisons of large utility companies.

An area that I feel I could benefit Council discussions would be researching other revenue streams, sponsorships for events and exploring the marketability of Yucca Valley.

Explaining Council decisions to the average citizen is something I could assist with. Reading Technical documents pertaining to laws regulations and needing some analysis I can assist with.

The Town is about to embark on a comprehensive update to the General Plan. What is your understanding of the role of the General Plan in guiding a community

In my understanding the General Plan is very much like the recent accreditation process for Chambers of Commerce. One big difference is Accreditation of Chambers is voluntary, and many choose not to partake in the long and arduous process and in California and I assume most states General Plans for communities are required, and require updating.

A General Plan encompasses an accurate and honest look at the state of Town or City in its current state. Then to take the current Town makeup and to gather required information regarding land use, zoning, build outs, population outlooks, and more and determine in a set interval where the Town would like to be, or what could be.

The General Plan would explore resource availabilities, marketability of the town, outside threats and influences (such as nearby towns, industries, sustainability) and does this General Plan accurately represent the populous. The general plan is very important in the decision-making processes for the Town Council, Planning Commissioners, Staff, and general public. Who are we? And who do we want to be?

Now, does the General Plan need to cost 1 million? I hope not.

Why do you want to be appointed to the Town Council?

It's not for the money.

I want to take part in helping steer the community in which I grew up in, live in, and still hold out hope for. I hope I can be a voice of reason that can see a small town thrive and grow appropriately for it's retirees and working families. I really enjoy being a "man about town" I spend a lot of time helping local businesses and chatting with their proprietors. Bob Carr (Sky Drive In Swap Meet) is a good friend of mine; Nick and Noi Simphaly of Norge Cleaners say I am their "other son" I like being able to assist them, I bring this enjoyment to the position.

I'm a people person and I think that's important for a council member.

What do you consider the Town's top three priorities should be in order of urgency or importance? What two issues would you like to see the council come to grips with in the next two years

Based on timing and High Desert Water District still working on numbers and scenarios, if the Sewer is not number one, the Town should still be focusing on.

1. Budget and Revenue including RDA monies
2. Smart growth and development based on what the Town wants to be, address the Identity of the town.
3. Amenities, Golf Course, New Theatre, PFF building developed, maybe a Target or similar someday – Anchor stores. Check out Bullhead City – Small town, Mom and Pop Business, and Large Anchor store developments can coexist.

If Sewer plans are solidified, **Sewer will be number one priority.** Coming to grips with affordability and implementation, and then the above to follow suit.

In the next two years would be great to see the council come to grips with calming the small minority of general population's fears of growth and focusing town energies on growing the identity of the town. Projects completed or in the works: Golf Course, PFF sold to a business, research a better location for the senior housing complex and start it.

If you could accomplish one thing in your three-year term on the Town Council, what would you hope that to be

If I could accomplish one thing, I hope it would be seeing new businesses and centers finally finalized and built, and the monument signs outside of those centers filled with new smaller businesses. I drive by the New Rite Aid every morning, and I just saw the new monument sign with all the blank spaces on it, I look forward to seeing who fills those blanks. This also means that residents are working, have places to work, and people spending locally, and the town should be seeing some revenue growing again.

The Town currently has a backlog of \$14 million in needed road maintenance and the Town currently does not have funding for this maintenance. How would you suggest funding this need?

Nobody likes taxes. Selling a new tax is one of the toughest sales. But I would propose implementing an increase in the form of TOT Taxes. Sell the TOT increase to the general public based on specific needs and costs, and that there would be a preference of road maintenance bidding to LOCAL contractors, therefore taxes would support local businesses.

A TOT Tax also places a majority of the tax on the backs of visitors to the Town, not the residents. In essence visitors help maintain the streets. Ensuring that the TOT tax is allocated properly and does not get lost in general budget lines would be of utmost importance. How do you sell this to the Hoteliers? Offer assistance in façade improvements or other incentives. Need more hotels to increase the TOT – so would promote to other hotels to build in Yucca. 29 Palms seems to have had a nice influx of new Hotel rooms built.

Another possible money savings proposal could be to work with local utility companies and coordinate utility repairs or upgrades to coincide with maintenance schedules and to cost share, in which the utility and town could save money overall.

Council members are assigned to participate in regional government programs, such as San Bernardino Associated Governments, Morongo Basin Transit Authority, etc, what is your availability to represent the Town if assigned to one of these programs. Describe how you would represent the Town in this capacity? Do you have the ability in your present occupation to meet the extra time demands required of Council members

My availability has been one of the main reasons why I have not applied in the past. I am a family man with 2 young children. Honestly, God First, Family Next, then Work. But it is also my family why I feel this is important to explore my role on the Council.

My availability as a commuter restricts me to mostly evenings from 5pm – 9pm during the week. Saturdays would be as needed, and Sundays are for church and family.

If I were selected to serve on council I understand the time demands needed, not just the two Tuesdays per month. There are other engagements that will arise, study time on issues, and special joint meetings. If I were selected to take part in other regional programs and to represent the Town, I would do so with professionalism and the best interests of the constituents I represent as an elected councilperson.

I currently represent 1000 business members in my occupation, and they entrust my President/Boss, Senior Management (Me), the Board of Directors, and staff to be good stewards of their investment dollars and maintain the vision and mission statements of a the organization. Representing the Town as a Council Member requires the same.

Thanks Town Council for taking a moment to read some of my thoughts and your consideration. Please if not appointed, feel free to borrow these ideas in the future if you find them fitting, I'd be honored.

with regards

Andy Mueller