



City of Del Mar Staff Report



TO: Honorable City Council Members

FROM: Mayor Al Corti and Council Member Don Mosier
Ad Hoc City Hall/Town Hall Project Design Team Selection Committee
Prepared by Andrew Potter, Administrative Services Director

DATE: January 20, 2015

SUBJECT: Appointments to the Ad Hoc City Hall/Town Hall Project Design Team Selection Committee

REQUESTED ACTION/RECOMMENDATION:

Mayor Al Corti and Councilmember Don Mosier recommend that the City Council appoint David Arnold, William Cecil, Dennis Cruzan, Lewis Dominy, and Pat JaCoby to the Ad Hoc City Hall/Town Hall Project Design Team Selection Committee.

DISCUSSION/ANALYSIS:

On December 15, 2014, the City Council appointed Mayor Corti and Councilmember Mosier to be appointed to the Ad Hoc City Hall/Town Hall Project Design Team Selection Committee requested that they select two members of the community to nominate to serve on the Ad Hoc Committee and return to the City Council with the nominations, along with a nomination for a Design Review Board member.

The purpose of the Ad Hoc Committee is to review the Statements of Qualifications for selection of a design team for the City Hall/Town Hall project. The Ad Hoc committee will recommend a short list of design teams for the City Council's consideration. In the future, this committee may be tasked with reviewing design proposals and making recommendations to the City Council, as well as other duties as assigned by the City Council.

Staff advertised the Ad Hoc Committee volunteer opportunity from December 18, 2014 to January 6, 2015 via the City's website and multiple e-mail messages, noting that the City Council is looking for individuals that have an understanding of the City's design process and the community character of Del Mar.

The City received seven Citizen Interest Forms (Attachment A). Mayor Al Corti and Councilmember Don Mosier recommend expanding the Ad Hoc Committee to seven

City Council Action:

members, consisting of four community members (David Arnold, Dennis Cruzan, Lewis Dominy, and Pat JaCoby), one Design Review Board (DRB) Member (William Cecil, Ex Officio Member of the DRB), and the two Council Liaisons.

FISCAL IMPACT:

There is no fiscal impact associated with this action.

ENVIRONMENTAL IMPACT:

There is no environmental impact associated with this action.

PRIOR CITY COUNCIL REVIEW:

On December 15, 2014, the City Council established the Ad Hoc City Hall/Town Hall Project Design Team Selection Committee

ATTACHMENTS:

Attachment A – Citizen Interest Forms



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ATTACHMENT A
City of Del Mar
1050 Camino Del Mar
Del Mar, CA 92014-2698

CITIZEN INTEREST FORM

ARNOLD Last Name DAVID First Name R Middle Initial

[REDACTED] OCEAN VIEW AVENUE Home Street Address DEL MAR CA City, State

Business Street Address (if applicable) City, State

[REDACTED] Home Phone Number Business Phone Number DRARNOLD@ROADRUNNER.COM E-mail Address

I am interested in serving on the following Board(s) or Commission(s) in order of preference (indicate 1st, 2nd choice, etc.):

- Design Review Board¹
- Sustainability Advisory Board
- Parks and Recreation Committee
- San Dieguito Lagoon Committee
- Shores Advisory Committee
- Other(s) (please indicate): NEW CITY HALL ADVISORY COMMITTEE
- Planning Commission²
- Traffic and Parking Advisory Committee
- Finance Committee
- Business Support Advisory Committee

Qualifications for appointment and/or reasons for application (attached additional pages as needed):

ATTACHED

Education:

ART CENTER COLLEGE OF DESIGN

Job Experience:

ATTACHED

David R. Arnold Biography

In 1963, after graduating with honors from the world famous Art Center College of Design in Los Angeles, David Arnold began a calculated career in the Advertising and Design field.

At Galaxy Inc., an in-house advertising agency for Home Saving and Loan Association, Mr. Arnold gained solid experience in financial and master planned real estate development advertising. Soon, Mr. Arnold was recruited by the prestigious Saul Bass and Associates firm as a packaging designer. While there he gained invaluable experience in food, public utilities, film titles, and corporate identity design programs.

Later, Frojen Advertising Inc., an aggressive Los Angeles advertising and public relations firm recruited Mr. Arnold to join them as Art Director to serve the agency's fast growing client list. Mr. Arnold quickly rose to Senior Art Director, creating award-winning campaigns for such clients as The Mexican National Tourist Council, White King Soap and Lincoln Savings and Loan Association.

In 1967, Mr. Arnold was elected President of The Los Angeles Art Directors Club.

With Mr. Arnold at the creative helm, Frojen Advertising was acquired by the New York-based Marsteller, Inc., an International Advertising and Public Relations firm. Mr. Arnold was elevated to Executive Art Director and at age thirty became the youngest Vice President in Marsteller history.

Primed with national account experience, with such clients as Johnson and Johnson and Babcock & Wilcox, Mr. Arnold launched his first company, Designed Communications, Inc. (DesCom) in Los Angeles.

With a staff of eight, DesCom Inc. began to receive numerous design and advertising awards for such clients as Hoffman Electronics, McCulloch Oil Company and The Christiana Companies. Among the many honors won by Mr. Arnold, were six awards from the building industry's prestige's MAME Awards including, "Best Of Show" for The Springs Club in Palm Springs.

In 1975, with a strong client base, Mr. Arnold moved from Los Angeles to San Diego, joining Phillips Ramsey, the city's largest advertising and public relations agency, as Associate Creative Director. While there, Mr. Arnold began directing advertising campaigns for such clients as Solar Turbines International and San Diego Trust and Savings Bank.

Mr. Arnold's reputation and creative work attracted the attention of San Diego's second largest advertising agency, Knoth and Meads Company, He was hired as the agency's Vice President and Director of Creative Services, and soon became a partner and later was elected to its Board of Directors.

With a Creative Department staff of twelve; clients included General Dynamics Corporation. Jessop's Jewelers, and SDG&E (San Diego Gas & Electric). The Vintage Club, Ironwood Country Club and Scientific Atlanta Corporation.

In 1983, with a partner, Chuck Buck, Mr. Arnold formed Arnold Buck Inc., Advertising, Marketing and Public Relations. As CEO and Creative Director, with a staff of twenty-five, the agency rose to number four in size and in four years to twelve million dollars in client billings. Clients included: Great American Development Company, Home Capital Corporation, Creative Nail Design Systems, Ironwood Country Club, Intercontinental Hotel San Diego, and Medallion foods.

In 1990, after twenty-eight years in the advertising communications field, Mr. Arnold decided to narrow his focus to Business Imaging and Design Consultation.

Past clients:

La Jolla Bank, Torrey Pines Bank, and First National Bank. The Grand Del Mar Rancho California, Tierrasanta, Rancho San Diego, Red Hawk, Ironwood Country Club, Sunbow, The Vintage Club, The Bren Company, Carmel Mountain Ranch, San Diego Home/Garden magazine and the Mexican National Tourist Council.

Current clients:

The Del Mar Village Association
Del Mar Restoration Company.
BellyUp Tavern, Westward Expos
Oceanside Museum of Art

Board Service:

The Gas Lamp Quarter Association. City of San Diego, founding member
The San Diego Automotive Museum, founding Board member
The Knoth and Meads Company, San Diego, Partner
Design Review Board, City of Del Mar
Los Angeles Art Directors Club. President
Art Center College of Design Alumni Association
Designed Communications Inc, Creative Director, Board chairman
Arnold Buck Inc, Creative Director, Board chairman
Oceanside Museum of Art, Board of Trustees

David Arnold Logo Design

The Belly Up tavern, San Diego
Bodsford's Old Place restaurant La Jolla
Creative Nail Design Vista CA
City of Del Mar
Del Mar Restoration Del Mar CA
The Grand Del Mar, hotel
Elixer Industries
FACE foundation San Diego
Frye & Smith lithographers, San Diego
The Knoth & Meads Company
La Jolla Bank, La Jolla CA
La Jolla Tennis Club
La Jolla Village
Mexican National Tourist Council
Moto Expo Motorcycle Show, Del Mar CA
NOBU Japanese Restaurant
Oceanside Museum of Art
Rancho California
Rancho San Diego
Redhawk
San Diego Home Garden magazine
Sunbow
Studio Village
The Springs Club
Tierrasanta
Westward Expos
The Torrey Club
Thorpe Insulation
The Vintage Club
Torrey Pines Bank
Nordstrom Woodworking Studio
Torrey Enterprises
William Flagg restaurant

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ATTACHMENT A



DEC 22 2014

DEL MAR CITY CLERK

City of Del Mar
1050 Camino Del Mar
Del Mar, CA 92014-3698

CITIZEN INTEREST FORM

Cecil _____ William _____ H. _____
Last Name First Name Middle Initial

_____ Via Pisa _____ Del Mar, CA
Home Street Address City, State

_____ _____
Business Street Address (if applicable) City, State

_____ (619) 522-7314 bcecil@coronado.ca.us
Home Phone Number Business Phone Number E-mail Address

I am interested in serving on the following Board(s) or Commission(s) in order of preference (indicate 1st, 2nd choice, etc.):

- Design Review Board¹
- Sustainability Advisory Board
- Parks and Recreation Committee
- San Dieguito Lagoon Committee
- Shores Advisory Committee
- Other(s) (please indicate): Selection of Design Consultant for the design of City Hall
- Planning Commission²
- Traffic and Parking Advisory Committee
- Finance Committee
- Business Support Advisory Committee

Qualifications for appointment and/or reasons for application (attached additional pages as needed):

Participated in the preparation of the Request for Proposal and selection of design consultants for the City of Coronado's City Hall, Community Center, Club Room, Animal Care Facility, Lifeguard Station and others.

Education:

University of Southern California, B.S. Architecture

Job Experience:

42 years, 37 as licensed architect in California. 25 years in private practice in the design of homes, churches, schools, hospitals and government buildings. Currently ex officio on the Del Mar Design Review Board. 17 years as the Capital Projects Manager for the City of Coronado.

THIS IS A PUBLIC RECORD SUBJECT TO DISCLOSURE.
Note: Personal information may be withheld from public view as allowed by law.

Name all of the Del Mar Advisory Committees/Boards/Commissions that you now serve:

Design Review Board - _____

Have you ever applied for a Del Mar Committee and not been appointed? Yes No

If Yes, what Committee and When? _____

Please list three Del Mar residents who can provide a reference:

NAME	STREET NAME (no house number)	Phone Number
David Mighdoll	Amphitheater Dr.	██████████
Scott MacDonald	██████████ Luzon Ave.	██████████ ██████████
Scott Crouch	██████████ 25th St.	██████████ ██████████

	Month	Year
I have been a resident of California since:	August	1947
I have been a resident of San Diego County since:	May	1977
I have been a resident of Del Mar since:	NA	

I am a registered voter in Del Mar: Yes No

¹ All members of the Design Review Board shall be persons who by experience, training, education or occupation have demonstrated talent and interest in developing the aesthetics of environmental design within the framework of practical considerations. Members must be a registered voter in Del Mar and shall serve without compensation.

² The Planning Commission shall perform such duties as may be specified by ordinance or resolution of the City Council or by law. Further, the Planning Commission shall study and report to the City Council upon any matter referred to it for such action by the City Council, and shall keep the City Council currently advised of all matters pending, and shall furnish any specific information, reports or materials which the City Council may request. The Planning Commission shall consist of five members who shall be qualified electors of the City. Members of the Planning Commission must be registered voters in Del Mar and shall receive no compensation for their services.

The Del Mar Municipal Code requires that all members of its committees file Conflict of Interest Statements with the Administrative Services Director in conformance with the Fair Political Practices Commission. By signing below, I am acknowledging that I have received a copy of the Del Mar Resolution(s) and/or Ordinance describing the committee for which I am applying.

RETURN COMPLETED FORM TO:
 City of Del Mar
 Administrative Services Department
 1050 Camino del Mar
 Del Mar, CA 92014

William Klein
 Signature
 December 22, 2014
 Date

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ATTACHMENT A

City of Del Mar

1050 Camino Del Mar
Del Mar, CA 92014-2698

CITIZEN INTEREST FORM

Cruzan _____ Dennis _____ S _____
Last Name First Name Middle Initial

█ Serpentine Drive _____ Del Mar, CA
Home Street Address City, State

█ 15th Street _____ Del Mar, CA
Business Street Address (if applicable) City, State

_____ (858) 243-4825 _____ cruzan@cruzan.co
Home Phone Number Business Phone Number E-mail Address

- I am interested in serving on the following Board(s) or Commission(s) in order of preference (indicate 1st, 2nd choice, etc.):
- _____ Design Review Board¹
 - _____ Sustainability Advisory Board
 - _____ Parks and Recreation Committee
 - _____ San Dieguito Lagoon Committee
 - _____ Shores Advisory Committee
 - Other(s) (please indicate): City Hall Property Redevelopment
- _____ Planning Commission²
 - _____ Traffic and Parking Advisory Committee
 - _____ Finance Committee
 - _____ Business Support Advisory Committee

Qualifications for appointment and/or reasons for application (attached additional pages as needed):

Please see additional pages attached.

Education:

B.S. Business, Minor Real Estate, Music. San Diego State University. 1978

Job Experience:

Please see additional pages attached.

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Name all of the Del Mar Advisory Committees/Boards/Commissions that you now serve:
Form Based Code

Have you ever applied for a Del Mar Committee and not been appointed? Yes No

If Yes, what Committee and When? _____

Please list three Del Mar residents who can provide a reference:

NAME	STREET NAME (no house number)	Phone Number
Mark Filanc	Serpentine	██████████
T. Pat Stubbs	Forest Way	██████████
Judd Halenza	Crest	██████████

	Month	Year
I have been a resident of California since:	2	54
I have been a resident of San Diego County since:	2	54
I have been a resident of Del Mar since:	4	82

I am a registered voter in Del Mar: Yes No

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RETURN COMPLETED FORM TO:
City of Del Mar
Administrative Services Department
1050 Camino del Mar
Del Mar, CA 92014

Signature

1/06/15

Date

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Qualifications or reasons. I have lived in Del Mar for 30 years, and been in the commercial real estate business/development/investment even longer. Del Mar has a very unique opportunity to take a public asset and make it into something unique for the City and its stakeholders. Del Mar needs to think big and forward, not small and in the review mirror, in terms of how it approaches this project. This project needs to take into account how cities operate today and in the future. It can also be a catalyst for revitalization of our community, and a place for which we can all be proud. While budget is important, it is not the critical factor in how this project should move forward.

Because of the impact of this project on the community, I would like to be involved and believe my deep experience in land use, investment, development/redevelopment, finance, and in "creating places" will help the process. The City and Community has one chance to do something great and meaningful. Hopefully this committee is a start.

Job Experience: I have been in commercial real estate all of my career. First as a commercial real estate broker, leasing and selling office and commercial space. I then ventured into the development business with Oliver McMillan, where we developed office, mixed use and residential projects. I formed my own firm in the very late 80's, office and residential development. Held positions with Burnham and JMI Realty in between, and started my current firm in 2002. Located in Del Mar, the bulk of our activity is redeveloping and repositioning buildings and developments into contemporary (creative) office projects.

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City of Del Mar
1050 Camino Del Mar
Del Mar, CA 92014-2698

CITIZEN INTEREST FORM

Dominy _____ A. _____ Lewis (Lew)
Last Name First Name Middle Initial

23rd Street _____ Del Mar, CA
Home Street Address City, State

W. Washington Suite 303 _____ San Diego, CA
Business Street Address (if applicable) City, State

_____ (619) 692-9393 lewis.dominy@domusstudio.com
Home Phone Number Business Phone Number E-mail Address

I am interested in serving on the following Board(s) or Commission(s) in order of preference (indicate 1st, 2nd choice, etc.):

- _____ Design Review Board¹ _____ Planning Commission²
- _____ Sustainability Advisory Board _____ Traffic and Parking Advisory Committee
- _____ Parks and Recreation Committee _____ Finance Committee
- _____ San Dieguito Lagoon Committee _____ Business Support Advisory Committee
- _____ Shores Advisory Committee
- *X* Other(s) (please indicate): City Hall/Town Hall/ Design Team Selection Committee

Qualifications for appointment and/or reasons for application (attached additional pages as needed):

Resident of Del Mar since 1970's. Served on Planning Commission in 1980's and chaired the Commission during the approval of the Plaza and the Hotel. Founder of Dominy and Bokal Architects (now Bokal and Sneed). Now retired. Concerned that the City NOT hire another big name architect who has minimal committment to and no concept of the unique qualities of Del Mar, and what would be appropriate and timeless for our Civic complex. Professionally understand this process, and can provide unbiased expertise.

Education:

Bachelor of Architecture, Cum Laude, University of Southern California, 1966
Licensed Architect, States of California, Arizona, New Mexico, Colorado, Nevada
Certified Peer Review Professional, American Society of Civil Engineers
Designer of perhaps Del Mar's most famous (infamous?) house-- The Triangle House

Job Experience:

Designer of some 60+ projects in Del Mar, And over 400 in the greater surrounding area. Working closely with the City Planning Department, designer of the Orchid winning complex at the foot of tenth street-- the Railroad Cottages. Designer of the award winning Carmel Valley Precise Plan for the City of Del Mar. Over sixty design awards, including 4 AIA awards in the past two years. Winner of eleven design competitions.

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Name all of the Del Mar Advisory Committees/Boards/Commissions that you now serve:
None

Have you ever applied for a Del Mar Committee and not been appointed? Yes No
If Yes, what Committee and When? DRB in the 1990's (still practicing at that time)

Please list three Del Mar residents who can provide a reference:

NAME	STREET NAME (no house number)	Phone Number
Sheryl Parks		
Jim Benedict		
Terry Sinnott		

	Month	Year
I have been a resident of California since:		1955
I have been a resident of San Diego County since:		1971
I have been a resident of Del Mar since:		1975

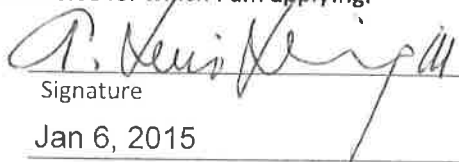
I am a registered voter in Del Mar: Yes No

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RETURN COMPLETED FORM TO:
City of Del Mar
Administrative Services Department
1050 Camino del Mar
Del Mar, CA 92014


Signature
Jan 6, 2015
Date

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City of Del Mar

ATTACHMENT A

1050 Camino Del Mar
Del Mar, CA 92014-2698

CITIZEN INTEREST FORM

Jacoby Last Name Patricia (Pat) First Name J. Middle Initial

[Redacted] Ocean View Ave. Home Street Address Del Mar, Ca 92014 City, State

Business Street Address (if applicable) City, State

[Redacted] Home Phone Number [Redacted] Business Phone Number pat.jacoby96@gmail.com E-mail Address

I am interested in serving on the following Board(s) or Commission(s) in order of preference (indicate 1st, 2nd choice, etc.):

- Design Review Board1 Planning Commission2
Sustainability Advisory Board Traffic and Parking Advisory Committee
Parks and Recreation Committee Finance Committee
San Dieguito Lagoon Committee Business Support Advisory Committee
Shores Advisory Committee
Other(s) (please indicate): Ad Hoc City Hall / Town Hall Project
Design Team Selection Committee

Qualifications for appointment and/or reasons for application (attached additional pages as needed):

Former chair, Design Review Committee
Former chair, Planning Commission

Education:

AA, UC-Berkeley
BS, University of Missouri (journalism)
PhD Masters, U of M (communications)

Job Experience:

Director of Outreach Communications, UCSD
Union-Tribune staff
LA Times, staff

Name all of the Del Mar Advisory Committees/Boards/Commissions that you now serve:

Parks and Recreation Committee
 Del Mar Community Connections Board
 Del Mar Foundation Cultural Arts Committee

Have you ever applied for a Del Mar Committee and not been appointed? Yes No

If Yes, what Committee and When? _____

Please list three Del Mar residents who can provide a reference:

NAME	STREET NAME (no house number)	Phone Number
Nate McCoy	Carolina Rd	[REDACTED]
Tom McGreal	Stratford Ct	[REDACTED]
Rosanne Holliday	Crest Rd	[REDACTED]

	Month	Year
I have been a resident of California since:		1940
I have been a resident of San Diego County since:		1940
I have been a resident of Del Mar since:		1940

I am a registered voter in Del Mar: Yes No

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RETURN COMPLETED FORM TO:
 City of Del Mar
 Administrative Services Department
 1050 Camino del Mar
 Del Mar, CA 92014

Patricia J. Felony
 Signature
 Dec. 31, 2014
 Date



City of Del Mar
1050 Camino Del Mar
Del Mar, CA 92014-2698

CITIZEN INTEREST FORM

Halenza Last Name Judd First Name G. Middle Initial

█ 15th St. Home Street Address Del Mar CA City, State

Business Street Address (if applicable) City, State

cell █ █ █ █ █ █ █ █ █ █ Home Phone Number 858-847-9322 Business Phone Number Judd@thejuddco.com E-mail Address

I am interested in serving on the following Board(s) or Commission(s) in order of preference (indicate 1st, 2nd choice, etc.):

- Design Review Board¹
- Sustainability Advisory Board
- Parks and Recreation Committee
- San Dieguito Lagoon Committee
- Shores Advisory Committee
- Other(s) (please indicate): CITY HALL / TOWN HALL ... COMMITTEES
- Planning Commission²
- Traffic and Parking Advisory Committee
- Finance Committee
- Business Support Advisory Committee

Qualifications for appointment and/or reasons for application (attached additional pages as needed):

I believe I am qualified to serve on the committee because I have significant experience planning, entitling and building real estate projects.

Education:
see attached

Job Experience:
see attached

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Name all of the Del Mar Advisory Committees/Boards/Commissions that you now serve:

Fairgrounds Master Plan Review cmte.
 Shores Park Master Plan cmte.

Have you ever applied for a Del Mar Committee and not been appointed? Yes No

If Yes, what Committee and When? _____

Please list three Del Mar residents who can provide a reference:

NAME	STREET NAME (no house number)	Phone Number
Harold Feder	Crest	[REDACTED]
Joel Holliday	Crest	[REDACTED]
Carl Hilliard	CREST	[REDACTED]

	Month	Year
I have been a resident of California since:		1969
I have been a resident of San Diego County since:		1969
I have been a resident of Del Mar since:		1969

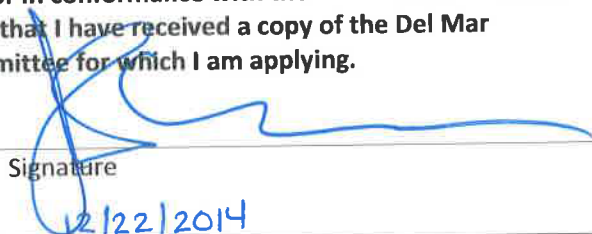
I am a registered voter in Del Mar: Yes No

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RETURN COMPLETED FORM TO:
 City of Del Mar
 Administrative Services Department
 1050 Camino del Mar
 Del Mar, CA 92014


 Signature
 12/22/2014
 Date

JUDD G. HALENZA, JR.

The Judd Company
 400 South Sierra Avenue, Suite 100
 Solana Beach, CA 92075
judd@thejuddco.com
 (858) 847-9323

Experience**The Judd Company, Solana Beach, CA****Founder (1979 – present)**

- Created and manage successful real estate development company for institutional and private investors nationwide
- Acted as a real estate advisor for the Federal Bankruptcy Court and served as an expert witness
- Managing Member of many projects requiring environmental impact reports with participation from US Fish and Wildlife Agency, CA Department of Fish and Wildlife and other governmental agencies
- Developed institutional quality, large multi-family residential projects including apartments, affordable housing and condominiums
- Developed and built industrial parks in San Diego
- Entitled and developing a 300 acre industrial park in Otay Mesa which will include a Federal border crossing and extension of SR11 freeway
- Entitled a 200 acre environmental mitigation bank in Ramona, adjacent to the 3,000 acre Ramona Grasslands Preserve

Coldwell Banker Commercial Brokerage, San Diego, CA**Sales Consultant (1975-1979)**

- Negotiated and sold commercial properties throughout San Diego County

Ryder Stilwell, Los Angeles, CA**Business Manager (1973-1975)**

- Helped manage real estate, oil and cattle investments

United States Navy, San Diego and Vietnam**Lt. Commander (1965-1973)**

- As carrier-based fighter pilot, flew over 300 combat missions in Vietnam conflict

Recognition and Public Service

- **City of San Diego, Member** of Otay Mesa Planning Group: Participate in the Facilities Benefit Assessment committee; Design Corridor Committee; Otay Mesa Community Plan Update Committee; Citywide: Sewer Ratepayer Review Committee and Residential Permit Review Committee
- **National Association of Industrial & Office Properties, former Director** and member of the Legislative Committee and Transportation Impact Fee Committee
- **East Otay Mesa Property Owners Association, Member**
- **Del Mar Foundation, President**
- **City of Del Mar, Member,** Fairgrounds & Shores Park Master Plan Review Committees

Education

Stanford University, Palo Alto, CA
 Masters of Science in Statistics, 1967

United States Naval Academy, Annapolis, MD
 Bachelors of Science in Mathematics, 1965



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JAN 05 2015

City of Del Mar

1050 Camino Del Mar
Del Mar, CA 92014-2698

CITIZEN INTEREST FORM

WATKINS	JIM	M
Last Name	First Name	Middle Initial
[Redacted] Camino Del Mar [Redacted]		Del Mar, CA
Home Street Address		City, State
1442 Camino Del Mar Ste. 215		Del Mar, CA
Business Street Address (if applicable)		City, State
[Redacted]		
Home Phone Number	Business Phone Number	E-mail Address
	858-755-3991	jimwatkins@winnerscircleresorts.com

I am interested in serving on the following Board(s) or Commission(s) in order of preference (indicate 1st, 2nd choice, etc.):

- | | |
|--|---|
| <input type="checkbox"/> Design Review Board ¹ | <input type="checkbox"/> Planning Commission ² |
| <input type="checkbox"/> Sustainability Advisory Board | <input type="checkbox"/> Traffic and Parking Advisory Committee |
| <input type="checkbox"/> Parks and Recreation Committee | <input type="checkbox"/> Finance Committee |
| <input type="checkbox"/> San Dieguito Lagoon Committee | <input type="checkbox"/> Business Support Advisory Committee |
| <input type="checkbox"/> Shores Advisory Committee | |
| <input checked="" type="checkbox"/> Other(s) (please indicate): AD HOC Committee on proposed Civic Center | |

Qualifications for appointment and/or reasons for application (attached additional pages as needed):

My reason is to help the city achieve it's Civic Center goals in budget. My qualifications are over 50 years in real estate development and with over 30 properties developed. Locally, I designed and developed the Del Mar Inn, Canterbury Corner, the L'Auberge and historic redevelopment of Stratford Square. (See attached)

Education:

- High School - Visalia High
- United States Army - Special Service
- University of Oregon Business/Economics
- Multiple Management - Design - Economic Analysis Courses
- Practical education - over 50 years in business

Job Experience:

See list of developments
See list of Awards
Author and Charter Chairman of Design Review Board
Numerous Del Mar committees over past 40 years

THIS IS A PUBLIC RECORD SUBJECT TO DISCLOSURE.
Note: Personal information may be withheld from public view as allowed by law.

Name all of the Del Mar Advisory Committees/Boards/Commissions that you now serve:

For past year have worked as citizen volunteer on Civic Center

Have you ever applied for a Del Mar Committee and not been appointed? Yes No

If Yes, what Committee and When? _____

Please list three Del Mar residents who can provide a reference:

NAME	STREET NAME (no house number)	Phone Number
Jim Benedict	Christy Lane	[REDACTED]
Tom McCarthy	P.O. Box Del Mar	[REDACTED]
Al Tarkington	11 th Street	[REDACTED]
Don Terwiliger	P.O. Box Del Mar	[REDACTED]

	Month	Year
I have been a resident of California since:	January	1932
I have been a resident of San Diego County since:	March	1968
I have been a resident of Del Mar since:	March	1968

I am a registered voter in Del Mar: Yes No

¹ All members of the Design Review Board shall be persons who by experience, training, education or occupation have demonstrated talent and interest in developing the aesthetics of environmental design within the framework of practical considerations. Members must be a registered voter in Del Mar and shall serve without compensation.

² The Planning Commission shall perform such duties as may be specified by ordinance or resolution of the City Council or by law. Further, the Planning Commission shall study and report to the City Council upon any matter referred to it for such action by the City Council, and shall keep the City Council currently advised of all matters pending, and shall furnish any specific information, reports or materials which the City Council may request. The Planning Commission shall consist of five members who shall be qualified electors of the City. Members of the Planning Commission must be registered voters in Del Mar and shall receive no compensation for their services.

The Del Mar Municipal Code requires that all members of its committees file Conflict of Interest Statements with the Administrative Services Director in conformance with the Fair Political Practices Commission. By signing below, I am acknowledging that I have received a copy of the Del Mar Resolution(s) and/or Ordinance describing the committee for which I am applying.

RETURN COMPLETED FORM TO:
 City of Del Mar
 Administrative Services Department
 1050 Camino del Mar
 Del Mar, CA 92014

[Signature]
 Signature
12/30/14
 Date

CHRONOLOGICAL LIST OF WATKINS' PROJECTS
(IN IMMEDIATE SAN DIEGO AREA)

DATE	PROJECT	DESCRIPTION	LOCATION
1969	Del Mar Turf Club Apts	194 Unit Apt Complex	Solana Beach
1970	Stratford Square	13,000 sf Office/Shops	Del Mar
1971	Canterbury Corner	15,000 sf Office/Shops	Del Mar
1971	Solana Circle	36 Unit Condo Project	Solana Beach
1971	Del Mar Inn	83 Unit Hotel	Del Mar
1972	Winners Circle Resort	194 Unit Apt/Hotel	Del Mar
1973	Royal Gardens	96 Unit Condo Project	Encinitas
1974	General Store	14,000 sf Office/Shop	Del Mar
1975	Collwood Pines Apts	163 Unit Apt	San Diego
1978	Black Mountain Apts	115 Unit Apt	Mira Mesa
1981	Winners Circle Beach & Tennis Resort	94 Unit V/O Conversion	Del Mar
1981	801 Industrial Bldg	36,000 sf Ind Bldg	San Marcos
1985	Carlsbad Inn	198 Unit Hotel, Retail, Restaurant Vac Condos	Carlsbad
1986	Southern California Beach Club	44 Unit Vac Condos	Oceanside
1987	Horton Park Plaza Hotel	66 Unit Luxury Hotel	San Diego
1987	San Clemente Cove	33 Unit Vac Condos	San Clemente
1988	L'Auberge Del Mar	123 Unit Luxury Hotel	Del Mar
1989	Chateau Del Mar	12 Unit Vac Condos	Del Mar
1989	Ocean Windows Villas	36 Unit Luxury Condos	Del Mar
1990	Oceanside Pier Project (In Planning)	368 Unit Vac Condos + 250 Unit Hotel & Retail	Oceanside
1992	Coronado Beach Resort	53 Unit Vac Condos	Coronado
1993	Gaslamp Plaza Suites	60 Unit Vac Condos	San Diego
1997	Dolphin's Cove Resort	136 Unit Vac Condos	Anaheim

Previous hotels include the Four Diamond Inn at Morrow Bay built in 1960, the El Rancho Hotel in Hanford built in 1956, the Congress Inn in Laguna Beach built in 1962 and the Gold Key in Fresno built in 1961.

JIM WATKINS' HISTORY OF
VOLUNTEER POSITIONS AND AWARDS

1969	Co-Chair Citizens for Del Mar
1971	Del Mar Village Committee Chairman & Economic Advisor
1972	Chairman of the Del Mar Design Review Board
1972 - 1984	YMCA Board of Directors - 12 years
1973 & 1974	President of the Del Mar Chamber of Commerce
1973	Del Mar Resolution of Appreciation
1975	Advisory Board for Scripps Hospital
1979	YMCA Patron of the Youth Award
1980	President of the Del Mar Rotary Club
1990 - 2006	Boys and Girls Club Board of Directors
1981	Del Mar Man of the Year Award
1982	Boys and Girls Club Gold Boy Award
1983	Founding Director of U.S. Community Savings Bank
1984	Del Mar Rotarian of the Year
1987	Professional of the Year for the United States by ARDA
1987	Del Mar City Resolution Commendation
1990	Del Mar Person of the Year Award
1990	Boys and Girls Club Gold Medallion Award
1992	Chairman of the Board of the Boys and Girls Club
1999	Del Mar History of 25 People that Made it Happen
2003 -2014	Boys and Girls Club Foundation Board
2006	Del Mar Certificate of Appreciation
2006	Boys and Girls Club Living Legend Award
2011	Carlsbad Chamber of Commerce Lifetime Achievement in Business - Finalist
2012	County of San Diego Jim Watkins Day Proclamation