



AGENDA

Special Meeting Board of Library Trustees | Altadena Library District
Virtual – Zoom – November 19, 2020 – 5:00 p.m.

IMPORTANT NOTICE REGARDING November 19, 2020 MEETING

This meeting is being conducted utilizing teleconference and electronic means consistent with the **State of California Executive Order N-29-20** dated March 17, 2020, regarding the COVID-19 pandemic. The live stream of the meeting may be viewed by visiting the Altadena Library District's YouTube channel at the following URL <https://www.youtube.com/c/AltadenaLibrary>

SUBMISSION OF PUBLIC COMMENT: For those wishing to make Public Comments at the November 19, 2020 Meeting, please submit your comments by email to be read aloud at the meeting. If multiple comments are submitted, only the first comment will be read aloud during the meeting. Email and Electronic Comments submitted online will be accepted up to two (2) hours prior to the start of the meeting. Email comments can be submitted to hello@altadenalibrary.org. Electronic Comments may also be submitted online at www.altadenalibrary.org/publiccomment.

Email and Electronic Comments will be submitted to the legislative body and shall become part of the record of the meeting.

If you wish to make public comment during the live meeting, you can call in to (626) 798-0833 ext. 118, during the corresponding item of the agenda. For public comment on any non-agenda item, please plan to call at 5:00pm.

PUBLIC REQUESTS FOR DOCUMENTS: The District provides a public inspection copy of all materials included in the agenda packet distributed to the Board members. Members of the public who wish to obtain a copy of any document may do so by completing a Request for Public Document form and submitting it to Administration who will arrange for the documents to be copied at a charge of 15¢ per page. Request forms are available at the District Administration offices.

In compliance with the Americans with Disability Act, if you need special assistance to participate in the meeting, please contact Library Administration at (626) 798-0833 x118 at least 48 hours prior to the meeting so the Altadena Library District may make reasonable arrangements to ensure accessibility to the meeting.

- I. **Call to order**
- II. **Open Session**
 - a. Roll Call
 - b. Approval/Reordering of Agenda Items
 - c. Adoption of Agenda
 - d. Public Comment on Non-Agenda Items
- III. **Unfinished Business**
- IV. **New Business**
 - a. Introduction of ALD New General Counsel (Information) - Page #3
 - b. Review and Approve Job Description for Marketing and Technology Assistant Position (Action) - Pages #4-7

c. Appointment of ALD Board of Trustees Member (Action) - Pages #8-37

V. **Adjournment**

a. Adjourn Meeting

Richard T. Egger



Richard T. Egger

Partner

(909) 466-4915

richard.egger@bbklaw.com

Services

Business
Business Litigation
California Public Records Act
General & Special Counsel
Health Care
Public Agency Litigation
Trusts & Estates

Education

University of California, Davis
Law School, J.D.
University of California,
Riverside, B.A.

Admissions

California

At a Glance

- Richard serves as the firm's general counsel and is on its Executive Committee.
- He has experience with Brown Act, Public Records Act and public contracting issues.
- Richard represents public and private clients in complex litigation including governance issues and Constitutional issues.

Profile

Richard Egger represents public agency and business clients in strategic problem solving and complex litigation matters. He handles matters in state and federal court. Richard is Best Best & Krieger LLP's general counsel and he serves on its Executive Committee. As general counsel for BB&K he oversees all legal matters for the firm. His work with public agencies has included advice and representation about the Brown Act, the Public Records Act and public contracting issues.

Litigation for Public Agencies

Richard has handled a variety of litigation matters for California public entities, including challenges under the Brown Act, the Public Records Act, challenges to invocations before council meetings, significant contract disputes, including bid protests, Section 1983 cases, alleged discrimination under the federal and state fair housing laws, bid protests concerning large professional service contract awards, as well as towing franchises and pre-election challenges to ballot summaries and candidate statements.

Business and Contract Disputes

Richard represents private businesses and their owners in all manner of disputes, including probate and trust disputes. When possible, he helps clients resolve problems before they reach the court system. He handles all stages of litigation through trial, as well as arbitration and mediation. Richard represents individuals and companies in contract disputes and disagreements about governance issues, including unfair business acts, shareholder disputes, arguments between partners and corporate dissolutions.

Richard is admitted to practice in the U.S. Ninth Circuit Court of Appeals and all federal District Courts in California.



**BOARD OF LIBRARY TRUSTEES
MARKETING AND TECHNOLOGY ASSISTANT**

DEPARTMENT: Administration

MEETING DATE: November 19, 2020

PREPARED BY: Nikki Winslow

LOCATION: Virtual Meeting

TITLE: Marketing and Technology Assistant Job Description

BACKGROUND:

As we continue to innovate in how we establish and maintain community partnerships and provide virtual experiences through both the District's digital presence and virtual programming, the role of the Marketing and Community Engagement Manager has been rapidly expanding and requires administrative support to assist with many routine, administrative tasks that often overlap with the IT function as well.

With the elimination of the Adult Services Manager position, there is room in the budget for this part-time position to provide needed support of both the Marketing and IT functions.

RECOMMENDATION:

Review and approve the Marketing and Technology Assistant job description.

FISCAL IMPACT

The fiscal impact of adding this position would be approximately \$12,000 for the remainder of the fiscal year.

MARKETING AND TECHNOLOGY ASSISTANT**DEFINITION**

Under the general direction of the Marketing & Community Engagement Manager, the Marketing & Technology Assistant is responsible for support of the development and implementation of the marketing and community engagement strategies to effectively increase visibility of ALD's services and programs, and basic IT infrastructure support for library staff.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Marketing and Community Engagement Manager and IT Manager. Exercises no direct supervision of staff.

CLASS CHARACTERISTICS

This is a fully qualified journey-level classification which performs the full range of marketing and technology support tasks, working independently and exercising judgment and initiative. Positions at this level receive only occasional instruction or assistance as new or unusual situations arise and are fully aware of the operating procedures and policies of the work unit.

EXAMPLES OF TYPICAL JOB FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so qualified employees can perform the essential functions of the job.

- Supports the preparation of marketing campaigns and creation and publication of all marketing materials in line with marketing plans including newsletters, emails, graphic design, brochures, handbooks, posters, and promotional videos.
- Assist with monitoring and measuring the success of coordinated marketing, promotional, and public relations strategies design to promote the mission, values, and strategic goals of the District.
- Write and edit content to engage with users on social media sites including, but not limited, to Facebook, Instagram, and Twitter.
- Communicate with staff from several departments to track programming and maintain online calendar and social media event pages with up-to-date program information.
- Provide administrative and project support for a variety of marketing and community engagement initiatives.
- Troubleshoot issues with the District website and coordinate with hosting vendor as needed to address issues with website user experience.
- Performs other duties as assigned.
- Creates positive experiences for library customers by effectively and efficiently performing job tasks; presents a positive image of the library in attitude, communications, and appearance, while performing duties in both the public and staff areas; works in conjunction with Administration, managers, and other staff to respond to the needs of the public; greets and assists internal and external customers in a friendly, prompt, and accessible manner; listens and attempts to understand and resolve internal and external customer needs by providing solutions or referrals.

When assigned to IT Services:

- Provide support for computer network users, including staff and library patrons.
- Assist IT Manager with implementing new technology as needed.

QUALIFICATIONS

Knowledge of:

- Current trends related to marketing, communications, and other areas of responsibility.
- Best practices in marketing of library services.
- Web development and web maintenance applications.
- Graphic design techniques and methods.
- Social media and its application to marketing library programs and services.
- Linux, MacOS, and Windows operating systems.
- Some coding and scripting, including HTML, JavaScript, and SQL.
- Principles and procedures of record keeping.
- Techniques for effectively representing the District in contacts with governmental agencies, community groups, the media, and various business, professional, educational, regulatory, and legislative organizations.
- Methods and techniques of preparing technical and administrative reports, and general business correspondence.
- District and mandated safety rules, regulations, and protocols.
- Modern equipment and communication tools used for business functions and program, project, and task coordination, including computers and software programs relevant to work performed.
- The structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.

Ability to:

- Learn various software quickly and efficiently.
- Maintain a personal commitment to providing exceptional customer service.
- Commit to the principles of intellectual freedom and equal access.
- Maintain a safe working environment.
- Hold self and others to the highest level of accountability.
- Demonstrate effective creative writing, creative thinking, time management skills, and attention to detail.
- Effectively utilize video editing and graphic design equipment and software programs.
- Work efficiently and calmly under challenging conditions.
- Research new service delivery methods, procedures, and techniques.
- Analyze, interpret, summarize, and present technical information and data in an effective manner.
- Maintain a variety of filing, record-keeping, and tracking systems.
- Independently organize work, set priorities, meet critical deadlines, and follow-up on assignments.
- Effectively use computer systems, software applications relevant to work performed, and modern business equipment to perform a variety of work tasks.
- Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Education:

- Equivalent to a bachelor's degree from an accredited college or university with major coursework in marketing, communications, business administration, or a related field.

Experience:

- Two (2) years of experience in supporting the implementation of marketing and/or community engagement initiatives.

Licenses and Certifications:

- Possession of a valid California Driver's License, to be maintained throughout employment.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and visit various District sites; vision to read printed materials and a computer screen and color vision to complete graphic and web design requirements of the position; and hearing and speech to communicate in person and over the telephone. This is primarily a sedentary office classification although standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 25 pounds.

ENVIRONMENTAL CONDITIONS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may encounter challenging interpersonal situations in the course of their work.

WORKING CONDITIONS

Occasional evening and weekend work may be required as job duties demand.



**BOARD OF LIBRARY TRUSTEES
LIBRARY TRUSTEE APPOINTMENT**

DEPARTMENT: Administration

MEETING DATE: November 19, 2020

PREPARED BY: Nikki Winslow

LOCATION: Virtual Meeting

TITLE: Appointment to fill Library Trustee Vacancy

BACKGROUND: Trustee Besty Kahn announced she would not seek re-election nor appointment to her seat on the Library Board of Trustees May 18, 2020. A “Notice of Vacancy” was submitted to the Los Angeles County Registrar-Recorder/County Clerk’s Office and the vacancy was publicly announced on the ALD’s website on Monday, October 5, 2020. Likewise, the Certification of Qualifications form was posted on the website.

The Nomination Process, which was reviewed and approved by BB & K, could also be found on the website:

1. Open application process, deadline at 5:00pm on November 13, 2020 (6 days prior to the Board meeting). Materials posted online.
2. Trustee appointment will be the primary Action Item on the 11/19 special board meeting.
3. All applicants are invited to attend the meeting and during this part of the agenda they will:
 1. Be given 3 minutes to speak about themselves and otherwise use the time as it relates to their interest in the Trustee appointment;
 2. Be asked 3 questions by the Board (all applicants will be asked the same ones);
 3. Names will be called, at random, to determine the order of the applicants.
4. A motion will be made to proceed to a roll call vote on appointment; after receiving a second, the President will open the floor for discussion and debate.
5. Roll call vote taken.
 1. One applicant must receive a majority vote (3 out of 5) to be selected;
 2. If one applicant does not get 3 votes, the floor will again open up for discussion from the Board;
 3. Repeat this step until one candidate receives at least 3 of the 5 votes.
6. New Trustee is appointed to the Board.

Six application were received by the November 13, 2020 deadline.

The applicants included (listed alphabetically):

- René Amy
- Rushmore Cervantes
- Jason Gottlieb
- Cherri L. King

- Jervey Tervalon
- Lucy Vergis



Candidate: René Amy

René F. Amy

■ West Calaveras Street Altadena, CA 91001 (626)497-2279
rene@amiableconstruction.com

Professional Licenses

California General Building Contractor (#515111)

California Attorney-at-Law (#253934)

Professional Certifications

International Code Council (ICC) (#8295733)

California Residential Building Inspector (J1); Electrical Inspector (J2); Plumbing Inspector (J3); Plumbing Inspector (J3)

California Commercial Building Inspector (I1); Electrical Inspector (I2); Plumbing Inspector (I3); Mechanical Inspector (I4)

CALGreen Inspector (CG)

California Building Plans Examiner (I6)

Green Building Certification Institute (GBCI) (#10923680)

LEED-AP Building Design & Construction; LEED-AP Operations + Management; LEED-AP Homes

California Association of Code Enforcement Officers (CACEO)

Certified Code Enforcement Officer

Building Performance Institute (BPI) (#5032744)

Building Analyst

Rater

Build It Green

Certified Green Building Professional - Greenpoint Rater

Professional Experience

Owner, **Altadena Maid Products**, 2018-present

Artisanal small-batch seed products to encourage urban gardeners to successfully plant native wildflowers.

Law Office of René F. Amy - 2007-present

Owner, **Amiable Construction Co**, 1987-present

Hands-on owner of boutique construction firm specializing in high-end residential remodeling, home performance, and improvements. Rough and finish carpentry; cabinetmaking; plumbing; electrical; roofing; painting; etc. Manage all phases of company, including marketing, hiring, sales, purchasing, and on-site crew management. “A+” rated by the Better Business Bureau; “A” rated on Angie’s List; 5-star rated on Trustlink.org.

Education

Indiana University - B.A., with Honors, 1980

Concord School of Law - J.D., 2006

Additional Coursework:

Wharton School, University of Pennsylvania, with Distinction: Operations Management; Marketing

New York Law School: Mental Disability Law

Honors

President's Volunteer Service Award, 2020

Pasadena Weekly, Editor’s Pick **Citizen of the Year**, 2001, 2004

Volunteer Activities

CASA Los Angeles - Service to youth in dependency-care Court system. Court Appointed Special Advocate, 2020-present

American Red Cross - LA Region - International Humanitarian Law instructor (Service to Armed Forces), Public Information Officer (Public Affairs), COVID19 Response Point of Distribution Lead (Disaster Response), COVID19 Response Blood Donor Screener (Blood Services), Emblem Misuse Investigator (International Services), (2020-present)

St. Baldrick's Foundation - Funding for cutting-edge pediatric-cancer research. Organizer, First Annual Altadena St. Baldrick’s Night Shave (postponed due to COVID19), 2019-present

Pasadena Jaycees Operation Santa - Fully-costumed present-delivery team Santa, 2019-present

ShelterBoxUSA – Humanitarian aid to victims of natural disasters and war. Ambassador, 2019-present

School On Wheels – Educational support for children experiencing homelessness. Tutor, Skid Row Learning Center, 2019-present

Reading To Kids – Providing Reading Clubs in heavily-impacted schools in LASD. School site coordinator, 2019-present

Pasadena Unified School District – tutor, African-American Parents Council “Math Power Hour” 2019-present

Rotary Rose Parade Float Committee, Inc. – Planning and execution of Rotary International Rose Parade float. National Advisor, 2019-present

Altadena Food Truck Fridays – Community-building event to raise awareness of, and funds for, School On Wheels. Ringmaster, 2019-present

National Weather Service - SKYWARN severe-weather Storm Spotter, 2019-present

Amigos de los Rios – Committed to creating an Emerald Necklace of parks and greenspaces in LA. Consulting contractor, 2018-present

California Contractors State License Board, Participant, Industry Expert program, 2015-present

California Building Standards Commission, Member, 2015 & 2018 Triennial Code Adoption Cycle Health Facilities Code Advisory Committees, 2015-present

Nextdoor – founder and lead, Nextdoor Janes Village, 2014-present

Altadena Community Garden - executive board member, 2014-present

Memberships

Altadena Rotary Club – member, 2018-present

University Club of Pasadena – member, 2006-present



Altadena Libraries

BOARD OF TRUSTEES VACANCY CERTIFICATION OF QUALIFICATIONS

Print Full Name: René F. Amy

Please fill out this Certification of Qualifications and include it with your resume and letter of intent. County Registrar rules require that candidates running for a seat on the Altadena Library District Board must be both a resident within the boundaries of the Altadena Library District and a registered voter in Altadena. The current seat for which you are applying is for the two-year term ending 12/2022.

1. Do you understand that during the term of the appointment, you are required to be a resident of Altadena? Yes No

2. Are you currently a resident of Altadena? Yes No

3. Are you currently registered to vote in Altadena? Yes No

4. How long have you resided in Altadena? approx. 10 years

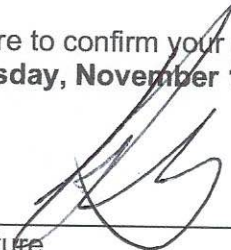
5. Have you ever worked for a public library? Yes No

a. If so, are you still employed by a public library system? Yes No

6. In your opinion, what is the role of the library in the Altadena community?
The library proudly serves as a resource, education, and cultural center in our community, filling multiple community needs not otherwise met. It serves both IRL and in a virtual capacity.

7. Please describe any Board or Commission experience you have had.
Altadena Community Garden board member since approx 2016; repeated service on California Building Standards Commission Triennial Code Adoption committees

RFA
 Initial here to confirm your **required** attendance at the virtual Board of Trustees meeting via Zoom on **Thursday, November 19, at 5:00pm** to interview for the vacancy.


Applicant Signature

11/11/20
Date



Candidate: Rushmore Cervantes

RUSHMORE CERVANTES

Altadena, CA | (626) 379-1976 | rush.cervantes9@gmail.com

November 10, 2020

Altadena Libraries
600 E. Mariposa Street, Altadena, California 91001

RE: Board of Trustee Position

Dear Esteemed Board Members,

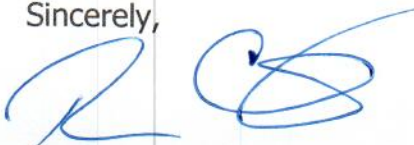
As a recently retired government professional with extensive executive management experience across a broad spectrum of social services, community engagement, advocacy, planning, municipal finance, job creation, and budgeting, I was thrilled to learn about the Board of Trustee position. I am confident that my background and experience will be beneficial to the Altadena Libraries community.

I committed my career with the City of Los Angeles to creating networks of services and programs to meet the needs of the underserved; to create foundations for pathways to unity, neighborhood pride, and self-sufficiency. With limited resources for local capital investments or community-based services, coupled with the evolving needs of our region, it is imperative that our Libraries be part of the Altadena solution.

My contributions to the City of Los Angeles revolved around my strong abilities to listen and collaborate, while fostering a reputation as a key contributor through communication and leadership. For a greater illustration of my background and qualifications, please review my enclosed resume.

In addition to my work experience, I have served on several boards, both locally and nationally, and have been a volunteer with the Pasadena Tournament of Roses for the past 13 years. With my recent retirement, I am looking forward to focusing my time and energy here in my own backyard. Thank you in advance for your time and consideration.

Sincerely,



RUSHMORE CERVANTES

Attachment

RUSHMORE CERVANTES

Altadena, CA 91001

626.379.1976

rush.cervantes9@gmail.com

SUMMARY OF QUALIFICATIONS

Rushmore is a dynamic professional with exceptional leadership, entrepreneurial, and team-building skills. Throughout a 27-year career with the City of Los Angeles, was a proven problem-solver and solutions-finder, while being adaptable and flexible to any type of scenario. Has years of hands-on experience in the areas of executive management, public policy, program design and implementation, auditing, creating sustainable changes, and developing strategic plans and metrics. Works effectively with groups of cultural and socioeconomic diversity and competing interests. Has the unique ability to build consensus and cooperation; collaborative yet able to be a decision-maker. Has excellent communication, presentation, and interpersonal skills. Viewed as honest, ethical, and a person of integrity.

CITY OF LOS ANGELES EMPLOYMENT HISTORY

Has held a number of key positions with the City of Los Angeles, including:

- General Manager, Housing & Community Investment Dept.(HCIDLA) (2014 – July 2020)
- Executive Officer & Interim General Manager for HCIDLA (2009 – 2014)
- Chief Deputy Controller, Los Angeles City Controller (2006 – 2009)
 - Also served as City Controller for approximately two months
- General Manager of the El Pueblo Historical Monument Authority (2004 – 2006)
- Assistant General Manager & Interim General Manager, Dept. of Aging (2000 – 2004)
- Budget Analyst, Office of the City Administrative Officer (1995 – 2000)

CONCURRENT CITY OF LOS ANGELES DUTIES

- President, Los Angeles Development Fund (City non-profit agency) (2011 – July 2020)
- Board member, Workforce Development Board (2009 – July 2020)
- Citywide American Recovery and Reinvestment Act (ARRA) expeditor (2010)
 - Special assignment to the Mayor, concurrent with HCIDLA duties
- City Joint Labor-Management Benefits (Health) Committee member (2008 – 2011)

SIGNIFICANT CAREER ACHIEVEMENTS

- In collaboration with the Mayor's office, facilitated the approval of the City Linkage Fee, the City's first dedicated and permanent local source of funding for the production and preservation of affordable housing and first-time homeownership opportunities.
- Oversaw the implementation of the \$1.2 billion Proposition HHH Supportive Housing Loan Program with the goal to reduce homelessness by increasing the supply of supportive housing throughout the City. In a little more than two years, HCIDLA tripled the City's housing production pipeline with 150 projects (118 HHH & 32 non-HHH) that will include approximately 10,489 units or house roughly 14,000 people.
- Expanded homeless and poverty prevention strategies through the design and implementation of various programs, including the Renters Assistance Program, Eviction Defense Program, California Assembly Bill 1482, No-Fault Eviction Program, Anti-Harassment Program, and many more.

Rushmore D. Cervantes

- Successfully expanded the number of shelters for victims of domestic violence and created the City's first program that provides shelters for victims of human trafficking.
- As President of the Los Angeles Development Fund (LADF), the organization won an unprecedented three (3) consecutive allocations of Federal New Markets Tax Credits (NMTCs). In total, LADF has invested over \$211 million in NMTCs to capital projects that have boosted economically disadvantaged communities in the City, while creating and preserving good-paying, stable jobs, and providing greater access to quality goods, services, and amenities.
- Created the department infrastructure to be extremely competitive for precious funding from the State Affordable Housing & Sustainable Communities (AHSC) program. To date, the City has secured \$198 million, for 21 projects, that will reduce Green House Gas Emissions by 378,000 metric tons. In the last State funding round, we secured the largest award in the State (21%).
- Facilitated the doubling of bank investments into the City's Supportive Housing Loan Fund and the expansion of funding into the City's New Generation Fund. Both funds serve as patient capital for acquisition and predevelopment costs, made available to affordable and supportive housing developers.
- Designed and implemented the Business to Business Success program; a public-private partnership program with Citibank, the University of Southern California (USC), and HCIDLA that provides training and job opportunities.
- Designed the organizational structure of the new HCIDLA with approximately 100 new positions from the former Community Development Department. The design included realignment of existing functions with new functions to create synergies and efficiencies.
- Successfully negotiated, with the State Department of Finance, the approval of approximately 99% of the identified housing assets from the former Community Redevelopment Agency. Developed the administrative structure and staffing to support the new housing assets.
- While with the Controller's Office, was the Joint Administrator for the successful implementation of the Citywide Financial Management System (components of an Enterprise Resource Planning System), that streamlined the City's financial reporting and created efficiencies Citywide. Also oversaw the release of several significant performance and financial audits that helped create long-term operational changes within City Departments.
- Successfully saved El Pueblo Historic Monument (Olvera Street) from financial disaster, increased revenue by roughly 150%, and reinstated major capital projects throughout the monument.
- Facilitated the design and implementation of a Citywide Adult Day Healthcare Center program, subsequently administered by the Department of Aging.
- Designed an affordable housing preservation and development plan, coupled with targeted social services utilizing \$15 million provided by USC, in support of USC's Specific Plan expansion. This plan design involved community, stakeholder, USC, and City family engagement.

PROFESSIONAL EXPERIENCE

CITY OF LOS ANGELES – Housing and Community Investment Department General Manager

As General Manager of the Los Angeles Housing + Community Investment Department (HCIDLA), consisting of approximately 750 full and part-time positions, with roughly a \$97 million administrative budget, planned and directed all HCIDLA programs and services that support the creation of livable and prosperous communities through the development and preservation of decent, safe, affordable housing, neighborhood investment, and a broad network of social services.

In addition, oversaw HCIDLA's:

- HHH Program (\$1.2 billion general obligation bond to finance housing for the homeless)
- Affordable Housing Managed Pipeline and New Generation Fund loan generation
- Expansion of the Domestic Violence and Victims of Human Trafficking Shelter system
- Family Source Centers (FSCs) - FSCs provide a variety of educational, family, child, and youth services including counseling, cultural, recreational, and after-school activities to low-income and disadvantaged community members
- Systematic Code Inspection Program – periodic and complaint-based habitability inspections of all 760,000 multifamily units in the City
- Gateway to Green Program – Energy Efficient Residential Evaluation Program
- Occupancy Monitoring of approximately 43,000 affordable housing units
- Loan Portfolio unit (\$2.1 billion in assets)
- Rent Stabilization Ordinance administration and enforcement (640,000 housing units)
- Many City ordinances designed to protect tenants' rights
- Implementation of numerous state bills
- Revenue and Billing Collections (roughly \$50-55 million per year)
- First-time homeownership program
- Handy-worker and Lead Abatement Programs
- Housing Accessibility Program
- Six City Commissions - provide City-wide policy guidance and, in some instances, direct community support

EDUCATION

Bachelor of Arts Degree – Business Administration

- California Lutheran University, Thousand Oaks, CA

CURRENT VOLUNTEER AFFILIATION

“White Suiter” – Pasadena Tournament of Roses

PRIOR MILITARY SERVICE

United States Marine Corps



**BOARD OF TRUSTEES VACANCY
CERTIFICATION OF QUALIFICATIONS**

Print Full Name: Rushmore D Cervantes

Please fill out this Certification of Qualifications and include it with your resume and letter of intent. County Registrar rules require that candidates running for a seat on the Altadena Library District Board must be both a resident within the boundaries of the Altadena Library District and a registered voter in Altadena. The current seat for which you are applying is for the two-year term ending 12/2022.

- 1. Do you understand that during the term of the appointment, you are required to be a resident of Altadena? Yes No
- 2. Are you currently a resident of Altadena? Yes No
- 3. Are you currently registered to vote in Altadena? Yes No
- 4. How long have you resided in Altadena? 9 years, 5 months
- 5. Have you ever worked for a public library? Yes No
 - a. If so, are you still employed by a public library system? Yes No

6. In your opinion, what is the role of the library in the Altadena community?
Our library is a critical centerpiece of our social infrastructure. A well supported library creates a healthier and culturally rich Altadena, while it continues to reimagine itself to meet the every-changing needs of our diverse community.

7. Please describe any Board or Commission experience you have had.
I've served on the National Association of Local Housing Finance Agencies, the Los Angeles Workforce Development Board, the Los Angeles Joint Labor Management Benefits (Health) Board, and served as board president of the Los Angeles Development Fund.

RDC Initial here to confirm your **required** attendance at the virtual Board of Trustees meeting via Zoom on **Thursday, November 19, at 5:00pm** to interview for the vacancy.


Applicant Signature

11/10/2020
Date



Candidate: Jason Gottlieb

Jason Gottlieb

Pepper Drive
Altadena, CA 91001
(626) 720-2643
noahman39@gmail.com

Education

Master of Arts in Teaching, Seattle University 1996
Bachelor of Arts in Political Studies, Pitzer College 1989

Certification

California Multiple Subject Teaching Credential-expired 1996

Community College Teaching

Pierce College 2012-2014
Woodland Hills, CA

- Taught Education 203: Education in American Society and Education 1: Introduction to Teaching
- Worked with the Department Chair to design Education 1: Introduction to Teaching. Education 1 is part of the CSU Transfer Model Curriculum
- Worked with the Department Chair to update Education 200: Introduction to Special Education.
- Advise students on teaching career paths, degree choices, and California credential process
- Pair students with observation sites in local elementary school settings

Educational Administration

The Waverly School, Assistant Head of School 2012-Current
Pasadena, CA

- Co-Directed Accreditation Process (CAIS/WASC) 2012 and 2018
- Recruit, hire, and lead ongoing implementation of growth, development and evaluation of all teaching staff
- Design professional development opportunities for teaching staff
- Lead weekly faculty meetings
- Member of the Board of Trustees
- Coordinate ERB standardized testing 6-8 grades and facilitate better understanding with parents
- Chair committee to review and implement a technology plan YK-12 grades
- Work collaboratively with Directors of Admissions and Finance
- Member of CAIS/WASC Accreditation Teams
- Co-lead curriculum review with Head of School

**The Walden School, Curriculum Director & Assistant Director
Pasadena, CA**

2008-2012

- Wrote and co-designed school wide curriculum guide
- Implemented the Singapore Math program for K-6 grades (with faculty collaboration)
- Assisted in the writing of the Long-Range Strategic Plan 2006 and 2011
- Member of CAIS/WASC Accreditation Teams
- Lead ongoing implementation of growth, development and evaluation of all teaching staff
- Co-led weekly faculty and core meetings for staff of 25
- Work collaboratively with Directors of Admissions, Finance and Development
- Oversee classroom and curriculum budgets on a yearly basis
- Coordinate ERB standardized testing 3-6 grades and facilitate better understanding with parents
- Conduct regular parent meetings throughout the year on progressive educational topics
- Member of the Board of Trustees, both as faculty and administration representative
- Member of the Diversity Committee
- Write bi-weekly communications to the Walden community about the academic program
- Chaired committee to look at implementing student portfolios as a way to share growth and development
- Provided support for faculty to develop and implement Lucy Calkin's Writers Workshop

Elementary Education Teaching Experience

**The Walden School, Lead Teacher, Grades 1, 2, 4, & 5
Pasadena, CA**

2000-2008

- Core Coordinator for grades 4-6
- Co-creator of Socratic discussion group titled, "The Ponderers" for 4-6 grades
- Taught Multi-Age Classrooms 1/2 and 4/5 grades
- Faculty Trustee for Board 2003-2005, 2007-2009
- Developed and implemented Student-Parent-Teacher Conferences with portfolio

**Pluralistic School #1 (PS1), Lead Teacher, Grades K, 1, 4, & 5
Santa Monica, CA**

1996-1999

- Taught multi-age classrooms K/1 and 4/5
- Implemented student led conferences using portfolios
- Developed a 10,000 book library

**University of Chicago Laboratory School, Lead Teacher, Grade 5
Chicago, IL**

1993-1994

- Trained in world renowned lab school founded by John Dewey
- Lead Teacher of 23 students
- Subjects taught: Math, Language Arts, Social Studies
- Worked in collaboration with grade-level faculty

**Providence Day School, Lead Teacher, Grade 5
Charlotte, North Carolina**

1991-1992

- Lead Teacher of 23 students
- Subjects taught: Math, Language Arts, Social Studies

Professional Development

Singapore Math Training	2008-2011
Lucy Calkins Writers Workshop	2010, 2011
Responsive Classroom Training	2011, 2015
Educational Records Bureau Workshop	2009
Cultural Competency for Independent Schools Seminar	2011, 2012
Leading the Effective Lower School (ISM)	2008
Comprehensive Faculty Development: Recruitment to Evaluation to Retention (ISM)	2009
Gender Spectrum Training	2016
Multicultural Leadership Institute	2018
Museum of Tolerance, Anti-Bias Curriculum	2018
Visions, Inc.-Workshops in Diversity, Equity and Inclusion	2018, 2019

Member of Association for Supervision and Curriculum Development (ASCD) since 2008

Member of California Association of Independent Schools (CAIS)

Member of National Association of Independent School (NAIS)



**BOARD OF TRUSTEES VACANCY
CERTIFICATION OF QUALIFICATIONS**

Print Full Name: Jason Gottlieb

Please fill out this Certification of Qualifications and include it with your resume and letter of intent. County Registrar rules require that candidates running for a seat on the Altadena Library District Board must be both a resident within the boundaries of the Altadena Library District and a registered voter in Altadena. The current seat for which you are applying is for the two-year term ending 12/2022.

1. Do you understand that during the term of the appointment, you are required to be a resident of Altadena? Yes No

2. Are you currently a resident of Altadena? Yes No

3. Are you currently registered to vote in Altadena? Yes No

4. How long have you resided in Altadena? 7 1/2 years

5. Have you ever worked for a public library? Yes No

a. If so, are you still employed by a public library system? Yes No

6. In your opinion, what is the role of the library in the Altadena community?

The role of the library is to provide services that support the mind, body and soul of our community members. It should be a place for all Altadena community members to find connection and community opportunities to support each other.

7. Please describe any Board or Commission experience you have had.

I have been on the Boards of two independent schools in Pasadena as an administrator of the school.

jg Initial here to confirm your **required** attendance at the virtual Board of Trustees meeting via Zoom on **Thursday, November 19, at 5:00pm** to interview for the vacancy.

Jason Gottlieb
Applicant Signature

November 12, 2020
Date



Candidate: Cherri L. King

Cherri L. King, BA, CB, CSL
■ *N. Olive * Altadena, CA 91001* (818) 425-5922*
[*Geoche@Pacbell.net*](mailto:Geoche@Pacbell.net)
[*www.CLKBusinessservices.com*](http://www.CLKBusinessservices.com)

Summary of Interest:

I am a 20+ year veteran Office Administrator with a Business Administration degree. Concurrently, I have 20+ years experience as a Business Owner providing Full Charge Public Bookkeeping and Accounting Management, specializing in non-profit and mission based organizations.

I am a native Southern Californian who grew up in the Altadena Meadows. After an eight year residence in the Duarte Foothills, my then fiancée and I married and have resided in the same Altadena residence for the last 22 years. I would like to be an integral part of maintaining the home town character of Altadena, while committing to enhancing the quality of life for this diverse and cross cultural community.

I am a member of several social groups within Altadena, including being a member of the ALD Strategic Planning Committee. I am on the Steward Board of my church, 1st AME, and preside as the President of our Lay Organization. Additionally, I am the Chair of our Regional Budget & Finance Board.

A vast number of our congregation resides in Altadena. It is one of the Lay Organization's primary responsibilities to address opportunities and investigate resources that would have a direct impact on our Congregant's lives. As a member of the Altadena Library District Board of Trustees, it is my desire to contribute my knowledge, experience, education and history to meet the criteria and responsibilities of the Board. As well as, represent several diverse groups and perspectives that are all incorporated in the 'Altadena' fabric.

It is my sincere hope that you will give my request to join the Board of Trustee your considerate attention.

Respectfully,

Cherri L. King

Cherri L. King, BA, CB, CSL
■ *N. Olive * Altadena, CA 91001* (818) 425-5922*
[*Geoche@Pacbell.net*](mailto:Geoche@Pacbell.net)
[*www.CLKBusinessservices.com*](http://www.CLKBusinessservices.com)

History of Experience:

CLK Business Services 2000-Present

Founder & Independent Contractor

- Grant Management & Reporting
- Operations review and analysis
- Provides business development consultation.
- Policy & Procedure creation and implementation

Fosters' Future 2010-Present

Founder/CEO

Community Involvement:

First AME, Pasadena Church-Steward, Lay Org President

SCCLO, Budget & Finance Chair

Junior League of Pasadena (JLP)-Alumni

Order of the Eastern Stars (OES)-Past President

Pasadena Public Health Department-Former MAP Steering Committee Co-Chair

City of Pasadena Committee on Homelessness

Leadership Pasadena (LP)-Alumni

Jackson Elementary School Adoption Committee Chair

Los Angeles Community Affairs Auxiliary- Program Development Officer

National Women's Political Caucus-Past President

National Council of Negro Women, Inc.-1st Vice President

Education:

Watterson College School of Business-Business Administration

Whittier College-Political Science

California State University, Long Beach-Meeting Planning and Facilitation Certification Program

UCLA-Fundraising & Institutional Development Certification Program

Orange County Life Coaching Certification Institute



**BOARD OF TRUSTEES VACANCY
CERTIFICATION OF QUALIFICATIONS**

Print Full Name: Cherri L. King

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2. Are you currently a resident of Altadena? Yes No

3. Are you currently registered to vote in Altadena? Yes No

4. How long have you resided in Altadena? 22 years

5. Have you ever worked for a public library? Yes No

a. If so, are you still employed by a public library system? Yes No

6. In your opinion, what is the role of the library in the Altadena community?
A conduit for the community that fosters education, provides services & activities to promote cultural awareness & information resources that support economic & social development.

7. Please describe any Board or Commission experience you have had.
FAME Steward Board, Regional Budget & Finance Chair, SCCLC Executive Board; ALD Steering Committee; Founder CLK Business Services-work with multiple non-profit boards to establish annual budgets, create & implement policies & procedures; establish public policy protocol.

clk Initial here to confirm your **required** attendance at the virtual Board of Trustees meeting via Zoom on **Thursday, November 19, at 5:00pm** to interview for the vacancy.

Cherri L. King
Applicant Signature

October 12, 2020
Date



Candidate: Jervey Tervalon

JERVEY TERVALON

■ W. Manor Street
Altadena, CA 91001

jerveytervalon@yahoo.com

Curriculum Vitae

Education:

- 1992 Education: M.F.A. in English, U.C. Irvine
1980 B.A. in Literature, U.C. Santa Barbara

Academic Appointments: (Year, title, institution)

- 2012- Lecturer: College of Creative Studies, UCSB, Courses taught: *Toni Morrison, William Faulkner and Ralph Ellison, Creative Writing.*
- 2005–11 Teaching: Lecturer, University of Southern California
Courses taught: *Introduction to Creative Writing, and Intermediate Creative Writing*
- 2000-07 Lecturer: Program in African American Studies at UCLA, Courses taught: *Creative Nonfiction, Los Angeles Journalism.*
- 2003 Writer in Residence at Pitzer College
Course taught: *Advanced Creative Writing.*
- 2002 Remsen Bird Artist in Residence at Occidental College
Course taught: *Creative Writing.*
- 2003-07 Lecturer: Occidental College
Courses taught: *African American Literary Tradition, American Humor.*
- 1997-2002 Lecturer: English Department, California State Univ., at Los Angeles. Courses taught: *Advanced Creative Writing, Introduction to Literature, Composition.*
- 1992-95 Lecturer: College of Creative Studies, UCSB, Courses taught: *Toni Morrison, William Faulkner and Ralph Ellison, Creative Writing.*
- 1997-98 Lecturer: College of Creative Studies, UCSB, Courses taught: *Toni Morrison, William Faulkner and Ralph Ellison, Creative Writing.*

Honors and Awards:

- 2014 Shanghai Writers Association Fellow
- 2009 LA Press Club: 50th Annual Southern California Journalism Awards: Signed Commentary, 1st Place: Jervey Tervalon, LA Weekly, "The Slow Death of a Chocolate City." GUADALAJARA BOOK FESTIVAL
- 2009 Panel: "FULL TO OVERFLOWING: LA NOVELISTS"
- 2006 National Endowment for the Arts Panelist for Small Presses and Literary Magazines
- 2003 California Arts Fellowship
- 2001 Josephine Miles National Literary Award for Excellence in Multicultural Literature
- 1996 Honorable Mention, Pushcart Prize
- 1994 Quality Paperback Club's New Voices Award

1994 Finalist, Discover New Writers/Barnes and Noble Award
1994 Gold Crown Award from the Pasadena Arts Council
1992 Disney Screen-writing Fellow

Professional Activities:

July 2008-July 2009 PEN Center USA/Board of Directors:

Participation in Campus Governance:

2012 - Member of the Literature Program Committee

Publications:

Novels:

Monster's Chef: Amistad/HarperCollins, 6-2014

All the Trouble You Need: Atria Books/Washington Square Books, 2002

Dead Above Ground: Pocket Books/Simon and Schuster, 2000

Understand This: William Morrow/Anchor House/University of California Press, 1994

Essay:

"The Slow Death of a Chocolate City," LA Weekly, 2007

NOVELS:

Lita: Washington Square Books, 2004

All the Trouble You Need: Atria Books/Washington Square Books, 2002

Dead Above Ground: Pocket Books/Simon and Schuster, 2000

Understand This: William Morrow/Anchor House/University of California Press, 1994

ANTHOLOGIES:

The Cocaine Chronicles: Akashic Books, 2005

Geography of Rage: Remembering the Los Angeles Riots of 1992: Really Great Books, 2002

Essays and articles:

"The Fruits of Demographic Change," Amerasia Journal Marks 20th Anniversary of Riots, 2012

"Googie Among the Mormons," *Slake: Los Angeles*, 2011

"Golden," *Slake: Los Angeles*, 2010

"The Revenge of the Angry Black Artist," *A Public Space Magazine*, 2008

"When a Black Man Sees Himself Through White Eyes," *LA Weekly*, 2008

"Barack Obama and the Company We Keep," *LA Weekly*, 2008

"The Slow Death of a Chocolate City," *LA*



**BOARD OF TRUSTEES VACANCY
CERTIFICATION OF QUALIFICATIONS**

Jervey Tervalon

Print Full Name: _____

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2. Are you currently a resident of Altadena? Yes No

3. Are you currently registered to vote in Altadena? Yes No

4. How long have you resided in Altadena? 22 years

5. Have you ever worked for a public library? Yes No

a. If so, are you still employed by a public library system? Yes No

6. In your opinion, what is the role of the library in the Altadena community?
The Altadena Library is a tremendous cultural resource for the community and its worth will only become more important over time.

7. Please describe any Board or Commission experience you have had.
I was on the board of PENUSA for 5 years.

JT
_____ Initial here to confirm your **required** attendance at the virtual Board of Trustees meeting via Zoom on **Thursday, November 19, at 5:00pm** to interview for the vacancy.

jervey tervalon

Applicant Signature

11-13-2020

Date



Candidate: Lucy Vergis

November 12, 2020

Lucy F. Vergis
[REDACTED] Giddings Ranch Road
Altadena, CA 91001

Nikki Winslow
Main Library
Altadena, CA 91001

Dear Ms. Winslow:

I am writing to express my interest in the Altadena Library Board of Trustees vacancy.

I am a new resident of Altadena, having moved to the community in August with my husband and daughter. I am a native Angeleno; I grew up in South Pasadena, and after 14 years of attending college and working on the east coast, we moved back to Southern California in August of 2018.

Even though I have only lived in Altadena for a couple of months, I am thrilled to be a part of this community and for the potential opportunity to serve as a Library Trustee. As an avid reader from a young age, I have always been passionate about public libraries and the opportunities they provide to a community. In all of the cities I've lived in across the east coast visiting the local library and becoming a member is one of my first stops – I love the quiet buzz of library and it makes me feel instantly connected to a new community.

I am currently a stay-at-home-mom to my 17-month-old daughter. Previously, I worked in retail management for five years, for Macy's and a small workwear brand. In both capacities, I was responsible for the operational and administrative management of large, diverse teams. Most recently, I have served as a volunteer advisor for the South Pasadena / San Marino YMCA's teen program, Youth and Government since August 2018. I was a program participant myself and it has been very rewarding to give back to a program that had such a formidable impact on my high school years and beyond.

I would love to utilize my personal and professional experiences to serve the Altadena Library and the community.

Thank you for your time and consideration. I look forward to speaking with the Board next Thursday.

Sincerely,

Lucy Vergis
lfvergis@gmail.com
(626) 833-7174

Lucy F. Vergis

Giddings Ranch Road, Altadena, CA 91101
lfvergis@gmail.com • 626.833.7174

PROFESSIONAL EXPERIENCE

Macy's, Inc.

Merchandise Team Manager

Washington, DC

March 2018 – August 2018

- Managed merchandising, pricing, and reverse logistics operations for Ready-to-Wear & Center Core businesses, within \$50M store
 - Operational / Administrative Management
 - Managed productivity performance, staffing, and scheduling, using internal software systems and MS office
 - Oversaw reverse logistics process in partnership with store and district operational teams
 - People Management: Managed 22 direct reports, including merchandising and pricing team leads
 - Employed leadership, problem solving, and strategic planning skills in high-pressure, evolving environment to ensure team met productivity targets
 - Trained team on new internal technology systems
 - Driving Sales: Analyzed sales data and customer profile to make strategic decisions on product placement
 - Planned and executed merchandise floor sets in partnership with visual and district merchant teams
 - Revamped price change process across store, improving clearance sell-off and achieving productivity metrics

Ministry of Supply

General Manager

Washington, DC

June 2017 – March 2018

- Responsible for sales, merchandising, and operations for the DC store of a start-up performance work-wear retailer
- Utilized innovative marketing techniques to introduce a new apparel category to consumers
- Managed store budget, staffing, and hiring

Macy's, Inc.

Merchandise Team Manager

Raleigh, NC

June 2016 – February 2017

- Responsible for merchandising, receiving, signing, pricing, fulfillment, and reverse logistics operations for \$23M store
- Managed team of 18 associates, including Receiving Manager and six team leads
- Led yearly inventory process

Macy's, Inc.

Sales Manager, Cosmetics & Fragrances

Fairfax, VA

October 2013 – June 2016

- Managed department with combined annual sales volume of \$4.5M, including 15 direct reports
- Responsible for achieving sales targets, cultivating superior service environment, and oversight of operational functions
- Achieved #2 (of 18 stores in district) sales performance to plan for Spring 2016 season
- Other roles: Sales Manager, Jewelry & Dress Accessories (2014 – 2015); Men's Clothing & Shoes (2013 – 2014)

Alvarez & Marsal Holdings, LLC

Consultant, Public Sector Services

Washington, DC

July 2010 – October 2013

- Supported practice & six-person leadership team, across state & local, federal government and K-12 education markets
- Established and maintained working relationships with vendors, potential clients, and internal staff at all levels across the firm, as part of executing the following administrative functions:
 - Use MS Office to create, format, edit, and proof presentations and client deliverables; manage internal data repository of contractual agreements and firm experience collateral
 - Managed scheduling for senior leadership
 - Developed content, performed quality control, edited, and managed production for requirement-intensive government contract proposal process; five of which resulted in state and federal contracts
- Other roles: Management Analyst (Dec 2010 – Nov 2011); Federal Services Assistant (July 2010 – Nov 2010)

VOLUNTEER EXPERIENCE

South Pasadena / San Marino YMCA

Volunteer Advisor, Youth & Government

South Pasadena, CA

September 2018 - Present

EDUCATION

Dickinson College

Bachelor of Arts in International Studies

Carlisle, PA

May 2010

- Employment: Forum on Education Abroad, Office Assistant to CEO; Associate Director of Conferences & Events



**BOARD OF TRUSTEES VACANCY
CERTIFICATION OF QUALIFICATIONS**

Print Full Name: Lucy Vergis

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2. Are you currently a resident of Altadena? Yes No

3. Are you currently registered to vote in Altadena? Yes No

4. How long have you resided in Altadena? 2.5 months

5. Have you ever worked for a public library? Yes No

a. If so, are you still employed by a public library system? Yes No

6. In your opinion, what is the role of the library in the Altadena community?
A welcoming community space for all residents that allows people to gather (in-person and
virtually), share ideas, and learn.

7. Please describe any Board or Commission experience you have had.
No experience.

LV Initial here to confirm your **required** attendance at the virtual Board of Trustees meeting via Zoom on **Thursday, November 19, at 5:00pm** to interview for the vacancy.


Applicant Signature

11/12/2020
Date