

Committee on Homelessness

Listed in alphabetical order:

Collette Hanna*

Jonathan Varsano

Application Form

Profile

Thank you for your interest in volunteering your time and expertise to the Culver City community. The information contained on this application is for use by the City in reviewing candidates to fill vacancies on City Commissions, Committees, and Boards. During consideration of applicants, the City may consider the information contained in this application, any required supplemental questionnaire, and any other publicly available information. An appointment to any Commission, Board or Committee is at the discretion of the appointing authority.

Ethics and Avoidance of Conflicts of Interest

As a reflection of the residents of the community, Culver City prides itself on the high ethical standards adhered to by its municipal government. As a prospective applicant, we want you to be informed about potential limitations that state and local law impose on individuals who serve the community, especially where they may have a financial conflict of interest. Please consider this information before submitting an application and accepting an appointment. Further information and training regarding these limitations, as well as other legal and procedural requirements when serving on these bodies (i.e. Brown Act, ethics laws, etc.), will be provided in the event you are appointed to one of the City's commissions, committees, or boards.

State law has established regulations intended to ensure that a public official does not use his or her position for personal, financial benefit.

- The California Political Reform Act prohibits a public official (including any of the City's commission, committee, or board members) from participating in any decision or deliberation that might affect the official's own financial interests. In such a situation, the official must publicly disclose the potential conflict of interest, recuse himself or herself from the item being discussed, and leave the meeting room while the matter is considered.
- Government Code Section 1090 imposes an even stricter prohibition. It prohibits a local body from "making" a contract with one of its own members (even if the member has recused him or herself), which includes all aspects of contract formation, including such actions as influencing the contract's scope or the selection of a contractor.

A community member volunteering to sit on a City commission, committee, or board should be aware of these restrictions and take them into consideration before applying for or accepting appointment to any of these bodies.

If you have questions about this information and how it may apply to your particular situation, please contact the City Attorney's Office at (310) 253-5660.

Important Information

As you complete your application, please be aware of the following:

You may attach a resume or other supplemental information. However, at a minimum, please ensure you submit this Application form by the applicable deadline.

Please note that certain bodies have additional supplementary questions that pertain to that particular body.

If appointed to a body, please be aware that:

- Important: Unless a specific exception is made by the City Council, generally individuals are eligible to be appointed to serve on only one body at a time.
- All appointees will be required to attend an Ethics and Brown Act training class, which will be offered through the City Attorney's and City Clerk's Offices.
- State law and the City's Conflict of Interest Code may require you to file annual financial disclosure forms.
- Meeting dates and times of the various bodies are subject to change at the City Council's discretion, staff requirements and the availability of the meeting facilities.
- Please note that you may be subject to a background check. A conviction does not preclude you from being considered for a commission, board or committee appointment.

Please be advised this document is a public record and information contained herein may be subject to public disclosure as required by the California Public Records Act and any other applicable law.

Which Boards would you like to apply for?

Committee on Homelessness: Submitted

Planning Commission: Submitted

If you are applying for more than one body, please list those bodies in the order of preference for which you would like to be considered below.

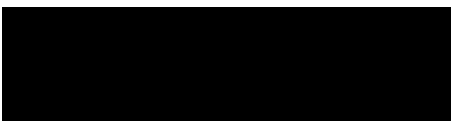
Planning Commission, Committee on Homelessness

Collette

First Name

Hanna

Last Name



Are you a Culver City resident?

☒ Yes ☐ No

4

If you are a resident of Culver City, please list how many years:

Are you a Culver City business owner/operator?

☐ Yes ☒ No

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If you are a Culver City business owner/operator, please list how many years.

Are you registered to vote in Culver City? (Certain bodies currently require its members to be registered voters.)

☒ Yes ☐ No

Demographics

The following information is optional and will be redacted prior to public review.



Other information you wish to share.

Qualifications and Experience

Have you ever worked for the City of Culver City?

☐ Yes ☒ No

If you have worked for the City of Culver City, please list dates of employment and names of departments.

If you are related to any current City employees or appointed officials of the City of Culver City, please indicate name(s) and relationship(s).

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Have there been, or are there now, any circumstances and/or relationships which might reflect adversely on the propriety of your serving as a member of any body to which you might be appointed?

☐ Yes ☒ No

If yes, please explain:

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Community Service (List commissions, boards, committees and other organizations on which you have served or currently serve, are a member or have been a member and offices held and in what city those positions were or are held). Please feel free to include participation in community events. Please highlight Culver City community involvement:

YMCA, Santa Monica - former Board member TeamCalifornia - former Board member

Employment. Please provide a minimum of 5 years of employment history, including titles and duties of current and past employment. Please feel free to attach a resume or CV in lieu of completing this section:

Resume attached.

Education (Include professional or vocational licenses and certificates.) Please feel free to attach a resume or CV in lieu of completing this section:

Resume attached. Additional education/certificates: USC Price School Southern California Symposium, Social Innovation (currently enrolled) California Association of Economic Developers, Certificate in Economic Development (2005) California Redevelopment Association, Certificate in Redevelopment (2006)



Application Questions

For the body(ies) to which you seek appointment(s), what have you determined to be the primary role of the body?

Planning Commission - Hear development projects and/or businesses locating or expanding in the city and their impacts to or alignment with the land use regulations established by the city. Review projects to make sure they are consistent with the General Plan and/or Municipal Code, and that they add to the quality of life, economic prosperity, or aesthetic of the city. Advise city staff and City Council as needed on development projects. Committee on Homelessness - Review and advise on policy that will help eliminate or decrease homelessness in Culver City, including affordable housing, shelters, workforce development programs, services, safety and security, and partnerships with neighboring municipalities.

Why do you seek appointment on the body(ies)? Please be specific to the body(ies)'s role.

Planning - I have a background in economic development and working closely with city planning departments. I believe Planning is one of the most critical functions of city oversight to ensure the city is growing at a pace and in a way that is healthy for the economic well-being of the city and its residents. I understand the role and significance of Planning and holding businesses and developers accountable to the standards set by City Council and staff. Homelessness - Homelessness is obviously a significant issue throughout LA County. I want an opportunity to help Culver City do its part in alleviating.

What is there specifically in your background, training, education or interests that qualifies you for appointment? What special qualities and/or qualifications can you bring to the body(ies) to which you seek appointment(s)?

Planning - Background in economic development, working closely with planning staff - from both the city and business improvement district perspectives. In my current role, I have a view into what's happening countywide - from an economic development and policy standpoint. Homelessness - In working for a business improvement district, I worked closely with agencies that managed homeless programs, homeless counts (including participation in a couple homeless counts), and homeless funding.

How do you envision your fulfilling the objectives, and/or goals of the body(ies), as established by the City Council?

By understanding the General Plan, Municipal Code and other documents as they relate to items I will be reviewing. It will be critical to be well-read on projects and issues facing the city. I think it will also be helpful to have an understanding of regional and state policy, to understand how those policies may impact our city.

How many meetings of the commission(s), board(s), or committee(s), to which you are interested in being appointed have you attended? Please indicate how often and when.

I haven't attended any in Culver City yet, though I look forward to doing so if I move forward in the process.

How much time, on a monthly basis, can you commit to reviewing materials in preparation for attendance at meetings of the body(ies) to which you desire appointment?

Whatever is required, but I would estimate around 20 hours.

Is there anything else you would like to add that has not been covered by your answers to the prior questions? (You may attach supplemental information below.)

Please upload a file to attach supplemental information, if desired.

You are invited to attach additional pages, enclose a copy of your resume and/or submit supplemental information which you feel may assist the appointing authority in its evaluation of your application.

Please submit your application and any attachments no later than the final filing date as announced in the Notice of Vacancy and Request for Applications to the City of Culver City by submitting your application online or

By Mail or Hand Delivery: Office of the City Clerk
9770 Culver Blvd.
Culver City, CA 90232

By Fax: (310) 253-5830

By Email: city.clerk@culvercity.org

If you have questions regarding the completion or filing of this application, please contact the City of Clerk's Office, by fax or email as indicated above, or by phone at (310) 253-5851.

Supplemental Questions (if applicable)

Thank You

The City Clerk's Office encourages all interested persons to apply for all positions in which they have an interest!

COLLETTE HANNA

ECONOMIC AND COMMUNITY DEVELOPMENT PROFESSIONAL

SUMMARY

Economic development, community development, and B2B marketing strategist, with strong leadership and interpersonal skills. Background and experience includes 10+ years in economic and community development, as well as work in large corporations, startups, nonprofits, and public/private partnerships. Experienced in high growth regions and fast-paced environments. Industry experience includes retail, technology, aviation, advanced manufacturing, logistics, and healthcare. Excellent at bridging the gap between government and business. Results driven, with experience influencing public policy, interfacing directly with government leaders and corporate executives. Strong at building the team, setting standards for growth and measurable outcomes within the organization, with an entrepreneurial approach and a foundation of integrity. Core competencies include:

Strategic program development & management • Public policy advocacy • Market segmentation • Metrics • Brand building & message development • Cross-functional teamwork • Public speaking • Team/Committee leadership

KEY ACCOMPLISHMENTS

- Created marketing programs for municipal agency toward objective of attracting and retaining businesses in the community. Resulted in over \$200 million of community investment, over 400 jobs, and the largest development in the county at the time, of internationally-known beverage manufacturing brand.
- Successfully added new district to downtown business improvement district area, requiring outreach, communication, and relationship building with property and business owners. Resulted in addition of over 80 properties and an additional \$800,000 budget.
- Led and project managed the development of Strategic Action Plan for historic downtown redevelopment project area, gaining consensus among City Council members, community stakeholders, and business leaders. Plan has become catalyst for development.
- Managed economic development agency operations including introduction of Customer Relationship Management (CRM) system, database management, and lead tracking systems resulting in 40% cost reduction in operations and new processes being established for greater efficiency.
- Brought together internal staff and external agencies to establish economic development client service operations for real estate developers, brokers, and financial institutions.
- Introduced and managed first open computing platforms for government agency, including marketing automation for proposal development and distribution, SEO, Google Analytics, Google Translate, and social media.

EDUCATION

Masters, Business Administration (MBA) , 2010
Pepperdine University

Bachelor of Arts, Economics, 1994
San Diego State University

VOLUNTEER EXPERIENCE

| | | |
|--|---------------------|----------------|
| EmpowHer Institute | Mentor | 2017 – Present |
| Gang Reduction Youth Development (GRYD) Foundation | Mentor | 2015 |
| YMCA, Santa Monica | Board Member | 2016-2018 |
| High Desert Opportunity | Board Member | 2006-2009 |
| TeamCalifornia | Executive Committee | 2007-2009 |

EMPLOYMENT HISTORY

Communications Manager, LA County Economic Development Corporation, Los Angeles, CA 2017 - Present
Manage communications and plan implementation for Countywide Strategic Plan for Economic Development.

- Develop programs for successful implementation of Strategic Plan, with coordination of internal departments and extensive collaboration with external partners. Programs address issues of economic and social equity.
- Manage brand development and messaging, targeting key audiences for Plan.
- Developed and launched digital and print communications, including website, social media, event signage, and print materials. Track measurements for success including SEO metrics, social media engagement, and eblast tracking.

Community Outreach Manager, Downtown Santa Monica, Inc., Santa Monica, CA 2014 - 2017

Manage government relations, policy tracking, research, and business outreach for downtown public/private partnership and business improvement district. Track, report, and influence public policy impacting the downtown area.

- Managed programs with local municipal staff for implementation in the downtown, including new bike share program, tech industry engagement via civic tech program, and homeless program funding.
- Organized outreach and process for addition of over 80 properties to business improvement district, coordinating with approximately 50 property owners and 35 businesses, coordinating and representing multiple business interests.
- Managed research, data development, and reporting for organization, including demographic and psychographic research, real estate trends, housing data and industry analysis.

Economic Development Marketing Manager, City of Riverside, Riverside, CA 2013

Managed marketing and public relations for economic development department, including downtown marketing, retail attraction, and target industry market development. Managed city branding and overall communications standards. Led and supervised team.

- Development of communications and marketing tools for business and residential audiences, including programs for major strategic initiatives, newsletters, social media, and citywide communications standards.
- Managed content development and format for weekly e-blast and blog, targeting real estate and vertical industry audiences, with a consistently higher click-through rate over government industry standards.
- Developed processes for gathering and reporting economic development data in periodic reports and department dashboards.

Marketing Coordinator, City of Victorville, Victorville, CA 2012 – 2013

Appointed by City Manager as marketing coordinator, community liaison, and legislative representative.

- Represented city on legislative and public policy issues with local chamber of commerce.
- Managed communications, marketing and events for community services programs, including environmental programs, city training assignments, and social media.

Business Development Manager, City of Victorville, Victorville, CA 2004 – 2012

Managed economic development division with responsibilities of business development, program development and management, economic data research, and budget and operations management. Led and supervised team.

- Primary and initial contact to business community, real estate developers, and financial institutions, conducting incentive and real estate negotiations, site selection, and development assistance through entitlement process.
- Managed marketing of public/private partnership and regional economic development agency, developing economic development strategies, annual marketing plans, labor analysis, and workforce development programs.
- Extensive industry study and research for target industry development and target market programs. Industries included advanced manufacturing, logistics, food processing, aviation, retail, and healthcare.
- Managed local, county, state and federal incentive programs, including Foreign Trade Zone, Enterprise Zone, utilities program, and workforce development.

Assistant Director, Home Buyer Assistance Center, Oakland, CA 2002 – 2004

Co-managed program qualifying first time homebuyers for homeownership, working closely with city staff. Managed public relations, marketing communications and operations. Represented the organization to government agencies and other nonprofit organizations.

- Conducted underwriting of home loans, advising, educating and preparing low- to mid-income clientele for home ownership, working under HUD and state income and qualifying guidelines.
- Managed grants and grant reporting for federal programs and private philanthropic organizations.
- Created and taught workshop resulting in highest attendance to workshop in organization's history, providing education to first-time homebuyers on steps to successful homeownership.

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Committee on Homelessness: Submitted

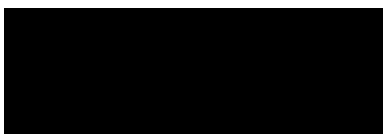
If you are applying for more than one body, please list those bodies in the order of preference for which you would like to be considered below.

Jonathan

First Name

Varsano

Last Name



Are you a Culver City resident?

☒ Yes ☐ No

16 years

If you are a resident of Culver City, please list how many years:

Are you a Culver City business owner/operator?

☒ Yes ☐ No

7 years

If you are a Culver City business owner/operator, please list how many years.

Are you registered to vote in Culver City? (Certain bodies currently require its members to be registered voters.)

☒ Yes ☐ No

Demographics

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Other information you wish to share.

Qualifications and Experience

Have you ever worked for the City of Culver City?

☐ Yes ☒ No

If you have worked for the City of Culver City, please list dates of employment and names of departments.

If you are related to any current City employees or appointed officials of the City of Culver City, please indicate name(s) and relationship(s).

Have there been, or are there now, any circumstances and/or relationships which might reflect adversely on the propriety of your serving as a member of any body to which you might be appointed?

☐ Yes ☒ No

If yes, please explain:

Community Service (List commissions, boards, committees and other organizations on which you have served or currently serve, are a member or have been a member and offices held and in what city those positions were or are held). Please feel free to include participation in community events. Please highlight Culver City community involvement:

Currently a committee member of the CBOC (CCUSD Bond Oversight Committee) Committee member of 2018 Temple Akiba Mitzvah Day, chaired lunches for the homeless prepared 430 lunches distributed to various homeless shelters. Volunteer for One Incredible Family, Culver City-based charity for homeless and elderly.

Employment. Please provide a minimum of 5 years of employment history, including titles and duties of current and past employment. Please feel free to attach a resume or CV in lieu of completing this section:

President of Vars Real Estate, Incorporated since 2016. From 2011 to 2015, I was owner of Vars Realty and Management, which was a sole proprietorship. I have held a State of California Real Estate Broker's license since August 1993. I specialize in commercial real estate. More info may be found about me on my company website: <http://www.varsrealty.com/about> and LinkedIn: <https://www.linkedin.com/in/varsano/>

Education (Include professional or vocational licenses and certificates.) Please feel free to attach a resume or CV in lieu of completing this section:

Bachelors Degree from UC Santa Barbara, majoring in Business Economics with an Accounting Concentration, 1992 CalBRE Real Estate Brokers License, 1993 (active)

Upload a Resume

Application Questions

For the body(ies) to which you seek appointment(s), what have you determined to be the primary role of the body?

Finding the best solutions to the problems associated with homelessness

Why do you seek appointment on the body(ies)? Please be specific to the body(ies)'s role.

I want find solutions to problems associated with homelessness in Culver City and the greater Los Angeles area of regarding housing, clothing, feeding, healthcare and other related services.

What is there specifically in your background, training, education or interests that qualifies you for appointment? What special qualities and/or qualifications can you bring to the body(ies) to which you seek appointment(s)?

24 years working as a real estate broker has given me lots of knowledge about the local real estate market and various housing options. I have leased and sold transitional housing facilities which taught me about how low cost housing facilities operate. I have also volunteered for homeless meal preparation and feeding for various charities. I have lived and worked in Culver City for many years and want to address the needs of community in regards to homeless persons issues.

How do you envision your fulfilling the objectives, and/or goals of the body(ies), as established by the City Council?

Establishing long term goals and short term plans to implement those goals. Assessing the issues, defining the problems, and finding solutions within the city as well as working with neighboring municipalities and County and State officials.

How many meetings of the commission(s), board(s), or committee(s), to which you are interested in being appointed have you attended? Please indicate how often and when.

Once a month or as necessary.

How much time, on a monthly basis, can you commit to reviewing materials in preparation for attendance at meetings of the body(ies) to which you desire appointment?

5-10 hours or as necessary.

Is there anything else you would like to add that has not been covered by your answers to the prior questions? (You may attach supplemental information below.)

Please upload a file to attach supplemental information, if desired.

You are invited to attach additional pages, enclose a copy of your resume and/or submit supplemental information which you feel may assist the appointing authority in its evaluation of your application.

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By Fax: (310) 253-5830

By Email: city.clerk@culvercity.org

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Supplemental Questions (if applicable)

Thank You

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