



APPOINTMENT APPLICATION **ESCONDIDO CITY COUNCIL DISTRICT 2**

Name (as registered to vote): Tina Ostrem

Address (as registered to vote): [REDACTED]

E-mail address: [REDACTED]

Home Phone: [REDACTED]

Work Phone:

Years lives in Escondido: 49 +

Years lived in Escondido City Council District 2: 8

Employer: Self- employed

Occupation: Development Consultant Non-Profit

Education Level: College Degree

Additional Languages Spoken: Spanish

Prior or current civic experience (Include membership in professional, charitable or community organizations, Office held (if any), Dates of membership): • Current Board member Palomar Health Foundation • Current Member Palomar Health Community Relations Committee • Board Member Escondido Charitable Foundation 2016 to 2019 • Board member North County Philanthropy Council 2004- 2012 • Past President, North County Philanthropy Council 2009 & 2010 • Former Board Member Escondido Education Compact • Past member Escondido Main Rotary Club (13+ yrs.) • Paul Harris Fellow – Escondido Rotary

Have you ever been convicted of any crime or violation of any law or statute other than minor traffic violations? (If yes, please explain below) False

Explanation: N/A

How long have you lived in Escondido City Council District 2? 8 years

Please describe your qualifications, education and work experience/training that you believe would be relevant in your role as a Councilmember: I have lived in Escondido for nearly five decades and have been actively involved in my community. I have served on many boards and have devoted countless hours. During those many years I have successfully worked with everyone, from all political perspectives and from all walks of life. I have come to realize that



Escondido First is the position to take when it comes to this place we call home. I am a skilled professional with more than 25 years in the non-profit sector with a strong record of donor engagement, community service, and meaningful experience collaborating with community stakeholders to achieve goals.

Why do you want to be appointed to the City Council? I want to be appointed to the City Council because I love Escondido. Over the years I have been involved in many aspects of this community, from nonprofit boards, fund raising events, the CA Center for the Arts and wherever there has been a need. I have the time, the experience and true desire to serve in a manner that our citizens deserve. All of my combined experiences have led me to this time, to further the depth of my commitment to my hometown - Escondido.

If appointed, would you consider running for the City Council District #2 seat in November 3, 2020 Election? Yes, I will. I think that it would be only fair to the citizens if I was appointed, to run for the seat in the next election.

What are your three top priorities for the City? My top three priorities would be: 1- have a healthy community where everyone has access to needed social services and safety. 2- embrace our diversity. Escondido has a wonderfully diverse community and all people should feel empowered to participate and to use their talents to improve the quality of life for everyone. 3- Quality of life. We all deserve a high quality of life. This means having a safe and well-functioning infrastructure. It means giving all citizens access to information, including libraries and education. It means supporting our police and fire departments and being a partner with our schools. It also includes a welcoming stance for businesses that will enhance our vision.

Do you support placing a Public Safety & Essential Services Revenue Measure on the November 3, 2020 Ballot? Yes. Escondido is behind other similar cities with its revenue because we have not advocated to keep more money in our community. I support the 1% increase in sales tax.

Have you reviewed the City's General Plan? Yes, I have. I think the General Plan is a key document that needs to be continually refreshed to make sure that it consistently captures the needs of our growing and dynamic community.

Have you reviewed the City's budget? Yes, the budget is critical to understand. Every citizen should have some knowledge of where the City's revenue comes from and how it is spent. Managing budget is crucial at the city level and I will make it a priority as part of my role as a Council member.

Do you support a balanced budget and how would you achieve that? Yes, I support a balanced budget. Each of us is expected to manage our personal budgets and the city should be no different. The first step is to prioritize needs. Understanding the core values of our city and preserving funds to serve those values should be at top of mind for all council members. This is



why I support the Public Safety and Essential Services measure. We need the revenue to meet our shared goals. At the same time, council members are stewards of the people's money and need to spend it wisely.

Do you have a plan for attracting businesses to Escondido? This is where I think Escondido can flourish. I have spent much of my career fostering relationships with businesses for the Center for Arts and most recently the Palomar Health Foundation. I have also worked for the Chamber of Commerce and with businesses both new to the City and those longstanding in our community. As a city, we must attract businesses to bring jobs, revenue and quality of life to Escondido. Our citizens expect and deserve that. If we do not reach out and actively court businesses to choose Escondido, they will be slow to come. We need to create incentives and opportunities for businesses. Escondido is uniquely situated to do just that.

How would you define Smart Growth? Smart Growth can be a hot topic because people have different opinions as to what it means. To me, it means meeting the needs of our community. We can't build just for the sake of building and we cannot be against a project just because we don't want any growth. We must meet the needs of our community by understanding the demand and supplying our community with the type of growth it needs.

What is your position on the development of more housing in Escondido? - What is your 10 year vision for the City of Escondido? Escondido has always been a great place to raise a family. We need to make sure that we build enough homes to meet the needs of Escondido's growing families without compromising our quality of life. That is tricky, and it will take creativity and collaboration to get what we need. We cannot just take a developer's proposal and rubber stamp it. We need to make sure the proposals meet the needs and tastes of our community. There has to be a balance. My vision is for Escondido to be the most respected and admired city in our region. We will obtain respect and admiration by doing things the right way, by putting our people first and constantly striving to be the best. We need to embrace our diversity and shared community spirit to build the best image possible.

What are the key issues you see facing our community? Why do you think these are the key issues and what might be the solutions? * Our city deserves to be healthy and safe * We should also aspire to be a community which is welcoming to business * We need to come together and work collaboratively to achieve any goal * Engage in broad conversations * Council members serve the people and need to exhibit servant leadership Goals are not accomplished overnight, rather we need to make small but determined steps.

What do you bring to the position that is missing from the current City Council? I believe my history of service to the community within diverse for-profit and non-profit organizations, gives me a perspective of not only where we've been but more importantly where we can grow in service to the people of our City. I have collaborated all my professional life with community stakeholders to achieve goals that benefit Escondido and make it a better place to live, work, and raise families.



Have you ever held a public office? If yes, name the office title, dates of service and describe the duties. I have not held a public office but I have been involved in my community for five decades and have volunteered countless hours. It would be an honor to serve as a City Council Member.

What has your previous involvement with the City of Escondido been? Please include any service organizations or community engagement you have participated in and what your role was. • Current Board member Palomar Health Foundation • Current Member Palomar Health Community Relations Committee • Escondido Chamber of Commerce 2017 Volunteer of the Year • Board Member Escondido Charitable Foundation 2016 to 2019 • Board member North County Philanthropy Council 2004- 2012 • Past President, North County Philanthropy Council 2009 & 2010 • Former Board Member Escondido Education Compact • Past member Escondido Main Rotary Club (13+ yrs.) I have worked on numerous projects with the City as a former employee of the CCAE including planning of special events such as the Annual Independence Day Celebration, 1st anniversary of 9/11 and many others.

What would you do to make Escondido a place where people of all demographics want to live, work, and visit? I would listen to our community to determine the needs of everyone in Escondido. We need to encourage people of all backgrounds and interests to engage by encouraging them to consider public service. This could include serving on city commissions, volunteerism and civic engagement. All demographics must feel welcome to participate.

How would you enhance community spirit? Enhancing community spirit is what I have been doing for many decades. I know this community very well because I have been engaged. We need to listen to what people want and provide opportunities for all people to make our community better. Escondido has a generous spirit and when we give people opportunity, they will respond and what is better at building spirit than community involvement.

The Escondido City Council regularly meets on the first four Wednesdays of each month at 5:00 p.m. (Closed Session) and 6:00 p.m. (Open Session) and periodically has additional special meetings and workshops. Councilmembers also serve on a number of subcommittees, commissions and outside agency boards. Please describe any time constraints or obligations that might limit your availability. I am a consultant and for the most part my schedule is flexible.

Is there anything else you would like to share with the Council? I love Escondido and over the years I have gotten to know it very well. I think this puts me in a unique position to serve the entire community . If I am appointed you will get a dedicated and passionate team player who will work tirelessly to make our community the best city in the region. I have the energy and drive that is required for the job and I will not let my community down.

By selecting the following box I declare under penalty of perjury that all statements in this application and the attached responses are true and complete to the best of my knowledge and belief. I understand that I am subject to all applicable provisions of California law



regarding service on a City Council of a general law city. Yes, I understand and affirm the statement above.

Tina Ostrem Inscoe

Phone [REDACTED]
E-mail [REDACTED]

A skilled professional with more than 25 years in the non-profit sector with a strong record of donor engagement and retention, community service, and meaningful experience collaborating with community stakeholders to achieve goals.

AREAS OF STRENGTH

- Strong relationship building skills
- Accomplished public speaker
- Able to motivate and recruit volunteers
- Spanish language speaker (non-native)

PROFESSIONAL EXPERIENCE

Currently self-employed consultant - Development Advisor California Center for the Arts, Escondido 2015 to present
Membership Executive Escondido Chamber of Commerce 2018 – 2020

California Center for the Arts, Escondido, Escondido, CA (CCA)

1992 - 2011

- Director of Annual Giving
- Director of Individual Giving and Special Events
- Director of Community Affairs
- Asst. Director of Center Sales

EDUCATION AND TRAINING

- Palomar College - San Marcos, CA
- Certificate in Fund Raising Management – University of Indiana Center on Philanthropy

PROFESSIONAL AFFILIATIONS, HONORS, AND SKILLS

- Current Board member *Palomar Health Foundation*
- Current Member *Palomar Health Community Relations Committee*
- Escondido Chamber of Commerce 2017 Volunteer of the Year
- Board Member *Escondido Charitable Foundation* 2016 to 2019
- Board member *North County Philanthropy Council* 2004- 2012
- Past President, *North County Philanthropy Council* 2009 & 2010
- Former Board Member Escondido Education Compact
- Past member Escondido Main Rotary Club (13+ yrs.)
- Paul Harris Fellow – Escondido Rotary



YOUR VOTER INFORMATION

Registered voters in San Diego can now, on one page, check the status of their registration and mail ballot and view a copy of their official ballot voter information pamphlet.

Voter Information

TINA OSTREM

Voter ID **687467**

House number [REDACTED]

Zip code **92026**

Birth date [REDACTED]

Registered on **08/13/2012**

You have requested to be Permanent Mail ballot voter.

You are currently registered **REPUBLICAN**.

Election Information

**2020 PRESIDENTIAL PRIMARY ELECTION on
03/03/2020**

Polling Place

GARAGE-WILLIAMS RESIDENCE

1244 ROCKY POINT WY

ESCONDIDO CA 92026

Interactive mapping by

