



APPOINTMENT APPLICATION **ESCONDIDO CITY COUNCIL DISTRICT 2**

Name (as registered to vote): Vanessa Valenzuela

Address (as registered to vote): [REDACTED]

E-mail address: [REDACTED]

Home Phone: [REDACTED]

Work Phone: [REDACTED]

Years lives in Escondido: 32

Years lived in Escondido City Council District 2: 12

Employer: Dana Point Yacht Club

Occupation: Controller

Education Level: College

Additional Languages Spoken

Prior or current civic experience (Include membership in professional, charitable or community organizations, Office held (if any), Dates of membership: FOUNDATION FOR SENIOR WELL-BEING - Donation Procurement 2019-2020 SOEL COALITION - Data/Research Support 2017-2018 ESCONDIDO GIRL SCOUTS TROOP #2200 - Volunteer 2013-2014 ESCONDIDO AMERICAN LITTLE LEAGUE - Volunteer 2013-2014 INTERFAITH COMMUNITY SERVICES - Donation Procurement 2007-2011 LIGHT & LIFE CHRISTIAN SCHOOL - Various Volunteer Positions 2007-2011 ESCONDIDO PUBLIC LIBRARY - Children's Area Volunteer 1992-1995

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? I have lived in Escondido City Council District 2 for twelve years. In addition to those 12 years, I also attended middle and high school in District 2.

Please describe your qualifications, education and work experience/training that you believe would be relevant in your role as a Councilmember. Some of relevant work experience includes six years supervising finance operations for the Rancho Santa Fe Association, a non-



profit HOA which acts as a quasi-government agency for residents in an unincorporated area of north county. The Rancho Santa Fe Association works directly with the County of San Diego and is complete with fully staffed planning and building departments in addition to parks and recreation and an armed patrol. The Association is governed by an elected Board of Directors as well as a stringent design review committee and operates very much like a small city. Since that time, I have spent approximately five years in the private club industry and four years with architectural and engineering firms.

Why do you want to be appointed to the City Council? As a nearly lifelong resident of Escondido, I have attended local schools and I am raising my own family here. I campaigned in the 2018 election for district 2 and received over 4,500 votes. I believe my experience and passionate support for our city would be an asset to the Council and it would be an honor to serve my community in this capacity.

If appointed, would you consider running for the City Council District #2 seat in November 3, 2020 Election? Absolutely.

What are your three top priorities for the City? Seeking long term financial solutions for Escondido. Maintaining/Improving services to the community. Providing support for local businesses and opportunities for growth.

Do you support placing a Public Safety & Essential Services Revenue Measure on the November 3, 2020 Ballot? Not at this time. I would be open to supporting a measure at a later date, depending on the state of economic recovery and with additional information relating to the proposal.

Have you reviewed the City's General Plan? Yes

Have you reviewed the City's budget? Yes

Do you support a balanced budget and how would you achieve that? Yes. I would be willing to work on the formation of a budget subcommittee to provide insight on areas where savings can be garnered and potential streams of revenue can be identified and examined.

Do you have a plan for attracting businesses to Escondido? I certainly would be a champion of all things Escondido and adopt an active approach to strengthening current business relationships and pursuing new ones. I believe on the continued path, over time we will improve Escondido's reputation within the region and attract more businesses.

How would you define Smart Growth? Developing in or near areas where there is already necessary infrastructure to support the additional growth.

What is your position on the development of more housing in Escondido? - What is your 10 year vision for the City of Escondido? Based on our city's continued growth and state



requirements, Escondido will need to develop more housing stock over the next eight years. I would support a housing commission to explore how other cities are meeting their goals and any solutions that might be a good fit for us. My 10 year vision for Escondido includes a bustling business corridor that extends from the Auto Park to the dog park, expanded library services, continued work on Escondido Creek, expanded recreational opportunities for residents, and an operating budget surplus.

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? Economic activity has been drastically impacted by the recent pandemic and housing continues to be a persisting widespread concern. These are both complex issues plaguing many cities. COVID-19 has been catastrophic to local business communities already impacted by the effects of big box stores and online retailers. Many solutions will include working with state and federal government, but a quick look at what other cities are doing includes: deferral of local fees; prohibition of disconnection of city utilities during this public health emergency; technical assistance to connect local businesses seeking relief from the SBA; helping restaurants connect to food delivery services; and working to build a corporate partnership fund to offer businesses low interest loans. The city may be already participating in some of these and I would support all or some of these solutions. Housing solutions can include additional streamlining of the building process for efficiency, revisiting our ADU restrictions and perhaps facilitating additional allowances, if feasible. I would like to see a housing commission that reviews both housing supply as well as solutions for commonly faced issues by residents.

What do you bring to the position that is missing from the current City Council? I have a professional background in finance and have worked for small private businesses, nonprofits and larger corporations. Additionally, I grew up in Escondido, attended local schools and I am raising my own family here. I believe I bring a range of personal and professional experience that will enhance the current administration.

Have you ever held a public office? If yes, name the office title, dates of service and describe the duties. No.

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. Some past volunteer experience within the community includes: Interfaith Community Services, donation procurement; Escondido Public Library, children's area volunteer; Light & Life Christian School, various community clean ups, meal prep and donation procurement; Escondido Girl Scouts, parent volunteer; Escondido American Little League, parent volunteer; SOEL Coalition, data/research; Foundation for Senior Wellbeing, donation procurement/outreach;

What would you do to make Escondido a place where people of all demographics want to live, work, and visit? I would promote inclusiveness; seek unique and bold ideas to bring interest in future events; connect with the business community to collaborate on additional



ways to provide support; and look for ways to future improve community parks and additional opportunities for recreation;

How would you enhance community spirit? I would continue to promote shopping and dining locally, continue to frequent local activities and engage the public in person and via social media;

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 have no time constraints that are not inflexible or without the ability to prioritize should I be selected. I submit my application with knowledge of time required and I am fully prepared to allocate the necessary hours for this position and its related commitments.

Is there anything else you would like to share with the Council? I would like to express my deep condolences on the loss of your friend and colleague, John Masson. I respected John's dedication to Escondido and his willingness to engage the public, even with those who did not agree with him. I thank you for your consideration and I hope I have left no doubt in your mind I am ready to serve our community and the right choice for the position.

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.

VANESSA VALENZUELA

PROFESSIONAL PROFILE

Highly accomplished and results driven senior finance manager with progressive experience in accounting and operations management. A background in small businesses, non-profits, and corporations encompassing billion dollar projects. A demonstrated ability in process improvement, internal controls, and revenue recognition. Substantial software knowledge, communication and interpersonal skills.

- SAS and ERP Software; MS Office; MS 365; MAC OS; Adobe;
- Google Suite; Mobile Applications; Platform Migration;
- GAAP Accounting Standards; Fund Accounting; Data Analysis
- FARR Regulations; Government Reporting;
- Auditing; Internal controls; Tax reporting
- Contract Management; Fixed Fee/T&M Billing; Project management;

PROFESSIONAL EXPERIENCE

CONTROLLER - Dana Point Yacht Club, Dana Point, CA	2020 - PRESENT
ACCOUNTING MANAGER - SC Engineers, Inc, San Diego	2018 - 2019
CONTROLLER - Tucker Sadler Architects, Inc., San Diego	2017 - 2018
SENIOR ACCOUNTANT - SC Engineers, Inc, San Diego	2016 - 2017
ASSISTANT CONTROLLER - Country Club of Rancho Bernardo, San Diego	2012 - 2016
OFFICE MANAGER - Architects BP & Associates, Inc., San Diego	2011 - 2013
CONTROLLER - Rancho Santa Fe Association, Rancho Santa Fe	2005 - 2011
ACCOUNTING CLERK - Toyota of Escondido, Escondido	1999 - 2005

VOLUNTEER EXPERIENCE

FOUNDATION FOR SENIOR WELLBEING - Donation Procurement/Outreach	2019-2020
SOEL COALITION - Data/Research Support	2017-2018
ESCONDIDO GIRL SCOUTS TROOP #2200 - Parent Volunteer	2013-2014
ESCONDIDO AMERICAN LITTLE LEAGUE - Parent Volunteer	2013-2014
INTERFAITH COMMUNITY SERVICES - Donation Procurement	2007-2011
LIGHT & LIFE CHRISTIAN SCHOOL - Various Volunteer Positions	2007-2011
ESCONDIDO PUBLIC LIBRARY - Children's Area Volunteer	1992-1995

EDUCATION

PALOMAR COMMUNITY COLLEGE	BUSINESS ADMINISTRATION
SAN MARCOS, CA 1999; 2014;	12.0 UNITS



Registrar Of Voters

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

VANESSA VALENZUELA

Voter ID **3079805**

House number [REDACTED]

Zip code **92026**

Birth date [REDACTED]

Registered on **11/15/2019**

You have requested to be Permanent Mail ballot voter.

You are currently registered **DEMOCRATIC** .

There is no election information at this time. Please check again later..

District Information

COUNTY-WIDE OFFICES

2011 50TH CONGRESSIONAL DIST

4TH BD OF EQUAL DIST

2011 38TH SENATORIAL DIST

2011 75TH ASSEMBLY DIST

2011 3RD SUPERVISORIAL DIST

2011 4TH CO BD OF EDUCATION

ESCONDIDO 454500-459990

2014 ESCONDIDO - 2ND CC

PALOMAR COMM COLLEGE

PALOMAR COMM COLL - 3

ESCONDIDO UN HIGH SCHL

ESCONDIDO UN HIGH SCHL - 5

ESCONDIDO UN ELEM SCHL

ESCONDIDO UN ELEM SCHL - 5

PALOMAR HEALTH

RINCON DEL DIABLO MUNI WTR

RINCON DEL DIABLO MUNI WTR - 1 D

PALOMAR HEALTH - 6