
Profile

Wendy

First Name

Roberts

Last Name

Wendy Althea Marie Roberts

Full/Legal Name (if different than name provided above)

[REDACTED]
Email Address

[REDACTED]
Street Address

[REDACTED]
Suite or Apt

[REDACTED]
City

[REDACTED]
State

[REDACTED]
Postal Code

Mailing Address (if Applicable)

[REDACTED]
Voter Registration Address (if different than street address or mailing address)

same

Home: [REDACTED]

Primary Phone

Mobile: [REDACTED]

Alternate Phone

Which Boards would you like to apply for?

Mendocino County Business Improvement District Advisory Board: Submitted

Coast or At-Large

Which position, seat, or representational category would you prefer?

Availability to Attend Meetings

- Night Meetings
- Day Meetings

Availability to Attend Meetings (Other)

Interests & Experiences

Special Expertise, Experience, or Interest in This Area?

Licensed lodging owner in Mendocino since 1991; served on MCLA Board in 2012-13, then left it for appointment to BID Advisory Board; co-drafted the past 3 BID Advisory Annual Reports and currently Chair the Board. My last appointed term ended in November 2016. At the request of VMC Executive Director Alan Human, I am asking for a one-year appointment until November 2018 to provide continuity. This will also return the seat to its proper position in the rotation.

5_12_2013Resume.pdf

Upload a Resume

Upload Additional Supporting Documents

Upload Additional Supporting Documents

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Question applies to Mendocino County Tourism Commission, Mendocino County Business Improvement District Advisory Board.

Do you operate or control any lodging rooms for which TOT is not collected, or are otherwise illegal?

No

Question applies to Mendocino County Tourism Commission, Mendocino County Business Improvement District Advisory Board.

Name of all Mendocino County lodging businesses you represented:

Mendocino Tower/aka Bever-Roberts Tower

Question applies to Mendocino County Tourism Commission, Mendocino County Business Improvement District Advisory Board.

Number of rooms per named business:

One 2-BR housekeeping unit

Question applies to Mendocino County Business Improvement District Advisory Board.

Are you current on the collection and payment of Transient Occupancy Tax (TOT)?

Yes

Question applies to Mendocino County Business Improvement District Advisory Board.

Have you or any representative of your business(es) served on the Board of Mendocino County Lodging Association (MCLA), Mendocino County Promotional Alliance (MCPA), or Visit Mendocino County (VMC)?

Yes. I was appointed in 2013 and served for a year before leaving to accept appointment to the BID Advisory Board.

Question applies to Mendocino County Business Improvement District Advisory Board.

If yes, what was the term of that service?

Approximately one year

Question applies to Mendocino County Business Improvement District Advisory Board.

The BID Advisory Board Bylaws and Rules of Procedure (adopted November 1, 2006) state that business shall be conducted from 1:00 – 3:30 p.m. Are you available to meet during that time period?

Yes

Certification

Please read the following statements and indicate your acceptance thereof.

I hereby certify that I am a registered voter in the State of California, County of Mendocino, a citizen of the United States, and will be at least 18 years of age at the time of the next election. I am not imprisoned or on parole for the conviction of a felony. I certify under penalty of perjury, under the laws of the State of California, that the information on this application is true and correct. I understand that assuming this public responsibility could result in public knowledge of my background and/or qualifications, including financial interests. Applications will be kept on file for one year.

I Agree *

Wendy A. Roberts

OCCUPATION: Retired Non-Profit Marketing and Development Professional

EDUCATION

B.A. in Communication and Psychology (with Honors) Stanford University; Graduate studies in Developmental Psychology, University of Minnesota; MBA, University of San Francisco McLaren School of Business

RELEVANT EMPLOYMENT HISTORY

- Canadian Consulate General in San Francisco, Public Affairs Officer (two years)
- Stanford University Office of Development, Program Director (ten years)
- University of San Francisco Office of Development, Program Director (five years)
- Bay Area School Reform Collaborative, Development Director (two years)
- Consultant to educational and non-profit organizations including San Jose State University, Cañada Community College; College of Notre Dame, Mendocino County Office of Education. Ten years of grant writing for North Coast Rural Challenge Network—focused on project-based learning in Anderson Valley, Pt. Arena, Mendocino and Laytonville School Districts;
- UCCE Extension Public Educator as Coordinator of the UCCE Master Gardener Program for Mendocino County (2013-present) and previously as volunteer.

• **RELEVANT PUBLIC SERVICE**

- Co-Founder/Board Member, Jean Weingarten Peninsula Oral School for the Deaf; Edited newsletter and chaired state conference; led parent education program.
- Since 1988--Various terms on boards of Mendocino Art Center, Coast District Hospital Foundation, Historic Temple of Kwan Tai, Mendocino Historical Review Board, Mendocino County Lodging Association, Mendocino Coast Botanical Gardens, and Mendocino County BID Advisory Board.
- 2007/08 Mendocino County Civil Grand Jury Member; 2008/09 Foreman Pro Tem.
- FILOLI Nature Education Program, 2004-2006: Completed Nature Education Docent certification; served on Education Committee; led 1-3 student walks/week; developed outreach to local school districts; led focus groups and interpretive hikes for teachers. Certified in FILOLI Native Plants/Native Ways curriculum (2005) and taught interpretive program to visiting school groups.
- Master Gardener Certification in Alameda County 2004; Re-certified in Mendocino County in 2007.
- Volunteer service as Mendocino County Master Gardener Coordinator 2011 to present; Coordinated 2012 MG training at Mendocino Coast Botanical Garden; produced MG PSA for MCTV and articles for local papers; attended VMI in 2011 and 2012; panelist for Volunteer Leadership in 2012; organized community classes through MCBG; with enlisted leadership, produced prize-winning MG exhibit at county Apple Fair; supported

Wendy A. Roberts



Coast and Inland MG volunteer groups by attending meetings; organized aquatic plant workshops with Holly Crosson and other joint activities for inland and coastal groups; enlisted and supported volunteer leadership to complete 2013 MG training despite unanticipated interruption in staffing.