



**MENDOCINO COUNTY BOARD OF SUPERVISORS**  
**APPOINTMENT OF INTEREST APPLICATION**

COMMITTEE NAME Policy Council on Children and Youth & Child Abuse Prevention Commission

Date: 10/26/16

Representational Category: Mgmt of Housing and Redevelopment

NAME: John Castro

PHONE: [REDACTED]

E-MAIL: [REDACTED]

VOTING ADDRESS: [REDACTED]

MAILING ADDRESS: [REDACTED]

**AVAILABILITY TO ATTEND MEETINGS:**

Night Meetings YES

Day Meetings YES

Ukiah Only \_\_\_\_\_

Other \_\_\_\_\_

-Special Expertise, Experience or Interest in This Area:

Executive Director of CDC County  
Housing Authority

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.

Signature [Signature]

Dated 10/26/16

Date Appointed: \_\_\_\_\_

Term \_\_\_\_\_

Return completed application to:  
Joy Beeler [beelerj@co.mendocino.ca.us](mailto:beelerj@co.mendocino.ca.us) for submission to  
The Mendocino County Clerk of the Board's Office  
501 Low Gap Road, Room 1090  
Ukiah, CA 95482  
or fax to (707) 463-7908



**Policy Council on Children and Youth  
& Mendocino Child Abuse Prevention Council**

DATE: 11/21/16

Board of Supervisors  
501 Low Gap Road, Room 101  
Ukiah, CA 95482

Subject: Recommendation of appointment of Todd Crabtree to PCCY

Dear Supervisors,

I am hereby forwarding to the Mendocino County Board of Supervisors the recommendation of the Policy Council on Children and Youth (PCCY) to appoint Todd Crabtree to the vacant Management of Housing & Redevelopment <sup>Seat #</sup> 3.

PCCY voted in favor of this recommendation at our November 21, 2016 meeting.

If you have any questions, please contact me or Joy Beeler, Mendocino County Health and Human Services.

Sincerely yours,

Anne Molgaard  
PCCY Chairperson

Cc: Heidi Poor, HHSA

*The Policy Council on Children and Youth's (PCCY) mission is to provide leadership, advocacy, and coordination of programs that benefit children, youth, and families in order to prevent and respond to child abuse and neglect.*

## Profile

Roseanne

First Name

Ibarra

Last Name

Email Address

Street Address

City

Suite or Apt

State

Postal Code

## Mailing Address (if Applicable)

Primary Phone

Alternate Phone

## Which Boards would you like to apply for?

Policy Council on Children and Youth (PCCY)

Seat #12, Private Nonprofit  
Corporation Representative

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

## Availability to Attend Meetings

- ☐ Night Meetings
- ☐ Day Meetings
- ☐ Ukiah Only
- ☐ Other (Please Specify Below)

Availability to Attend Meetings (Other)

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## Interests & Experiences

### Special Expertise, Experience, or Interest in This Area?

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I am the Executive Director of FIRST 5 Mendocino, a legal government entity, that invest public dollars in Mendocino County for parenting support, early literacy, and in other areas to ensure young children thrive in healthy environments. I am also the Chief Executive Officer of our non-profit, Raise & Shine, which is organized for the charitable purpose of fostering the healthy development of children in Northern California.

Roseanne\_Ibarra\_Resume.doc

Upload a Resume

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Upload Additional Supporting Documents

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Upload Additional Supporting Documents

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Upload Additional Supporting Documents

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## Certification

**Please read the following statements and indicate your acceptance thereof.**

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☒ **I Agree \***

## EDUCATION

Empire College, School of Law, Santa Rosa, CA,  
M.A. Legal Studies, May 2015

California State University Chico  
Paralegal Certificate, May 2007

Sonoma State University, Rohnert Park, CA,  
B.A. Political Science, Minor in Economics, August 2006

## EXPERIENCE

Executive Director, FIRST 5 Mendocino, Ukiah, CA 9/16-Present

- Manage a \$1.2 million budget
- Manage 11 staff and 1 AmeriCorp
- Ensure Proposition 10 tax funds are administered in compliance with state laws
- Implement directives from a 9 member Commission
- Budget and strategic planning
- Data analysis and evaluation for effective programs and investments

Field Representative, Congressman Jared Huffman, Ukiah, CA 4/14-Present

- Represent the member in Mendocino and Sonoma Counties
- Attend meetings and events
- Draft speeches and letters
- Respond to constituent inquiries
- Perform constituent casework with federal agencies
- Coordinate district events such as coffees with your Congressman and roundtable discussions on targeted issues (e.g. specific community/regional issues, broadband, tribal leaders)
- Staff the member while in the district

Administrative Manager, FIRST 5 Mendocino, Ukiah, CA 11/11-07/15

- Administrative Team Lead
- Grants, contracts, accounts payable, payroll and benefits management
- Budgeting
- Fiscal analysis
- Assured compliance with state law regarding the investment of Proposition 10 funds
- Supervised AmeriCorps

Executive Secretary, FIRST 5 Mendocino, Ukiah, CA 11/08-11/11

- Administrative support to the Executive Director and nine member Commission
- Coordinated logistics of monthly commission meetings
- Document management

## Roseanne Ibarra

2000 [REDACTED] Ukiah, CA 95568-4021 (707) [REDACTED]  
[REDACTED] [REDACTED] [REDACTED]

- Monitored grantee compliance
- Managed an emergency grant fund program
- Conducted program evaluation and data analysis

Office Assistant, Assemblywoman Patty Berg, Ukiah, CA 8/07-11/08

- Administrative support to Assemblywoman Patty Berg in her Ukiah District Office
- Coordinated meeting logistics and district events
- Attended meetings and reported back to the member
- Performed constituent casework with state agencies
- Drafted letters to constituents and state agencies
- Responded to constituent inquiries

### SKILLS

- Strong written and verbal communication skills
- Proficient in conversational Spanish
- Computer literate, proficient in Microsoft Word, Excel, Power Point, Outlook, Publisher, RFFlow Flowchart, WordPerfect and Pages
- Knowledge of legislative and legal research

### COMMUNITY INVOLVEMENT

Partnership Scholars Program, Ukiah, CA  
Mentor, January 2016 to Present

Boys and Girls Club of Ukiah, Ukiah, CA  
Board Member, March 2011 to Present

North Coast Opportunities Inc., Ukiah, CA  
Leadership Mendocino Alumni, Class XVIII, May 2011

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## Profile

Robin

First Name

Collier

Last Name

[REDACTED]

Email Address

[REDACTED]

Street Address

[REDACTED]

City

[REDACTED]

Suite or Apt

[REDACTED]

State

[REDACTED]

Postal Code

## Mailing Address (if Applicable)

[REDACTED]

Primary Phone

[REDACTED]

Alternate Phone

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## Which Boards would you like to apply for?

Mendocino County Tourism Commission, Workforce Development Board

Any

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

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## Availability to Attend Meetings

☒ Night Meetings

☒ Day Meetings

Availability to Attend Meetings (Other)

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## Interests & Experiences



## Special Expertise, Experience, or Interest in This Area?

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Entrepreneur in Mendocino County from 1982-Present Cheesecake Lady, Cheesecake Momma

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Upload a Resume

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Upload Additional Supporting Documents

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Upload Additional Supporting Documents

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Upload Additional Supporting Documents

Question applies to Mendocino County Tourism Commission.

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

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N/A

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?**

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No

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

**Name of all Mendocino County lodging businesses you represented:**

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N/A

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

**Number of rooms per named business:**

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N/A

Question applies to Mendocino County Tourism Commission.

**Have you or any representative of your business(es) served on the Board of Mendocino County Lodging Association (MCLA), Mendocino County Promotional Alliance (MCPA), Visit Mendocino County (VMC), or any other community board/commission? If yes please include the length of time that you served on the board/commission.**

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NO

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### **Certification**

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☒ **I Agree \***

# **Robin Collier**

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~~500 Enterprise Way Ukiah, CA 95616~~

## **SUMMARY OF QUALIFICATIONS**

- Over 30 years experience overseeing all aspects of project management from conceptualization through completion.
- Ability to understand and work within project guidelines and goals, with a focus on adherence to safety protocols as well as personal and project integrity.

## **EXPERIENCE**

### **Earls Enterprises-Private Business Consultant, Ukiah, CA**

**Owner/Consultant, 2011-present**

- Consult with business owners and start-ups about the process of growing their business.
- Conceptualized and presented countywide plan for joint, cooperative transportation hub to support efficient and affordable transport of Mendocino County products to market.

### **Mendocino County Tomorrow, Ukiah, CA**

**Director, 2008-2011**

- Directed a non-profit community organization focused on passage of a county ballot measure.
- Acted as a liaison between Mendocino County tomorrow, the local community and the National Corporation standing to gain directly from passage of initiative.
- Conducted press interviews, shaped corporate message, reported to the non-profit board, and supervised 50 volunteers.
- Researched and strategized procedures in order to garner votes for a land use proposition.

### **Cheesecake Momma, Ukiah, CA**

**Owner/Operator, 1997-2009**

- Established a national cheesecake line resulting in over \$1 million in annual sales.
- Operated two retail cafes in addition to managing a wholesale product line with 25 employees.
- Negotiated all contracts and logistics with national product distribution firms.
- Sourced and ordered all ingredients, products, and packaging.
- Conceptualized public relations and marketing for trade show participation
- Ensured compliance with food safety regulations, worker safety guidelines, and adherence to public health protocols.
- Responsible for hiring, training, supervising, and, when necessary, terminating a staff of over 30.
- Managed accounts payables and receivables and non-profit budgeting.
- Conducted all product sales, company payroll, and workers compensation insurance and claims.
- Interfaced with the public, governmental agencies, and service representatives.
- Lead research and development for all product lines.
- Focused on public relations resulting in the company's feature in the New York Times.
- Created the first organic cheesecake production line in the United States.
- Created through collaboration website, marketing, advertising and packaging.

### **Green Party Gubernatorial Race Ukiah, CA**

**Campaign Manager, 1997-1998**

- Managed the campaign for the 1997-98 Green Party gubernatorial candidate, Dan Hamburg.
- Hired and managed campaign staff, coordinated candidate's schedule and oversaw day-to-day operations.
- Provided input on candidate platform, as well as the marketing and thematic material.

Page 2 Robin Collier

- Responsible for creating and managing the campaign budget.
- Organized, conducted, and analyzed political polls and surveys.

#### **A Wing and A Prayer, Ukiah, CA**

**Owner/Consultant, 1992-1997**

- Consulted with small business owners about the process of growing their business.

#### **Cheesecake Lady, Hopland, CA**

**Owner/Operator, 1982-1991**

- Responsible for production schedules and efficiencies for national cheesecake production company.
- Created advertising, layout, logo and marketing model.
- Designed sales materials, brochures, signage, sampling program, and business marketing plan.
- Conceptualized public relations and marketing for trade show participation.
- Operated a retail dessert cafe in addition to managing a wholesale product line.
- Sourced and ordered all ingredients, products, and packaging.
- Developed production line policies and procedures.
- Hired, trained, and supervised entire staff and terminated employees when necessary.

#### **INTERESTS**

Traveling outside the US, stained glass, cooking, baking and photography.

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## Profile

Charlotte

First Name

Scott

Last Name

[REDACTED]

Email Address

[REDACTED]

Street Address

[REDACTED]

City

[REDACTED]

Suite or Apt

[REDACTED]

State

[REDACTED]

Postal Code

## Mailing Address (if Applicable)

[REDACTED]

Primary Phone

[REDACTED]

Alternate Phone

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## Which Boards would you like to apply for?

Law Library Board of Trustees

Trustee, Law Library Board

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

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## Availability to Attend Meetings

☒ Other (Please Specify Below)

monthly or frequenstly as needed

Availability to Attend Meetings (Other)

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## Interests & Experiences

## Special Expertise, Experience, or Interest in This Area?

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I have been serving on this board as an appointee of the Board of Supervisors for a few years now. I am a licensed attorney with nearly 14 years experience. I was raised in Mendocino County and have practiced law in the County for approximately 10 years. Thank you for the privilege.

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Upload a Resume

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Upload Additional Supporting Documents

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