

Supplemental Material

For
City of Sacramento

Personnel & Public Employees Committee

Agenda Packet

Submitted: August 16, 2011

For the Meeting of:

Additional Material

Revised Material

TITLE: REVIEW OF APPLICATIONS FOR THE SACRAMENTO HOUSING & REDEVELOPMENT COMMISSION

Statement of Interest from Janet Maira

Contact Information: Stephanie Mizuno, Asst. City Clerk, 916-808-7200.

Please include this supplemental material in your agenda packet. This material will also be published to the City's Internet. For additional information, contact the City Clerk Department at Historic City Hall, 915 I Street, First Floor, Sacramento, CA 95814-2604, (916) 808-7200.

OFFICE 916-

FROM THE DESK OF
JANET MAIRA

RECEIVED CELL 916-
CITY CLERK'S OFFICE
CITY OF SACRAMENTO

2011 AUG 11 P 1:48

August 11, 2011

Sacramento Housing & Redevelopment Agency

Re: Candidacy Statement for Public-At-Large Position
Sacramento Housing & Redevelopment Commission

To: Sacramento City Council Members: Angelique Ashby,
Robert King Fong, Kevin McCarty, and Bonnie Pannell

I am writing this letter as a followup to the July 19 interviews (which were cancelled). I still hope to be considered for the "at-large" position on the Sacramento Housing & Redevelopment Commission.

I believe citizens should take an active role in their own governance. I am applying for this particular position because I feel strongly that this is where I can be of most value.

I am an award-winning educator and communications professional with more than 10 years' teaching experience in Sacramento's Oak Park redevelopment area and 15+ years' community relations planning and management experience statewide. During many of these years, I worked closely with parents, students and residents in Sacramento's diverse neighborhoods. I feel that members of all City boards should bring to their jobs the kind of personal sensitivity and awareness that teachers and other dedicated professionals possess. I also believe that my vision for Sacramento, together with my writing/editing and administrative strengths, would be an asset to SHRA and to the Commission.

It would be a pleasure to join you in your work as the leading public developer of affordable housing and as overseer of residential and commercial revitalization in the city and county of Sacramento.

Sincerely,

Janet Maira

Janet Maira

San Antonio Way, Sacramento, CA 95819
Home: (916) Work (916)

Qualifications

Expertise in marketing, media relations, ballot issue management. 15+ years communications experience. BA-English. Spanish/Fluent.

Public Relations Consultant/Project-Based Positions

California State University, Sacramento, Regional and Continuing Education (12/96 - 12/97)

Developed and directed *community relations, public information* and *media relations* programs.

Taxpayers Against Higher Health Costs, California Health Care Association, Sacramento (6/96-11/96)

Served as *Chief Spokesperson* for "NO" on 214 /216 healthcare initiatives. Provided daily interviews to state and national media. Numerous on-air appearances.

Government Conference on the Environment, Sacramento, CA (8/95-3/96)

Marketed annual *environment forum* to seven Western States.

Governor's Office of Emergency Services, Northridge Earthquake (2/94-8/94); N. CA Floods (2/95)

Served as *Lead Public Information Officer*, News Desk (Pasadena Disaster Field Office).

University of the Pacific, Stockton, CA (10/92-8/93)

Directed external communications program. *Executive Editor*, quarterly newspaper (circulation, 50,000).

Public Relations Management

Director

University News Services
California State University
Sacramento, CA 95819

Conceptualized, planned and managed news/public affairs functions.
Principal writer for award-winning tabloid newspaper, research magazine, annual report, general brochures. (10/86-10/92)

Public Affairs Officer

Napa Valley College
Napa, CA 94558

Directed internal/external communications. Edited and produced catalogs, brochures, print ads, monthly newsletter. (9/81-6/86)

Public Information Director

Institutes of Medical Sciences
San Francisco, CA 94123

Managed public information, media relations, publications, special events.
Directed major fund raising campaigns and events. (9/78-8/81)

Editorial Director

KPIX-TV (CBS Affiliate)
San Francisco, CA 94123

Wrote and produced station editorials. Interviewed community, state, national leaders. (8/76-8/78)

Experiences have culminated in the proven capabilities to:

- Manage: media relations, personnel
- Write: press releases, feature articles, op-eds, speeches, grants
- Plan: campaigns, programs, marketing initiatives
- Monitor: budgets, campaign effectiveness
- Produce: collateral pieces, videos
- Supervise: photography and graphics



Pioneer House

415 P Street
Sacramento, CA 95814
Tel: (916) 442-4906 Fax: (916) 442-8665

August 11, 2011

Sacramento Housing & Redevelopment Agency

630 I Street

Sacramento, CA 95816

Dear Sirs and Mddms:

I write in support of the nomination of Janet Maira to an at-large position on the Sacramento Housing and Redevelopment Commission.

Ms. Maira is a person of broad experience in the field of education. She exercises sound judgment in analyzing and resolving issues. Her employment and awards reflect a savvy approach to the development and communication of public policy. She would provide a fresh and considered perspective towards the diverse needs and aspirations of the Sacramento region.

I endorse your consideration of her candidacy to provide leadership in the development of public and private resources for affordable housing and commercial revitalization of our city and county.

Very Truly Yours,

Kevin M. Manz, President and Chairman of the Board

Cathedral Pioneer Church Homes No. 2, Inc. dba Pioneer House

Cathedral Pioneer Church Homes, Inc. (a not-for-profit affordable housing corporation)

member of the corporate board, Retirement Housing Foundation



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Member, Council for Health and Human Service Ministries, United Church of Christ
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