



# REPORT TO Personnel and Public Employees Committee City of Sacramento

915 I Street, Sacramento, CA 95814-2604  
[www.cityofsacramento.org](http://www.cityofsacramento.org)

**Discussion Calendar**  
**September 20, 2011**

**Honorable Chair and Members of  
The Personnel and Public Employees Committee**

**Title: Review of Applications for Sacramento Heritage, Inc. Board of Directors**

**Location/Council District:** (Citywide)

**Recommendation:** Review applications and nominate candidates.

**Contact:** Katia Ligaiviu, Deputy City Clerk, (916) 808-7604, Office of the City Clerk;  
Roberta Deering, Senior Planner, (916) 808-8259, Community Development  
Department.

**Presenters:** None

**Department:** City Clerk's Office / Community Development Department

**Division:** N/A

**Organization No:** 04001011

## **Description/Analysis**

**Issue:** Review applications and/or conduct interviews to identify the most qualified candidates to nominate and forward to the Mayor for appointment.

**Policy Considerations:** None.

**Environmental Considerations:** None.

**Commission/Committee Action:** None.

**Rational for Recommendation:** To review applications to identify the most qualified individuals for nomination to the Mayor for appointment to the City's various advisory boards.

**Financial Considerations:** None.

**Emerging Small Business Development (ESBD):** None.



Respectfully Submitted by: \_\_\_\_\_

Katia Ligaiviu,  
Deputy City Clerk

Recommendation Approved:



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Stephanie Mizuno,  
Assistant City Clerk

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**ATTACHMENT 1**

**Background:**

The following applicants are under consideration for positions on city boards and commissions.

<b>Board/Commission:</b>	Sacramento Heritage, Inc. Board of Directors
<b>Available Positions:</b>	One (1)
<b>Category Description(s):</b>	<b>Category A-1:</b> Public-at-large with knowledge and/or experience in finance
<b>Status of Incumbent:</b>	<b>Marc De La Vergne:</b> Has served the maximum number of terms

No.	Applicant Name	District	Category	Comments	Attendance
1	Adelita Espinoza	6	A-1		Interviewed
2	Eric Ostrem	3	A-1	Withdrawn	Interviewed
3	William A. Burg	3	A-1		Interviewed

# P&PE Interviews

held on 9/6/2011

Applicant Name:	Adelita Espinoza
Applying for:	
<u>Sacramento Heritage, Inc. Board of Directors</u>	
Incumbent?:	<input type="checkbox"/> YES <input checked="" type="checkbox"/> NO
<ul style="list-style-type: none"><li>• Enthusiastic about working with this board as she believes in being active in civil implementation of preservation of the architectural heritage of Sacramento.</li><li>• Has a background in finance working for an investment firm in New York (started by Al Gore) and also has experience in marketing.</li><li>• Born in Sacramento and has been back in Sacramento for about 2 and a half years now.</li></ul>	



Applicant Name:	Eric Ostrem
Applying for:	
<u>Sacramento Heritage, Inc. Board of Directors</u>	
Incumbent?:	<input type="checkbox"/> YES <input checked="" type="checkbox"/> NO
<ul style="list-style-type: none"><li>• Is a Sacramento native</li><li>• Majored in US History at Cal Berkley and then attended law school and currently practices in employment labor litigation.</li><li>• Would like to help future generations have an appreciation of Sacramento by serving on this board.</li><li>• Has little to no background in finance but has general familiarity of finance</li></ul>	



Applicant Name:	William A. Burg
Applying for:	
<u>Sacramento Heritage, Inc. Board of Directors</u>	
Incumbent?:	<input type="checkbox"/> YES <input checked="" type="checkbox"/> NO
<ul style="list-style-type: none"><li>• Would like to promote heritage and tourism in Sacramento by working on policies that will allow for the adaptive reuse of historic buildings.</li><li>• Has training as a historian</li><li>• Also holds a background in finance. Owned a small business for 10 years within the City and was responsible for organizing annual budgets and writing grants.</li></ul>	





# City of Sacramento

## Application for Appointment to Boards/Commissions and Committees

RECEIVED  
CITY CLERK'S OFFICE  
SACRAMENTO

**INSTRUCTIONS:** Provide all information requested. Attachments must be single sided on 8.5 x 11 paper. If you will be representing an organization, you must include a letter from the organization recommending you as their representative. Note: All information provided on this form is a public record. **Return this completed application form to:** Office of the City Clerk, Historic City Hall, 915 I Street, Rm. 116, Sacramento, CA 95814. Tel: (916) 808-7200.

**IMPORTANT:** Letters of recommendation are optional. If you choose to include a letter it must be submitted as part of this application. Letters will not be accepted after your application is filed with the City Clerk's Office.

**BOARD / COMMISSION OR COMMITTEE NAME:** Sacramento Heritage Inc. Board Of Directors

**CATEGORY FOR WHICH YOU ARE APPLYING:** Finance experience/ Public w Knowledge

A-1

Description (if applicable)

Category Letter

Name of Company/Organization Being Represented (if applicable): \_\_\_\_\_

Company/Organization Authorization Letter Attached (if applicable to qualifications of category)

Applicant Name: Espinoza Adelita E-Mail: \_\_\_\_\_  
Last First Middle

Home Address: Broadway Sacramento CA. 95820  
Street # Street Name City State Zip

Mailing Address (if different than home address): \_\_\_\_\_  
Street # Street Name City State Zip

Resident of City Council District No: Six (6)  Required Business in Council District No: \_\_\_\_\_  If Applicable

Home Telephone: \_\_\_\_\_ Business Telephone: \_\_\_\_\_

Please state the reason you would like to be a member of this board/commission (or attach):

I believe in being active in civic implementations, protecting and preserving the architectural history we have been entrusted for posterity. I have a background in finance working in the private investment sector for a multimedia investment firm in New York City spearheaded by Al Gore. My financial experience includes careful study of research market trends as they pertain to potential investment strategies. I also have experience in New York City in business marketing. My educational experience for this position includes the study of Cultural Anthropological pedagogy and methodology at San Francisco State University, which is all inclusive of historical and cultural perspectives from architecture to language. As a Sacramento native I'd love opportunity to contribute my skills in finance and marketing to help preserve the architectural history of Sacramento as it pertains to significant buildings in the City of Sacramento.

Are you currently, or have you in the past, served on an advisory group?  Yes  No If yes, state the name of the group and how that service supports your application (or attach).

Do you, or an immediate family member, have any relationship (professional, financial, other) that may present a potential conflict of interest for this advisory group?  Yes  No If yes, please explain:

**BACKGROUND INFORMATION**

You may also attach a resume reflecting experience, community activities or other qualifications not listed below that would be helpful to the Council in evaluating your application.

**EDUCATION:** San Francisco State University Cultural Anthropology, Cinema Production

**WORK EXPERIENCE:** List names, addresses and dates of employment for the last five (5) years. Attach additional sheets of paper if needed.

**CURRENT EMPLOYER:**

FROM DATE: EMPLOYER NAME: Self-employed/Field Producer T.V. Film  
TO DATE: ADDRESS: \_\_\_\_\_  
Street # Street Name City State  
DUTIES:

**PRIOR EMPLOYER(S):**

FROM DATE: EMPLOYER NAME: Platform Equity-Private multistage investment company  
TO DATE: ADDRESS: Broadway Suite 1301 New York NY  
Street # Street Name City State  
DUTIES: Media consulting serving companies in multimedia entertainment and related sectors. Studying research and marketing as they pertain to potential investment strategies.

FROM DATE: EMPLOYER NAME: Passionate Marketing  
TO DATE: ADDRESS: 304 East 20th Street Penthouse New York NY  
Street # Street Name City State  
DUTIES: Analyzing marketing trends in music, film, art & online media. Creating platform for internet marketing branding. Maintaining marketing partnerships w Sundance Channel, Sofia Coppola, Yo-Yo Ma, Morrissey & Tony Bennet.

FROM DATE: EMPLOYER NAME: Diva Art In Public Spaces Frere: Chelsea  
TO DATE: ADDRESS: 149 West 24 Street Suite 3A New York NY  
Street # Street Name City State  
DUTIES: Implementing, supporting and overseeing the project while bring together the public, collectors museums, galleries, art organizations, art enthusiasts and international curators to art in public spaces.

**BUSINESS ENTERPRISES:** List business name including fictitious name and address of any business enterprises currently or previously owned or operated.

FROM DATE: BUSINESS NAME: Quetzal Productions  
TO DATE: ADDRESS: Lincoln way Sacramento Ca  
Street # Street Name City State  
TYPE OF BUSINESS OR SERVICE RENDERED:  
Film production license- film production name only no monetary service rendered.

CITY OF SACRAMENTO -  
APPLICATION FOR APPOINTMENT

Adelita Espinoza  
APPLICANT NAME

FROM DATE: BUSINESS NAME: \_\_\_\_\_

TO DATE: ADDRESS: \_\_\_\_\_  
Street # Street Name City State

TYPE OF BUSINESS OR SERVICE RENDERED:

**FELONY CONVICTIONS:** A felony conviction is not necessarily a bar to appointment. Each case is considered separately based on requirements of the position. However, failure to list felony convictions may result in disqualification.

Have you ever been convicted of a felony? If yes, please indicate for each conviction, the date of the conviction, the location of the court of conviction, and the exact denomination of the offense resulting in conviction:  
No.

**CIVIL ACTIONS:** List each civil action, if any, in which punitive or exemplary damages have been assessed against you, indicating in each instance the date of the trial, court judgment and the location of the court which rendered the judgment:  
No.

I DECLARE, UNDER PENALTY OF PERJURY THAT ALL STATEMENTS IN THIS APPLICATION ARE TRUE AND COMPLETE TO THE BEST OF MY KNOWLEDGE:

Signature:       /s/       Date: \_\_\_\_\_

**DISCLOSURE AND REGULATORY REQUIREMENTS**

**City Code Section 2.40.060: Conflict of Interest Disclosure** - If a Statement of Economic Interests Form 700 is required for this position (see announcement), the form must be filed with the Office of the City Clerk prior to beginning service. The City Clerk will provide appointees with the filing form and instructions. Official status to serve will be delayed until the form is filed with the Office of the City Clerk.

**City Code Section 2.40.010: Attendance** - Board/commission members are required to attend meetings on a regular basis, and may be removed if a member does not attend three consecutive regularly scheduled meetings. If appointed, will you be able to attend meetings regularly and devote the time necessary to fulfill your duties as a member?  Yes  No

**City Resolution 2007-653: Mandatory Ethics Training** - Board/commission members are required to satisfy the local ethics training requirement mandated by Government Code Sections 53234 et seq. and may be removed if proof of attendance is not filed with the Office of the City Clerk within 60 days of appointment. Appointees will be provided with an on-line training resource. If appointed, will you be able to complete the training within 60 days?  Yes  No

**ACCOMMODATION INFORMATION**

PLEASE IDENTIFY ANY SPECIALIZED ACCOMMODATIONS NEEDED FOR EQUAL PARTICIPATION:

## Katia Ligaiviu

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**From:** Ostrem, Eric R. [EOstrem@littler.com]  
**Sent:** Monday, September 12, 2011 8:51 AM  
**To:** Katia Ligaiviu  
**Subject:** RE: Interview Notification: Sacramento Heritage Inc. Board of Directors

Katia,

I regret that I must withdraw my application. In the time since I interviewed before the committee last week, I have learned of a personal matter that requires my withdrawal.

Thank you, and I apologize for any inconvenience.

Eric



# City of Sacramento

Application for

Appointment to Boards/Commissions and Committees

RECEIVED  
CITY CLERK'S OFFICE  
CITY OF SACRAMENTO

2011 APR 22 A 10:52

**INSTRUCTIONS:** Provide all information requested. Attachments must be single sided on 8.5 x 11 paper. If you will be representing an organization, you must include a letter from the organization recommending you as their representative. Note: All information provided on this form is a public record. Return this completed application form to: Office of the City Clerk, Historic City Hall, 915 I Street, Rm. 116, Sacramento, CA 95814. Tel: (916) 808-7200.

**IMPORTANT:** Letters of recommendation are optional. If you choose to include a letter it must be submitted as part of this application. Letters will not be accepted after your application is filed with the City Clerk's Office.

BOARD / COMMISSION OR COMMITTEE NAME: Sacramento Heritage Inc., Board of Directors

CATEGORY FOR WHICH YOU ARE APPLYING: Public at-large/finance A-1  
Description (if applicable) Category Letter

- Name of Company/Organization Being Represented (if applicable): \_\_\_\_\_
- Company/Organization Authorization Letter Attached (if applicable to qualifications of category)

Applicant Name: Burg William A E-Mail: \_\_\_\_\_  
Last First Middle

Home Address: 23rd Street Sacramento CA 95816  
Street # Street Name City State Zip

Mailing Address (if different than home address): \_\_\_\_\_  
Street # Street Name City State Zip

Resident of City Council District No: Three (3) Business in Council District No: \_\_\_\_\_  
Required If Applicable

Home Telephone: \_\_\_\_\_ Business Telephone: \_\_\_\_\_

Please state the reason you would like to be a member of this board/commission (or attach):

I am an active member of Sacramento's historic preservation community and a historic preservation professional. I believe my skills and experience would be useful to this organization and Sacramento's efforts to promote historic preservation and heritage tourism. My experience in finance includes creating project and organizational budgets for nonprofits, fundraising, grant writing and reporting, reporting requirements for Community Development Block Grants, and small business accounting.

Are you currently, or have you in the past, served on an advisory group?  Yes  No If yes, state the name of the group and how that service supports your application (or attach).

Sacramento/West Sacramento Streetcar Advisory Group, experience with advisory organizations

Do you, or an immediate family member, have any relationship (professional, financial, other) that may present a potential conflict of interest for this advisory group?  Yes  No If yes, please explain:



CITY OF SACRAMENTO -  
APPLICATION FOR APPOINTMENT

William Burg  
APPLICANT NAME

FROM DATE: BUSINESS NAME: \_\_\_\_\_

TO DATE: ADDRESS: \_\_\_\_\_  
Street # Street Name City State

TYPE OF BUSINESS OR SERVICE RENDERED:

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Have you ever been convicted of a felony? If yes, please indicate for each conviction, the date of the conviction, the location of the court of conviction, and the exact denomination of the offense resulting in conviction:

No.

**CIVIL ACTIONS:** List each civil action, if any, in which punitive or exemplary damages have been assessed against you, indicating in each instance the date of the trial, court judgment and the location of the court which rendered the judgment:

None.

I DECLARE, UNDER PENALTY OF PERJURY THAT ALL STATEMENTS IN THIS APPLICATION ARE TRUE AND COMPLETE TO THE BEST OF MY KNOWLEDGE:

Signature: /s/ William Burg Date: 5/22/2011  
Type Name if Returning Via E-Mail or Print, Sign and Mail

**DISCLOSURE AND REGULATORY REQUIREMENTS**

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