

INFORMATIONAL HEARING ON THE PROPOSED PARK BOND

*Investing in California's Future:
Facilitating Parks & Outdoor Access for All*
August 5, 2016

PANEL BIOGRAPHIES

CARLENE MCCART, CITY OF SAN RAFAEL

Carlene McCart is the Director of Community Services for the City of San Rafael. She oversees city recreation, enrichment and child care programs, park and facility management and cultural services. The Community Services Department has 48 full time employees and over 100 seasonal staff. It operates on an annual expenditure budget of \$8.1 million and generates annual revenue of \$7.8 million. She has held the director position for over 18 years and was an appointed member of the Park and Recreation Commission for 8 years before joining the Executive Management Team. Previous to San Rafael, McCart held municipal recreation administration positions with Mill Valley, Petaluma, and Santa Rosa. She is a graduate of California State University, Sacramento and has served California Parks and Recreation Society on the district, regional and state levels over her career spanning 32 years.

HELEN KERSTEIN, LEGISLATIVE ANALYST'S OFFICE

Helen Kerstein is a Principal Fiscal and Policy Analyst with the Legislative Analyst's Office (LAO), a nonpartisan office that provides independent fiscal and policy information and advice to California's Legislature. In that role, she focuses on infrastructure, state debt, occupational and business licensing, and emergency services. Prior to joining the LAO, Ms. Kerstein served as a Management Analyst with the City of Culver City. She has also held various other government and private sector positions, including serving as a California Assembly Fellow, an auditor with the California State Auditor, and a consultant with Navigant Consulting. Ms. Kerstein holds a Master in Public Policy from the University of California at Los Angeles and a Bachelor of Arts in Economics from Pomona College.

SEDRICK MITCHELL, DEPARTMENT OF PARKS & RECREATION

Sedrick Mitchell is the Deputy Director of External Affairs, for California State Parks. Appointed by Governors Gray Davis, Arnold Schwarzenegger, and Edmund G. Brown Jr., Mitchell is responsible for overseeing the general operations of the Division of Grants and Local Services, the Office of Human Rights, the Office of Community Involvement, and the Office of Statewide Recruitment. Under Mr. Mitchell's guidance, California State Parks has become a

recognized leader in the development, implementation and management of innovative park grant programs in excess of \$2 billion. As a senior executive he is a member of the State Parks Director's Core Executive Team. Prior to joining California State Parks, Mr. Mitchell worked for 15 years with the California Legislature. He is the past chair of the National Association of Outdoor Recreation Liaison Officers and has received numerous awards and honors. Mr. Mitchell is a graduate of California State University, Stanislaus and the California Leadership Institute.

MAX KORTEN, MARIN COUNTY PARKS

Max Korten has been the Interim Director and General Manager of Marin County Parks since May of 2016. Marin County Parks (Parks) is comprised of 34 open space preserves, four regional parks and more than 30 other parks facilities. The County has acquired hundreds of undeveloped parcels from willing sellers in recent years as Parks has grown to more than 20,000 acres. Parks has 76 full-time employees plus as many as 46 seasonal and extra-hire workers each year. Korten joined the County as a Parks and Open Space Superintendent, overseeing the operations and management of selected preserves, landscape sites, community service areas, park units, volunteer program and the vehicle fleet. Prior to his work at the County, Korten was the Director of the Natural Resources Program and Contracting at Conservation Corps North Bay. Before that he worked as a Wilderness Ranger and Trail Crew Supervisor for the U.S. Forest Service and U.S. Bureau of Land Management. Korten earned an environmental studies degree from UC Santa Cruz and a master's in natural resource science from Humboldt State University.

ROBERT DOYLE, STATE PARK PARTNERS COALITION

Robert Doyle is a veteran of the parks and open space field with a career spanning 35 plus years. He currently serves as General Manager of the East Bay Regional Park District (EBRPD) in the San Francisco Bay area, the largest local park district in the United States. The EBRPD serves a diverse population of users in an urban interface setting, with 15 million visitors per year to its 65 parks and 1,250 miles of trails on 120,536 acres of open space. He has received industry recognition including a Mountain Star Award from Save Mount Diablo (2002) and a Lifetime Achievement Award from California Trails and Greenways (2010). He attended Diablo Valley College and San Francisco State University, as well as completing continuing education courses at University of California at Davis, the International Right of Way Association, and the National Park and Recreation Association. He graduated from Saint Mary's College with a BA in Management and is a black belt in Aikido. Doyle is a resident of Walnut Creek and was born and raised in Contra Costa County.

PHILLIP SALES, NAPA VALLEY VINE TRAIL COALITION

Philip Sales served for almost two decades as Chief Park Planner for Sonoma County developing new parks and trails. Following his retirement from Sonoma County, Philip went to work for Alta Planning+Design. His projects included the Humboldt Bay Trail, trails in Lake Tahoe and

master trail plans for the city of Eagle, ID., Lake County and the Taquitz Trail feasibility study in Palm Springs. In 2007, he was Alta's project manager for the "Napa Valley Greenway Feasibility Study" which became the basis for the Napa Valley Vine Trail. In 2015, Philip was appointed as the Executive Director for the Napa Valley Vine Trail project - a 47 mile biking and walking trail which will connect Vallejo to Calistoga through Napa Valley. In his spare time, Philip also served as President of the Sonoma/Petaluma State Historic Parks Association leading the effort to successfully keep the Petaluma Adobe State Park open and raising over \$100,000 to restore and repair the building.

STEVE DEERING, FRIENDS OF CHINA CAMP

Steve Deering recently retired from the Federal government after 37 years of service. He held executive positions with several agencies, including that of Chief Operating Officer for the Center for Medicare and Medicaid services regional office in San Francisco. He was also a senior program manager for the Department of Education's Office for Civil Rights. In addition to a bachelor's degree in political science from Seattle University and a J.D. from the University of California, Davis, he holds a Master's degree in Asian Studies from the Dominican University of California. Steve has been working with Friends of China Camp since 2007, and he is currently serving as Vice-Chair of the Board of Directors.

ELIZABETH GOLDSTEIN, CALIFORNIA STATE PARKS FOUNDATION

Elizabeth Goldstein joined the California State Parks Foundation as President in June of 2004. The California State Parks Foundation has thousands of members and is the only statewide organization dedicated to the preservation, enhancement and protection of California's magnificent state park system. A life-long advocate for parks, Elizabeth has 30-plus years of experience working specifically in support of parks and historic preservation. Most of her career she has fostered public/private partnerships. She has also worked to improve resources for the park systems she has worked for and helped improve responsiveness to the general public. Elizabeth graduated as valedictorian from Beloit College.

MARILEE ECKERT, CONSERVATION CORPS NORTH BAY

Marilee Eckert has a M.A. in Counseling Psychology and over 25 years of experience in program development and management for various non-profit agencies. Marilee has been the Chief Executive Officer of Conservation Corps North Bay since 1992. Marilee has served for 12 years as a Board Member of The Corps Network (Chair 2003-05) and is the Board President of the California Association of Local Conservation Corps. She served on the Marin County Economic Commission (Chair 2007-09) and the Marin County Disaster Council. Previously she served on many agency Boards including the Center for Volunteer and Non-profit Leadership of Marin for 4 years, the Environmental Education Council of Marin for 8 years, Fire Safe Marin for 4 years and the Human Rights Roundtable on Hate Violence for 3 years. Under Marilee's leadership Conservation Corps North Bay grew from a small organization to more than a \$7

million organization with model programs that have been duplicated by other corps across the nation and in several countries throughout the world.

JAY ZIEGLER, THE NATURE CONSERVANCY

Jay Ziegler is the Director of External Affairs and Policy for The Nature Conservancy, California. Previously, Jay was principal of a Sacramento-based public affairs consulting firm, Ziegler Associates. The firm was founded in 2003 and specializes in land use issues, regulatory concerns and political communications. After graduating from UC Davis in 1984, Jay worked in the California State Legislature and later served as Deputy Controller for the State of California from 1989-1992. Jay also served in the Clinton Administration as Special Assistant to Interior Secretary Bruce Babbitt for intergovernmental affairs (1993-1996) and served as Assistant Trade Representative for Public Affairs (1996-1999). At the Department of the Interior Jay's portfolio included coordination of strategies to advance collaborative conservation efforts between public and private concerns. In this capacity, he addressed a series of volatile and complex regional natural resource issues including endangered species and habitat conservation, expansion of natural parks and monuments. Prior to starting his own consulting firm, Jay was the California state director for the Gore-Lieberman presidential campaign (2000) and then managing director, California Public Affairs Practice, for Burson-Marsteller, an international public affairs firm. Jay resides in Davis, California with his wife Carri and two children.

ALEJANDRA CHIESA, THE TRUST FOR PUBLIC LANDS

As Bay Area Program Director Alejandra sets the strategy for the program and leads a team of project managers that partner with communities across the Bay Area on urban greening and park projects in underserved communities. Alejandra has worked with The Trust for Public Land for over five years and has led many multi-benefit public projects with deep community engagement, through planning, design and construction. One example is the renovation of Father Alfred E. Boeddeker Park in the heart of San Francisco's Tenderloin District, a project that won numerous awards and achieved sustainable sites certification. Alejandra is a licensed landscape architect with more than 14 years of experience and has a dual Master's degree in Biology and Landscape Architecture from the University of Michigan.

ALISON HERMANCE, WILDCARE

Alison has been at WildCare for eleven years in various capacities, including running the 300+ person volunteer department for several years. She is currently, and for the past 5 years, Director of Communications, handling all the PR and media for the organization. She also runs the website, but one of the best parts of her job is doing outreach and presentations to groups of all sizes. In a volunteer capacity, Alison is on the Squirrel Foster Care Team and is part of the Raptor Reunite Team, both are programs at WildCare. In her spare time she enjoys hiking, kayaking and off-road motorcycling.