

REVIEWED

By City Clerk's Office at 11:32 am, Jun 14, 2021

Clean Beaches & Ocean Parcel Tax Citizens Oversight Committee Applicant

Mr. Daniel Cody

Application Date: 06/14/21

Reside in Santa Monica: yes

If yes, number of years: 23

Registered to vote in Santa Monica: yes

Hold an elected position: no

If yes, please specify:

INTERESTS AND EXPERIENCE

Current or prior service on city boards/commissions:

I have applied several times for roles on Commissions but sadly have not had the privilege of being selected to serve.

Community activities:

I've been active in Santa Monica in various roles over the past two decades including serving on the Board of the Santa Monica Red Cross, including serving as Board Chair. Served on the Santa Monica Chamber of Commerce Government Affairs Committee. Finally I was motivated to contribute to the continued success of Santa Monica by running for City Council in 2010, an experience that provided even more insight into our communities priorities and governance challenges.

Qualifications, experience, education, and technical or professional requirements:

Experienced executive with roles in Treasury Management and Finance and Planning for Fortune 500 companies.

Goals:

Ensure transparency in funds spent on Measure V and improve metrics to allow the public to assess progress towards the goals enumerated.

Vision:

Improve transparency and communication of monies spent and committed to improving the quality of our beaches and watershed.

Personal Qualities:

I've led teams large and small, started companies from scratch and executed on a shared goals and visions. My finance background allows me to ground my enthusiasm with what can be done while still

allowing room to reach beyond the current state of the possible. I have shown these qualities as Board Chair of the Red Cross, Executive roles in business, as a mentor to youth and as an entrepreneur.

Will you be able to commit the necessary time to perform your duties if appointed to the board?

yes

How did you learn about the vacancy in this board or commission? (select all that apply)

Word of Mouth- Council or Board/Commission member, City Staff, neighborhood groups, etc.

BUSINESS INFORMATION

Occupation: CEO

Business name: Neoteric Health, Inc.

Business address:

Business phone: 3105872799