

Application

REVIEWED

By City Clerk's Office at 10:02 am, Apr 20, 2021

Which Boards would you like to apply for?

Public Safety Reform and Oversight Commission : Submitted

Please read the following before completing an application:

The Oaks Initiative, also known as the "Taxpayer Protection Act," was adopted by Santa Monica voters in November 2000 and amended in November 2016. Its requirements affect all City-elected and appointed officials, including Council-appointed board and commission members. Additional information is available on the City's website in City Charter Article XXII – Taxpayer Protection.

All persons are invited to apply for membership on City Boards and Commissions regardless of race, age, sex, religion, marital status, national origin, ancestry, sexual preference, or disability. Applicants shall not, however, be under 18 years of age or serve on more than one Board, Commission or Corporation. Some Boards and Commissions do require special qualifications and requirements. Appointment of members will be made by Councilmembers at an open City Council meeting. Upon appointment, designated members will be required to file a Conflict of Interest disclosure statement. Please answer all questions on this application. This application will become a public record and will be available for public inspection or duplication.

[Additional Conflict of Interest Information for applicants](#)

Profile

Prefix Natasha _____
First Name

Middle Initial A _____
Last Name

Suffix

Email Address

Street Address

Suite or Apt

City

State

Postal Code

Primary Phone

Alternate Phone

Question applies to multiple boards

Reside in Santa Monica?

Yes No

Question applies to multiple boards

If yes, number of years residence in Santa Monica:

Question applies to multiple boards

Work in Santa Monica?

Yes No

Question applies to multiple boards

If yes, number of years working in Santa Monica:

Question applies to Public Safety Reform and Oversight Commission

Are you applying for the seats reserved for those ages 18-22 years old?

Yes No

Question applies to Public Safety Reform and Oversight Commission

What is your occupation?

Strategic Partnerships Manager, Variety Magazine

Written Request to Serve Additional Term/s

Question applies to multiple boards

If you are a current Board or Commission member, have served two full terms, and wish to submit your written request to serve a third term, please state this in the box below.

Interests & Experience

Question applies to multiple boards

Specify current or prior service on City Boards/Commissions:

I was born in Santa Monica and am excited to live here as an adult and wish to become more involved in the community. As a 27 year old I believe I can bring a fresh perspective working on city boards/commissions in Santa Monica and I want to be in a position to help the community to the best of my ability.

Question applies to multiple boards

List community activities in which you are involved:

I am currently working on building snack kits/hygiene bags for People Concern while working to become more involved in community organizations as they accept volunteers post covid.

Question applies to multiple boards

Describe your qualifications, experience, and education, and list any technical or professional requirements you have relative to the duties of the board, commission, or committee to which you are applying.

I have a Bachelor of Science in Journalism from the University of Colorado Boulder. A Certificate in International Business I obtained while studying abroad in Southern France and a minor in Communications. I have been working in marketing, sales, and event planning for 8 years. My experience lies mostly in the entertainment industry, working in event marketing, sales, and advertising. While in Colorado I worked in public relations at a social impact firm and managed the marketing and communications for a non-profit to increase fundraising outreach goals.

Question applies to multiple boards

Please describe your demonstrated expertise in the areas of: 1) strategic planning; 2) performing arts production; 3) fundraising; 4) community outreach; 5) policy development; 6) performing arts operation; 7) event management; 8) hospitality; 9) fiduciary oversight; 10) real estate development; 11) marketing; 12) knowledge of Santa Monica and the Civic/Pier/Arts; and 13) knowledge of the field of public librarianship and of the Santa Monica Public Library.

Strategic Planning - Experienced in marketing strategy and strategic partnerships, including monthly/quarterly content plans. Lead generation and business development. Fundraising - Full cycle Sales Executive managing lead generation to close. Worked at the CU Boulder fundraising call center and reached out to prospects and alumni for donations. Event Management - Managing production budgets. Hiring onsite staff. Overseeing guest outreach, confirmations, and arrivals onsite. Talent and speaker outreach and booking. Marketing - Event marketing, social media marketing, strategy/brand marketing.

Question applies to multiple boards

What are your goals in serving on the board, commission, or committee to which you are applying?

My goals are to learn the community stakeholders in Santa Monica, how to use fundraising for community programs and initiatives, and hone my skills and expertise while learning how to best use them for philanthropic efforts.

Question applies to multiple boards

What is your vision for the board, commission, or committee to which you are applying and the role it plays in Santa Monica and the region?

I want to learn from senior members of the board how we can, as residents, support our community and continue to create a place that we not only want to live but others want to visit. Santa Monica belongs to all of us in its own special way and as equal shareholders in the community its our responsibility to continue the legacy for generations to come. As we adjust into post COVID-19 life, tourism will be a critical part of restoring our local economy and I believe my experience would complement community efforts well.

Personal qualities identified in the criteria include leadership, creativity, and innovation as well as the ability to work effectively in a group setting and an ability to balance competing needs. Provide examples of how you have demonstrated those qualities:

As the oldest of five kids, I spent the majority of my life navigating different and difficult personalities while managing the emotions and conflicts of all involved. This provided me the background that I leveraged working in celebrity talent booking, wrangling, and now direct client management. When working with celebrity talent in stressful situations, specifically events, it is important to manage expectations and provide details on what can and cannot be done within the realm of your ability. While anyone can promise the world and under deliver. I have found it is much more effective to under promise if you can guarantee results. Talent and executives often find themselves the center of their own universe, surrounded by publicists, managers, agents, lawyers and assistants, and while that may only be a portion of your day or event, it is your responsibility to ensure each of these people feel important and taken care of, no matter where they fall in relation to your most important duty.

Question applies to Public Safety Reform and Oversight Commission

Please share any knowledge of or experience with law enforcement, public safety policies and issues, or social services policies and issues.

I am mostly familiar with how the SMPD allocated resources during the George Floyd peaceful protest along Ocean Ave while simultaneously looters and criminals defaced our downtown area, vandalizing corporate and small businesses alike for hours.

Question applies to Public Safety Reform and Oversight Commission

Why you are interested in serving on the Public Safety Reform and Oversight Commission?

I am very passionate about working in the community to better help homeless individuals. I believe as a resident it is our responsibility to offer support, advocacy, and agency to the individuals in our community during their hardest times. I believe we have an opportunity to support these individuals while also working with local businesses to create an allyship between those who feel disenfranchised and the area's corporate shareholders and small business owners. Public Safety is a huge part of homelessness. We need to ensure that individuals are treated with dignity and respect, and also are helped in the way that best suits not only the community but themselves. I believe in order to better help all members of our community we need to review the policies in place and confirm they match our city's values and efforts.

Question applies to multiple boards

Participation on the board requires a significant commitment over the length of the term including attendance at approximately two scheduled meetings per month, and possibly other tasks and meetings outside of board meetings. Will you be able to commit the necessary time to perform your duties if appointed to the board?

Yes No

Question applies to multiple boards

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

- On the City's website (smgov.net or santamonica.gov)
- Social Media- Facebook, Twitter, NextDoor, Youtube

Business Information (Public)

Occupation:

Strategic Partnerships Manager

Business name:

Business Address

Business Phone



Notes

ALL INFORMATION, EXCEPT PERSONAL DATA ENTERED IN THE PROFILE SECTION, IS PUBLIC AND AVAILABLE FOR VIEWING AT THE CITY CLERK'S OFFICE AND ON THE CITY'S WEB PAGE.

DISABILITY RELATED ASSISTANCE AND ALTERNATE FORMATS OF THIS DOCUMENT ARE AVAILABLE UPON REQUEST BY CALLING (310) 458-8211.

After an application has been submitted, a confirmation page will be displayed. If an email address has been provided, an email confirmation will be sent. IF A CONFIRMATION IS NOT DISPLAYED, PLEASE RESUBMIT OR CONTACT THE CITY CLERK'S OFFICE AT (310) 458-8211.