



COMPLETED AND SIGNED APPLICATION MUST BE FILED WITH THE CITY CLERK BY:
DECEMBER 18, 2019, AT 5:00 P.M.

APPLICATION FOR APPOINTMENT TO THE SANTA ROSA CITY COUNCIL

This application is to fill a vacancy on the Santa Rosa City Council expiring in December 2020. This application is a public document. It may be reviewed by any member of the public upon request after the close of the application period. Only Santa Rosa registered voters who have submitted a complete application packet by the deadline will be considered for appointment.

Name: Penny Yvonne Herman

Residence Address: [REDACTED] Santa Rosa, CA 95403

Mailing Address (if different): _____

E-mail: [REDACTED]

Home Phone: [REDACTED] Daytime Phone: [REDACTED]

Are you currently a registered voter and a resident of the City of Santa Rosa? yes

Years of Residence in the City: 15yrs

Resident of City Council District No: 6

Please answer the following questions on a separate sheet(s) of paper as they relate to the Council seat you are seeking.

Part I:

1. Please describe your background as it relates to your application for appointment to the Council.
2. Please describe your qualifications for appointment to the Council.
3. Please state why you wish to be appointed to the Council.

Part II:

1. What particular skills do you bring to the Council?
2. Why do you think you should be appointed to the City Council?

3. How much time do you have available to serve?
4. In your opinion, what are the top two pressing issues facing the City of Santa Rosa and why?
5. How have you remained current and informed on City issues?
6. Please summarize your experiences in community activities or issues affecting the City of Santa Rosa. Give specific examples of your personal involvement.
7. Do you have any specialized training or other qualifications that would be important for the Council to consider?
8. Serving on the Council requires you to annually file a Statement of Economic Interests (FPPC Form 700), a public document in which you disclose your financial interests. Rules of law and ethics prohibit members from participating in and voting on matters in which they may have a direct/indirect financial interest. Are you aware of any potential conflicts of interest which may develop from your occupation or other financial interests in relation to your responsibilities as a member of the Council? If yes, please describe any potential conflicts.

To be appointed to the Council you must be a registered voter residing in the City of Santa Rosa at the time of submitting this application and must remain an elector of the City while serving on the Council.

To be considered for appointment you must submit in person:

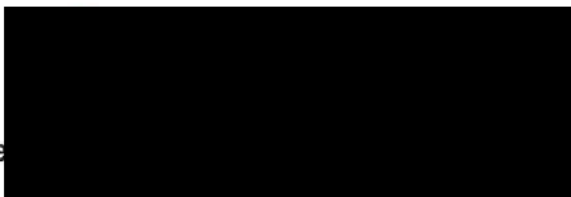
1. The application with any supplemental sheets attached;
2. The FPPC Form 700 (Statement of Economic Interests); and
3. The Nomination Paper with no fewer than 20 signatures, with names and addresses of Santa Rosa registered voters to:

City Clerk's Office,
City Hall, Room 10,
100 Santa Rosa Avenue,
Santa Rosa, CA 95404

FILING DEADLINE: DECEMBER 18, 2019, AT 5:00 P.M. PLEASE NOTE THAT ROOM 10 IS CLOSED ON FRIDAYS. TO SUBMIT APPLICATION/NOMINATION PAPERS ON A FRIDAY, PLEASE CALL 707-543-3015 TO SCHEDULE AN APPOINTMENT.

I Penny Herman swear/affirm that the foregoing information is true and correct.

Applicant's Signature



Date

12/16/2019

Applicants Questions

Questions to Ask Interviewer

Question #1: Please describe your background as it relates to your application for appointment

Answer: I have been in been a business owner since 1999 and had my business in Santa Rosa for the past 15 years. I also have been volunteering for non-profits since moving to Santa Rosa 15 years ago... From working with emergency shelters, homeless mothers and children, foster youth (CASA), and juveniles, I have seen how local nonprofits are assisting those less fortunate within The City of Santa Rosa. With my passion and involvement in the community along with the possibility of qualifying for city council, the possibilities are endless.

Question #2: Please describe your qualifications for appointment to the Council.

Answer: I have sat on board of directors for Active 20/30 Redwood 1029 and am currently serving on Junior League of Napa-Sonoma board and Sonoma County Human Trafficking board. I have co-chaired fundraisers and know the time, energy and amount of work that it takes to organize and reach success.

Question #3: Please state why you wish to be appointed to the Council

Notes: I have continuously involved myself within the community through volunteer work and wish to make a difference in the city I live in, Santa Rosa.

Part II

Question #1: What skills do you bring to the Council?

Answer: I have been a business owner since 1999 and I have served on numerous boards of directors because of this, I am a committed individual with great work ethic. I was a coach with the YMCA for numerous years with all three of my children. I am a parent and have been involved with the schools my children attend. I have educated myself with the everyday life of being a resident. I hear the problems at the schools, I see the issues in the community, and I find a solution.

Question #2: Why do you think you should be appointed to the City Council?

Answer: I am a mother; a citizen of Santa Rosa and I have been here for 15years. Due to the fact I was not brought up in Santa Rosa, I have a different perspective than others might. I love the City of Santa Rosa and am willing to put in the work to improve the problems we face in our community.

Question #3: How much time do you have available to serve?

Answer: I am self-employed and able to plan my time as needed.

Question #4: In your opinion, what are the top two pressing issues facing the City of Santa Rosa and why?

Answer: I feel the top two pressing issues are affordable housing and homelessness. I see the encampments and I am positive the tourists do as well. This is not good businesses.

Question #5: How have you remained current and informed on City issues?

Answer: I started looking at council agendas and watch the meetings. I am also involved with business networking.

Question #6: Please summarize your experience in the community activities or issues affecting the City of Santa Rosa. Give specific examples of your personal involvement.

Answer: I have been very involved with the YMCA sports. I have coached all three of my children at different ages. I have assisted my daughter when she was in elementary on doing a Halloween costume drive for underprivileged children. My daughter coming up with the idea and helping her implement it for several years. Her younger brother headed it up when she moved onto junior high... As a business owner, I have personally had to deal with the homeless camped out in front of my place of business.

Question #7: Do you have a specialized training or other qualifications that would be important for the Council to consider?

Answer: I have served on non-profit boards and have a general understanding of city politics and how they are conducted. I do feel being a mother to three, two in high school and one at the junior college gives a insight as to the struggles our teens are facing in schools.

Question #8: Are you aware of any potential conflicts of interest which may develop from your occupation or other financial interest in relation to your responsibilities as a member of the Council?

Answer: No
