



City of Santa Rosa

DATE/TIME REC'D:

RECEIVED

DEC 18 2019

CITY OF SANTA ROSA
CITY CLERK'S OFFICE

2:44pm

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: David Scott Ebright

Residence Address: [REDACTED] Santa Rosa, CA 95405

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: 30

Resident of City Council District No: 2

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:

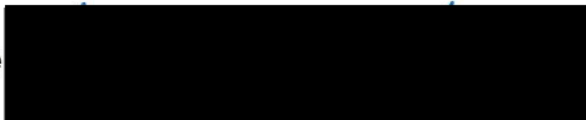
1. The application with any supplemental sheets attached;
2. The FPPC Form 700 (Statement of Economic Interests); and
3. The Nomination Paper with no fewer than 20 signatures, with names and addresses of Santa Rosa registered voters to:

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 David Scott Ebright swear/affirm that the foregoing information is true and correct.

Applicant's Signature



Date 12-18-2019

David Scott Ebright

APPLICATION FOR APPOINTMENT TO THE SANTA ROSA CITY COUNCIL

Part I

1. Please describe your background as it relates to your application to the Council.

I have been a Santa Rosa resident for 30 years, where I have raised a family and established a career in health care communications and public affairs. My wife, daughter, and granddaughter all live in Santa Rosa. I possess proven leadership skills and the ability to develop relationships and partner with administrators, staff, and civic and community leaders.

2. Please describe your qualifications for appointment to the Council.

I will bring a variety of relevant skills and a history of public service to the Council. Additionally, I will bring an open mind, collaborative style and willingness to contribute to improving our city for its residents, businesses, and visitors. My management and business experience and my relationships with a wide variety of community, civic, and business leaders make me a uniquely qualified candidate for the Santa Rosa City Council.

3. Please state why you wish to be appointed to the Council.

Public service is one of my core values. Serving the City of Santa Rosa as a Council member would be an honor and a privilege.

Part II:

1. What particular skills do you bring to the Council?

I pride myself on the many relationships I have developed with people throughout the community. I listen and communicate effectively. I'm curious. I have successfully managed staff and resources. My emotional intelligence and results orientation allow me to be flexible, creative, and a team player with good decision-making skills. And I have a sense of humor.

More particularly, my key areas of expertise include brand management and ambassadorship, media relations, situation and crisis communications, presentation and facilitation skills, marketing, internal and external communications, and community relations.

David Scott Ebright

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2. Why should you be appointed to the City Council?

I'm the ideal candidate to fill this vacancy on the City Council. I have the skill, expertise, and temperament to quickly step in as a contributing and fully functioning member of the Council. I'm familiar with and have experience with large and complex private and public institutions and joint decision-making bodies. In particular, my experience as a Sonoma County Library Commissioner—where I was appointed by the Santa Rosa City Council—has broadened my understanding of public meetings and government funding and budgeting.

3. How much time do you have available to serve?

I will make my time available to fulfill the duties of a Council member, including study sessions, pre-work, committees, public interactions and constituent communications, and Council meetings. My retirement from Kaiser Permanente in early spring of 2020 will allow me even more time and flexibility to serve effectively.

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

Housing and Homelessness. In addition to the human tragedy involved, a lack of housing opportunities and increasing homelessness impact everyone in Santa Rosa, from schools to businesses to public safety to health. This issue is deserving of the Council's focused attention and resolve.

Ongoing Fire Recovery. The many facets of recovery from the 2017 fires go to the core of who we are as a community. We must remain vigilant and committed to staying on the long recovery road, meeting and acknowledging milestones along the way.

5. How have you remained current and informed on City issues?

As a communications strategist I regularly track key social, political, and economic, issues and indicators. I gather information from a variety of sources including local media, online sources, local gatherings, and experts. I have attended numerous City Council meetings and frequently watch them online. I regularly attend many business and community events where I'm exposed to ideas, issues, and a variety of perspectives. They also afford me the opportunity to discuss important and timely information and topics of interest to our community. City issues are also a regular and ongoing topic of social and household conversations.

David Scott Ebright

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6. Please summarize your experiences in community activities or issues affecting the City of Santa Rosa. Please give specific examples of your personal involvement.

I live and work in Santa Rosa—this is my home. I enjoy public speaking, meeting my fellow citizens, walking, and hiking at local parks. Public service is something I've long valued. I believe public service and involvement are important to the health and vitality of our community, as well as to my and my family's well-being. I have served these organizations:

- Sonoma County Library Commissioner, 2013 to 2018
- Sonoma County Mental Health Board, 2013 to 2015
- Sonoma County Public Library Foundation, 2007 to 2013
- Santa Rosa Chamber of Commerce, Government Review Council, Health Care Committee, Marketing Committee
- Sonoma County Flu Task Force
- Sonoma County Healthcare Workforce Development Roundtable Steering Committee
- City of Santa Rosa, Gateways Redevelopment Project Area Committee
- City of Santa Rosa Community Advisory Board
- United Way Schools of Hope reading tutor
- Neighborhood Watch and COPE organizing

7. Do you have any specialized training or other qualifications that would be important for the Council to consider?

Most of my employment life has involved health care, communications, advertising, sales, marketing, and public relations. These skills and talents would prove useful on a public entity such as the Santa Rosa City Council. I will bring a vigilant approach to asset stewardship and to improving the total health and vitality of our community. And I'm a fun and interesting person to work with.

8. Serving on the Council requires you to annually file a Statement of Economic Interest (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 your relation to your responsibilities as a member of the Council? If yes, please describe any potential conflicts.

As current employee of Kaiser Permanente, I may have to recuse myself from discussions, decisions and voting about issues that could affect that organization and employee health care benefits. I will be retiring from that organization in early spring of 2020.