



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: Maxwell Church  
Residence Address: [REDACTED] Santa Rosa, CA 95404  
Mailing Address (if different): \_\_\_\_\_  
E-mail: [REDACTED]  
Home Phone: [REDACTED] Daytime Phone: \_\_\_\_\_  
Are you currently a registered voter and a resident of the City of Santa Rosa? Yes  
Years of Residence in the City: 30 years  
Resident of City Council District No: 1

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:

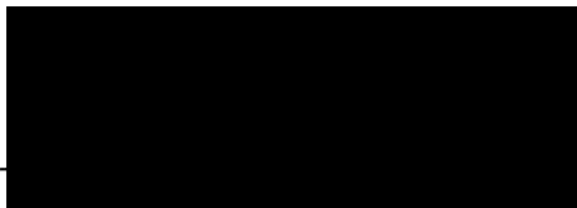
City Clerk's Office,  
City Hall, Room 10,  
100 Santa Rosa Avenue,  
Santa Rosa, CA 95404

**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 Maxwell Church swear/affirm that the foregoing information is true and correct.

Applicant's Signature



Date 12/16/19



## Maxwell Church

### Councilmember Application Questions

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

Being a Santa Rosan is in my blood. I am a 5<sup>th</sup> generation resident of Santa Rosa by way of my Great- Great Grandparents, Karen and Louis Holgersen, who emigrated from Denmark in the late 1800's. They spent their final decades in Santa Rosa, and were laid to rest in the Santa Rosa Rural Cemetery. I was born and raised in Santa Rosa and have great interest in the opportunity to support the thriving of Santa Rosa by appointment to the council. I have lived over 30 years in Santa Rosa. I graduated from Santa Rosa High School and the SRJC, where I received my AS in Natural Science.

I currently live in the South Park neighborhood of Santa Rosa. I have resided there for 4 years and worked in that same neighborhood for 4 years prior, totaling 8 years of time in South Park. I am a dedicated Santa Rosa resident that is grateful to have been born in such a beautiful part of the world. I look forward to the possibility to serve the public and participate in making Santa Rosa continue to flourish by way of a position as City of SR council member.

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

My main qualifications for appointment to the Council are the positions and direct care that I have offered to the houseless while working 7 years in social services and homeless shelters. I've worked 5.5 years at the Opportunity House homeless shelter in Santa Rosa's South Park neighborhood. I have also worked another approximately 1.5 years working at the New Beginnings Center transitional shelter in Novato.

My experience serving the underserved populations of Marin and Sonoma County in these shelters has manifested in multiple roles. In addition to being the Program Manager of the Opportunity Shelter and ensuring its smooth day to day operation in accordance with agency, City and County policy, I have also worked as a Case Manager, House Manager, Lead and Residential Counselor. This direct care experience has allowed me to meet the houseless where they are at and support these human beings in navigating their circumstances.

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

The reason why I wish to be appointed to the Council is to bring a compassionate, seasoned perspective to the Council regarding the shelterless population. I also believe I am a qualified candidate to specifically represent South park with my 8 years of total experiencing living and working in this neighborhood. Throughout this time, I have built



community connections and a greater, multicultural awareness. This has lent me a greater awareness and understanding of how to support a continued strength in the diversity of our larger community. I wish to increase the effectiveness of the skill sets I have acquired so as to be of greater assistance and contribute to Santa Rosa thriving.

## Part II:

### 1. What particular skills do you bring to the council?

I have 7 years experience working in homeless shelter settings and thorough knowledge of non-profit and social service agencies operating in Santa Rosa, Sonoma County and surrounding areas. Other skills I offer; active listening, nonviolent communication, de-escalation training, suicide prevention, dual diagnosis awareness, extensive experience in leadership roles, years of public speaking/group leading experience, housing focused shelter programming, Whole Person Care/HMIS use, beginning-inter. Spanish Language proficiency, experience supporting Veterans, LGBTQ+ and other diverse populations. I'm also proficient in the everyday skills needed to function in an office setting; Word, Excel, PowerPoint, etc.

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

I believe I should be appointed to the Council because my overall experience and focus is committed to the support and betterment of Santa Rosa for all residents. I am willing to listen to the populace and be a community minded representative.

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

I am dedicated to making adequate time to serve in the Council. I understand this is viewed as a part-time position and at this point I can dedicate more than part-time if needed.

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

The first issue I believe that the City is facing is recognizing that being homeless/shelterless in itself is a traumatic event. People experiencing homelessness should be supported with dignity, respect, and allowed stability and safety so that they have the opportunity to improve their lives for the better. Providing enough stable and safe shelter beds or housing could begin to help rectify this issue by allowing people to heal from homelessness. There is no question that this issue facing our city and state is a result of a multitude of factors; lack of affordable housing, wild fires, living wage, services, evictions etc. As a member of the Council, I understand that what's needed is to work to locate funding and creative solutions to help provide more shelter and services.



My experience working in nonprofits has taught me that the problem is not solved only by ideas, but by securing appropriate funding and allocating this funding to creative, effective solutions.

The second issue the City is facing is the need to revitalize the downtown. Businesses are leaving downtown Santa Rosa, most recently being Gerard's Paella and Tex Wasabi. Part of why I believe this has been happening is that there have been deterring factors discouraging people from coming downtown and supporting local businesses. I have been happy to learn that one of these factors have been recently reversed by the City, which was the parking fares that were in place until 8PM. Now that all downtown paid parking will be returning to the 6PM cutoff, people may be more inclined to park and be present in downtown. Downtown business owners, such as Gerard, have even commented that the increased presence of houseless people in downtown has deterred some of his customers from dining there.

These two issues contribute to each other to the point it seems addressing one requires addressing the other. As more shelter opportunities and funding are located, it could not only impact shelterless people positively, but the future of downtown and Santa Rosa as a whole.

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

Not only have I stayed up to date and informed on City issues by reading the Press Democrat, but also through the connections I foster in my diverse social network. I stay connected with these fellow inhabitants of Santa Rosa to know what is true in their day to day; small business owners, nurses, teachers, lawyers, farmers, community organizers, musicians, artists, students, mothers, fathers, etc.

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

Regarding the issue of revitalizing downtown Santa Rosa, I was directly involved in supporting the Friday's on 4<sup>th</sup> recurring event. After communication with the organizers, I enlisted the support of my band to volunteer our time and help bring an atmosphere of joyous, NOLA—inspired brass band music to downtown.

As mentioned earlier, I have many years experience serving the homeless and striving to resolve the greater issues through individual and group support at the Opportunity House shelter. I have worked as a counselor and Case Manager, meeting with client's one on one, to develop "treatment plans" and other plans for their progress. I facilitated weekly groups at the shelter, which included topics such as housing, independent living skills, seeking safety, holistic health, and meal planning, among others. I have seen the direct benefit of working under a "Housing Focused" model at the shelters, and the stability and success that it can bring to the houseless.



I spend some of my time volunteering as a Naturalist Docent at the Fairfield Osborn Preserve. I have led 3<sup>rd</sup> and 5<sup>th</sup> graders from Santa Rosa City Schools on day hikes in the beautiful oak woodland, alleviating the all too common Nature Deficit Disorder, through outdoor education.

At the beginning of my independent musical career, busking musicians were prohibited from performing in downtown Santa Rosa. I worked with my past band member, Aaron Milligan-Green, to collect signatures and petition to the City of Santa Rosa to allow for a music permit process. In 2009, this bid to support Free Speech was successful and influenced the creation of the current music permitting process we now have in downtown Santa Rosa. See Press Democrat article, "Music Lover's Demand Their Rights in Santa Rosa".

I have organized band performances at countless Santa Rosa events, enriching the mood and atmosphere of everyone involved. We have performed at such Santa Rosa community events as the Wednesday Night Market, Live at Juilliard, Railroad Square Music Festival, Winterblast, Roseland Community Festival, The Original Santa Rosa Farmer's Market, Friday's on 4<sup>th</sup>, Fundraisers benefitting victims of the Tubbs Fire, among others.

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

Other than my career in the homeless services, I am a KRI Certified Kundalini Yoga Instructor, as well as a CA Certified Massage Therapist. Also, I'm an Ayurvedic Practitioner. I volunteer at the dhyana Center to supporting individuals seeking affordable health education and bodywork at their donation Pulse Clinics.

I am a small business owner and bandleader of the local group, Black Sheep Brass Band. Co-owning this small business partnership allows me greater understanding of tax implications, billing, permitting, etc.

8. Regarding the Statement of Economic Interests, I am not aware of any potential conflicts of interest, which may develop from the occupation and responsibilities of being a member of the Council.