



City of
Santa Rosa

DATE/TIME REC'D:

RECEIVED

DEC 18 2019

CITY OF SANTA ROSA
CITY CLERK'S OFFICE

3:15 p.m.

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: Dennis Wayne Beach

Residence Address: _____

Mailing Address (if different): _____

E-mail: _____

Home Phone: _____ Daytime Phone: _____

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

Years of Residence in the City: 50 years

Resident of City Council District No: 4

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:

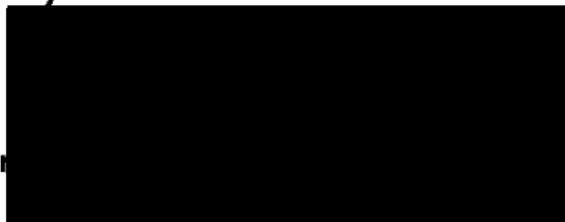
1. The application with any supplemental sheets attached;
2. The FPPC Form 700 (Statement of Economic Interests); and
3. The Nomination Paper with no fewer than 20 signatures, with names and addresses of Santa Rosa registered voters to:

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 Dennis Wayne Beach swear/affirm that the foregoing information is true and correct.

Applicant's Signature



Date

12-18-19

Part I:

1. Owned, managed and represented Owners, Buyers, Sellers and Lessees of commercial property in the City of Santa Rosa and County of Sonoma as a Licenced Real Estate Agent for Carol Weise, at Properties Unlimited, Joe McClelland, at Sonoma Properties, and Cary Bertolone, at Bertolone Realty

2. I am a registered voter, seventy-two years of age. In 2010, I experienced a Sudden Cardiac event. I am wired with a defibrillator from my pace maker, and have four cardiac by-passes. In 2017, I was operated on for the removal of a cancerous growth under my right chin. I have been administered chemo and radiation and am cancer free. Yesterday on my run in Fountaingrove, I once again was overwhelmed with gratitude for the opportunity of life.

3. As with other candidates, it is a dream to be associated with constitutional government and yet as is stated by my Form 700, I no longer am a stakes player in the field, but will act as a member of a group forming consensus.

Part II:

1. Naivete.

I was a placement officer for a federal project run out of Honolulu, Hawaii. The object was to find competitive employment for individuals with physical and intellectual disabilities. The program was overseen by the Goodwill of Hawaii. I ranked Number one in placements in the United States. I was hired as the first Manager of the Doom Flume, or Windsor Waterworks and Slides, because I had worked at Disneyland during the Summers of my College years. In the first year the owners were able to repay their entire initial investment.

2. This is the quickest way to get noticed.

Our cities are in economic stasis. When I started in real estate thirty-five years ago, rent for Retail space was \$1.50 per square foot. Yesterday, I spoke with my Barber who recently paid \$1.50 per square foot for retail space in a strip center. I will become the face of Santa Rosa. I love to sell and I will back it up.

3, I am retired and although I visit the cardiac clients at Memorial Hospital for a local chapter of Mended Hearts, I will allocate my entire schedule to the duties of this office

4. Homelessness is endemic, however I have been informed by a fire victim that current estimates to rebuild are in the \$550.00 per square foot range, this will be a problem for us all going forward. Litter and community policing would be my initial platform

5. I have not remained current and informed which could be to my advantage. I characterize myself as an independent and my selection to the Council would express that reality.

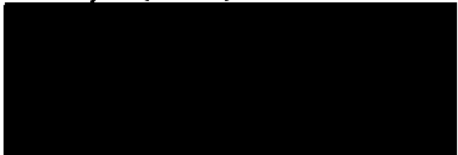
6. Owning commercial property North of Railroad Square I was constantly addressing issues of litter and maintenance of streets, common areas, and city owned property. I have been



recognized in a number of years and have certificates of appreciation from the City of Santa Rosa signed by the Director of Recreation and Parks.

7. My whole life has been dedicated to the advancement of us all. A collective force for change and good. I recognize that the duties of this office will include a steep learning curve and may not be what the current Council members are seeking but I appreciate the opportunity of having my voice heard.

8. There are no and will not be conflicts of interest from my life prior to this Application. I sold the property North of Railroad Square in 2016. I have remained there in an office held by my first tenant Black Sparrow Press. John Martin the Owner and Publisher has his 89th Birthday this year and no longer chooses to come to work on a daily basis. After January 31, 2020, the office will be closed.



Dennis Wayne Beach