



## MEMORANDUM

**DATE:** January 16, 2013

**TO:** Governing Board  
San Francisco Bay Restoration Authority

**FROM:** Melanie Denninger  
Staff to the San Francisco Bay Restoration Authority  
and  
Project Specialist  
State Coastal Conservancy

**SUBJECT:** Appointment of additional Advisory Committee members

Attachment 1: Biographies of proposed appointees  
Attachment 2: Excerpt from enabling legislation re: Advisory Committee  
Attachment 3: Roster of existing Advisory Committee members

### Summary

In order to represent and communicate with a broader range of constituencies interested in Bay restoration, staff recommends that the Governing Board of the San Francisco Bay Restoration Authority appoint to its Advisory Committee the following individuals who were identified for recruitment by the Subcommittee on the Advisory Committee:

Larry Goldzband, Executive Director, S.F. Bay Conservation and Development Commission  
Richard Mitchell, Director of Planning and Building, City of Richmond  
Sarah Rose, Chief Executive Officer, California League of Conservation Voters.

Biographies of proposed appointees are included as Attachment 1 to this memorandum. An excerpt from the Restoration Authority's legislation regarding the Advisory Committee and a roster of existing Advisory Committee members are also attached for reference.

At the direction of the Subcommittee, staff is continuing to recruit potential Advisory Committee members and may recommend more appointments in the future.

## **Background**

The San Francisco Bay Restoration Authority's enabling legislation (Title 7.25 of the Government Code) provides for the Restoration Authority's Governing Board to appoint an Advisory Committee "to assist and advise the board in carrying out the functions of the board." (Govt. Code Section 66703.7; see Attachment 2.) In 2009 and 2010, the Governing Board appointed a total of 22 individuals to its Advisory Committee. With occasional resignations and some replacement appointments, the original number was reduced to 19. The Advisory Committee has provided valuable advice on formulation of a revenue measure, preparing and interpreting voter surveys and, through the efforts of individual members, has expanded outreach.

Nonetheless, as the Governing Board discussed at its July 25, 2012 meeting, additional Advisory Committee appointees are needed in order to augment and expand the Restoration Authority's consultation and communication with Bay restoration constituencies. After that discussion, the Subcommittee conferred to identify specific proposed appointees for the Advisory Committee and directed staff to recruit them. As the result of that recruitment effort, the Governing Board appointed an additional 12 members of the Advisory Committee on November 14, 2012.

Staff now recommends appointment of the three additional individuals identified for recruitment by the Subcommittee on the Advisory Committee and listed above. Together, these individuals and the November 14, 2012 appointees bring expertise and interests in crafting successful revenue measures; meeting the needs of shoreline cities; informing the public; advising about the relationship between Bay restoration and the labor, commercial fishing and business communities; determining Bay restoration needs and costs; communicating with special constituencies; and assembling funding for election costs.

Staff is continuing to recruit additional individuals as directed by the Subcommittee and expects to recommend further appointments periodically.

**BRIEF BIOGRAPHIES  
OF PROPOSED JANUARY 23, 2013 APPOINTEES  
TO THE ADVISORY COMMITTEE OF THE S. F. BAY RESTORATION AUTHORITY**

**Larry Goldzband, Executive Director, SF Bay Conservation and Development Commission**

Larry Goldzband has worked for members of both the U.S. House of Representatives and the U.S. Senate, was Chief Deputy Cabinet Secretary for former Governor Pete Wilson, and was Director of the California Department of Conservation. In the private sector, he managed Pacific Gas and Electric Company's charitable contributions program for over ten years, which provided almost \$20M in grants annually (mainly to northern California-based charitable organizations), and was Executive Director of the PG&E Corporation Foundation. In addition, Larry twice served as a BCDC Commissioner for a total of almost ten years. Larry received his undergraduate degree from Pomona College and his MBA from the Kellogg Graduate School of Management at Northwestern University.

**Richard Mitchell, Director of Planning and Building, City of Richmond**

Richard Mitchell has been with the City of Richmond since 1998 and has served as Director of Planning and Building since 2005. His special expertise is in city and regional planning, urban design, "new urbanism," "smart growth," traditional neighborhood design, and regional transportation planning and redevelopment. Prior joining the City, Richard managed marketing, strategic planning and employee relations departments for Johnson & Johnson and Procter and Gamble. His extensive community service, including many leadership positions, encompasses the Hercules Planning Commission, the Contra Costa County Ad Hoc Intercity Rail Advisory Committee, the Advisory Committee to the Bay Area Water Transportation Authority, the African American Museum and Library in Oakland, the West Contra Costa Adult Education Community Committee, and BOOST (Richmond's vocational education program). Richard received an undergraduate degree in economics and urban design from Harvard University and a master's degree in planning and development from the University of Southern California.

**Sarah Rose, Chief Executive Officer, California League of Conservation Voters**

Sarah Rose is the Chief Executive Officer of the California League of Conservation Voters. She most recently worked with the Western Conservation Foundation, a public charity that gives grants to non-profits working to build leaders to protect the West's land, air, and water. Previously she worked for more than 15 years for CLCV, first as Political Director and then as Executive Vice President, overseeing CLCV's electoral work along with its collaboration with the wider environmental community on legislative priorities. Sarah came to California from her work in Washington DC as a campaign consultant to manage the Congressional campaign of Dan Hamburg representing California's wine country and north coast. Prior to her work with as a consultant Sarah had worked as a campaign manager, field organizer, and field staff for Candidates across the country including stints in Iowa, Wisconsin, Massachusetts, Arizona, New Hampshire, New Jersey, Pennsylvania, and Florida. Sarah is a native of San Francisco, but a proud Minnesotan by upbringing. She graduated with honors from the University of Wisconsin – Madison.

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**Excerpt from SF Bay Restoration Authority Enabling Legislation  
Regarding its Advisory Committee**

**Government Code Section 66703.7**

66703.7. (a) Not later than six months after the date of the board's first meeting described in subdivision (a) of Section 66703.6, the board shall convene a Bay Restoration Advisory Committee to assist and advise the board in carrying out the functions of the board. The advisory committee shall meet on a regular basis.

(b) The membership of the advisory committee shall be determined by the authority based upon criteria that provide a broad representation of community and agency interests within the authority's jurisdiction over the restoration of wetland areas in the San Francisco Bay and along its shoreline. The membership of the advisory committee may include, but is not limited to, representatives from the following:

- (1) The Department of Fish and Game.
- (2) The State Coastal Conservancy.
- (3) The San Francisco Bay National Wildlife Refuge Complex operated by the United States Fish and Wildlife Service.
- (4) Open space and park districts that own or operate shoreline parcels in the San Francisco Bay Area.
- (5) The San Francisco Bay Regional Water Quality Control Board.
- (6) The San Francisco Bay Conservation and Development Commission.
- (7) The San Francisco Bay Joint Venture Management Board.
- (8) The San Francisco Bay Trail Project.
- (9) The San Francisco Estuary Project.
- (10) Nongovernmental organizations working to restore, protect, and enhance San Francisco Bay wetlands and wildlife habitat.
- (11) Members of the public from bayside cities and counties in the San Francisco Bay Area.

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**SAN FRANCISCO BAY RESTORATION AUTHORITY  
ADVISORY COMMITTEE**

Updated 12-20-12

Steve Abbors	General Manager, Mid-Peninsula Regional Open Space District
Josh Arce	Executive Director, Brightline Defense Project
Dion Aroner	Partner, Aroner, Jewel & Ellis Partners
Cindy Chavez	Executive Director, South Bay Labor Council
John Coleman	Executive Director, Bay Planning Coalition
Grant Davis	General Manager, Sonoma County Water Agency
Pete Figueiredo	Treasurer, Operating Engineers Local #3
John Frawley	President and Chief Executive Officer, The Bay Institute
Zeke Grader	Executive Director, Pacific Coast Federation of Fishermen's Associations
Beth Huning	Coordinator, San Francisco Bay Joint Venture
Jerry Kent	Former Acting General Manager, East Bay Regional Park District
David Lewis	Executive Director, Save San Francisco Bay Association
Sally Lieber	Consultant; former Assemblymember
Andrea Mackenzie	General Manager, Santa Clara County Open Space Authority
Mike Mielke	Senior Director, Environmental Programs and Policy, Silicon Valley Leadership Group
Anne Morkill	Project Leader, San Francisco Bay National Wildlife Refuge Complex
Cynthia Murray	President and CEO, North Bay Leadership Council
Douglas Overman	Executive Vice President for External Affairs Programs, Golden Gate National Parks Conservancy
Rahul Prakash	Entrepreneur
Bruce Raful	Proprietor, Raful & Associates
Curt Riffle	Program Officer, The David and Lucille Packard Foundation
John Rizzo	Trustee, San Francisco City College
Richard Sinkoff	Director of Environmental Programs and Planning, Port of Oakland
Bob Spencer	Economic Consultant
Renee Spent	Regional Biologist, Western Region, Ducks Unlimited
Dan Taylor	Director of Public Policy, Audubon California
Laura Thompson	Manager, San Francisco Bay Trail Project, Association of Bay Area Governments
Kate White	Initiative Officer, Great Communities Collaborative, San Francisco Foundation
Scott Wilson	Acting Manager, Bay-Delta Region, Department of Fish and Game
Bruce Wolfe	Executive Officer, San Francisco Regional Water Quality Control Board
Jim Wunderman	President and Chief Executive Officer, Bay Area Council

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