

Applicant Question No. 1 - What will you bring to the dais that you feel is currently missing?

My strong business management background, unique perspective as a female Hispanic resident, and diverse leadership skills would bring unique and vital perspectives to the current make-up of the dais.

I bring more than 20 years hotel industry experience that ranges from general management, operations, sales and marketing, to the development of company policies and procedures, corporate brand relations, and development and construction renovation. This experience has prepared me to analyze data and circumstances, bring resolution, solve problems, lead a body of people, and deliver forward-thinking ideas that are aimed at expansion, growth and progress. I have a proven track record for delivering and exceeding financial metrics, and can offer the dais direct support in efforts to balance the budget and bring cost saving ideas to help improve the city's bottom line.

As a female of Hispanic heritage, I bring a unique perspective and voice to the current council make-up, along with first-hand knowledge and understanding of the struggles and needs that many in our community face on a daily basis. With a relentless desire to serve, I have worked as a volunteer to help those in need in our community, creating opportunities for them when possible. I feel that the dais would benefit from having someone like me who is already involved in community relations and is willing to step up and represent the City of Lompoc and its residents in a professional manner.

I am an independent thinker who can observe and evaluate situations fairly and bring my own opinions and ideas to the table with a strong, but caring voice. Years of experience in the hospitality industry - as a manager, leader and developer of people - has taught me to be a good listener, to be open minded, and to work towards unification and teamwork.

Applicant Question No. 2 - Are there any conflicts of interest that the public should be made aware of at this time?

I do not believe I have any conflicts. I was, however, recently elected as President of the Board for Visit Lompoc, LLC (dba Explore Lompoc), but would plan to abstain from any issues or voting that would be deemed a conflict of interest.

Applicant Question No. 3 – What is your experience working with, or for, a government body? (explain how it works differently than a business or non-profit.)

My career has been in the corporate sector and not in a government body. However, I have many years of experience serving on community boards and committees which has provided me a level of experience for this role. One of these committees is the City of Lompoc Economic Development Committee which has given me insight into some of the challenges that our community faces and the needs that our community has.

I also bring expertise in writing policies and procedures for companies I've worked with throughout my career. I am disciplined in being able to follow directive while still being able to bring resolution, growth and improvement in all areas.

I recognize that a government body operates under different rules, regulations, bylaws and legal contractual obligations that restrict its ability to move as a private corporate body would. But as an engaged citizen of Lompoc, I have first-hand working knowledge of how the city operates, and fully understand the requirements of a city council position. I have no doubt that I can easily work towards ensuring complete fulfillment of the required directive.

Applicant Question No. 4 – Explain in detail your experience in analyzing a budget (size, frequency, your role, etc).

My experience with creating and managing budgets spans over 18 years, and ranges from \$3 to \$30 million budgets that included everything from operational expenditures, administrative costs, and payroll figures to revenue forecasts and tax planning, all with an eye towards improving the bottom line.

I have created Pro-Formas based on historical data, market trend research and analysis, and forecasted figures. I have also participated in the development of large construction budgets as high as \$30mil that include building materials, services, utilities and purchasing of FF&E (furniture, fixtures and equipment). My recent experience working with the development of the Hilton Garden Inn Lompoc would be useful to the City of Lompoc in relation to city building/construction projects/capital improvement projects that it may currently have in plan or may be in need of.

As President of my own management and consulting business, Legend Hospitality Inc., I not only spearhead the budget process, but also oversee its implementation. I am well versed in reading Profit and Loss Statements, Balance Sheets and most financial reports. I have years of experience in creating pro-formas and budgets for the companies I have represented, submitting these documents to financial institutions and loan agencies for the purpose of attaining loans or meeting requirements as stipulated in loan document.

Additional Information – Explain the reason(s) you desire to be appointed. Describe your relevant education, experience, training, volunteer activities, community organization membership, or personal interests that you think are relevant to this position. Resume/Bio may be attached. Please limit answers to no more than the lined area below.

My desire to be appointed to City Council stems from my strong desire to see the City of Lompoc succeed, grow and thrive, providing an improved lifestyle and more opportunities for our residents and community partners. I am especially passionate about issues of safety and security of our residents, helping to make Lompoc a business-friendly City and helping to create opportunities for our youth through partnerships with education and business and feel that my knowledge and expertise would benefit the city by helping to bring more ideas as well as having someone that is willing to work hard to see the City of Lompoc meet its community and financial goals.

I have served as a volunteer on the following boards and committees;

1) City of Lompoc Economic Development Committee - March 2014 to Present

As a member of the committee, I represent the hospitality industry and the role tourism plays in the overall economic health of the city. I have served on several sub-committees, including the preparation of the RFQ for the City-owned 83 acres near Hancock College, zoning ordinances, street impact fees and other recommendations made to City Council.

2) Leadership Lompoc Valley - September 2014 to May 2016

Participated in the two-year program as a community leader to learn about all of the areas of our community economic and governmental body as well as identify social needs impacting our low-income community members. Worked with my class to raise over \$5k for community improvements for a dedicated cause.

3) Lompoc Valley YMCA Board of Directors – May 2016 to Present

As a board member, I have supported fundraising campaigns to help our local Y offer positive programs for those most in need in our community. With my direct experience, I have also provided volunteer hours towards the training and development of the Y's front desk personnel.

4) Explore Lompoc – July 2014 to Present

Since its formation, I have served the organization - first as a volunteer Advisor to the Board, then as an elected Board Member, and starting Jan 2019, as Board President of the Board. I volunteer countless hours to spearhead the Marketing Committee, providing a clear vision and branding expertise to ensure a positive and authentic image for Lompoc in the travel marketplace.

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