



MEETING DATE: 04/04/2005

COUNCIL AGENDA REPORT

DATE: MARCH 31, 2005
TO: MAYOR AND TOWN COUNCIL
FROM: TOWN MANAGER, DEBRA FIGONE
SUBJECT: APPOINTMENTS TO BOARDS, COMMISSIONS, AND COMMITTEES.

DISCUSSION:

Interviews for Community Services Commission, General Plan Committee, and Transportation and Parking Commission were held prior to the March 21, 2005 Town Council Meeting. There were no applicants to the Community Service Commission. Bruce Entin had applied to the Transportation and Parking Commission, but was not present for interviews. Council interviewed Barbara Cardillo, Libby Lane, and Mark Sgarlato (incumbent) for the General Plan Committee.

The three applicants for the General Plan Committee have also indicated that they are interested in serving on the Community Service Commission or the Transportation and Parking Commission if they are not appointed to the General Plan Committee.

Following are the names of the applicants and the vacant positions. Council may appoint applicants to any of the vacant positions on the Community Services Commission, General Plan Committee, and Transportation and Parking Commission.

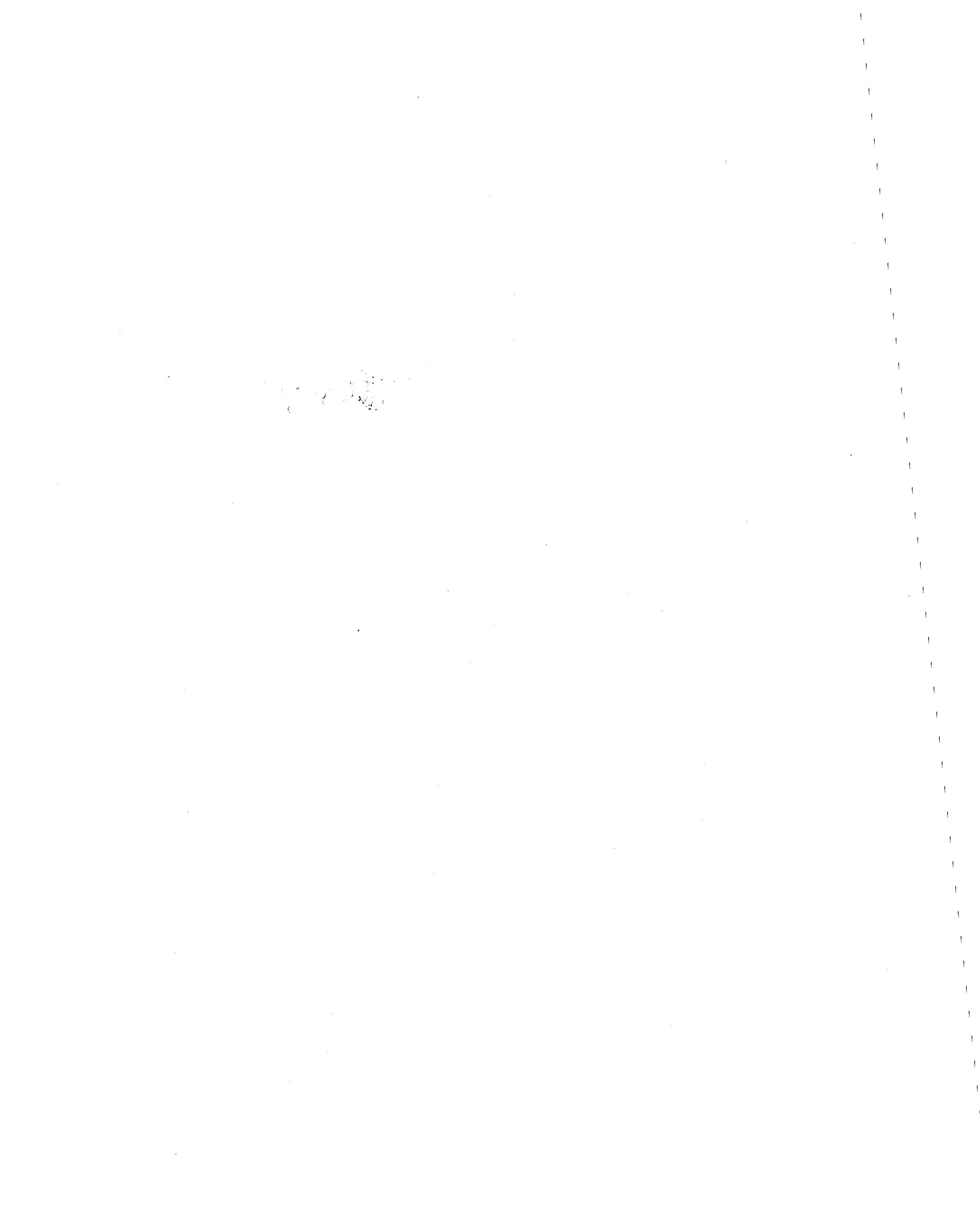
The Clerk Department will re-advertise vacancies not filled at tonight's meeting. The vacancies will be advertised during the month of April with a tentative closing date of May 20, 2005. Interviews will be tentatively scheduled for June 6, 2005, and appointments scheduled for June 20, 2005.

PREPARED BY:

Marlyn Rasmussen
Marlyn Rasmussen
Clerk Adminsitrator

N:\CLK\BOARDS & COMMISSIONS FILE\TCRPT_4-04-05.wpd

Reviewed by: Manager [initials] Asst. Manager [initials] Attorney [initials] Community Services
Community Development [initials] Library [initials] Parks [initials] Revised: 3/31/05 10:11 am



PAGE 2
MAYOR AND TOWN COUNCIL
SUBJECT: Commissions, Boards, and Committees
(03/31/05)

APPLICANTS:

Barbara Cardillo
Libby Lane
Mark Sgarlato - Incumbent to the General Plan Committee

POSITIONS:

Community Services Commission

One (1) Vacancy

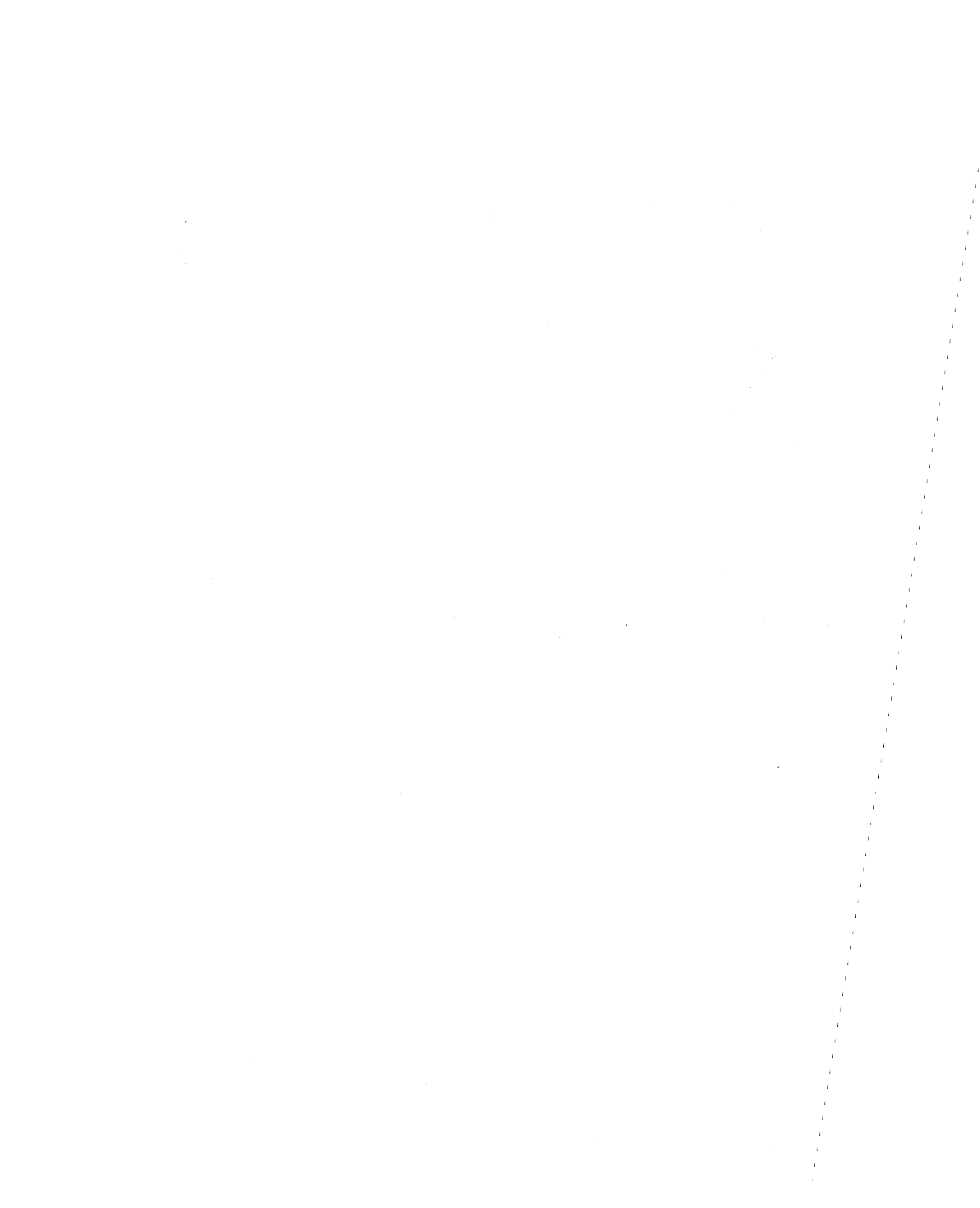
General Plan Committee

Two (2) Vacancies:

- * One property owner or manager of a business in Town.
- * One public representative.

Transportation and Parking Commission

One (1) Vacancy





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Marlyn Rasnussen
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Clerk Adminsitrator

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Reviewed by: ___ Manager PS Asst. Manager OL Attorney ___ Community Services
___ Community Development ___ Library ___ Parks Revised: 3/31/05 10:11 am

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MAYOR AND TOWN COUNCIL

SUBJECT: Commissions, Boards, and Committees

(03/31/05)

APPLICANTS:

Barbara Cardillo

Libby Lane

Mark Sgarlato - Incumbent to the General Plan Committee

POSITIONS:

Community Services Commission

One (1) Vacancy

General Plan Committee

Two (2) Vacancies:

- * One property owner or manager of a business in Town.
- * One public representative.

Transportation and Parking Commission

One (1) Vacancy



**TOWN OF LOS GATOS
GENERAL PLAN COMMITTEE APPLICATION**

FILED
FEB - 9 2005
TOWN OF LOS GATOS
CLERK DEPARTMENT

Submit to: Office of the Town Clerk
110 East Main Street, P.O. Box 949, Los Gatos, CA 95031
Telephone: (408) 354-6834 • Fax: (408) 354-8431 • Email: clerk@losgatos.org

Please type or print legibly

| | |
|---|--|
| * Last Name: <u>Cardillo</u> | * First Name: <u>Barbara</u> |
| * Address: <u>17256 Kalar Ct.</u> | * City: <u>Los Gatos</u> * Zip: <u>95032</u> |
| * Home Phone: <u>408-395-8214</u> | Work Phone: <u>408-348-4020</u> |
| Email: <u>Barbara@cardillo.com</u> | Fax: _____ |
| Present Employer: <u>Firetide, Inc.</u> | Job Title: <u>Vice President, Marketing</u> |
| Length of Residency in Los Gatos: <u>21 years</u> | |

* If appointed, this information will be made available to the public.

| Previously Held Elected or Appointed Governmental Positions | Position/Office Held | Dates |
|---|----------------------------------|----------------------|
| <u>None</u> | | |
| | | |
| | | |
| Civic or Charitable Organizations You Have Belonged To | Position/Office Held | Dates |
| <u>Leadership Los Gatos class</u> | <u>graduated</u> | <u>1983-84 class</u> |
| <u>Center for Living with Dying</u> | <u>volunteer</u> | <u>2001-2002</u> |
| Schools Attended/Attending | Major Subject and/or Grade Level | |
| <u>Stanford University</u> | <u>Ph.D. in Communication</u> | |

A separate application is required for each Commission. Please list other Commissions you are applying to:
None

Signature: Barbara Cardillo

Date: 2-9-05

What community needs would you like to specifically address?

- I am applying as a resident of the Town of Los Gatos.
- I am applying as a business property owner or manager in Los Gatos, but not necessarily as a Town resident.

1. Have you ever attended a General Plan Committee meeting? If so, please provide a summary of your impression of the meeting.

I have not attended a meeting, however I've spent time with one of the Committee members discussing the Committee and the Plan.

2. Describe your knowledge of the Town's General Plan?

Read it in Leadership Los Gatos class and became familiar with major issues as part of class.

3. What do you think the role of a committee member is in setting policies?

Members need to understand the vision and goals of the Plan and make informed decisions and policies to be implemented by town management.

4. What design or land use experience do you have that would be useful on the committee?

Just that of a homeowner, business person in town and what I learned in Leadership.

5. How would you describe your philosophy of planning?

Have a vision of the future. Understand needs of constituencies. Know financial parameters. Develop strategy with timeline and financials.

6. Have you discussed the role of a committee member with anyone on the Planning staff?

No - have discussed it with Fonce Kassig, Sandy Decker, and Deb Rigone.

17256 Nalor Court
Los Gatos, CA 95032

barbara@cardillo.com
408-348-4020

Barbara Cardillo

Skills: ability to think strategically and implement tactically; strong leadership abilities resulting in successful marketing teams and good cross-functional relationships; solid business capabilities including Business Plan development, managing P&L and a multi-product portfolio; excellent communicator.

Experience

Firetide Inc., Los Gatos, CA 2001-present
Co-founder and Vice President, Marketing

Firetide is a privately held mesh technology company that develops networking equipment to deploy wireless networks quickly, easily and affordably. Investors include Menlo Ventures, HMS Ventures, and Mitsui & Co. Venture Partners. Responsible for all aspects of marketing including building the marketing team, product management, channel marketing, marketing communications, public relations, and customer support.

Propel, San Jose, CA 1999-2001
Vice President, Corporate Marketing

Propel was a startup providing a platform and applications for building mission critical websites. Responsible for building the marketing team, positioning, pricing, competitive analysis, marketing communications, public relations, market research, and company business plan. Accomplishments include:

- Developed the Propel brand including company name, logo, website, and collateral. See www.propel.com.
- Reported to CEO and, as an officer of the company, developed the company business plan that was instrumental in successfully raising \$38M in Series B financing. Developed business model, pricing strategies, and P&L model.
- Responsible for customer research to define initial product suite; led the marketing efforts to launch the company and its first products.
- Through strong press relationships was able to get the cover story in Silicon Valley Magazine, April 2000, on creating a startup with a values-centered culture. As a result Propel was able to quickly build a quality team in a highly competitive hiring environment.

Ridge Technologies, San Jose, CA 1997-1998
Vice President, Marketing

Ridge Technologies was a startup that created RAID storage systems for the NT market. Responsible for branding, positioning, pricing, market research, marketing communications, website, public relations, and company business plan. Adaptec acquired the company in 1998.

Apple Computer, Cupertino, CA
Vice President, Powerbook Marketing

1988-1997
1996-1997

Managed the Powerbook product line, a \$1.5B business, including product roadmap, pricing, forecasting, product transitions, P&L, and business planning. Responsible for all marketing activities including product marketing, product introductions, collateral, website, public relations, and advertising. Heavy interaction with press and analysts. Accomplishments include:

- Through a close working relationship with the development team, drove new product definition and product roadmap for the highly successful Powerbook 1400 and 3400 products.
- Created the marketing strategy and programs to change public perception of the troubled Powerbook product line to a positive public reception of the Powerbook 1400 and 3400 products. Result was cover story positioning the new Powerbook 1400 as the "Volvo" of laptops.
- Carefully managed product transitions and pricing resulting in re-establishing healthy margins and returning Powerbook product line to profitability.

Director, Desktop Product Marketing
Product Line Manager

1994-1996
1992-1994

Initially managed the high-end product line, a \$3B business, and eventually managed all PowerMacs, Performas, servers, displays, and printers. Worked closely with engineering to develop product roadmap; responsible for MRDs, pricing, forecasting, positioning, naming, life-cycle management and product transitions, and product launch activities. Heavy interaction with press and analysts. Accomplishments include:

- Successful introduction of over 30 products for Apple Computer.
- Managed product portfolio and transitions resulting in increased revenues and higher overall margins.
- Led transition to the PowerMac brand including positioning, naming, forecasting, and partner relationships, resulting in excellent product availability with little excess inventory.
- Revitalized the Product Marketing team by establishing goals, processes, and positive relationships with the engineering and sales organizations.

Manager, Customer Research

1988-1991

Established a team to conduct product development research including market segmentation, product concept testing, naming and positioning research, and customer satisfaction.

Tymnet, San José, CA
Manager, Market Research

1984-1988

Responsible for all market research activities for this data networking company including primary research, industry analysis, and competitive analysis.

Education

Ph.D. in Communication, Stanford University
M.S. in Communication Research, Boston University
B.A. in English, University of Rhode Island



TOWN OF LOS GATOS

GENERAL PLAN COMMITTEE APPLICATION

FILED
FEB 11 2005
TOWN OF LOS GATOS
CLERK DEPARTMENT

Submit to: Office of the Town Clerk
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Telephone: (408) 354-6834 • Fax: (408) 354-8431 • Email: clerk@losgatosca.gov

Please type or print legibly

| | |
|---|--|
| * Last Name: <u>Lane</u> | * First Name: <u>Libby</u> |
| * Address: <u>78 Bentley Ave.</u> | * City: <u>Los Gatos</u> * Zip: <u>95020</u> |
| * Home Phone: <u>408 354-3437</u> | Work Phone: <u>n/a</u> |
| Email: <u>libbylane4@msn.com</u> | Fax: _____ |
| Present Employer: <u>Self employed, Bordersbooks parttime</u> Title: _____ | |
| Length of Residency in Los Gatos: <u>4 months - but lived here from 1975-1981</u> | |
| * If appointed, this information will be made available to the public. | |

| Previously Held Elected or Appointed Governmental Positions | Position/Office Held | Dates |
|--|----------------------------------|-------|
| <u>See cover letter</u> | | |
| | | |
| | | |
| Civic or Charitable Organizations You Have Belonged To | Position/Office Held | Dates |
| <u>See cover letter</u> | | |
| | | |
| | | |
| Schools Attended/Attending | Major Subject and/or Grade Level | |
| <u>San Jose State University</u> | <u>B.A. Journalism, 1951</u> | |
| <u>San Jose State University</u> | <u>B.A. Sociology, 1971</u> | |
| A separate application is required for each Commission. Please list other Commissions you are applying to: | | |
| | | |

Signature: Libby Lane

Date: 2/10/05

What community needs would you like to specifically address?

I am applying as a resident of the Town of Los Gatos.

I am applying as a business property owner or manager in Los Gatos, but not necessarily as a Town resident.

1. Have you ever attended a General Plan Committee meeting? If so, please provide a summary of your impression of the meeting. I have not attended a GP Committee meeting because I decided to apply too late. However as a reporter for 18 years and a public information officer for a county, I have observed hundreds of elected + appointed boards conduct business.
2. Describe your knowledge of the Town's General Plan? By the time of interviews I will have read plan, talked to community development director + chairperson of committee. I just saw in paper that the position had not been filled, so my preparation was very short.
3. What do you think the role of a committee member is in setting policies? The Town Council sets policy. It is the committee's responsibility to review information, listen to the public and make a recommendation to the council.
4. What design or land use experience do you have that would be useful on the committee? As a newspaper reporter for 18 years for 6 papers, I have written extensively on general plans, hearings, updates and amendments. I was married to a Community Development director for 20 years. And I worked as the public information officer for Stanislaus County, which required that I attend hearings and write simple but thorough explanations of process + contents.
5. How would you describe your philosophy of planning? Planning a community should be from the bottom up meaning it's the community's plan for how the town should look, where homes should be as well as business + industry. In Los Gatos, preserving the beauty of the hills and creating open spaces would be a top priority for me.
6. Have you discussed the role of a committee member with anyone on the Planning staff? Since I just learned of opening on 2/10/05, I have not. But I will by the time of interview.

Libby Lane
78 Bentley Ave. #9
Los Gatos, CA 95030
408 354.5437

February 10, 2005

Dear Town Council Members,

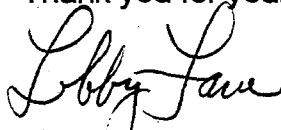
I am attaching a cover letter to my application to present additional information. I have only lived in Los Gatos for six months but consider Los Gatos my home. I lived here from 1975-1981 and then moved away after I got married. I, however, continued to return here to visit with friends and family. In June 2004, I had an opportunity to change my life completely and knew that there was only one place I wanted to live - Los Gatos. I returned in September and truly feel like I am home.

When I first arrived, I saw that the Council was looking to make appointments to various committees/commissions. I wanted to apply then but felt that it was a little presumptuous since I had only just moved here. Then last week when I noticed in the paper that the Council still had some appointments to make, I decided to go for it anyway.

The General Plan Committee appeals to me for several reasons. I know that a general plan, as the blue print for land use in a community, is critical to ensuring not only the character but the economic vitality of a place. As you will notice, I have not served as an elected or appointed official. There is a reason for that. For most of the 24 years since I left Los Gatos, I was a newspaper reporter and generally prohibited from serving and writing about the same community. Being a reporter, however, exposed me to local land-use planning. I have covered and reported on many land use issues in various cities and counties, including adoptions of new general plans and amendments. Land use was always the most interesting issue to cover. Furthermore, my husband of 20 years was a community development director.

I am very eager to get involved in the government of my community. I am one of those somewhat rare people who likes government and believes that government can be good. After leaving journalism and before returning here, I worked for Stanislaus County - first as a field representative for a county supervisor and then as the county's public information officer.

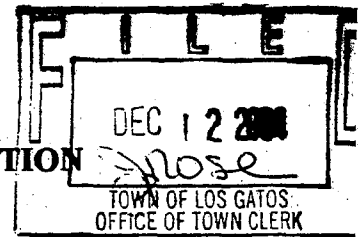
Thank you for your consideration.


Libby Lane





TOWN OF LOS GATOS GENERAL PLAN COMMITTEE APPLICATION



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Telephone: (408) 354-6834 • Fax: (408) 354-8431 • Email: clerk@losgatosca.gov

Please type or print legibly

| | |
|--|--|
| * Last Name: <u>MARK SCARLATO</u> | * First Name: <u>MARK</u> |
| * Address: <u>135 RIVIERA DR #514</u> | * City: <u>LOS GATOS</u> * Zip: <u>95032</u> |
| * Home Phone: <u>(408) 354-7950</u> | Work Phone: <u>(408) 536-6305</u> |
| Email: <u>MSGARLAT@COMCAST.NET</u> | Fax: _____ |
| Present Employer: <u>ADOBE SYSTEMS, INC</u> | Job Title: <u>SOFTWARE ENGINEER</u> |
| Length of Residency in Los Gatos: <u>8 yrs</u> | |

* If appointed, this information will be made available to the public.

| Previously Held Elected or Appointed Governmental Positions | Position/Office Held | Dates |
|---|----------------------------------|-------|
| GENERAL PLAN COMMITTEE | Public Rep / Vice Chair | 2004 |
| | | |
| Civic or Charitable Organizations You Have Belonged To | Position/Office Held | Dates |
| | | |
| | | |
| Schools Attended/Attending | Major Subject and/or Grade Level | |
| | | |
| | | |

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Signature: Mark Scarlato

Date: 12/13/04

What community needs would you like to specifically address?

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1. Have you ever attended a General Plan Committee meeting? If so, please provide a summary of your impression of the meeting. Excellentlly organized and prepared for. Great
Accountability and transparent. WORKFLOWS.
2. Describe your knowledge of the Town's General Plan? About 30% complete, main
Focus on Land use and Commercial development
3. What do you think the role of a committee member is in setting policies? Provide feedback
to guide stake in creating PLAN
4. What design or land use experience do you have that would be useful on the committee? _____
1 yr Svc on GPC
5. How would you describe your philosophy of planning? Conseruitive progress
with an edge toward furthering opportunities that will
benefit the town's wholeness as a Community
6. Have you discussed the role of a committee member with anyone on the Planning staff? _____
Sure



MEETING DATE: 04/04/2005

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PREPARED BY: Marlyn Rasmussen
Clerk Adminsitrator

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Community Development Library Parks Revised: 3/31/05 10:11 am

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Libby Lane

Mark Sgarlato - Incumbent to the General Plan Committee

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One (1) Vacancy

General Plan Committee

Two (2) Vacancies:

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Transportation and Parking Commission

One (1) Vacancy