File No. 120579

Committee Item No. 2
Board Item No. _____

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Rules **Date** 6/7/12

Board of Supervisors Meeting **Date** _____

Cmte	Board	
☐	☐	Motion
☐	☐	Resolution
☐	☐	Ordinance
☐	☐	Legislative Digest
☐	☐	Budget Analyst Report
☐	☐	Legislative Analyst Report
☐	☐	Youth Commission Report
☐	☐	Introduction Form (for hearings)
☐	☐	Department/Agency Cover Letter and/or Report
☐	☐	MOU
☐	☐	Grant Information Form
☐	☐	Grant Budget
☐	☐	Subcontract Budget
☐	☐	Contract/Agreement
☐	☐	Award Letter
☒	☐	Application
☐	☐	Public Correspondence

OTHER **(Use back side if additional space is needed)**

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Completed by: Linda Wong **Date** 6/4/12
Completed by: _____ **Date** _____

An asterisked item represents the cover sheet to a document that exceeds 25 pages. The complete document is in the file.

Board of Supervisors
City and County of San Francisco
1 Dr. Carlton B. Goodlett Place, Room 244
(415) 554-5184 FAX (415) 554-7714

Application for Boards, Commissions and Committees

Application for Appointment to: Balboa Park Area Station Plan Citizens Advisory Committee
Name of Board, Commission, Committee, or Task Force

Seat # or Category (If applicable): District: 11

Name: Robert Muehlbauer

Home Address: — Majestic Ave. San Francisco, Ca. Zip: 94112

Home Phone: 415 —— Occupation: retired

Work Phone: none Employer: none

Business Address: none Zip: none

Business E-Mail: none Home E-Mail: —— @live.com

Check All That Apply:

A citizen of the United States. ☑ At least 18 years old on or before Election Day. ☑

Not in prison or on parole for a felony conviction ☑

A resident of San Francisco ☑ Yes: ☐ No: (Place of Residence):

Please state your qualifications (attach supplemental sheet if necessary)

25 year career managing affordable housing, economic development and neighborhood preservation programs for local government. Ingleside resident, homeowner for over 30 years. Attend City College; active walker, public transit rider.

Education:

BA Urban Studies; BA Social Work Education, San Francisco State University, 1977

Business and/or professional experience:

Neighborhood Improvement and Housing Manager, City of San Mateo, CA. 94403 1985 - 2008
Housing Conservation and Development Corporation, San Francisco, CA 94112 1980 - 1984

Civic Activities:

Am interested in and contribute my time to community efforts aimed at improving Balboa Park station. The former Geneva Car Barn can is a historic focal point. I want quality design and infrastructure at this high-use location.

Ethnicity: (optional) caucasian Sex: (optional) ☑ M ☐ F

Have you attended any meetings of the Board/Commission to which you wish appointment? ☐ Yes ☑ No

For appointments by the Board of Supervisors, appearance before the RULES COMMITTEE is a requirement before any appointment can be made.
(Applications must be received 10 days before the scheduled hearing.)
(Please Note: Once Completed, this form, including all attachments, become public record)

Date: May 8, 2012 **Applicant's Signature: (required)** Robert Muehlbauer

Please Note: Your application will be retained for one year.

FOR OFFICE USE ONLY:
Appointed to Seat #:_____ Term Expires:_____ Date Seat was Vacated: _____

12/04/09

ROBERT MUEHLBAUER

Experience

City of San Mateo — **San Mateo, CA**

Neighborhood Improvement and Housing Manager — *1994 to ~~present~~* 2008

Plan, organize and implement housing and neighborhood preservation programs in San Mateo. Responsible for all housing, code enforcement, social service sub-recipient grants and related neighborhood preservation programs. Manage Redevelopment Housing Set-Aside, Community Development Block Grant, HOME and other funds with total capital and operating budget of $7.0 million.

Housing Coordinator — *1990 to 1994*

Housing Specialist — *1986 to 1990*

Summary of Qualifications

Ability to:

- Direct, supervise, motivate and evaluate the work of professional and administrative staff,
- Communicate effectively with a wide range of people including the general public, elected officials, other operating departments, commissioners, business organizations,
- Develop and promote a comprehensive work program,
- Coordinate and carry complex projects through to completion,
- Work under pressure and meet deadlines,
- Interpret and apply federal, state and local rules, regulations and ordinances governing land use, housing, building, redevelopment, code enforcement, general government,
- Develop, gain approvals for and implement innovative housing and economic development programs,
- Communicate succinctly both orally and in writing and prepare clear and concise records, reports, agreements, press releases, and correspondence.

Skills:

- Operating budgets and capital project finance,
- Affordable housing development and finance.
- Historic preservation and adaptive reuse,
- Housing rehabilitation programs,
- First-time homebuyer programs,
- Land acquisition,
- Property inspection for housing, zoning, nuisance and housing quality standards,
- Redevelopment Agencies, and tax increment application,
- Community Development Block Grant and HOME Investment Partnership Act,
- Federal and State Tax Credits, Mortgage Credit Certificates,
- For-profit and non-profit sectors for affordable housing and social service programs.

7 Majestic Avenue, San Francisco, CA 94112

~~Work phone (650)522-7222~~

~~E-Mail rmuehlbauer@cityofsanmateo.org~~

Professional Achievements and Experience

- Division head for Neighborhood Improvement and Housing within Community Development Department, directly managing a budgeted staff of 10.
- Over twenty years experience in affordable housing production and housing rehabilitation programs.
- Fifteen years experience in first-time homebuyer programs,
- Fifteen years experience in downtown revitalization, preservation, adaptive re-use, and seismic safety,
- Ten years experience in code enforcement and neighborhood preservation,
- Distinguished Leadership Award in 1993 for affordable housing
- California Preservation Foundation 1999 President's award for comprehensive neighborhood preservation program and 1999 Outstanding Design award for Adaptive reuse (Hotel St Matthews).
- Awarded Peninsula Interfaith Action (PIA) San Mateo Organizing Group's "Community Hero" in 2002 for support of affordable housing.

Housing Conservation and Development Corporation **San Francisco, CA**
Executive Director *1980 to 1984*

Citizens Action League **San Francisco, CA**
Community Organizer *1976 to 1979*

Education, Qualification, Affiliations

BA Urban Studies; BA Social Work Education, San Francisco State University, 1977
Member - California Preservation Foundation
Associate Member – Urban Land Institute
Associate Member – California Redevelopment Association
Member – California Code Enforcement Officers Association

— Majestic Avenue, San Francisco, CA 94112
~~Work phone (650)522-7222~~
~~E-Mail rmuehlbauer@cityofsanmateo.org~~

Board of Supervisors
City and County of San Francisco
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Application for Boards, Commissions and Committees

Application for Appointment to: Balboa Park Station Citizens Advisory Committee
Name of Board, Commission, Committee, or Task Force

Seat # or Category (If applicable): Any seat except seats #4, 7 or 8 District: 11
seats 1, 2, 3, 5, 6, 9

Name: Daniel Weaver

Home Address: —, Jules Ave., San Francisco Zip: 94112

Home Phone: 415- — Occupation: urban and community planner

Work Phone: 415-307-8603 Employer: self-employed

Business Address: same as home Zip:

Business E-Mail: djpweaver@Yahoo.com Home E-Mail: — @Yahoo.com

Check All That Apply:

A citizen of the United States. ☑ At least 18 years old on or before Election Day. ☑

Not in prison or on parole for a felony conviction ☑

A resident of San Francisco ☑ Yes: ☐ No: (Place of Residence):

Please state your qualifications (attach supplemental sheet if necessary)

I am very active in the Balboa Park Station community. I am an active member of the District 11 Council, OMI Neighbors in Action, the Ocean Avenue Association and the Geneva Car Barn and Powerhouse project.

Education:

Ph D. in Political Science from the University of Hawaii

Business and/or professional experience:

I have worked for both engineering and architecture-planning firms. I am a member of the American Institute of Certified Planners.

Civic Activities:

Vice-Chair of the MTA CAC, founding Chair of the San Francisco Public Library CAC, Chair of the San Francisco BOS Utility Under-grounding Task Force.

Ethnicity: (optional) Sex: (optional) ☐ M ☐ F

Have you attended any meetings of the Board/Commission to which you wish appointment? ☐ Yes ☑ No

For appointments by the Board of Supervisors, appearance before the RULES COMMITTEE is a requirement before any appointment can be made.
(Applications must be received 10 days before the scheduled hearing.)
(Please Note: Once Completed, this form, including all attachments, become public record)

Date: May 21, 2012 **Applicant's Signature: (required)** Dan Weaver

Please Note: Your application will be retained for one year.

FOR OFFICE USE ONLY:
Appointed to Seat #:_____ Term Expires:_____ Date Seat was Vacated: _____

12/04/09

Board of Supervisors
City and County of San Francisco
1 Dr. Carlton B. Goodlett Place, Room 244
(415) 554-5184 FAX (415) 554-7714

Application for Boards, Commissions and Committees

Application for Appointment to: Balboa Park Station Communitty Advisory Committee
Name of Board, Commission, Committee, or Task Force

Seat # or Category (If applicable): All except 5 and 7. - Seats 1, 2, 3, 4, 6, 8, 9 District: 7

Name: Alexander Mullaney

Home Address: — Head St. San Francisco CA Zip: 94132

Home Phone: (415) — Occupation: Student/Neighborhood Newspaper Publisher/Editor

Work Phone: Employer:

Business Address: 855 Head St. San Francisco CA Zip: 94132

Business E-Mail: publisher@inglesidelight.com Home E-Mail: — @gmail.com

Check All That Apply:

A citizen of the United States. ☑ At least 18 years old on or before Election Day. ☑

Not in prison or on parole for a felony conviction ☑

A resident of San Francisco ☑ Yes: ☐ No: (Place of Residence):

Please state your qualifications (attach supplemental sheet if necessary)

Involved in Balboa Park transit neighborhood development as an active neighbor for 4 years as well as the District 11 Council and the OMI-Neighbors in Action.

Education:

San Francisco State University, B.A. in Creative Writing in progress (2011-2013)

Business and/or professional experience:

Publisher/Editor of The Ingleside Light, 2008-to present
Operations Director for the San Francisco Neighborhood Newspaper Association, 2012-to present

Civic Activities:

Board member and treasurer for the Friends of the Geneva Car Barn and Powerhouse project, a 501c3 non-profit
Member of Ocean Avenue Association Community Benefit District Beautification and Streetscape Committee

Ethnicity: (optional) Hispanic Sex: (optional) ☑ M ☐ F

Have you attended any meetings of the Board/Commission to which you wish appointment? ☐ Yes ☑ No

For appointments by the Board of Supervisors, appearance before the RULES COMMITTEE is a requirement before any appointment can be made.
(Applications must be received 10 days before the scheduled hearing.)
(Please Note: Once Completed, this form, including all attachments, become public record)

Date: May 25 2012 **Applicant's Signature: (required)** Alexander Mullaney

Digitally signed by Alexander Mullaney
DN: cn=Alexander Mullaney, o, ou, email=amullaney@gmail.com, c=US
Date: 2012.05.25 14:02:15 -07'00'

Please Note: Your application will be retained for one year.

FOR OFFICE USE ONLY:
Appointed to Seat #:_____ Term Expires:_____ Date Seat was Vacated: _____

12/04/09

Board of Supervisors
City and County of San Francisco
1 Dr. Carlton B. Goodlett Place, Room 244
(415) 554-5184 FAX (415) 554-7714

Application for Boards, Commissions and Committees

Application for Appointment to: Balboa Park Station Community Advisory Committee
Name of Board, Commission, Committee, or Task Force

Seat # or Category (If applicable): seats 2, 3, 6, 7, 9 District: 11

Name: Scott Falcone

Home Address: — Onondaga Ave, SF, CA Zip: 94112

Home Phone: 415 — Occupation: Affordable Housing Development Consultant

Work Phone: 415-218-0411 Employer: Self

Business Address: 168 Onondaga Ave, SF, CA Zip: 94112

Business E-Mail: scott@falconedevelopment.com Home E-Mail: — @sbcglobal.net

Check All That Apply:

A citizen of the United States. ☑ At least 18 years old on or before Election Day. ☑

Not in prison or on parole for a felony conviction ☑

A resident of San Francisco ☑ Yes: ☐ No: (Place of Residence):

Please state your qualifications (attach supplemental sheet if necessary)

I have lived near Balboa Park for over 10 years and have been an active member of many neighborhood organizations and activities. I also have 12 years of experience as an urban planner and developing affordable housing.

Education:

BA from Wesleyan University
Master's in City and regional Planning from UC Berkeley

Business and/or professional experience:

Developed affordable housing and mixed-use developments in San Francisco. Studied urban planning and have interned at community-based organizations and with MOCD.

Civic Activities:

Member of neighborhood food pantry and Lions Club. Have been actively involved in parks improvement planning, commercial street improvement activities, and affordable housing feasibility activities.

Ethnicity: (optional) Caucasian Sex: (optional) ☑ M ☐ F

Have you attended any meetings of the Board/Commission to which you wish appointment? ☐ Yes ☑ No

For appointments by the Board of Supervisors, appearance before the RULES COMMITTEE is a requirement before any appointment can be made.
(Applications must be received 10 days before the scheduled hearing.)
(Please Note: Once Completed, this form, including all attachments, become public record)

Date: 5/29/12 **Applicant's Signature: (required)** [signature]

Please Note: Your application will be retained for one year.

FOR OFFICE USE ONLY:
Appointed to Seat #:_____ Term Expires:_____ Date Seat was Vacated: _____

12/04/09

Board of Supervisors
City and County of San Francisco
1 Dr. Carlton B. Goodlett Place, Room 244
(415) 554-5184 FAX (415) 554-7714

Application for Boards, Commissions and Committees

Application for Appointment to: Balboa Park CAC
Name of Board, Commission, Committee, or Task Force

Seat # or Category (If applicable): Community Advisory Committee , Seat G District: 11/7

Name: Catherine Hickey

Home Address: — 65th Street, Oakland CA Zip: 94609

Home Phone: 650-[redacted] Occupation: Executive Director

Work Phone: 650-273-6223 Employer: Ocean Avenue Association

Business Address: 1728 Ocean Avenue, PMB 154 Zip: 94112

Business E-Mail: info.oacbd@gmail.com Home E-Mail: [redacted]@gmail.com

Check All That Apply:

A citizen of the United States. ☑ At least 18 years old on or before Election Day. ☑

Not in prison or on parole for a felony conviction ☑

A resident of San Francisco ☐ Yes: ☑ No: (Place of Residence): Oakland

Please state your qualifications (attach supplemental sheet if necessary)

The OAA is a new CBD serving Ocean Avenue from I-280 to Manor Drive in the OMI. OAA's mission is to revitalize our main street through sanitation, safety programs, marketing, and advocacy for business and property owners.

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BOARD OF SUPERVISORS
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Education:

BA Economic Development / Latin American Studies, University of Cincinnati, OH

Business and/or professional experience:

See resume and statement regarding additional qualifications.

Civic Activities:

Member of the News Rack Advisory Committee, OMI-CC Executive Committee

Ethnicity: (optional) Sex: (optional) ☐ M ☐ F

Have you attended any meetings of the Board/Commission to which you wish appointment? ☑ Yes ☐ No

For appointments by the Board of Supervisors, appearance before the RULES COMMITTEE is a requirement before any appointment can be made.
(Applications must be received 10 days before the scheduled hearing.)
(Please Note: Once Completed, this form, including all attachments, become public record)

Date: 4/25/12 **Applicant's Signature: (required)** [signature]

Please Note: Your application will be retained for one year.

FOR OFFICE USE ONLY:
Appointed to Seat #:_____ Term Expires:_____ Date Seat was Vacated: _____

12/04/09

Ocean Avenue Association / Catherine Hickey Statement of Experience

The Ocean Avenue Association (OAA) is a new Community Benefit District (CBD) which began services in July 2011 along the Ocean Avenue corridor in the Ocean-Merced-Ingleside (OMI) neighborhood. OAA's mission is to revitalize the Ocean Avenue corridor from Interstate 280 to Manor Drive through sanitation, safety programs, marketing, promotion and advocacy for property and business owners.

OAA's predecessor, the Ocean Avenue Revitalization Collaborative (OARC), worked with merchants, property owners and residents on the Ocean Avenue commercial corridor since 2005. OARC's goals were to address street level issues through corridor revitalization programs. The OAA, continues to carry out a similar mission but by virtue of being a CDB, is able to engage in longer-term economic development strategies. The mobilization of merchants and community stakeholders are key to improving the overall health of Ocean Avenue.

The OAA is committed to making the Ocean Avenue corridor a vibrant and safe place by providing programs and services that improve the quality of life for those who live and work in the community. Entrepreneurs, merchants and neighborhood stakeholders benefit from the CBD in numerous ways. The OAA provides supplemental sanitation services 6 days a week, inclusive of sidewalk sweeping, reporting incidents to 311, graffiti removal from private and public property and power washing of sidewalks and transit boarding islands.

The OAA also advocates for local businesses by reaching out to elected officials and City agencies on topics such as zoning, urban design, and tax policy. The CBD also serves as an ombudsman, helping member's access public services.

Catherine Hickey, the Executive Director, has extensive experience in community and economic development and the community planning process. She knows how to leverage resources and mobilize stakeholders, and is one of the best possible champions and advocates for change in the district.

Being part of the Balboa Park Community Advisory Committee will tie in the retail and allow for faster dissemination of information to businesses and property owners. In turn, it will provide input from these two important groups.

Catherine Hickey

[illegible] 65th Street
Oakland, CA 94609
(718) [illegible]
[illegible]@gmail.com

Senior Community Development Executive with over 10 years of success in community and economic development. Practiced in community revitalization strategies; results driven with a proven record of solving issues at the grass roots level. Skilled in community planning, business attraction, retention, and revitalization initiatives that effectively re-invigorate retail districts. Adept at coalition building among organizations, businesses, community groups and elected officials that leverage existing resources to facilitate change. Strong background in fundraising, project development, program management, social media marketing and public speaking.

PROFESSIONAL EXPERIENCE

Ocean Avenue Association – San Francisco, CA
Executive Director, September 2011 to Present
Directly responsible for board development, strategic planning, fundraising, and implementing and coordinating district-wide initiatives.

- Prepared annual budget for FYs 2010-2011 and 2011-2012. Received full board approval.
- Recruited five new board members from the community. Increased board size from five to ten.
- Advocate on behalf of the 150 businesses in the district.
- Oversee community needs study, branding, and retail recruitment.
- Organizing Business Watch with SFSafe to create awareness and implement public safety program for the retail corridor.
- Liaison with local police, city agencies, community members and local organizations to discuss and resolve district issues.

MetroTech Business Improvement District - Brooklyn, New York
Director of Retail and Commercial Development, September 2007 – present
Create and supervise programs that improve the retail climate and Business Improvement District (BID)-related activities including planning and implementation of retail, office, and commercial development programs.

- Develop, implement, and administer "BID Stimulus Package" to help existing businesses during economic downturn; interviewed, hired and manage consultants who provide in-depth business analysis, visual merchandising, store window display assistance, and storefront improvement. Turned around three failing businesses, 75% increase in holiday window displays, subsidized 7 new business signs totaling $24,000.
- Link existing businesses with lenders. To date brokered $500,000 in loans resulting in expansion of local businesses.
- Conceived of and curate two innovative art programs; Willoughby Windows transforms a stalled redevelopment property into a gallery using 12 vacant storefronts. City Walls provides three emerging Brooklyn artists the opportunity to create and install murals on blue construction walls on Duffield, Bridge and Lawrence Streets. Received local, national and international media coverage.
- Direct retail-driven social media campaigns utilizing Twitter and Facebook to drive traffic to BID website and local retailers. Increased interaction with constituents by 89%.
- Organizer of newly formed Downtown Brooklyn Resident Steering Committee; develop agendas, facilitate meetings, act as liaison, oversee communication system and databases, and recruit volunteers.
- Administer $880,000 sanitation contract with Atlantic Maintenance and $300,000 programmatic budget focusing on business retention, marketing, and promotion.

Flatbush Development Corporation - Brooklyn, NY
Director of Economic Development, June 2004 to May 2007
Recruited by Executive Director to turn around failing economic development program for the Flatbush community, population 168,000. Responsibilities included creating a Business Improvement District, completing new streetscape projects, main street revitalization marketing, and merchant organizing.

- Managed $8,550,000 in streetscape projects for local commercial corridors and negotiated maintenance contracts with NYC Department of Transportation and NYC Transit.
- Administered government and private contracts, published reports on work completed and prepared annual budgets. Increased programmatic revenue from $76,000 to $230,000.
- Led an 11-step New York City process to establish the Flatbush Nostrand Junction BID in Central Brooklyn; facilitated Steering Committee meetings and delegated tasks to ensure completion. BID approved by City Council in 2005.
- Oversaw comprehensive neighborhood retail study by hiring consultant and facilitating community planning session to discuss issues affecting three retail districts in Central Brooklyn, impacting 380 local businesses.
- Successfully organized two merchant associations, 170 businesses total. Average participation grew over two years from 4 to 90 dues paying members.
- Re-drafted and amended merchant organization by-laws for Newkirk Plaza and Cortelyou Road Associations; held first election of board members in 7 years, and increased community and retail participation in street level functions.
- Provided technical assistance to over 20 entrepreneurs resulting in 10 new businesses opening on Cortelyou Road.
- Developed new strategic partnerships with community based organizations, elected officials, businesses, educational, and other private groups to solve community issues at the local level.
- Spoke on retail revitalization strategies and outcomes to universities, community boards, and organizations.

St. Nicholas Neighborhood Preservation Corporation - Brooklyn, NY
Small Business Development Manager, February 2003 to June 2004
Re-launched the Entrepreneurial Assistance Center to serve the East Williamsburg-Greenpoint section of Brooklyn. Consulted with entrepreneurs to develop business plans, financial pro-formas, and marketing plans, and secured financing for start-ups operations.

- Provided one-on-one technical assistance to 250 entrepreneurs; 20 opened brick and mortar stores throughout Brooklyn, brokered $650,000 in start-up loans to first time entrepreneurs.
- Designed curriculum and taught five 60-hour small business courses covering incorporation, cash flow management, incorporation, inventory, capital and business plans. Graduated 68 individuals.
- Raised $25,000 from Citibank Partners in Progress to implement Individual Development Account program for low-income entrepreneurs to build assets and wealth.

Lower East Side People's Federal Credit Union - New York, NY
Microenterprise and Small Business Loan Officer, October 2001 to February 2003
Directly responsible for the development, implementation, and management of Small Business lending program.

- Created small business lending program, loan amounts from $25,000-$125,000. Administered loan portfolio of $380,000.
- Evaluated, underwrote, and recommended loans to credit committee concerning microenterprise and small business loan applications. Originated 50 loans with successful zero default rate.
- Led successful certification for Small Business Administration 7(a) Guarantee Program, increase of loan amount to $250,000.
- Received grant of $292,500 from Empire State Development Corporation's WTC Disaster Recovery Loan Program to assist businesses affected by the September 11th attacks.

EDUCATION
University of Cincinnati. 2001. B.A., Latin American Studies and Economic Development

BOARD MEMBERSHIPS
Flatbush Development Corporation, Secretary

San Francisco
BOARD OF SUPERVISORS

Date Printed: May 30, 2012 Date Established: February 28, 2012

Active

BALBOA PARK STATION COMMUNITY ADVISORY COMMITTEE

Contact and Address:

Phone:
Fax:
Email:

Authority:

Resolution No. 63-12

Board Qualifications:

The CAC shall have a minimum of five voting members and no more than nine, representing diverse capacities and backgrounds, who also have a stake in the neighborhoods served by Balboa Park Station. The seats to be filled shall represent the following stakeholder groups: 1) Muni rider interests; 2) BART rider interests; 3) pedestrian and bicycle interests; 4) students, faculty and staff (particularly from City College or other area schools; 5) senior/disabled community; 6) community and economic development; 7) land use and housing; 8) youth and families; and 9) neighborhood resident interests.

The Board of Supervisors established the Balboa Park Community Advisory Committee (CAC) for the purpose of providing input and community oversight on the prioritization and implementation of transportation and other public improvements; relaying information to community stakeholders; and serving as a forum for coordination, information-sharing, and collaboration between community, transportation agencies, and developers.

That CAC meetings shall be held at the minimum of once every quarter, and the CAC meetings shall be open to the public, providing opportunities for the community to receive station-related information and reports. Public postings and announcements shall be used to raise awareness regarding the meetings.

Sunset Date: The CAC shall sunset two years after the date of the first meeting, unless the Board of Supervisors, by resolution extends its term, based on community need and progress on projects.