



Board of Supervisors
City and County of San Francisco
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BOARD OF SUPERVISORS
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BY

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Application for Boards, Commissions, Committees, & Task Forces

Name of Board, Commission, Committee, or Task Force: Balboa Park Station CAC

Seat # or Category (If applicable): Seat # 2 (Bart riders interest) District: 7

Name: Luis Licea

Home Address: [Redacted] San Francisco, CA Zip: 94112

Home Phone: [Redacted] Occupation: Small Business Program Manager

Work Phone: (415) 691-5117 Employer: Ocean Avenue Association

Business Address: 1728 Ocean Avenue PMB 154, San Francisco, CA Zip: 94112

Business E-Mail: luis.oacbd@gmail.com Home E-Mail: [Redacted]

Pursuant to Charter Section 4.101 (a)2, Boards and Commissions established by the Charter must consist of electors (registered voters) of the City and County of San Francisco. For certain other bodies, the Board of Supervisors can waive the residency requirement.

Check All That Apply:

Registered voter in San Francisco: Yes [] No [] If No, where registered: _____

Resident of San Francisco [] Yes [] No If No, place of residence: _____

Pursuant to Charter section 4.101 (a)1, please state how your qualifications represent the communities of interest, neighborhoods, and the diversity in ethnicity, race, age, sex, sexual orientation, gender identity, types of disabilities, and any other relevant demographic qualities of the City and County of San Francisco:

Since I've been employed with Ocean Avenue Association, I have witnessed how direct democracy and community participatory governance functions and realized that every day citizens actually have a role in making public policy. Being born and raised in San Francisco, I've interacted with people of different races and social backgrounds on a daily basis. The communities of the Ingleside, Excelsior, Bayview and the Mission were home to me. During this time I've built a number of networks of relationships that bridge the traditional divide of race, class, and socioeconomic status. I have learned when groups of participants with different races and backgrounds listen to one another, new insights and ideas are gained. This group of people soon start to learn from one another and begin to work together. Their participation in the group helps to cement strong relationships among one another and these relationships in turn make the process more effective. In today's environment, it takes a great amount of diverse resources to solve complex problems. Civic service to me means having a sense of personal ownership of one's role as a citizen/community member in making our society work better and for the greater good. I believe through civic engagement, as a citizen, I am a source of solutions, not just a beneficiary.

Business and/or professional experience:

Ocean Avenue Association, 1728 Ocean Avenue PMB 154, San Francisco, CA, 2014 - Present
Small Business Program Manager

- I provide technical business assistance to small businesses along the Ocean Avenue Corridor in the areas of small business loans, ADA compliance, and business plan creation.
- I help strengthen small minority owned businesses to become more adaptive and competitive through the use of new business solutions in the form of new technologies, software and better business operating practices.
- I work in conjunction with the San Francisco Office of Economic Workplace Development and the San Francisco Planning Department to assist businesses located along the Ocean Avenue corridor.

Abellana Construction, 1000 Continentals Way, Belmont, CA 2010 - 2014
Business Development.

- I formulated and implemented sales initiatives and marketing strategies.
- I also analyzed feedback from clients and initiated service improvements.

US Bank, 1601 Mission St 1st Floor, San Francisco, CA 2007 - 2010
Universal Banker

- I proactively met with customers to identify needs and goals.
- I provided customers with issue resolution, research, and inquiries.

Civic Activities:

I assist small business owners by analyzing their business operations, uncover any missed opportunities overlooked by the small business and matching them to the correct city agency or city sponsored program in order to increase their competitiveness, but also increase economic activity along the Ocean Avenue Corridor.

I have helped teach and mentor at risk high school students from Mission high School and Balboa High School to provide guidance and support in their personal and academic growth.

On many occasions, I speak on behalf of Mission Preparatory School when it comes time for renewing and expanding their charter before the San Francisco Unified School District Committee hearings.

Collaborating with community leaders regarding the maintenance and upgrading of children play structures for Temporary Tot Tending in South San Francisco, with the help of former colleagues in the construction trade.

I also assist in the setup of holiday displays for the St Finn Barr Latino Club.

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.)

Date: 05/18/2016 Applicant's Signature: (required) Luis Licea

(Manually sign or type your complete name.
NOTE: By typing your complete name, you are hereby consenting to use of electronic signature.)

Please Note: Your application will be retained for one year. Once Completed, this form, including all attachments, become public record.

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

01/20/12