

File No. 150539

Committee Item No. 3

Board Item No. \_\_\_\_\_

# COMMITTEE/BOARD OF SUPERVISORS

## AGENDA PACKET CONTENTS LIST

Committee: Rules Committee

Date June 25, 2015

Board of Supervisors Meeting

Date \_\_\_\_\_

### Cmte Board

- |                                     |                          |  |
|-------------------------------------|--------------------------|--|
| <input type="checkbox"/>            | <input type="checkbox"/> | Motion                                       |
| <input type="checkbox"/>            | <input type="checkbox"/> | Resolution                                   |
| <input type="checkbox"/>            | <input type="checkbox"/> | Ordinance                                    |
| <input type="checkbox"/>            | <input type="checkbox"/> | Legislative Digest                           |
| <input type="checkbox"/>            | <input type="checkbox"/> | Budget and Legislative Analyst Report        |
| <input type="checkbox"/>            | <input type="checkbox"/> | Youth Commission Report                      |
| <input type="checkbox"/>            | <input type="checkbox"/> | Introduction Form                            |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Department/Agency Cover Letter and/or Report |
| <input type="checkbox"/>            | <input type="checkbox"/> | Memorandum of Understanding (MOU)            |
| <input type="checkbox"/>            | <input type="checkbox"/> | Grant Information Form                       |
| <input type="checkbox"/>            | <input type="checkbox"/> | Grant Budget                                 |
| <input type="checkbox"/>            | <input type="checkbox"/> | Subcontract Budget                           |
| <input type="checkbox"/>            | <input type="checkbox"/> | Contract/Agreement                           |
| <input type="checkbox"/>            | <input type="checkbox"/> | Form 126 - Ethics Commission                 |
| <input type="checkbox"/>            | <input type="checkbox"/> | Award Letter                                 |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Application                                  |
| <input type="checkbox"/>            | <input type="checkbox"/> | Form 700                                     |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Vacancy Notice                               |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Information Sheet                            |
| <input type="checkbox"/>            | <input type="checkbox"/> | Public Correspondence                        |

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

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Completed by: Alisa Somera Date June 19, 2015

Completed by: \_\_\_\_\_ Date \_\_\_\_\_

# MEMORANDUM

**TO:** Rules Committee Clerk  
**FROM:** Gary McCoy  
**DATE:** May 20, 2015  
**SUBJECT:** Appointment by Supervisor Julie Christensen

Please be advised that Supervisor Julie Christensen has selected Kim Hirschfeld to be appointed to the Park, Recreation & Open Space Committee (PROSAC).

This appointment will fill seat ~~15~~ 16

Kim Hirschfeld's address is:

~~15~~ Francisco Street  
San Francisco, California 94133

Attachment: Application & Resume

For Clerk's office use only:

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Seat #: \_\_\_\_\_ Term expiration date: \_\_\_\_\_ Seat Vacated: \_\_\_\_\_



**Board of Supervisors  
City and County of San Francisco  
1 Dr. Carlton B. Goodlett Place, Room 244  
(415) 554-5184 FAX (415) 554-5163**

**Application for Boards, Commissions, Committees, & Task Forces**

Name of Board, Commission, Committee, or Task Force: PROSAC

Seat # or Category (If applicable): 15 16 District: 3

Name: Kim Hirschfeld

Home Address: — Francisco Street, SF, CA Zip: 94133

Home Phone: 415- ——— Occupation: Account Executive

Work Phone: 415-254-7319 Employer: Dominion Enterprises

Business Address: 655 Francisco Street, SF, CA Zip: 94133

Business E-Mail: kimhirschfeld@pacbell.net Home E-Mail: kimhirschfeld@ ———

**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:

Resident of San Francisco: Yes  No  If No, place of residence: \_\_\_\_\_

Registered Voter in San Francisco: Yes  No  If No, where registered: \_\_\_\_\_

**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:**

My qualifications represent the communities of interest because I have been an advocate and champion of open spaces in District 3 for over 20 years. I have been a supporter and a fundraiser for the North Beach Library and Joe Di Maggio playground for several years. I have also been a board member of the PTSA for elementary and highschool raising money for the students and the school in numerous ways. I was in charge of the Silent Auction at Yick Wo Elementary School. I have also been in charge of Teacher Appreciation events both at Yick Wo and Galileo High School.

**Business and/or professional experience:**

I have over 20 years of experience as a marketing and communications professional. I am a results-oriented leader with the ability to work in a dynamic, fast paced environment. During the course of my career, I have been responsible for functions related to the following: Project management, advertising strategy, media planning, creative agency management, partnerships, digital strategy, budget management, website communications, public relations, brand management, social media marketing, event planning & execution, key performance indicators reporting, client management, community building, marketing strategy and sales.

**Civic Activities:**

I have been an advocate of open spaces for the last 20 years. I have volunteered and fundraised for the North Beach public library, Joe DiMaggio playground, Yick Wo Elementary School, Galileo Academy of Science & Technology, Friends of the Elderly, Foodrunners.

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

Appointments confirmed by the Board of Supervisors require an appearance before the Rules Committee. Once your application is received, the Rules Committee Clerk will contact you when a hearing is scheduled. *(Please submit your application 10 days before the scheduled hearing.)*

Date: 5/12/15 Applicant's Signature: (required) Kim Hirschfeld

(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: \_\_\_\_\_

# KIMBERLEY A. HIRSCHFELD

(415) [REDACTED]

kimhirschfeld@[REDACTED]

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## **Summary of Qualifications:**

I have over 20 years of experience as a marketing and communications professional. I am a results-oriented leader with the ability to work in a dynamic, fast paced environment. During the course of my career, I have been responsible for functions related to the following:

*Project Management*  
*Public Relations*  
*Co-branded Programs*

*Website Communications*  
*Marketing*  
*Creative Agency Management*

*Budget Management*  
*Volunteer Management*  
*Branding*

## **Professional Experience:**

### **Dominion Enterprises, Bay Area Parent Magazine, San Mateo, CA**

**2004 - present**

#### *Advertising Consultant*

- Develop and execute comprehensive integrated marketing plans for clients including digital, website, social media, print and event channels. Developed marketing proposals for each client based on their specific brand needs and goals. Successfully managed and cultivated loyal relationships with local, regional and national client base providing excellent customer service.
- Work with clients to track and optimize advertising programs that deliver strong ROI. Leverage data and analytics to drive decisions. Used web analytics and key performance indicators to track customer penetration and reach. Reported findings to senior management and clients.
- Performed daily client account management through face to face meetings and phone calls. Managed creative print and digital production and deadline process for up to 50+ clients in a timely and efficient manner.
- Consistently worked and managed remote graphic team to develop advertising that best represented each client brand for print, website, digital and social media marketing campaigns.

### **Kim Hirschfeld Marketing Consulting, San Francisco, CA**

**2008 – 3/2014**

#### *Marketing Consultant*

- Developed, led and executed redesign of website for client. Evaluated website user experience and made recommendations for better customer web communications and navigation experience. Managed digital, social media and print campaign strategies.
- Worked on brand identity and oversaw consistency in store signage and promotional materials.
- Recommended, executed and developed programs to increase customer store spending & loyalty, deepen community/store relationship, elevate customer passion for products and educate customers. Coordinated community partnership programs. Planned store events.
- Oversaw and managed customer service standards for retail and online business. Met with management team to develop best in class service standards on a consistent basis.
- Selected and managed outside vendor responsible for store logo redesign, website, promotional materials and signage.
- Executed promotions with community causes and media to generate customer excitement and engagement.

### **The Hapkido Institute, San Francisco, CA**

**2003 - 2005**

#### *Director of Membership & Marketing*

- Executed marketing and sales strategy to acquire members and retain existing members of martial arts studio during beginning stages. Achieved membership increase of 150% over 4 month period. Developed financial reporting including projected membership sales, actual membership sales, future revenue projections and strategies to meet desired goals. Presented report to owners on monthly basis.
- Delivered overall marketing strategy including management and implementation of all print and online communication materials, press releases, newsletter, brochures, events, advertising, website marketing and promotional programs. Created customer care and communication contact process so that a superior membership experience was created from beginning to end.

**Kim Hirschfeld Catering & Events, San Francisco, CA**

**2000 - 2004**

*Owner*

- Executed and directed catering and event management services for private events. Supervised catering and bartending staff to exceed client expectations. Provided personal chef services for individuals and families.

**SOUTHWESTERN BELL, Pacific Telesis Shared Services, San Ramon, CA**

**1996 - 1999**

*Product Manager - Consumer Marketing*

- Responsible for leading cross-functional team to launch, manage and grow co-branded credit card program. Executed product marketing plans, branding strategy, communications, advertising strategies, public relations and promotions. Facilitated multiple direct mail campaigns to achieve desired results across customer base. Served as primary point of contact for creative agencies, public relations agencies, media and press. Managed marketing and public relations vendors.
- Managed retention and acquisition programs, loyalty and reactivation programs. Increased customer purchasing frequency by developing marketing programs to interact with customers on regular basis.
- Supervised product life cycle, brand strategy, all creative communications, and financial performance of new products. Developed monthly financial reports and presented to senior management team.
- Managed internal stake holders, vendors and agency to successfully accomplish marketing goals and financial objectives. Collaborated regularly with internal & external partners to increase product revenue.
- Assessed competition and adjusted product strategy as necessary.

**CALIFORNIA STATE AUTOMOBILE ASSOCIATION, San Francisco, CA**

**1995**

*Product Manager, Marketing & Strategic Planning*

- Implemented and managed co-branded credit card program. Executed programs and strategies to increase customer loyalty, interaction and purchasing frequencies.
- Managed credit card acquisition, loyalty and retention efforts through multi-channel marketing programs. Led cross functional teams to execute branded programs in a timely and cost efficient manner.

**BANK of AMERICA, Pleasant Hill, CA**

**1993 - 1994**

*Product Manager - Consumer Lending Marketing & Product Management*

- Directed joint marketing consumer loan programs with Pacific Gas & Electric and Fannie Mae. Represented Bank of America to senior management teams at PG&E and Fannie Mae. Negotiated agreement with both entities regarding profit sharing of this program.
- Responsible for budget management and reporting of monthly budget expenditures and changes to senior management.
- Responded to, managed and resolved customer comments, inquiries and complaints in a timely manner.
- Managed direct mailing program coordinating cross-functional team, internal and external groups.

**Volunteer Work:** *Friends of the Elderly, Food Runners, SF Public Schools, Telegraph Hill Neighborhood, Aim High.*

**Education:** *My Bachelor of Arts degree is in Liberal Arts from the University of California at Berkeley.*

BOARD of SUPERVISORS



City Hall  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco 94102-4689  
Tel. No. 554-5184  
Fax No. 554-5163  
TDD/TTY No. 554-5227

## VACANCY NOTICE

### PARK, RECREATION, AND OPEN SPACE ADVISORY COMMITTEE

Replaces All Previous Notices

NOTICE IS HEREBY GIVEN of the following vacancies:

Vacant seat 2, succeeding Patricia Delgado, term expiring on February 1, 2015, must be nominated by the District 9 Supervisor and from District 9, for a two-year term ending February 1, 2017.

Vacant seat 4, succeeding Ashley Summers, term expired, must be nominated by the District 4 Supervisor and from District 4, for a two-year term ending February 1, 2017.

Vacant seat 5, succeeding Evelyn Fisher, resigned, must be nominated by the District 2 Supervisor from the organizations listed in Resolution No. 391-13, for a two-year term ending February 1, 2017.

Vacant seat 6, succeeding Steffen Franz, term expired, must be nominated by the District 2 Supervisor and from District 2, for a two-year term ending February 1, 2017.

Vacant seat 8, succeeding Robert Brust, term expiring on February 1, 2015, must be nominated by the District 8 Supervisor and from District 8, for a two-year term ending February 1, 2017.

Vacant seat 10, succeeding Anthony Cuadro, term expiring on February 1, 2015, must be nominated by the District 7 Supervisor and from District 7, for a two-year term ending February 1, 2017.

Vacant seat 11, succeeding Linda Shaffer, term expired, must be nominated by the District 10 Supervisor from the organizations listed in Resolution No. 391-13, for the unexpired portion of a two-year term ending February 1, 2016.

Vacant seat 12, succeeding Maya Rodgers, term expiring on February 1, 2015, must be nominated by the District 10 Supervisor and from District 10, for a two-year term ending February 1, 2017.

Vacant seat 14, succeeding Richard Rothman, term expiring on February 1, 2015, must be nominated by the District 1 Supervisor and from District 1, for a two-year term ending February 1, 2017.

Vacant seat 15, succeeding Jan Blum, resigned, must be nominated by the District 3 Supervisor from the organizations listed in Resolution No. 391-13, for the unexpired portion of a two-year term ending February 1, 2016.

Vacant seat 16, succeeding Gregory Cheng, resigned, must be nominated by the District 3 Supervisor and from District 3, for a two-year term ending February 1, 2017.

Vacant seat 17, succeeding Toby Levy, term expired, must be nominated by the District 6 Supervisor from the organizations listed in Resolution No. 391-13, for the unexpired portion of a two-year term ending February 1, 2016.

Vacant seat 18, succeeding Jane Weil, term expiring on February 1, 2015, must be nominated by the District 6 Supervisor and from District 6, for a two-year term ending February 1, 2017.

Vacant seat 20, succeeding Denis Mosgofian, term expiring on February 1, 2015, must be nominated by the District 5 Supervisor and from District 5, for a two-year term ending February 1, 2017.

Vacant seat 21, succeeding Sharon Eberhardt, term expired, must be nominated by the District 11 Supervisor from the organizations listed in Resolution No. 391-13, for the unexpired portion of a two-year term ending February 1, 2016.

Vacant seat 22, succeeding Linda D'Avirro, term expiring on February 1, 2015, must be nominated by the District 11 Supervisor and from District 11, for a two-year term ending February 1, 2017.

Additional Membership Requirement: At least four (4) of the members chosen from the list maintained by the Recreation and Park Commission (ratified by Resolution No. 391-13) must be individuals nominated by an environmental organization.

Reports: Annually provide input on 1) the Strategic Plan, which establishes or reaffirms the mission, goals and objectives for the Recreation and Park Department ("Department"); 2) the Capital Plan, for the development, renovation, replacement, and maintenance of capital assets, and the acquisition of real property; and 3) the Operational Plan, which details proposed improvements to the Department's services and responsiveness to customer needs.

Sunset Date: None.

Additional information relating to the Park, Recreation and Open Space Advisory Committee may be obtained by reviewing Park Code, Article 13, and Charter, Section 16.107, at <http://www.sfbos.org/sfmunicodes> or by visiting their website at <http://sfrecpark.org/about/community-meetings/prosac/>.

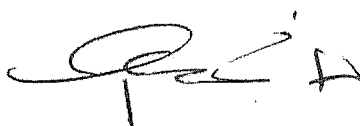
Interested persons may obtain an application from the Board of Supervisors' website at [http://www.sfbos.org/vacancy\\_application](http://www.sfbos.org/vacancy_application) or from the Rules Committee Clerk, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco, CA 94102-4689. Completed



applications should be submitted to the Clerk of the Board. All applicants must be residents of San Francisco, unless otherwise stated.

**Next Steps:** Applicants who meet minimum qualifications and are appointed by a District Supervisor will be contacted by the Rules Committee Clerk once the Rules Committee Chair determines the date of the hearing. Members of the Rules Committee will consider the appointment(s) at the meeting and applicant(s) may be asked to state their qualifications. The appointment of the individual(s) who are recommended by the Rules Committee will be forwarded to the Board of Supervisors for final approval.

*Please Note: Depending upon the posting date, some vacancies may have already been filled. To determine if vacancies for this Committee are still available, or if you require additional information, please call the Rules Committee Clerk at (415) 554-4447.*

A handwritten signature in black ink, appearing to read 'Angela Calvillo', with a stylized flourish at the end.

Angela Calvillo  
Clerk of the Board

DATED/POSTED: December 30, 2014

San Francisco  
BOARD OF SUPERVISORS

Date Printed: February 18, 2015

Date Established: February 1, 2001

Active

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**PARK, RECREATION AND OPEN SPACE ADVISORY COMMITTEE**

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**Contact and Address:**

Olive Gong  
Recreation and Park Department - Planning Div.  
501 Stanyan Street  
San Francisco, CA 94117

Phone: (415) 831-2708

Fax: (415) 831-2096

Email: PROSAC@sfgov.org

**Authority:**

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Park Code, Article 13, and Charter, Section 16.107 (Ordinance No. 118-00; and Resolution Nos. 168-01, and 391-13)

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**Board Qualifications:**

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The Park, Recreation and Open Space Advisory Committee consists of a total of twenty-three (23) members. Twenty-two (22) members shall be appointed by the members of the Board of Supervisors and approved by the full Board, with one (1) member appointed by each Supervisor from his/her supervisorial district and one (1) member appointed by each Supervisor from the list maintained by the Recreation and Park Commission of individuals nominated by organizations having as a primary focus park, environmental, recreational, cultural, sports, youth or senior citizen issues (ratified by Resolution No. 391-13). Four (4) of the members chosen from the list maintained by the Commission shall be individuals nominated by an environmental organization. In addition, one (1) member shall be appointed by the Mayor.

If the system of district elections set forth in Charter, Section 13.110, is discontinued, each Supervisor shall appoint one (1) member of the Committee from the list maintained by the Commission and one (1) member without restriction.

The Committee members shall serve for two-year terms at the will of the appointing authority, except that at the first meeting of the Committee, the General Manager of the Recreation and Park Department shall, by lot, designate twelve (12) members to serve terms of one (1) year. Thereafter, all members shall be appointed to two-year terms and no member shall serve more than four (4) consecutive terms.

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San Francisco  
BOARD OF SUPERVISORS

The Advisory Committee shall assist the Planning Commission and Recreation and Park Commission in the implementation of Charter, Section 16.107. They shall assist the General Manager of the Recreation and Park Department and the Director of the Planning Department in establishing priorities for renovation, acquisition, development and maintenance of properties in accordance with the Recreation and Open Space Programs to implement the recreation and open space element of the Master Plan.

Reports: Input into the Strategic Plan updated annually, the Capital Plan updated annually, and the Operational Plan updated annually.

Sunset Date: None

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