



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

MEMORANDUM

Date: June 4, 2018
To: Members, Board of Supervisors
From:  Angela Calvillo, Clerk of the Board
Subject:  Nominations By The Mayor

On June 4, 2018, the Mayor submitted the following nomination packages:

Pursuant to the Treasure Island Conversation Act of 1997 and the Treasure Island Development Authority Bylaws, Article V, the following nomination is to the Treasure Island Development Authority:

- **Christine Carr** - Seat 1 - term ending April 28, 2022

Pursuant to Ordinance No. 215-12, the following nomination is to the Redevelopment Successor Commission:

- **Carolyn Ransom-Scott** - Seat 1 - term ending November 3, 2020

Pursuant to California Health and Safety Code, Section 34179(a)(10) and Board of Supervisors Motion No. M12-09, the following nomination was made to the Oversight Board of the Successor Agency:

- **John Rahaim** - Seat 3 - term ending January 24, 2018

The Office of the Clerk of the Board will open files for these nominations and hearings will be scheduled before the Rules Committee.

c: Alisa Somera - Legislative Deputy
Jon Givner - Deputy City Attorney
Andres Power - Mayor's Legislative Liaison

OFFICE OF THE MAYOR
SAN FRANCISCO



MARK E. FARRELL
MAYOR

June 5, 2018

Angela Calvillo
Clerk of the Board, Board of Supervisors
San Francisco City Hall
1 Carlton B. Goodlett Place
San Francisco, CA 94102

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2018 JUN -4 PM 2:05
BY: *AB*

Dear Ms. Calvillo,

Pursuant to the Treasure Island Conversion Act of 1997 and the Treasure Island Development Authority (TIDA) Bylaws, Article V, I hereby make the following nomination:

Christine Carr to the Treasure Island Development Authority, Seat 1, assuming the seat formerly held by Sam Moss, for a term ending April 28, 2022

I am confident that Ms. Carr, an elector of the City and County, will serve our community well. Attached are her qualifications, which demonstrate how her nomination for appointment represents the communities of interest, neighborhoods and diverse populations of the City and County of San Francisco. She is not an officer of the City.

I am pleased to advise you of this nomination and encourage the support of the Board of Supervisors.

Should you have any questions related to these nominations, please contact my Deputy Chief of Staff, Francis Tsang at (415) 554-6467.

Sincerely,

A handwritten signature in blue ink that reads "Mark E. Farrell".

Mark E. Farrell
Mayor

Christine Carr

Christine Carr is an experienced leader, entrepreneur and innovator with over 25 years in Real Estate Marketing and Sales, New Home Construction, Development and Financial and Tactical leadership.

She has had the professional experience of starting several successful companies and fully understands the complex scope of work necessary to translate professional objectives into clear multifaceted strategies for her high demand clients and projects. As an effective leader, she has established marketing programs that derive their strength from effective team building, establishing clear, measurable and achievable goals and most of all communication, strong leadership and the ability to seamlessly multi-task.

In conjunction with her career success, she has also had the fortunate opportunity to serve her San Francisco community. She is currently the Chief Operating Officer of the “Shared Schoolyards Project” which provides a safe, clean place for families and children to play and gather on the weekends. She has served as a Board Member for “Family House” at UCSF Hospital, which provides housing and essential services to families with critically ill children.

Christine was born and raised in the San Francisco Bay Area and has a passion for her family, community, travel, art and all things San Francisco. She is married with two adult children.

CHRISTINE CARR

GREEN STREET, SAN FRANCISCO 94123

| E-MAIL:

HOME BUILDER SALES AND MARKETING EXECUTIVE

A self-starting, experienced and innovative executive leader with a proven track record of driving business development and successful results in home building, development and the marketing and selling of residential projects in the Northern California market. Possess excellent collaborative talent as a visionary leader and consensus builder that encourages cooperative working relationships by forming unified, creative teams focused on achieving successful results for clients. Executive expertise includes:

- Experience in Home Building, New Home Sales and Marketing and Mortgage Lending
- Experience in Development, Management of Marketing Plans, Timelines, Budgets
- Excellent team leadership skill in all aspects of home sales and marketing
- Experienced in Home and Model Design
- Excellent Change-Management Expertise and Strategy
- Innovative Strategic Planning and Tactical Execution
- Excellent Verbal and Written Communication Skills

PROFESSIONAL EXPERIENCE AND ACHIEVEMENTS

BUILDERS MARKETING GROUP, INC FOUNDED/MANAGING PARTNER 1985-PRESENT
NEW HOME SALES AND MARKETING COMPANY AND CONSULTING FIRM
MARKETED AND SOLD OVER 7,000 HOMES-SERVING OVER 35 BUILDER CLIENTS

BUSINESS DEVELOPMENT

- Founded and established the business development structure for Builders Marketing Group to offer builder clients professional, comprehensive new home marketing and sales services
- Provides comprehensive market research to identify local and Bay Area market trends, buyer segments and to analyze competitor's inventory and pricing.
- Develops customized marketing plans, budgets, timelines, campaign strategies, advertising, collateral materials and pricing recommendations to maximize value, increase market share and bottom line profits.
- Continuous communication with clients, staff and construction teams to seamlessly integrate crossover paperwork, budgets and timelines into their system.
- Consults directly with architects and designers and attends framing walks to assure the design features, sales office layouts and option/upgrade programs meet the demands of the identified buyer profile for the project. Monitors construction progress to coordinate with marketing timelines.
- Utilizes sophisticated sales approach to calculate unit releases with a predetermined pricing strategy to effectively motivate demand, accelerate pricing, control inventory flow and maximize profits.
- Recruit, train and manage onsite sales agents, providing strong sales teams that are motivated with the drive and talent to deliver leading-edge results.

FULL-TIME CONSULTANT FOR W MARKETING

2016 -2017

CONSULTING SERVICES PERFORMED FOR THIS ROLE:

- Provided the Business Development structure for this company's newly formed "New Homes Sales and Marketing" company. Lead in the origination and oversight of all processes and procedures and all essential elements necessary to develop the business structure of this new company.
- Provided the daily leadership role of establishing this new company to an operational launch in one year.
- Identified potential opportunities for new builder client acquisition to expand company's growth and overall presence in the Bay Area market.
- Recruited and professionally trained sales team of nine onsite sales agents
- Trained new home marketing team to create the paperwork portfolio and organizational business development as follows:
- Originated all critical forms, agreements and reports: Builder-Client Agreements, Sales Agent Agreements, marketing and sales forms, escrow status reports, etc.
- Developed all systems and processes within the Business Structure to effectively track and organize the flow of work.
- Consulted and worked directly with design professionals on model home merchandising.
- Worked with suppliers, subcontractors and vendors to develop buyer-oriented option packages for model home design centers. Developed and organized into a working format extensive Option and Upgrade programs for a builder clients.

RIVENDALE HOMES, INC

FOUNDING PARTNER

1996-2015

Real Estate Development and Homebuilding Company with the main office located in Sonoma County. Rivendale Homes developed new housing subdivisions and built over 3,000 homes in 60 residential subdivision sites offering product type that ranged from entry-level to semi-custom niches in the Sonoma, Napa, Solano and Sacramento markets.

FOUNTAINGROVE MORTGAGE, INC.

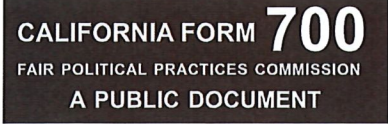
PARTNER

1989-2006

Residential Mortgage Brokerage firm that maintained an over 50% market share in the Sonoma County market. Oversaw all operations while strategically positioning the company to consistently increase their market share of providing loans for new home communities, resale residential loans and refinancing home loans.

COMMUNITY LEADERSHIP AND INTEREST

CALIFORNIA REAL ESTATE BROKERS LICENSE	CURRENT
SHARED SCHOOLYARD PROJECT – SAN FRANCISCO, CA - EXECUTIVE LEAD AND PROJECT MANAGER	2011- PRESENT
HOMEBUILDERS ASSOCIATION –EXECUTIVE COMMITTEE AND BOARD OF DIRECTORS, MEMBER	1995- PRESENT
GRADUATE "LEADERSHIP SAN FRANCISCO" -SF CHAMBER OF COMMERCE	2013
FAMILY HOUSE BOARD FOR UCSF BENIOFF CHILDREN'S HOSPITAL- SAN FRANCISCO	2012 –2015
OUTSTANDING WOMAN IN BUSINESS AWARD, BUSINESS JOURNAL	2001



STATEMENT OF ECONOMIC INTERESTS COVER PAGE

E-Filed
04/02/2018
14:30:03
Filing ID:
170591777

Please type or print in ink.

NAME OF FILER (LAST) (FIRST) (MIDDLE)
Carr, Christine

1. Office, Agency, or Court

Agency Name (Do not use acronyms)
City and County of San Francisco
Division, Board, Department, District, if applicable Your Position
Finance Corporation Member

► If filing for multiple positions, list below or on an attachment. (Do not use acronyms)

Agency: *SEE ATTACHED FOR ADDITIONAL POSITIONS Position:

2. Jurisdiction of Office (Check at least one box)

State Judge or Court Commissioner (Statewide Jurisdiction)
 Multi-County County of San Francisco
 City of San Francisco Other

3. Type of Statement (Check at least one box)

Annual: The period covered is January 1, 2017, through December 31, 2017
-or-
The period covered is ____/____/____, through December 31, 2017
 Leaving Office: Date Left ____/____/____ (Check one)
 The period covered is January 1, 2017, through the date of leaving office.
 The period covered is ____/____/____, through the date of leaving office.
 Assuming Office: Date assumed ____/____/____
 Candidate: Date of Election _____ and office sought, if different than Part 1: _____

4. Schedule Summary (must complete)

► Total number of pages including this cover page: 3

Schedules attached

Schedule A-1 - Investments – schedule attached Schedule C - Income, Loans, & Business Positions – schedule attached
 Schedule A-2 - Investments – schedule attached Schedule D - Income – Gifts – schedule attached
 Schedule B - Real Property – schedule attached Schedule E - Income – Gifts – Travel Payments – schedule attached

-or-

None - No reportable interests on any schedule

5. Verification

MAILING ADDRESS STREET CITY STATE ZIP CODE
(Business or Agency Address Recommended - Public Document)
San Francisco CA 94102
DAYTIME TELEPHONE NUMBER E-MAIL ADDRESS
()

I have used all reasonable diligence in preparing this statement. I have reviewed this statement and to the best of my knowledge the information contained herein and in any attached schedules is true and complete. I acknowledge this is a public document.

I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Date Signed 04/02/2018
(month, day, year)

Signature Christine Carr
(File the originally signed statement with your filing official.)

**STATEMENT OF ECONOMIC INTERESTS
COVER PAGE
Expanded Statement Attachment**

CALIFORNIA FORM 700
FAIR POLITICAL PRACTICES COMMISSION

Name

Christine Carr

* This table lists all positions including the primary position listed in the Office, Agency, or Court section of the Cover Page.

Agency	Division/Board/Dept/District	Position	Type of Statement
City and County of San Francisco	Finance Corporation	Commissioner	Annual 1/1/2017 - 12/31/2017
City and County of San Francisco	Finance Corporation	Member	Annual 1/1/2017 - 12/31/2017

SCHEDULE B
Interests in Real Property
 (Including Rental Income)

▶ ASSESSOR'S PARCEL NUMBER OR STREET ADDRESS
 1861 Green Street
 CITY
 San Francisco

FAIR MARKET VALUE IF APPLICABLE, LIST DATE:
 \$2,000 - \$10,000
 \$10,001 - \$100,000
 \$100,001 - \$1,000,000
 Over \$1,000,000

ACQUIRED _____ DISPOSED _____

NATURE OF INTEREST
 Ownership/Deed of Trust Easement
 Leasehold _____
 Yrs. remaining _____ Other _____

IF RENTAL PROPERTY, GROSS INCOME RECEIVED
 \$0 - \$499 \$500 - \$1,000 \$1,001 - \$10,000
 \$10,001 - \$100,000 OVER \$100,000

SOURCES OF RENTAL INCOME: If you own a 10% or greater interest, list the name of each tenant that is a single source of income of \$10,000 or more.
 None

▶ ASSESSOR'S PARCEL NUMBER OR STREET ADDRESS

 CITY

FAIR MARKET VALUE IF APPLICABLE, LIST DATE:
 \$2,000 - \$10,000
 \$10,001 - \$100,000
 \$100,001 - \$1,000,000
 Over \$1,000,000

ACQUIRED _____ DISPOSED _____

NATURE OF INTEREST
 Ownership/Deed of Trust Easement
 Leasehold _____
 Yrs. remaining _____ Other _____

IF RENTAL PROPERTY, GROSS INCOME RECEIVED
 \$0 - \$499 \$500 - \$1,000 \$1,001 - \$10,000
 \$10,001 - \$100,000 OVER \$100,000

SOURCES OF RENTAL INCOME: If you own a 10% or greater interest, list the name of each tenant that is a single source of income of \$10,000 or more.
 None

* You are not required to report loans from commercial lending institutions made in the lender's regular course of business on terms available to members of the public without regard to your official status. Personal loans and loans received not in a lender's regular course of business must be disclosed as follows:

NAME OF LENDER* _____
 ADDRESS (Business Address Acceptable) _____
 BUSINESS ACTIVITY, IF ANY, OF LENDER _____
 INTEREST RATE _____ TERM (Months/Years) _____
 _____% None

HIGHEST BALANCE DURING REPORTING PERIOD
 \$500 - \$1,000 \$1,001 - \$10,000
 \$10,001 - \$100,000 OVER \$100,000
 Guarantor, if applicable

NAME OF LENDER* _____
 ADDRESS (Business Address Acceptable) _____
 BUSINESS ACTIVITY, IF ANY, OF LENDER _____
 INTEREST RATE _____ TERM (Months/Years) _____
 _____% None

HIGHEST BALANCE DURING REPORTING PERIOD
 \$500 - \$1,000 \$1,001 - \$10,000
 \$10,001 - \$100,000 OVER \$100,000
 Guarantor, if applicable

Comments: _____