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Committee	Item No.	-2	
Board Item	No		-

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee:	Rules	Date <u>3/3/11</u>	·
Board of Supervi	sors Meeting	Date	, : <u>.</u>
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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: Citizen's General Obligation Bond Oversight Committee Name of Board, Commission, Committee, or Task Force
Seat # or Category (If applicable): Continuing member, currently Vice Chair, Seat # District: 5
Name: Thea Selby
Home Address — Haight Street Zip: 94117
Home Phone: 415 Occupation: Media Consultant
Work Phone: 415 773 1841 Employer: Next Steps Marketing, Inc.
Business Address: 944 Market Street, Suite 821 Zip: 94102
Business E-Mail: thea@nextstepsmarketing.com Home E-Mail: n/a
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 been on the committee since 2009. I am excited about continuing on the committee because it takes some time to get up to speed on the general obligation bonds, and I am better able to act now then I was when appointed. Education:
AB, UC Berkeley, Soviet Studies, 1986 MBA, University of Oregon, Marketing and International Business, 1991
Business and/or professional experience: Principal and CFO, Next Steps Marketing, Inc. (2002-present) Consumer Marketing Director, Red Herring (1999-2001) See attached CV for details
Civic Activities: President, Lower Haight Merchant and Neighbor Assn PTA Vice President, Rosa Parks Elementary. See attached for details
Ethnicity: (optional) white 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 received.)
Date: HD /// Applicant's Signature: (required) Please Note: Your application will be retained for one year.
FOR OFFICE USE ONLY: Appointed to Seat #: Date Seat was Vacated:

M. Thea Selby

. Haight Street San Francisco, CA 94117 415 thea@nextstepsmarketing.com

Recent Milestones

- Elected Vice Chair, Citizen's General Obligation Bond Oversight Committee, Jan 2011
- Appointed to the Geary Street Bus Rapid Transit CAC, January 2011
- Graduated from the Emerge Program, gave the graduation welcoming speech, June 2010
- Member, Save the Fillmore Substation committee, a committee dedicated to raising funds and writing an RFP that allows the community to be part of the process of redeveloping the former Muni substation building on Fillmore Street, February 2010
- Board Member, Friends of Harvey Milk Recreation Center, February 2010
- Chair EWIP Women's Leadership Conference in San Francisco in January of 2011 and Jan of 2009. The theme this year—Woman and the Machine: Publishing, Technology and the Female Brain, with Speaker Pro Tem Fiona Ma, and Supervisors Jane Kim, Malia Cohen and Carmen Chu as Kickoff Keynote Panel.
- Elected President of the Lower Haight Merchant + Neighborhood Association, LoHaMNA. Thus far, we've organized 3 cleanups, 3 highly successful Lower Haight Art Walks, and a recent standing-room only forum for the District 8 Supervisor Candidates at the Harvey Milk Recreation Center. Our next ArtWalk will be held Friday August 6th and will be followed the next day by a neighborhood cleanup. Held Lower Haight Mixer with the Mayor's Office of Economic Workforce Development July 8 where 40-50 people came to help create a thriving vision for the Lower Haight.

Employment

I have worked in <u>audience building and marketing</u> for the past 16 years, starting in Prague for English-language newspaper *The Prague Post*, working my way up to owning my own consulting firm. Along the way, I have also acted as <u>Financial Director and business manager</u> of several clients, and <u>helped create the Prague Post Film Festival</u>, a subtitled film festival that brought the golden age of Czech film to the screen again in Prague.

Principal, Next Steps Marketing, 2002-present

At Next Steps Marketing, we solve audience-building challenges in a **creative and customized way**. We use practical "call-to-action" marketing techniques where the return is clearly measurable by clicks, online sign-ups, responses to direct mail, orders from partners, or sales at newsstand.

M. Thea Selby

I reconceived my business with my business partner Mike Popalardo in 2010 to meet the demands of the market. Over the past 6 months, we refocused the company from a mainly magazine marketing firm to a media-agnostic audience-building company.

Digital Content Creation

We took the expertise in digital content gained from greenlight (see below) and create custom digital content for others. Ex: Organic Style digital magazine—www.organicstylemag.com—Mayor Gavin Newsom on the cover for the latest issue

<u>I speak frequently at seminars, webinars and workshops</u> on topics like digital publishing, the Top 10 Tips for Email Marketing, Green Marketing, and more.

CEO, Light Green Media, 2006-2008

CEO: I raised all the investment for the start-up company and led the management team to break-even by the final issue of greenlight-digital, our flagship product. I led the 2nd round funding, contacting and meeting with multiple media companies including Meredith and Martha Steward OMNI Media and individuals to pitch our concept and execution of Light Green Media.

Publisher: I managed editorial, production and audience development divisions, as well as the ad sales team, the single source of revenue for the "hybrid" web-magazine.

Consumer Marketing Director, Red Herring Magazine, 2000-2001

Led a department of 5 circulation and newsstand people at the end of the dotcom era

Financial Director, Computec Media, 1999-2000

Communicated financial and cultural information to German HQ from US subsidiary launching PC and video gaming magazines.

Retail Sales Manager, Imagine Media, 1996-1999

Launched 13 magazines in 2 1/4 years.

Newsstand Manager Business Manager, Miller Freeman, 1995-1996

Managed 8 magazine titles in the computer and gaming category.

Circulation & Marketing Director, The Prague Post, 1992-1994

Responsible for subscription marketing & fulfillment, newsstand, and all newspaper marketing activities.

Relevant Life Achievement

Raise two boys in center city San Francisco. Educate them in only-in-San Francisco combination African-American/Japanese Bilingual Bicultural Program merged public school. Teach diversity to my kids through example; my husband is the primary caregiver

M. Thea Selby

Haight Street San Francisco, CA 94117 415 thea@nextstepsmarketing.com

Eugene Oregon N.A.R.A.L. Steering Committee: Successfully <u>fought an attempt to force teens to get parental consent before an abortion</u>

Elected President of MBA Class of 1991, University of Oregon. On ticket with female (Italian) VP.

Created beach cleanup to the Gulf Coast as General Land Office Adopt-a-Beach program assistant, Coastal Division, Austin, TX

Helped bridge US-USSR cultural divide by tutoring musicians in Russian language before Texas-USSR Music Exchange

Have spoken, read, and written Russian, French, Spanish, and Czech at various times in my life and hope to again

Education

AB, Soviet Studies, UC Berkeley	1981-1986
MBA, Marketing & International Business, University of Oregon	1989-1991

Date Received

CALIFORNIA FORM 700 FAIR POLITICAL PRACTICES COMMISSION A MENDMENT

STATEMENT OF ECONOMIC INTERESTS COVER PAGE

A Public Document

Please type or prin	nt in ink.	A I would Document	
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Agency Name	icy, or court		
	General Obligation Ban	d Oversight Commo Your Position Vice Chair	hitee
	Department, District, if applicable	Your Position	
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► If filing for mul	Itiple positions, list below or on an attachment.		
Agency:		Position:	
2. Jurisdiction	of Office (Check at least one box)	*	
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City of	an Francisco	Other	
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Candidate:	Election Year Office so	ought, if different than Part 1:	
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—	2 - Investments schedule attached - Real Property schedule attached	Schedule D - Income - G	
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5. Verification			
MAILING ADDRESS (Business or Agency A	STREET Address Recommended - Public Document)	CITY	STATE ZIP CODE
944 Mc	inet Street Suite 821.	San trancisco (A 94117
H15) 7	73-1841	E-MAIL ADDRESS THEO CONEXTS	cosmarketina.com
I have used all rea herein and in any	asonable diligence in preparing this statement. I ack	have reviewed this statement and to the be	est of my knowledge the information contained
	enalty of perjury under the laws of the State of	<i>a</i>	and correct.
7	40/11	MAN	
Date Signed	(month, day, year)	Signature File the ordinal	ly signed statemant with your filing official.)

FPPC Form 700 (2010/2011)
FPPC Toll-Free Helpline: 866/275-3772 www.fppc.ca.gov

SCHEDULE B Interests in Real Property (Including Rental Income)

CALIFORNIA FORM FAIR POLITICAL PRACTICES COMMISSION

AMENDMENT

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San Francisco, CA	
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Pat Honsai	income of \$10,000 or more.
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* You are not required to report loans from commercial lending institutions made in the lender's regular course of business on terms	Comments:
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	Verification
	Print Name Mary Theadosia Salay
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1	Office, Agency Cit (Rank General Obligation Bond Oversign Statement Type 2010/2011 Annual Assuming Leaving Omm
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INTEREST RATE TERM (Months/Years)	I have used all reasonable diligence in preparing this statement. I have
% None	reviewed this statement and to the best of my knowledge the information contained herein and in any attached schedules is true and complete.
HIGHEST BALANCE DURING REPORTING PERIOD	I certify under penalty of perjury under the laws of the State of
\$500 - \$1,000 \$1,001 - \$10,000	California that the foregoing is true and correct.
S10,001 - \$100,000 OVER \$100,000	Date Signed 2/7/1/
Guarantor, if applicable	(month, day, year)
	Signature All Well
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FPPC Form 700 Amendment (2010/2011) Sch. B FPPC Toli-Free Helpline: 866/275-3772 www.fppc.ca.gov

SCHEDULE A-2 Investments, Income, and Assets of Business Entities/Trusts

OWNERSHIP Interest is 10% or Greater)

A M E N D M E N T

CALIFORNIA FORM 700
FAIR POLITICAL PRACTICES COMMISSION

1. BUSINESS ENTITY OR TRUST	► 4. INVESTMENTS AND INTERESTS IN REAL PROPERTY HELD BY THE
Hery Skps Managing	BUSINESS ENTITY OR TRUST Check one box:
Name 944 Maned, Suites 21 Address (Business Address Acceptable)	☐ INVESTMENT ☐ REAL PROPERTY
Check one	Name of Business Entity or
☐ Trust, go to 2 ☐ Business Entity, complete the box, then go to 2	Street Address or Assessor's Parcet Number of Real Property
GENERAL DESCRIPTION OF BUSINESS ACTIVITY MODIA CORWIANS	
FAIR MARKET VALUE IF APPLICABLE, LIST DATE:	Description of Business Activity <u>or</u> City or Other Precise Location of Real Property
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Over \$1,000,000	\$10,001 - \$100,000
NATURE OF INVESTMENT Sole Proprietorship Partnership	Over \$1,000,000
YOUR BUSINESS POSITION Prunapal, CFO Other	NATURE OF INTEREST
TOOK BUSINESS POSITION TO STATE OF THE POSITIO	Property Ownership/Deed of Trust Stock Partnership
► 2. IDENTIFY THE GROSS INCOME RECEIVED (INCLUDE YOUR PRO RATA SHARE OF THE GROSS INCOME IQ THE ENTITY/TRUST)	Leasehold Other
□ \$0 - \$499	Check box if additional schedules reporting investments or real property are attached
S500 - \$1,000 OVER \$100,000	
\$1,001 - \$10,000	
▶ 3. LIST THE NAME OF EACH REPORTABLE SINGLE SOURCE OF INCOME OF \$10,000 OR MORE (Annual a separate short) discretely:	
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Print Name _ Mary Theadosa Sulby	
Office, Agency or Council 12 18chs Greneral Obli	gation Bord Oversight Committee
Statement Type 2010/2011 Annual . Annual . Annual . A	Ssuming Leaving Candidate
I have used all reasonable diligence in preparing this statement. I have contained herein and in any attached schedules is true and complete.	reviewed this statement and to the best of my knowledge the information
I certify under penalty of perjury under the laws of the State of	California that the foregoing is true and correct.
2/7/11	Mayor

(month, day, year)

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Lar y Liederman

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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: Citizens General Obligation Bond Oversight Committee Name of Board, Commission, Committee, or Task Force	
Seat # or Category (If applicable): 1	District:
Name: Larry S.Liederman	
Home Address Polk Street	Zip: 94109
Home Phone: 415 Occupation: Controller	
Work Phone: Employer: Ignite Game Technologies Incorporate	ed :
Business Address: 1 Bluxome Street, Suite 204	Zip : 94107
Business E-Mail: Home E-Mail:	@yahoo.com
Check All That Apply:	
A citizen of the United States. At least 18 years old on or before I	Election Day. 🔽
Not in prison or on parole for a felony conviction	- <u>-</u>
A resident of San Francisco Yes: No: (Place of Residence):	
Please state your qualifications (attach supplemental sheet if necessary)	
I am the Controller of a small business in San Francisco. I also worked for the NY City Deputy Co responsible for overseeing the issuance of NY City General Obligation bonds and notes.	mptroller who was
Education:	
See attached resume	
Business and/or professional experience:	
See attached resume	
Civic Activities:	
Ethnicity: (optional) Sex: (optional) M F	
lave you attended any meetings of the Board/Commission to which you wish appo	
or appointments by the Board of Supervisors, appearance before the RULES COMMITTEE is a requirement before any ap Applications must be received 10 days before the scheduled hearing.) Please Note: Once Completed, this form, including all attachments, become public record)	pointment can be made.
Date: 1/7/11 Applicant's Signature: (required) Nease Note: Your application will be retained for one year.	2/
OR OFFICE USE ONLY:	

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Larry Liederman

Larry S. Liederman

San Francisco, CA

SIGNIFICANT ACCOMPLISHMENTS

- Built entire finance and accounting group of 18 for a solar technology start-up company.
- Led or co-managed evaluation, selection and implementation of software packages including ERP, imaging, workflow, document control, expense management and time and attendance.
- Coordinated balance sheet account reconciliations correcting over \$15 million of inaccuracies.
- Negotiated settlements with suppliers, landlords and taxing authorities saving \$5-10 million and avoiding litigation.
- Identified and evaluated cost reduction strategies that saved \$10-15 million.
- Spearheaded financial due diligence and integration of four acquired companies.
- Repeatedly stabilized teams thereby improving morale, execution against prioritized goals and customer service.
- Prepared accurate financial statements and established procedures and controls resulting in efficient external audits with unqualified opinions.

PROFESSIONAL EXPERIENCE

IGNITE GAME TECHNOLOGIES - San Francisco, CA

2010-Present

Controller - First Controller for this start up that develops online auto racing games. Oversee accounting, payroll, AP, insurance, and cash management. Key accomplishments since hire date: implemented QuickBooks, reconciled all accounts for 2010, built multi year financial model for internal use and investor presentations, identified cost savings exceeding \$50 thousand, prepared and distributed Employee Handbook.

SUNPOWER CORPORATION - Richmond, CA

2009-2010

Interim Division Controller - Coordinated FP&A activities for the New Homes Division including timely and accurate monthly closes and corporate reporting. Examined departmental procedures, recommended improvements, and rolled out changes including training managers and staff. Led implementation of Oracle sales order module that streamlined order entry, fulfillment, revenue and COGS recognition, AR and collections.

OPTISOLAR - Hayward, CA

Controller - First Controller for this start up that manufactured patented solar panels and developed and operated solar farms in Canada, Europe and the United States (sold in 2009). Built accounting and finance function that reached 18 professionals who handled cost accounting, FP&A, GL accounting, fixed assets, payroll, AP, AR and cash management. Maintained company cap table. Co-managed the evaluation, selection and implementation of Oracle R12. Coordinated engagements with Big Four auditors, tax preparers and advisers, and stock valuation experts.

UBISOFT - San Francisco, CA

Interim Controller - Oversaw corporate and cost accounting activities through three direct reports (with total staff of eight) for this \$350 million video game developer and publisher. Ensured integrity of financial statements including appropriate revenue recognition per SOP 97-2, SOP 98-9, SAB 101 and EITF 99-19. Authored revenue recognition procedures. Managed federal, state and local tax compliance including audits saving upwards of \$500 thousand.

GILEAD SCIENCES - Foster City, CA

2005-2006

Associate Director, Financial Services - Restructured Payroll and Accounts Payable for North American operations of this public biotechnology company. Led teams that obtained approval to purchase imaging and business process automation software and a hosted, on-line expense reporting application. Successfully coordinated roll out of time and attendance system to U.S. employees. Procure-to-Pay business process owner for SOX 404 compliance.

LOW INCOME INVESTMENT FUND - Oakland, CA

2002-2004

Chief Financial & Administrative Officer - Directed all finance, accounting, information systems, human resource and administration activities for this Community Development Financial Institution with over \$100 million in assets. Staffed Finance and Audit Committee and prepared all financial materials for quarterly BOD meetings.

Larry S. Liederman

FLEXTRONICS - San Jose, CA

Jan 07 11 05:27p

1999-2002

<u>Director of Finance</u> - Oversaw finance activity for new \$100 million optical components division including cost accounting, reporting, preparation of rolling 12-month forecasts, and financial due diligence and integration of acquired companies. Hired and mentored three site Controllers.

<u>Director of U.S. Financial Services</u> - Provided centralized AP, AR, Asset Management, Sales, Use and Property tax, G/L accounting, and Payroll services through seven managerial level direct reports and more than 60 professionals.

<u>Division Controller</u> - Managed financial activities through staff of six for \$200 million PCB Division including budgeting, forecasting, cost accounting and monthly reporting. Prepared weekly and monthly business analysis to highlight issues and improve results. Ensured internal controls compliance.

WACKER SILTRONIC - Portland, OR

1998-1999

<u>Controller</u> - Oversaw cost and fixed asset accounting for this \$400 million silicon wafer manufacturer. As Manager of eight professionals, advised corporate management of monthly results, prepared budgets and forecasts, and explained key variances and progress against cost reduction goals.

KRAFT FOODS - White Plains, NY and Chicago, IL

1991-1998

<u>Plant Controller</u> - Oversaw staff of eight that provided cost and inventory accounting for 500 employee facility producing five nationally recognized brands. Prepared annual cost budget of \$175 million. Analyzed and reported results. Developed strategies for improved plant performance.

Financial Manager, Manufacturing Finance - Managed team responsible for budgeting, reporting and analyzing the Foodservice Division's supply chain costs of \$150 million. Evaluated and tracked capital and productivity projects.

<u>Assistant Financial Manager, Supply Chain</u> - Represented operations finance on cross-functional teams that identified and evaluated cost reduction opportunities including capital investments.

Financial Supervisor, Manufacturing - Acted as financial liaison between headquarters and five manufacturing sites. Coordinated budgeting and analysis of variable and fixed manufacturing costs.

Financial Associate, Purchasing - Coordinated development of materials prices for cost standards and reforecasts.

OFFICE OF THE COMPTROLLER - New York, NY

1988-1991

<u>Assistant Director for Finance</u> - Supported Deputy Comptroller who co-managed the City's \$6 billion annual issuance of bonds and notes. Structured bond issues by analyzing unfinanced capital expenditures.

MERRILL LYNCH CAPITAL MARKETS - New York, NY

1985-1988

<u>Financial Analyst</u> - Assisted senior bankers in underwriting \$1 billion of tax exempt and taxable bonds for health care companies. Performed financial analysis and determined optimal financing strategies. Prepared and presented proposals to potential clients. Series 7 registered representative.

EDUCATION

NEW YORK UNIVERSITY, Leonard N. Stern School of Business
MBA, Management and International Business, 1991, GPA: 3.75 (Beta Gamma Sigma)

BRANDEIS UNIVERSITY

BA, Political Science, 1985, GPA: 3.25

PHILLIPS ANDOVER ACADEMY, 1981

MISCELLANEOUS

Board Member and Audit Committee Chair - Child Welfare League of America Member and Former Committee Chair - Financial Executives Networking Group Jan 30 11 06:43a

Larry Liederman

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CALIFORNIA FORM 700 66 S BOLTON, OF ACTION S COMMERCE A PUBLIC DOCUMENT

STATEMENT OF ECONOMIC INTERESTS COVER PAGE

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SCHEDULE A-1 **Investments**

Stocks, Bonds, and Other Interests (Ownership Interest is Less Than 10%)

De not effecti brokerage or financial statements.

CALIFORNIA FORM	700
Name	
Liederman, Lerry S	Scott
The state of the s	

wine of eusiness entity Barrick Gold Corp	
	Covidian
SENERAL DESCRIPTION OF BUSINESS ACTIVITY	GENERAL DESCRIPTION OF BUSINESS ACTIVITY
Gold mining	Healthcare products
TAIR MARKET VALUE	FAIR MARKET VALUE
\$ 52,000 - \$10,000	■ 52,000 - 510,000 ■ 510,001 - 5100,000
35100,001 - \$1,000,000	(000,000 S1,000,000 Dover \$1,000,000
vature of investment	nature of investment
Of Stack Cother	Stock Officer (Describe)
(Consulte) Particular (Consulter Frederical of 50 - 5459 O lincolne Received of 5500 or Mare (Februar or Schedule C)	Pathoniship O income Preceived of 50 - 5459 O income Received of 5500 or income (Report on Schoolule 47
if Applicable 1/31 DATE:	IF APPLICABLE, LUST DATE:
	3 10 4 21 10
2 19 10 6 24 10	ACQUIRED DISPOSED
NAME OF BUSINESS SMITTY	NAME OF BUSINESS ENTITY
PNC Financial	Sprott Physical Gold Trust
General Description of Business activity	GENERAL DESCRIPTION OF BUSINESS ACTIVITY
Financial services	Gold buillion
TAIR MARKET VALUE	FAIR MARKET VALUE
₹ 12/000 - 510/000	2 52 000 - 540,000
☐ 21,000 21 - 21,000,000 ☐ OVAL 21,000,000	S100,001 - 51,000,000
	HATISKE OF PARESTREAT
NATURE OF WHESTINGENT	Stock Other
Stack (Describe)	(Describe)
Thermonship Olimborne Received of 50 - \$459 Chimborne Received of 5500 of More Prepar un Scinedule Ci	Parametrial O income Received of 500 of Wore Prepar an Schedule C
# APPLICABLE LIST ENTE	AL VINDITIVARIE TIRE DALE
2, 5, 10 2, 19, 10	2,25,10 6,24,10
ACCURED DISPOSED	ACCURED DISPOSED
	the book to be seen to start the
HANDE OF BUSINESS ENTITY	NAME OF BUSINESS ENTITY United States Oil Fund
Prodential Financial	GENERAL DESCRIPTION OF BUSINESS ACTIVITY
CENERAL DESCRIPTION OF BUSINESS ACTIVITY	
Financial services	ETF tracking light, sweat crude oil prices
FAR MARKET VALUE	FAIR MARKET VALUE
\$2,000 - \$10,000 S10,000 - \$100,000	S2,000 - \$10,000
000,000 - \$1,000,000	☐ 5100,000 - 51,000,000 ☐ Over \$1,000,000
NATURE OF HIVESTARING	NATURE OF INVESTMENT
DE Short Contract of the contr	Stack Chief (Describe)
Describe	Pantretship O Income Received of 50 - \$469 O Income Received of \$500 or More (Report on Schedule)
	IF APPLICABLE, LIST DATE
IF APPLICABLE, LIST DATE:	11
	11 6,24,45
2,19,10	ACCURED DISPOSED

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Comments:

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SCHEDULE A-1 investments

Stocks, Bonds, and Other Interests (Ownership Interest is Less Than 10%)

Do not alted brokerage or financial statements.

CALIFORNIA FORM 700
Name Liederman, Larry Scott

	The state of the s
➤ NAME OF BUSINESS ENTITY	➤ MANNE OF BUSINESS FINITY
Geokinetics	Haliturton
GENERAL DESCRIPTION OF BUSINESS ACTIVITY	GENERAL DESCRIPTION OF BUSINESS ACTIVITY
Seismic data acquisition services	Oil & Histural Gas services and products
FAIR MARKET VALUE	FAIR MARKET VALUE
© \$2,000 - \$100,000	\$2,000 - 510,000
☐ \$100,001 · \$1,000,000 ☐ ⊙ver \$1,000,000	5100,001 - \$1,000,000
NATURE OF INVESTMENT	NATURE OF INVESTMENT Stock Other Other
(Dasa ps)	Devinerable O marking Reported of 50 - 3488
The Permental Process of the Second of the Person of Selection of the Person	O surround to second of \$200 or More fuebour on anywhite co.
IF APPLICABLE, ILIST DATE:	HE APPLICABLE, ILIST DATE:
1 10 1 10	1 10 1 10
ACQUIRED DISPOSED	ACQUIRED DISPOSED
NAME OF BUSINESS ENTITY	NAME OF BUSINESS STATITY
HJ Heinz	Proctor & Gamble
GENERAL DESCRIPTION OF SUSINESS ACTIVITY	GENERAL DESCRIPTION OF BUSINESS ACTIVITY
Consumer packaged goods	Consumer packaged goods
THE MARKET VALUE	FAIR MARKET WALUE
₹ 25.000 - 210.000	₹ 25 000 - 210 000 ☐ 210 001 - 2100 000
7 5100 001 - \$1,000 000	21,000,001 - 21,000,000
	NATURE OF INVESTMENT
HATURE OF INVESTMENT SE STOCK OFFI	Stock (Coserce)
(Describe)	Partie ship O Income Received of 50 - 5459
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C2 HADDING LAGGERIAGE OF STATES OF MANAGES AND COMPANY OF THE	
	# NOOLKLELE INST DATE:
A MARIL CARLE LYST DATE:	
y 10 <u> </u>	6,11,10 ,10
ACQUIRED DISPOSED	ACCURRED EMSPOSED
► HAVE OF BUSINESS ENTITY	> WANTE OF BUSINESS ENTITY
Polaris:	Kraft Foods
GENERAL DESCRIPTION OF BUSINESS ACTIVITY	GENERAL DESCRIPTION OF BUSINESS ACTIVITY
Designs, manufactures off road vehicles	Consumer packaged goods
FAIR MARKET VALUE	PAR WARKET VALUE
₹ 52,060 - \$10,000	\$2,000 - \$10,000 \(\textstyle \t
5190,000 - 51,000,000 Ower 51,000,000	(100,000, 51,000,000) Ower 51,000,000
	rature of investment
MATURE OF INVESTMENT	Story Other sections of the section
Stock (Cescribe)	(Comer/ine)
O process become because of 2500 at 1900s because a sevening C	The ministrip of moothe received of Still or Made Present on Schedule or Made Present of Still or Made Present or or M
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2 25 10 10	ACQUIRED DISPOSED
ACQUIRED IDITIONED	

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Comments:

Lar.y Liederman

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SCHEDULE A-1 Investments

Stocks, Bonds, and Other Interests (Ownership Interest is Less Than 10%)

Do not attach brokerage or financial statements.

CALIFORNIA FORM 700
RESERVICE SECURICADA LA DEBLICA ANTA
Name
Liederman, Larry Scott

NAME OF BUSINESS ENTITY.	NAME OF BUSINESS ENTITY
SurPower	Flowserve
GENERAL DESCRIPTION OF BUSINESS ACTIVITY	GENERAL DESCRIPTION OF BUSINESS ACTIVITY
Solar technology	Flow control equipment
SAIR MARKET VALUE	FAIR WARKET VALUE
∑ \$2,000 - \$10,000 ☐ \$10,001 - \$160,000 ☐ \$10,000,000 ☐ \$40,000,000 ☐ \$400,000 ☐ \$400,000	☐ \$100,001 - \$1,000 ☐ Over \$1,000,000
NATURE OF INVESTMENT B. Stock Other	NATURE OF INVESTMENT Stock Corner (Substitute)
(Tencorde) Fectualist O Income Received of \$50 or More (August's Schedule C) Microse Received of \$500 or More (August's Schedule C)	Partnership O income Received of \$500 or More thepon on someone or
IF APPLICABLE, LIST DATE:	IF APPLICABLE, LIST DATE:
2 11 10 3 17 10 accounted 015P015ED	5,20,10 10,29,10 ACCURRED DISPOSED
NAME OF GUSINESS ENTITY	NAME OF BUSINESS SATITY
Goldman Sachs	
SCHERAL DESCRIPTION OF GUSHNESS ACTIVITY	CENERAL DESCRIPTION OF BUSINESS ACTIVITY
Investment banking & financial services	
FAIR MARKET VALUE	TAIR MARKET VALUE
₹ \$2,000 - \$10,000 ☐ \$10,001 - \$100,000	☐ \$2,000 - \$10,000 ☐ \$10,000 - \$10,000 ☐ \$10,
☐ \$100,001 - \$1,000,000 ☐ Over \$1,000,000	
NATURE OF INVESTMENT SO Stock [] Officer	NATURE OF AWESTMENT Stock Cher
(Describe) [] Fertinership (O income Received of SO - \$499 O income Received of \$500 or More Report on Schoolie (C)	(Describe) [] Partnership () Income Received of 50 - \$435 O Income Received of \$500 of More Propert on Schedule C:
	# APPLICABLE, UST DATE:
f applicable, ust date:	it its in the contract
ADDUMED DISPOSED	ADQUIRED DISPOSED
➤ NAME OF BUSINESS ENTITY	NAME OF BUSINESS ENTITY
······································	The state of the s
GENERAL DESCRIPTION OF BUSINESS ACTIVITY	GENERAL DESCRIPTION OF BUSINESS ACTIVITY
FAIR MARKET VALUE	FAIR MARKET VALUE
☐ \$2,000 - \$10,000 ☐ \$10,001 - \$100,000	☐ \$2,000 - \$10,000 ☐ \$10,001 - \$100,000 ☐ \$10,000 - \$1,000,000
☐ \$180,000,1-\$1,000,000 ☐ ○+¥ \$1,000,000	
NATURE OF HIVESTMENT	NATURE OF INVESTMENT
() Stock (Describe)	(Costribe)
☐ Parthership © income Received of 50 - 5499 O income Received of 5500 of More (Report on Schedule C)	Partnership O income Received of \$0 - \$459 O income Received of \$500 or More (Report on Schedule C)
IF APPLICABLE, LIST DATE:	FAPPLICABLE, LIST DATE.
1 110 110	1.10
ACQUIRED DISPOSED	ACCUIRED DISPOSED

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SCHEDULE A-2 Investments, Income, and Assets of Business Entities/Trusts (Ownership Interest is 10% or Greater)

► 1 BUSINESS ENTEN OR TRUST	► 1 BUSINESS ENTERY OF TRUST
The Larry S. Liederman Living Trust	
Name 1 Carllon B. Goodlett Place, San Francisco, CA 94102	Name
Address (Suparaca Acastopa) estário	Andrew (Business Adoless Ascendence)
Chack one Trust to to 2	Chesh one [] Trust go to 2 [] Business Entity, complete the box, then go to 2
GENERAL DESCRIPTION OF BUSINESS ACTIVITY	GENERAL DESORIPTION OF BUSINESS ACTIVITY
FAR MARKET VALUE	FAR MARKET VALUE IF APPLYCABLE. LIST DATE. \$2,000 - \$10,000
NATURE OF INVESTMENT Sove Proprietorship Partnership Comer	NATURE OF INVESTMENT Solad Proprietorship Parintership Other
YOUR BUSINESS POSITION	YOUR BUSINESS POSITION
 I IDENTIFY THE GROSS INCOME RECEIVED ENGLIDE YOUR PROBATA SHARE OF THE GROSS INCOME TO THE UNITY TRUST! 	 DENTIFY THE GROSS INCOME REDERVED INCLUDE YOUR BRO RATA SHARE OF THE GROSS INCOME 322 THE ENTITY TRUST.
■ 21.001 - 210,000 □ 0VER 2100,000 □ 210,001 - 2100,000	☐ 51.001 - 510,000 ☐ 5100,000 ☐ 5100,000 ☐ 5100,000
 ILLEST THE NAME OF EACH REPORTABLE SHIGLE BOURGE OF INCOME OF \$10 MW OR MORE and to have designed and record. 	MOUNT THE NAME OF FACH REPORTABLE SHOULF SOURCE OF INCOME OF \$10 OR OR HORE WILL AND ADDRESS OF \$10 OR OR
The state of the s	The state of the s
► 4. INDESTMENTS AND INTERESTS IN REAL PROPERTY HELD BY THE SUSPESS ENTER OF TRUST	F 4, INVESTMENTS AND INTERESTS IN REAL PROPERTY HELD BY THE BUSINESS ENTITY OR TRUST
Check one box: REAL PROPERTY	Check who don: Treal Property Real Property
Name of Business Entry 12 Street Address or Assessor's Parcel Number of Real Property	Name of Pushness Entity of Street Address or Assessor's Percel Number of Real Property
Description of Business Activity of City or Other Precise Location of Real Property	Cessificition of Bosiness Activity (g. City or Other Precise Location of Real Property
FAIR MARKET VALUE IF APPLICABLE, LIST DATE:	FAIR MARKET VALUE IF APPLICABLE, LIST DATE:
S100,001 - \$1,000,000	\$10.001 \$100,000 ACQUIRED DISPOSED Over \$1,000,000
NATURE OF INTEREST Property Ownership/Deed of Trust Stock Partnership	NATURE OF INTEREST Property Ownership/Deed of Trust Stock Partnership
Leasehold Yir remarks Other	Const
Think but if additional schedules reporting investments or rest property are stracted	Check box if exhibitional cohedules reporting investments or real property are alteched
Comments:	FPPC TONFree Habline: 856/275-3772 www.fppc.cs.gov



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: Citizens' General Obligation Bond Oversight Committee Name of Board, Committee, or Task Force
Seat # or Category (If applicable): Seat 2 District:
Name: Robert P. Muscat
Home Address: Hyde Street, #300 Zip: 94109
Home Phone: (916) Occupation: Labor Representative
Work Phone: (415) 864-2100 Employer: IFPTE, Local 21
Business Address: 1182 Market Street, Rm 425 Zip: 94102
Business E-Mail: bmuscat@ifpte21.org Home E-Mail: @gmail.com
Check All That Apply:
A citizen of the United States. X At least 18 years old on or before Election Day. X
Not in prison or on parole for a felony conviction x
A resident of San Francisco X Yes: No: (Place of Residence):
Please state your qualifications (attach supplemental sheet if necessary)
Please see attached.
Education:
Business and/ar preferaional ameninas
Business and/or professional experience:
Civic Activities: Various charities, Labor support organization
Ethnicity: (optional) Caucasian Sex: (optional) X M F
Have you attended any meetings of the Board/Commission to which you wish appointment? XYes 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: 2-15-1/ Applicant's Signature: (required) : 61.000.
FOR OFFICE USE ONLY: Appointed to Seat #: Term Expires: Date Seat was Vacated:

Qualifications:

Incumbent member of the committee. Long history of working with public agencies and with public employees. Very familiar and experienced with organizational issues in government agencies at the State and local levels. Familiar with San Francisco departments, agencies and services. Familiar with San Francisco political issues and constituency groups. Increasing familiarity with all city bond programs.

Education:

B.S. in Organizational Behavior- San Jose State

Business and/or professional experience:

Forty plus years working in public sector labor relations at the national, regional and local levels.

CALIFORNIA FORM FAIR POLITICAL PRACTICES COMMISSION A PUBLIC DOCUMENT

STATEMENT OF ECONOMIC INTERESTS **COVER PAGE**

Please type or print in ink. NAME OF FILER (MIDDLE) (LAST) au MUSCAT ZOBERT 1. Office, Agency, or Court Agency Name 5 A V F KA CCICC Division, Board, Department, District, if applicable Bond Oversigh T Citizens General Osligate ▶ If filing for multiple positions, list below or on an attachment Position: 2. Jurisdiction of Office (Check at least one box) ☐ State ☐ Judge (Statewide Jurisdiction) Grounty of SAW FRANCISCO Multi-County _ Holly of SAN CRUN CCICO 3. Type of Statement (Check at least one box) Annual: The period covered is January 1, 2010, through December 31, Leaving Office: Date Left _____/_ 2010. (Check one) The period covered is _______, through December 31, O The period covered is January 1, 2010, through the date of leaving office. Assuming Office: Date ○ The period covered is _______, through the date of leaving office. Candidate: Election Year ___ Office sought, if different than Part 1: _ 4. Schedule Summary Check applicable schedules or "None." ▶ Total number of pages including this cover page: ___ 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 ■ None - No reportable interests on any schedule 5. Verification MAILING ADDRESS (Business or Agency Address Recommended - Public Document) DAYTIME TELEPHONE NUMBER E-MAIL ADDRESS RMUSCHT (O) IFPTE 21,0KG (ケ/エ) 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 2 - / (month, day, year) Signature.

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

SCHEDULE A-2 Investments, Income, and Assets of Business Entities/Trusts (Ownership Interest is 10% or Greater)

CALIFORNIA FORM	700
Name	OMMISSION
· · · · · · · · · · · · · · · · · · ·	·

► 1. BUSINESS ENTITY OR TRUST	► 1. BUSINESS ENTITY OR TRUST
MUSIAT FAMILY TIUST	Name
Address (Business Address Acceptable)	Address (Business Address Acceptable)
Check one Trust, go to 2 Business Entity, complete the box, then go to 2	Check one
GENERAL DESCRIPTION OF BUSINESS ACTIVITY /WUCSTMents/Mutual funds	GENERAL DESCRIPTION OF BUSINESS ACTIVITY
FAIR MARKET VALUE IF APPLICABLE, LIST DATE:	FAIR MARKET VALUE IF APPLICABLE, LIST DATE:
\$2,000 - \$10,000 \$50,001 - \$100,000	\$2,000 - \$10,000 \$10,001 - \$100,000/
\$100,001 - \$1,000,000 ACQUIRED DISPOSED Over \$1,000,000	S100,001 - \$1,000,000 ACQUIRED DISPOSED Over \$1,000,000
NATURE OF INVESTMENT	NATURE OF INVESTMENT
Sole Proprietorship Partnership STOCKS	Sole Proprietorship Partnership Other
YOUR BUSINESS POSITION	YOUR BUSINESS POSITION
➤ 2. IDENTIFY THE GROSS INCOME RECEIVED (INCLUDE YOUR PRO RATA SHARE OF THE GROSS INCOME TO THE ENTITY/TRUST)	► 2. IDENTIFY THE GROSS INCOME RECEIVED (INCLUDE YOUR PRO RATA SHARE OF THE GROSS INCOME TO THE ENTITY/TRUST)
\$0 - \$499	\$0 - \$499 \$10,001 - \$100,000
☐ \$500 - \$1,000 ☐ OVER \$100,000	
\$1,001 - \$10,000	1 31,001 - 310,000
➤ 3. LIST THE NAME OF EACH REPORTABLE SINGLE SOURCE OF INCOME OF \$10,000 OR MORE (Attach a separate sheet if necessary)	➤ 3. LIST THE NAME OF EACH REPORTABLE SINGLE SOURCE OF INCOME OF \$10,000 OR MORE (Attach a separate sheet if necessary.)
▶ 4. INVESTMENTS AND INTERESTS IN REAL PROPERTY HELD BY THE	▶ 4. INVESTMENTS AND INTERESTS IN REAL PROPERTY HELD BY THE
BUSINESS ENTITY OR TRUST	BUSINESS ENTITY OR TRUST
Check one box:	Check one box:
☐ INVESTMENT ☐ REAL PROPERTY	☐ INVESTMENT ☐ REAL PROPERTY
Name of Business Entity or Street Address or Assessor's Parcel Number of Real Property	Name of Business Entity or Street Address or Assessor's Parcel Number of Real Property
Department of Duringer Activity or	Description of Business Andrille
Description of Business Activity <u>or</u> City or Other Precise Location of Real Property	Description of Business Activity or City or Other Precise Location of Real Property
FAIR MARKET VALUE IF APPLICABLE, LIST DATE:	FAIR MARKET VALUE IF APPLICABLE, LIST DATE:
\$2,000 - \$10,000 \$10,001 - \$100,000 \$\frac{1}{2}\$	\$2,000 - \$10,000 \$10,001 - \$100,000 \$10,001 - \$100,000
\$100,001 - \$1,000,000 ACQUIRED DISPOSED Over \$1,000,000	\$100,001 - \$1,000,000 ACQUIRED DISPOSED Over \$1,000,000
NATURE OF INTEREST Property Ownership/Deed of Trust Stock Partnership	NATURE OF INTEREST Property Ownership/Deed of Trust Slock Partnership
Leasehold Other	Leasehold Other
Check box if additional schedules reporting investments or real property are attached	Yra. remaining Check box if additional schedules reporting investments or real property are attached
Comments:	FPPC Form 700 (2010/2011) Sch. A-2

SCHEDULE B Interests in Real Property (Including Rental Income)

CALIFORNIA FORM	
Name	

STREET ADDRESS OR PRECISE LOCATION	➤ STREET ADDRESS OR PRECISE LOCATION
- HYNE # 300	
CITY	спү
SAN FRANCISCO	
FAIR MARKET VALUE IF APPLICABLE, LIST DATE:	FAIR MARKET VALUE IF APPLICABLE, LIST DATE:
\$2,000 - \$10,000	\$2,000 - \$10,000
	\$10,001 - \$100,000
	\$100,001 - \$1,000,000 ACQUIRED DISPOSED
Over \$1,000,000	Over \$1,000,000
NATURE OF INTEREST	MATURE OF INTEREST
	NATURE OF INTEREST
Ownership/Deed of Trust Easement	Ownership/Deed of Trust Easement
Leasehold	Leasehold
Yrs, remaining Other	Yrs. remaining Other
IF RENTAL PROPERTY, GROSS INCOME RECEIVED	IF RENTAL PROPERTY, GROSS INCOME RECEIVED
\$0\$499	\$0 - \$499
S10,001 - \$100,000 OVER \$100,000	☐ \$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	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.	income of \$10,000 or more.
Vou are not required to report loops from assembly in	landing institutions made in the lander's regular source
of business on terms available to members of the pul and loans received not in a lender's regular course o	f business must be disclosed as follows:
of business on terms available to members of the pul	blic without regard to your official status. Personal loans
of business on terms available to members of the pul and loans received not in a lender's regular course o	blic without regard to your official status. Personal loans f business must be disclosed as follows:
of business on terms available to members of the pul and loans received not in a lender's regular course o	blic without regard to your official status. Personal loans f business must be disclosed as follows:
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of business on terms available to members of the pull and loans received not in a lender's regular course of NAME OF LENDER* ADDRESS (Business Address Acceptable)	blic without regard to your official status. Personal loans f business must be disclosed as follows: NAME OF LENDER* ADDRESS (Business Address Acceptable)
of business on terms available to members of the pull and loans received not in a lender's regular course of NAME OF LENDER*	blic without regard to your official status. Personal loans f business must be disclosed as follows:
of business on terms available to members of the pull and loans received not in a lender's regular course of NAME OF LENDER* ADDRESS (Business Address Acceptable)	blic without regard to your official status. Personal loans f business must be disclosed as follows: NAME OF LENDER* ADDRESS (Business Address Acceptable)
of business on terms available to members of the pull and loans received not in a lender's regular course of NAME OF LENDER* ADDRESS (Business Address Acceptable)	blic without regard to your official status. Personal loans f business must be disclosed as follows: NAME OF LENDER* ADDRESS (Business Address Acceptable)
of business on terms available to members of the puland loans received not in a lender's regular course o NAME OF LENDER* ADDRESS (Business Address Acceptable) BUSINESS ACTIVITY, IF ANY, OF LENDER	blic without regard to your official status. Personal loans f business must be disclosed as follows: NAME OF LENDER* ADDRESS (Business Address Acceptable) BUSINESS ACTIVITY, IF ANY, OF LENDER
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of business on terms available to members of the pull and loans received not in a lender's regular course of the pull and loans received not in a lender's r	blic without regard to your official status. Personal loans f business must be disclosed as follows: NAME OF LENDER* ADDRESS (Business Address Acceptable) BUSINESS ACTIVITY, IF ANY, OF LENDER INTEREST RATE Mone None
of business on terms available to members of the puland loans received not in a lender's regular course o NAME OF LENDER* ADDRESS (Business Address Acceptable) BUSINESS ACTIVITY, IF ANY, OF LENDER INTEREST RATE TERM (Months/Years) ———————————————————————————————————	blic without regard to your official status. Personal loans f business must be disclosed as follows: NAME OF LENDER* ADDRESS (Business Address Acceptable) BUSINESS ACTIVITY, IF ANY, OF LENDER INTEREST RATE TERM (Months/Years) ———————————————————————————————————
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of business on terms available to members of the puland loans received not in a lender's regular course o NAME OF LENDER* ADDRESS (Business Address Acceptable) BUSINESS ACTIVITY, IF ANY, OF LENDER INTEREST RATE TERM (Months/Years) ———————————————————————————————————	blic without regard to your official status. Personal loans f business must be disclosed as follows: NAME OF LENDER* ADDRESS (Business Address Acceptable) BUSINESS ACTIVITY, IF ANY, OF LENDER INTEREST RATE TERM (Months/Years) ———————————————————————————————————
of business on terms available to members of the puland loans received not in a lender's regular course o NAME OF LENDER* ADDRESS (Business Address Acceptable) BUSINESS ACTIVITY, IF ANY, OF LENDER INTEREST RATE TERM (Months/Years) ———————————————————————————————————	blic without regard to your official status. Personal loans f business must be disclosed as follows: NAME OF LENDER* ADDRESS (Business Address Acceptable) BUSINESS ACTIVITY, IF ANY, OF LENDER INTEREST RATE TERM (Months/Years)
of business on terms available to members of the puland loans received not in a lender's regular course o NAME OF LENDER* ADDRESS (Business Address Acceptable) BUSINESS ACTIVITY, IF ANY, OF LENDER INTEREST RATE TERM (Months/Years) ———————————————————————————————————	blic without regard to your official status. Personal loans f business must be disclosed as follows: NAME OF LENDER* ADDRESS (Business Address Acceptable) BUSINESS ACTIVITY, IF ANY, OF LENDER INTEREST RATE TERM (Months/Years)
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SCHEDULE C Income, Loans, & Business Positions (Other than Gifts and Travel Payments)

CALIFO				7C	
Name	:		. ′		

▶ 1. INCOME RECEIVED	► 1. INCOME RECEIVED
NAME OF SOURCE OF INCOME	NAME OF SOURCE OF INCOME
IFATE (Ocal 2/	SEW Pension Fund
ADDRESS (Business Address Acceptable)	ADDRESS (Business Address Acceptable)
1182 MAPKET ST #425	
BUSINESS ACTIVITY, IF ANY, OF SOURCE,	BUSINESS ACTIVITY, IF ANY, OF SOURCE
LABOR UNION	
YOUR BUSINESS POSITION . EXECUTIVE PIRECE-	YOUR BUSINESS POSITION
EXECUTIVE PIRECES	
GROSS INCOME RECEIVED	
\$500 - \$1,000 \$1,001 - \$10,000	GROSS INCOME RECEIVED \$500 - \$1,000
□ \$10,001 - \$100,000 □ OVER \$100,000	\$1,001 - \$10,000 \$1,000 OVER \$100,000
	□ 645K \$100,000
CONSIDERATION FOR WHICH INCOME WAS RECEIVED	CONSIDERATION FOR WHICH INCOME WAS RECEIVED
Salary Spouse's or registered domestic partner's income	Salary Spouse's or registered domestic pariner's income
Loan repayment Partnership	Loan repayment Partnership
Sale of	Sale of
(Property, car, boat, etc.)	(Property, car, boat, etc.)
Commission or Rental Income, list each source of \$10,000 or more	Commission or Rental Income, list each source of \$10,000 or more
Other(Describe)	Other Pon Scor Banefit
	(voscilos)
➤ 2. LOANS RECEIVED OR OUTSTANDING DURING THE REPORTING PERIOD	
* You are not required to report loans from commercial le of a retail installment or credit card transaction, made in	the lender's regular course of business on terms
available to members of the public without regard to you	ur official status. Personal loans and loans received
not in a lender's regular course of business must be dis	sclosed as follows:
NAME OF LENDER*	
NAME OF LENGER	INTEREST RATE TERM (Months/Years)
ADDRESS (Durleys Address &	%
ADDRESS (Business Address Acceptable)	
TIONITIO ACTUAL AND	SECURITY FOR LOAN
BUSINESS ACTIVITY, IF ANY, OF LENDER	None Personal residence
	Real Property
HIGHEST BALANCE DURING REPORTING PERIOD	Street address
S500 - \$1,000	Ch
\$1,001 - \$10,000	City
\$10,001 - \$100,000	Guarantor
OVER \$100,000	
	Other(Describe)
Comments:	
Ovinnierits,	



11/19/2010 10:39

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

, pp. 10-11-11-11-11-11-11-11-11-11-11-11-11-1
Application for Appointment to: Citizens General Obligation Bond Oversight Committee Name of Board, Commission, Committee, or Task Force
Seat # or Category (If applicable): 3 District: 7
Name: Jonathan Alloy
Home Address:— Warren Drive, San Francisco, CA Zip: 94131
Home Phone: 415 — Occupation: Vice President and Product Manager
Work Phone: 415-396-8251 Employer: Wells Fargo Bank
Business Address: 525 Market St. Floor 28, MAC A0103-280, San Francisco, CA Zip: 94105
Business E-Mail: jonathan.alley@wellsfargo.com Home E-Mail
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)
Business leader and community organizer with extensive Fortune 100 and nonprofit experience managing people and projects to deliver strategic and tactical results in San Francisco.
Education:
Master of Business Administration - University of Michigan Bachelor of Science with Honors - Frostburg State University
Business and/or professional experience:
Please see attached resume.
Civic Activities:
Please see attached resume.
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: 11/11/2010 Applicant's Signature: (required) Mullim All 9 Please Note: Your application will be retained for one year.
FOR OFFICE USE ONLY: Appointed to Seat #: Date Seat was Vacated:

JONATHAN ALLOY

- Warren Drive, San Francisco, CA 94131 • 415.

Dcomcast.net

Business leader and community organizer with extensive Fortune 100 and nonprofit experience managing people and projects to deliver strategic and tactical results.

PROFESSIONAL EXPERIENCE

WELLS FARGO BANK

San Francisco, CA

Vice President and Product Manager

2007-Present

Lead cross-functional nationwide teams to increase consumer and small business engagement with Debit Cards through complex cross-channel marketing initiatives that enhance customers' experience and encourage preferential usage. Certified Financial Marketing Professional by the American Bankers Association.

LAM RESEARCH CORPORATION

Fremont, CA 2006-2007

Senior Project Manager

Led development of global sourcing and rapid prototyping strategies to improve collaboration, decrease costs, and increase speed to market for next-generation semiconductor equipment.

DUPONT

Wilmington, DE

Environmental Sustainability, Marketing and Strategy Manager

2003-2006.

Completed global assignments including managing an executive business restructuring team, positioning home improvement and agricultural brands for environmentally responsible growth, and recruiting and mentoring new hires for the Marketing Leadership Development Program.

3M

St. Paul, MN

Brand Marketing MBA Intern

2002

Designed marketing promotions to raise awareness and trial of home improvement brands.

POTOMAC COMMUNICATIONS GROUP

Washington, DC

Program Manager

1996-2001

Built Public Sector Practice by signing and counseling new clients in growth markets; managing diverse teams; and creating PR campaigns on energy efficiency, adult education and other topics.

COMMUNITY LEADERSHIP

LEADERSHIP SAN FRANCISCO

Class of 2010-2011

NOE VALLEY FARMERS' MARKET

Board of Directors

PACIFIC HEIGHTS RESIDENTS ASSOCIATION

Board of Directors

COALITION FOR SAN FRANCISCO NEIGHBORHOODS

Delegate

EDUCATION

UNIVERSITY OF MICHIGAN FROSTBURG STATE UNIVERSITY **MBA**

2003

BS with Honors

1995

4159779355

(FIRST)

(MIDDLE)

CALIFORNIA FORM 700
FAIR POLITICAL PRACTICES COMMISSION

STATEMENT OF ECONOMIC INTERESTS COVER PAGE

Date Received

DAYTIME TELEPHONE NUMBER

Please type or print in ink.

(LAST)

A Public Document

Alloy	Jonathan	Təl		(415
MAILING ADDRESS STREET	ÇITY	STATE	ZIP CODE	OPTIONAL: E-MAIL ADDRESS
usiness Address Acceptable) 25 Market St FI 28, MAC A0103-280	San Francisco	CA	94105	
. Office, Agency, or Court		4. Schedul	e Summar	У
Name of Office, Agency, or Court: Citizens General Obligation Bond Ov	ersight Committe	► Total n⊔mb including ti	er of pages his cover pag	e: <u>4</u>
Division, Board, District, if applicable:		interests."		les or "No reportable
Your Position:		I have discled sched sched		on one or more of the
Candidate for Member If filing for multiple positions, list additional to the control of the co	tional agency(ies)/		1 🛛 Yes - : Less than 10% Owl	schedule attached
position(s): (Attach a separate shee	et il necessary.)	•	2	schedule attached
Position:		Schedule B Real Property	-	schedule attached
2. Jurisdiction of Office (Check		Schedule C Income, Loar and Travel Payr	ıs, & Business F	schedule attached Positions (Income Other than Gifts
☐ State San Francisco San Francisco		Schedule D	⊠ Yes –	schedule attached
☐ City of San Francisco		Schedule E	Yes - :	schedule attached
☐ Multi-County			-01	
3. Type of Statement (Check a	t least one box)	☐ No repo	table interests	on any schedule
•	<u>11 , 19 , 10 </u>	5. Verificat	ion	
Annual: The period covered is January through December 31, 2009. O The period covered is		statement. I of my knowled attached sche	have reviewed ge the informa dules is true a	
Leaving Office Date Left:/ (Check one)		l certify under of California	penalty of per that the foreg	jury under the laws of the State joing is true and correct.
O The period covered is January 1, date of leaving office.		Date Signed	No.	(month, day, year)
O The period covered is/ the date of leaving office.	_/, through	Signature _	(File the originally si	gned statement with your filing pificial.)
Candidate Election Year:		F000 7	foll-Free Holnlin	FPPC Form 700 (2009/20 ne: 868/ASK-FPPC www.fppc.ca.

11/19/2010 10:39 4159779350 PAGE 06/11

SCHEDULE A-1 Investments

Stocks, Bonds, and Other Interests (Ownership Interest is Less Than 10%)

Do not attach brokerage or financial statements.

CALIFORNIA FORM 700 FAIR POLITICAL PRACTICLE COMMISSION
Name
Jonathan Tal Alloy
Jonathan Tal Alloy

NAME OF BUSINESS ENTITY	NAME OF BUSINESS ENTITY
Berkshire Hathaway	Wells Fargo
GENERAL DESCRIPTION OF BUSINESS ACTIVITY	GENERAL DESCRIPTION OF BUSINESS ACTIVITY
Business Investment and Management	Financial Services
FAIR MARKET VALUE	FAIR MARKET VALUE
S2,000 - \$10,000 × \$10,001 - \$100,000	☐ \$2,000 - \$10,000 🔀 \$10,001 · \$100,000
\$100,001 \$1,000,000 Q Over \$1,000,000	S100,001 · \$1.000,000
NATURE OF INVESTMENT	NATURE OF INVESTMENT SS Stock ○ Other ─────
Stock Other(Describe)	(Describe)
Pannership O income of \$0 - \$500 O income Received of \$500 or More (Repair on Schedule C)	Permarship O Income of \$0 - \$500 O Income Received of \$500 or More (Repair on Schedule C)
IF APPLICABLE, LIST DATE:	IF APPLICABLE, LIST DATE:
/ 109 / / 09	/ / 09 / _ 09
ACQUIRED DISPOSED	ACQUIRED DISPOSED
NAME OF BUSINESS ENTITY	NAME OF BUSINESS ENTITY
GENERAL DESCRIPTION OF BUSINESS ACTIVITY	GENERAL DESCRIPTION OF BUSINESS ACTIVITY
	FAIR MARKET VALUE
FAIR MARKET VALUE \$2,000 - \$10,000 \$10,001 - \$100,000	\$2,000 - \$10,000 \$10,001 - \$100,000
52,000 - \$10,000 \$10,000 \$100,000 \$100,000 \$100,000	\$100,001 - \$1,000,000 Over \$1,000,000
	1
NATURE OF INVESTMENT Stock Other	NATURE OF INVESTMENT Stack Other (Describe)
(Describe)	☐ Partnership ☐ Income of \$0 - \$500
Pannership O income of \$0 - \$500 O income Received of \$500 or More (Report on Schedule C)	O Income Received of \$500 or More (Report on Schedule C
IF APPLICABLE, LIST DATE:	IF APPLIÇABLE, LIST DATE:
	1,00
	ACQUIRED DISPOSED
ACQUIRED DISPOSED	
NAME OF BUSINESS ENTITY	NAME OF BUSINESS ENTITY
	GENERAL DESCRIPTION OF BUSINESS ACTIVITY
GENERAL DESCRIPTION OF BUSINESS ACTIVITY	GENERAL DESCRIPTION OF BUSINESS ACTIVITY
PART AND MET HALLE	FAIR MARKET VALUE
FAIR MARKET VALUE \$7,000 - \$10,000 \$100,000	\$2,000 - \$10,000 \qquad \$10,001 - \$100,000
\$100,000 - \$10,000 \$100,000 \$100,000 \$100,000	T \$100,001 - \$1,000,000 Over \$1,000,000
NATURE OF INVESTMENT	NATURE OF INVESTMENT
Stock Other (Describe)	Stack Other (Describe)
Pennership Income of \$0 - \$500 Income Received of \$500 or More (Report on Schedule C)	Pannership O income of \$0 - \$500 O income Received of \$500 of More (Report on Schedule (
	IF APPLICABLE, LIST DATE:
IF APPLICABLE, LIST DATE:	
	<u> </u>
DICROSED	ACQUIRED DISPOSED
ACQUIRED DI\$POSED	

SCHEDULE C Income, Loans, & Business Positions (Other than Gifts and Travel Payments)

	DRNIA FORM	
Name		
	Jonathan Tal Al	lloy

1, INCOME RECEIVED	► 1. INCOME RECEIVED
NAME OF SOURCE OF INCOME	NAME OF SOURCE OF INCOME
Wells Fargo	AMB Property Corporation
ADDRESS (Business Address Acceptable)	ADDRESS (Business Address Acceptable)
525 Market St FI 28, San Francisco, CA 94105	Pier 1 Bay 1, San Francisco, CA 94111
BUSINESS ACTIVITY, IF ANY, OF SOURCE	BUSINESS ACTIVITY, IF ANY, OF SOURCE
Financial Services	Real Estate Investment Trust
YOUR BUSINESS POSITION	YOUR BUSINESS POSITION
Vice President and Product Manager	Spouse is Director, Financial Planning & Analysis
GROSS INCOME RECEIVED	GROSS INCOME RECEIVED
☐ \$500 - \$1.000 ☐ \$1,001 - \$10,00D	\$500 - \$1,000 D \$1.001 - \$10,000
□ \$10,001 - \$100,000 ⊠ OVER \$100.000	■ \$10,001 - \$100,000 □ OVER \$100,000
CONSIDERATION FOR WHICH INCOME WAS RECEIVED	CONSIDERATION FOR WHICH INCOME WAS RECEIVED
Salary Spouse's or registered domestic partner's income	Salery Spouse's or registered domestic partner's income
Ligan repayment	Loan repayment
Sale of	Sale of
]
Commission or Rental Income, #31 pach source of \$10,000 or more	Commission or Rental Income. 4st each source of \$10,000 or more
	1
Other (Describe)	Other(Describs)
 2. LUANS RECEIVED OR OUTSTANDING DURING THE REPORTING PE 	· ·
* You are not required to report loans from commercial a retail installment or credit card transaction, made	al lending institutions, or any indebtedness created as pa de in the lender's regular course of business on terms o your official status. Personal loans and loans received
* You are not required to report loans from commercial of a retail installment or credit card transaction, made available to members of the public without regard to not in a lender's regular course of business must be NAME OF LENDER*	al lending institutions, or any indebtedness created as pa de in the lender's regular course of business on terms by your official status. Personal loans and loans received by disclosed as follows:
* You are not required to report loans from commercial of a retail installment or credit card transaction, made available to members of the public without regard to not in a lender's regular course of business must be	al lending institutions, or any indebtedness created as pade in the lender's regular course of business on terms by your official status. Personal loans and loans received e disclosed as follows: INTEREST RATE None None
* You are not required to report loans from commercial of a retail installment or credit card transaction, made available to members of the public without regard to not in a lender's regular course of business must be NAME OF LENDER* ADDRESS (Business Address Acceptable)	al lending institutions, or any indebtedness created as pade in the lender's regular course of business on terms by your official status. Personal loans and loans received a disclosed as follows: INTEREST RATE TERM (Months/Years)
* You are not required to report loans from commercial of a retail installment or credit card transaction, made available to members of the public without regard to not in a lender's regular course of business must be NAME OF LENDER* ADDRESS (Business Address Acceptable)	al lending institutions, or any indebtedness created as pade in the lender's regular course of business on terms by your official status. Personal loans and loans received e disclosed as follows: INTEREST RATE None SECURITY FOR LOAN
* You are not required to report loans from commercial of a retail installment or credit card transaction, made available to members of the public without regard to not in a lender's regular course of business must be NAME OF LENDER*	al lending institutions, or any indebtedness created as pade in the lender's regular course of business on terms by your official status. Personal loans and loans received be disclosed as follows: INTEREST RATE None SECURITY FOR LOAN
* You are not required to report loans from commercial of a retail installment or credit card transaction, made available to members of the public without regard to not in a lender's regular course of business must be NAME OF LENDER* ADDRESS (Business Address Acceptable)	al lending institutions, or any indebtedness created as pade in the lender's regular course of business on terms by your official status. Personal loans and loans received e disclosed as follows: INTEREST RATE None SECURITY FOR LOAN None Personal residence
* You are not required to report loans from commercial of a retail installment or credit card transaction, made available to members of the public without regard to not in a lender's regular course of business must be NAME OF LENDER* ADDRESS (Business Address Acceptable) BUSINESS ACTIVITY, IF ANY, OF LENDER	al lending institutions, or any indebtedness created as pade in the lender's regular course of business on terms by your official status. Personal loans and loans received be disclosed as follows: INTEREST RATE TERM (Months/Yeers) Whomas Security For Loan None Personal residence
* You are not required to report loans from commercial of a retail installment or credit card transaction, made available to members of the public without regard to not in a lender's regular course of business must be NAME OF LENDER. ADDRESS (Business Address Acceptable) BUSINESS ACTIVITY, IF ANY, OF LENDER HIGHEST BALANCE DURING REPORTING PERIOD	al lending institutions, or any indebtedness created as pade in the lender's regular course of business on terms by your official status. Personal loans and loans received be disclosed as follows: INTEREST RATE Whoma SECURITY FOR LOAN None Personal residence Real Property Street address
* You are not required to report loans from commercial of a retail installment or credit card transaction, made available to members of the public without regard to not in a lender's regular course of business must be NAME OF LENDER* ADDRESS (Business Address Acceptable) BUSINESS ACTIVITY, IF ANY, OF LENDER HIGHEST BALANCE DURING REPORTING PERIOD	al lending institutions, or any indebtedness created as pade in the lender's regular course of business on terms by your official status. Personal loans and loans received be disclosed as follows: INTEREST RATE Whome SECURITY FOR LOAN Real Property Sireal address
* You are not required to report loans from commercial of a retail installment or credit card transaction, made available to members of the public without regard to not in a lender's regular course of business must be NAME OF LENDER* ADDRESS (Business Address Acceptable) BUSINESS ACTIVITY, IF ANY, OF LENDER HIGHEST BALANCE DURING REPORTING PERIOD \$500 \cdot \$1,000	al lending institutions, or any indebtedness created as pade in the lender's regular course of business on terms by your official status. Personal loans and loans received be disclosed as follows: INTEREST RATE None SECURITY FOR LOAN None Personal residence Real Property Sireal address City
* You are not required to report loans from commercial of a retail installment or credit card transaction, made available to members of the public without regard to not in a lender's regular course of business must be NAME OF LENDER* ADDRESS (Business Address Acceptable) BUSINESS ACTIVITY, IF ANY, OF LENDER HIGHEST BALANCE DURING REPORTING PERIOD \$500 - \$1,000 \$10,001 - \$10,000	al lending institutions, or any indebtedness created as pade in the lender's regular course of business on terms by your official status. Personal loans and loans received be disclosed as follows: INTEREST RATE Whone SECURITY FOR LOAN Real Property Street address City Guarantor
* You are not required to report loans from commercial of a retail installment or credit card transaction, made available to members of the public without regard to not in a lender's regular course of business must be NAME OF LENDER* ADDRESS (Business Address Acceptable) BUSINESS ACTIVITY, IF ANY, OF LENDER HIGHEST BALANCE DURING REPORTING PERIOD \$500 - \$1,000 \$10,001 - \$10,000	al lending institutions, or any indebtedness created as pade in the lender's regular course of business on terms by your official status. Personal loans and loans received a disclosed as follows: INTEREST RATE None SECURITY FOR LOAN None Personal residence Real Property Street address City

11/19/2010 10:39 415977935.

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SCHEDULE D Income - Gifts

CALIFORNIA FORM 700
FAIR PRINTICAL PRACTICES COMMISSION
Name

Jonathan Tal Alloy

NAME OF SOURCE	NAME OF SOURCE
MLB.com	
ADDRESS (Business Address Acceptable)	ADDRESS (Business Address Acceptable)
75 Ninth Avenue, New York, NY 10011	
BUSINESS ACTIVITY, IF ANY, OF SOURCE	BUSINESS ACTIVITY, IF ANY, OF SOURCE
Professional sports network	
DATE (mm/dd/yy) VALUE DESCRIPTION OF GIFT(5)	DATE (mm/dd/yy) VALUE DESCRIPTION OF GIFT(S)
10 , 20 , 10 s 130 Baseball tickets	
10/20/10	
	3
NAME OF SOURCE	NAME OF SOURCE
P NAME OF SOURCE	
ADDRESS (Business Address Acceptable)	ADDRESS (Business Address Acceptable)
NODICES (CONTROL)	
BUSINESS ACTIVITY, IF ANY, OF SOURCE	BUSINESS ACTIVITY, IF ANY, OF SOURCE
DATE (mm/dd/yy) VALUE DESCRIPTION OF GIFT(5)	DATE (mm/dd/yy) VALUE DESCRIPTION OF GIFT(S)
	<u> </u>
NAME OF COURSE	NAME OF SOURCE
► NAME OF SOURCE	
ADDRESS (Business Address Acceptable)	ADDRESS (Business Address Acceptable)
MODICESS (BUSINESS MEDICES PROCEDURA	
BUSINESS ACTIVITY, IF ANY, OF SOURCE	BUSINESS ACTIVITY, IF ANY, OF SOURCE
DATE (mm/dd/yy) VALUE DESCRIPTION OF GIFT(S)	DATE (mm/dd/yy) VALUE DESCRIPTION OF GIFT(S)
	\\ \ \
	1 1 5
	s
Comments:	

Jonathan Alloy
Warren Drive
San Francisco, CA 94131
(415):

November 19, 2010

Supervisor Sean Elsbernd Rules Committee Clerk Linda Wong

City and County of San Francisco 1 Dr. Carlton B. Goodlett Place San Francisco, CA 94102

Dear Supervisor Elsbernd and Ms. Wong:

I am pleased to submit my application to serve San Francisco on the Citizens General Obligation Bond Oversight Committee. My qualifications include extensive professional and volunteer experience in corporate and nonprofit management, with a particular focus on stakeholder engagement. Please let me what to expect during the application process, and if you have any questions. Thank you for your consideration.

Sincerely,

Attached:

Application

Resume Form 700

San Francisco **BOARD OF SUPERVISORS**

Date Printed: February 23, 2011

Date Established:

March 5, 2002

Active

CITIZENS GENERAL OBLIGATION BOND OVERSIGHT COMMITTEE

Contact and Address:

Maura Lane City Hall, Room 316 1 Dr. Carlton B. Goodlett Place San Francisco, CA 94102

Phone: (415) 554-7502 Fax: (415) 554-7466

Email: maura.lane@sfgov.org

Authority:

San Francisco Administrative Code Article V (passed as Prop. F in the March 2002 election)

Board Qualifications:

The Citizens' General Obligation Bond Oversight Committee consists of a total of nine members, three of whom are appointed by the Board of Supervisors. The members appointed by the Board are comprised of the following: (1) one member shall be active in a business organization representing the business community located within the City; (2) one member shall be active in a labor organization; (3) one member shall be active in a community organization.

The other members are comprised of the following: Three members appointed by the Mayor and comprised of the following: (1) one member shall be active in a business organization representing the business community located within the City; (2) one member shall be active in a labor organization and (3) one member shall be active in a community organization. Two members are appointed by the Controller and comprised of the following: (1) one member with expertise in auditing governmental financial statements or with expertise in public finance law; (2) one member with expertise in construction management. One member is appointed by the Civil Grand Jury and shall be a member of the Civil Grand Jury or a designee appointed by the Civil Grand Jury.

No employee or official of the City shall be appointed to the committee. No vendor, contractor, or consultant of the City that performs work funded by bonds issued by the City shall be appointed to the committee.

Each member shall serve for a term of two years and for no more than two consecutive terms.

San Francisco BOARD OF SUPERVISORS

The Civil Grand Jury's purpose is to inform the public concerning the expenditure of general obligation bond proceeds. The committee shall actively review and report on the expenditure of taxpayers' money in accordance with the voters' authorization.

Reports: The Committee shall issue regular reports on the results of its activities. A report shall be issued at least once a year.

Sunset Clause: None.