

CITY OF COOS BAY CITY COUNCIL
Agenda Staff Report

MEETING DATE	AGENDA ITEM NUMBER
January 7, 2014	

TO: Mayor Shoji and City Councilors

FROM: Eric Day, Community Development Director
Debbie Eler, Planner

Through: Rodger Craddock, City Manager

ISSUE: RECOMMENDATION TO FILL POSITION ON DESIGN REVIEW COMMITTEE

According to CBMC, Chapter 2.40 the purpose of the Design Review Committee is to establish a committee to act as an advisory body to the City of Coos Bay Community Development Department, Planning Commission, City Council and, if requested, the Urban Renewal Agency for the City of Coos Bay. The make-up of the committee is as follows:

2.40.020 Design Review Committee – Creation – Membership. (1) *There is hereby created a design review committee, which shall consist of seven members to be appointed by, and to serve at the pleasure of, the city council. Membership shall not be limited to residents of the city of Coos Bay, and may include any person possessing interest in furthering the betterment of historic, cultural, architectural, natural or artistic resources in the Coos Bay area.*

(2) *Membership should, if possible, include three members, one each with knowledge and expertise in one of the following areas:*

(a) History; (b) Art, graphics, or interior design; (c) Architecture.

(3) *The planning commission shall review applications and interview applicants for appointment to the design review committee, and make recommendations to the city council for appointments to fill vacant positions.*

(4) *Terms of appointment shall be four years, and shall be staggered, with no more than four terms expiring in any one year. The initial appointment of four members shall be for three years; the initial appointment for three members shall be for two years*

On December 10 and 19, 2013, the Planning Commission committee interviewed the five applicants for the four expired terms on the Design Review Committee (*applicant summary and application attached*). The Commission was impressed with the level of education, experience, and community involvement of all applicants.

RECOMMENDATION

If it pleases the Council, the Planning Commission recommends that Andrew Locati, Ariann Lyons, Robert Sasanoff, and Sara Recken be re-appointed to a four year term on the Design Review Committee.

ATTACHMENTS

Applicant summary and applications for the five applicants for the Design Review Committee openings.

Applicant Summaries

Andrew Locati

Andrew received his Bachelor of Architecture degree from Washington State University. He was an architect with the local firm of Crow/Clay & Associates for 15 years. He is now owner/principal in his own architectural firm. He has a Bachelor of Architecture Degree and Bachelor of Science in Architectural Studies from Washington State. As an architect, he gained experience relating to design and planning issues. He has been involved in the design of many of the buildings throughout the Coos Bay/North Bend area. He is involved with the Boys & Girls Club and a number of other civic organizations in the community. He has served on the Parks Commission and was the League Coordinator for the Bay Area Church Basketball League. He previously served on the Building Codes Review Committee.

Ariann Lyons

Ariane received her Bachelor of Architecture Degree from Pratt Institute in Brooklyn, New York, which provided her with a design education and experience on the function and design of a metropolitan area. She spent a semester in Rome studying the growth and function of a major European city. Her personal experience combined with her education gives her a perspective on design that emphasizes the uniqueness of our community while providing a springboard to community development. Ariane has been an Architect with Crow/Clay & Associates for the last eight years. She plans to open her own architecture/real estate business in January. She currently on the Parks Commission and a member of the Coos Bay School District Facilities Committee.

Allen Pettit

Allen has a Bachelor in Economics and Business Administration from Hillsday College in Michigan and a MBA International Business, from Regis University, Boulder. He has extensive experience in global enterprise sales, general management, operations, management and business development with a track record of building successful and profitable sales-driven organizations in North America, Asia and Latin American. He is the owner operator of Highway 101 Harley-Davidson. He a Chamber of Commerce Board member; Co-Chair of the Legislative Action Team; member of the Coos County Structure Committee; past board member of "Music on the Bay" and Coos County Alliance for Progress.

Sarah Recken

Sarah received a Bachelor's degree in Graphic Art and a Masters is Design. She has resided in Pullman, Washington serving at various times on Main Street Planning, Design Review, and Signage committees. She taught in Architecture Design Studios at Washington State University for 28 years, directing, reviewing and supporting the students in design and construction principles. She was the Coordinator for WSU Faculty Development and was a licensed Washington State Long-term Care Ombudsman. She was the Instructional Director of Arts and Sciences at Southwestern Oregon Community College. As the instructional director she has overseen visual and performing arts, humanities, mathematics, engineering, sciences and social sciences. She is a board member for OCMA and former vice-chair of the Coos Co. Cultural Coalition.

Robert Sasanoff

Robert attended the University of California, Berkeley and has a Bachelor of Architecture degree and a Master of Community and Regional Planning degree. He taught Architecture and City Planning at the University of Washington, Seattle for 34 years developing and teaching numerous studio projects regarding public housing, accessibility, medical facilities, public schools, libraries, parks, etc. for the Seattle area. He has also taught at San Luis Obispo State College, Tokyo Institute of Technology, University of Liverpool and lectured in England, Japan, Spain, and France. He has been an advisor for small town planning and a consultant for an assisted living high rise. He was the Faculty Legislative Representative for the University of Washington and the WA. AAUP in Olympia and Washington, D.C. He was a member of the Professional Organizational & Development Network and is a Founder of the Center for Instructional Development and Research at the University of Washington. He is vice-chair of the Coos County Cultural Coalition as well as on the board of the Coos Historic & Maritime Center.

Please indicate which committee(s) you are applying for:

Budget Committee

Design Review Committee

Planning Commission

Building & Fire Code Board of Appeal

1. Identify your experience, education and training which would benefit the committee and the community.

Owner/Principal of my own architectural firm for past 2 1/2 years. Prior to that I was with the local firm of Crow/Clay & Associates for the previous 22 years.

Bachelor of Architecture degree and Bachelor of Science in Architectural Studies from Washington State University 1987 (cum laude)

2. List the nature and extent of your past and present community involvement.

Currently serving on the Design Review Committee

Also previously served on the Building Codes Review Committee

and the Parks Commission.

* See attached list for additional community involvement.

3. List two references we may contact; include name, title, affiliation, address and phone.

Joe Bennetti, Owner, Bennetti's Italian Restaurant, Coos Bay, OR 541-297-6066

Barry Winters, Manager, Barrett Business Services, Coos Bay, OR 541-297-7833

Andrew J. Locati

541-252-1919

Name

Daytime Telephone Number

462 Dunn St., Coos Bay, OR 97420

Home Address [mailing and street address]

aklocati@frontier.com

E-mail Address

Applicant's Signature

11-27-13

Date

- Continued –
 - As an architect and design professional, I have received an education in design and construction and have gained invaluable experience and knowledge relating to design and planning issues. I have been involved directly in the design of many of the building throughout the bay area and care very much about the aesthetic well being of our community. I would like to continue being a part of working for the community in helping make the city something to be proud of.

- Continued –
 - Boys & Girls Club Volleyball Coach, 2012 to present
 - Boys & Girls Club Basketball Coach, 2013 to present
 - Boys & Girls Club Assistant Track Coach, 2010 to present
 - South Coast Youth Football Assistant Coach, 2011 and 2013

ANDREW J. LOCATI

A R C H I T E C T

Education:

Graduated Cum Laude
Bachelor of Architecture and
Bachelor of Architectural Studies
Washington State University, 1987
Pullman, Washington

Registration:

State of Oregon, #3432

Professional Affiliations:

NCARB Certification, 1994

Professional Member:

National Trust for Historic Preservation

Community Involvement:

Coos Bay School Facilities Task Force, 2010 to present
Downtown Coos Bay Historic Walking Tour Guide, 2003 to present
Coos Bay Design Review Committee, 2001 to present
Coos Bay Building Codes Board of Appeals, 2000 to present
Coos Bay Parks Commission, 1988 to 1992
Southwestern Oregon AIA, Craftsmanship Awards Juror, 2000
South Coast Sharks Youth Basketball Organization Board Member, 2010 to present
South Coast Shootout Basketball Tournament Coordination Team, 2011 to present
Southwestern Oregon Youth Football Assistant Coach, 2011
Boys & Girls Club Assistant Volleyball Coach, 2010 to present
Boys & Girls Club Assistant Track Coach, 2011 to present
Boys & Girls Club Boys Basketball Coach, 2012 to present
Upwards Youth Basketball Coach, 2008 to 2011
Coos Bay Coast League Baseball Coach, 2007 to 2012
Coos Bay Coast League Baseball Vice President, 2007 - 2011
Bay Area Church League Basketball League Coordinator, 1995 to 2005
Southwestern Oregon Youth Association (S.W.O.Y.A.) –
Duck Drags Fund Raiser Poster Design - 1995 and 1996

Awards:

First Place: Walla Walla Main Street Banner Design Competition,
Fall-Winter 1988
First Place: Walla Walla Main Street Banner Design Competition,
Spring-Summer 1988
First Place: Washington State University
Campus Directory Cover Design Competition, 1987

Please indicate which committee(s) you are applying for:

Parks Commission



Design Review Committee

1. Identify your experience, education and training which would benefit the committee and the community.

I grew up in Coos Bay and have witnessed the ebb and flow of development in our area. I received my Bachelor of Architecture degree from Pratt Institute in Brooklyn, New York which provided me not only with a design education, but experience on the function and design of a metropolitan area. While attending Pratt, I spent a semester living in Rome with the intent of studying the growth and function of a major European city. My personal experience combined with my education gives me a perspective on design that emphasizes the uniqueness of our community while providing a springboard for community development.

2. List the nature and extent of your past and present community involvement.

Currently on the Coos Bay Parks Commission and a member of the Coos Bay School District Facilities Committee.

3. List two references we may contact; include name, title, affiliation, address and phone.

Crystal Shoji, AICP, Friend
Current Mayor of Coos Bay, Principal
Shoji Planning, LLC
145 W. Central Avenue
Coos Bay, Oregon 97420
541-267-2491

Mike Crow, Employer
Principal
Crow/Clay & Associates, Inc
125 W. Central Avenue, Suite 400
Coos Bay, Oregon 97420
541-269-9388

Please Print:

Ariann Lyons

Name

541-217-9372

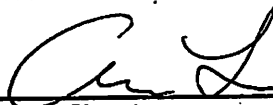
Daytime Telephone Number

3592 Ocean Blvd, Coos Bay, Oregon 97420

Home Address [mailing and street address]

ariann@crowclay.com

E-mail Address



Applicant's Signature

7/21/2011

Date

Please indicate which committee(s) you are applying for:



Budget Committee



Design Review Committee



Planning Commission



Building & Fire Code Board of Appeal

1. Identify your experience, education and training which would benefit the committee and the community.

PLEASE see attached resume

2. List the nature and extent of your past and present community involvement.

Chamber of Commerce Board Member, Co-Chair of
the Legislative Action Team (Chamber of Commerce)
Member of the Coos County Structure Committee.

Past Board Member for MOB (Music on the Bay) Board - Coos County Alliance
for Progress

3. List two references we may contact; include name, title, affiliation, address and phone.

David Jones, Sr. VP of Corporate Development, Citrix 954-644-0115
David Manovich, Former Sr. VP of World Wide Sales, Apple, 650-533-7883
John Barton, Co-Chair, Structure Committee, 541-297-1220 (1220)

Alan Pettit

Name

650-703-1115

Daytime Telephone Number

Mailing: 536 S. 2nd St, Coos Bay, OR Physical: 700 N. 8th St, Coos Bay, OR
Home Address [mailing and street address]

Al@hdcoosbay.com

E-mail Address



Applicant's Signature

11/25/13

Date

Alan Pettit

536 S. 2nd Street
Coos Bay, Oregon, 97420
Phone: 650-703-1115
alan.pettit@charter.net

Extensive experience in global enterprise sales, general management, operations, P&L management and business development with a track record of building successful and profitable sales-driven organizations in North America, Asia and Latin America.

- Built Citrix System's Pacific Division from a single sales office in Sydney to fourteen profitable sales offices throughout nine Pac Rim countries, including Japan, China, Singapore, Hong Kong, Korea and India.
- Built Digital Island US enterprise sales organization from single employee to four regional sales offices, leading to a \$1B+ IPO.
- Re-structured Apple Computer's Australia subsidiary, achieving revenue targets for the first time in two years and increasing net profits by 25%. Increased sales by 27%, lowered expenses by 17% and added \$8m in incremental gross profit.
- Wrote turn-around business plan for Apple's Latin American subsidiary, leading to a 300% increase in revenues in less than 24 months.

Owner/Operator - HIGHWAY 101 HARLEY-DAVIDSON, Coos Bay, OR 2006-2012

Provider of H-D sales, service, general merchandise, parts & accessories.

- Two-time winner of Harley-Davidson's coveted Circle of Excellence Award.
- Recognized by H-D for solid business fundamentals and superior Customer Satisfaction ratings.
- Ranked among top ten percent of all Harley dealers in Customer Satisfaction.
- Revenue growth in each department, every year, since 2009.

SEALEDMEDIA, Los Gatos, CA 2004-2005

Provider of information rights management applications (IRM) with offices in San Jose, San Francisco, New York, Boston, San Antonio and Beaconsfield, UK

Vice President of North American Sales

Built and managed enterprise sales and customer support throughout North America for this security solutions start-up.

- Built direct sales, telemarketing, systems engineering, business and channel development teams and managed third party telemarketing in the North America market.
- Targeted Fortune 500 and mid-sized enterprise organizations through a combination of direct sales, VAR and SI channels. Direct customers included Viacom, Siebel Systems, Harvard University, Citrix Systems, Beckman Coulter, PacificHealth, Aquila, Lam Research, Brocade and Crescendo Ventures.
- Tripled enterprise customer base in first six months.

CITRIX SYSTEMS Ft. Lauderdale, FL/Sydney, Australia 1998-2003

Provider of market-leading technologies for virtualization, networking, cloud computing and collaboration.

Vice President and General Manager of the Pacific Division, Corporate Officer

- Expanded single sales office to fourteen offices throughout nine Asia-Pac countries including Japan, Singapore, Hong Kong, India, China and Korea.
- Turned a \$2m per annum loss to four consecutive years of robust profits and sales growth.
- Managed Pacific Operations which included sales, marketing, support, consulting services, HR, facilities, IT, finance and legal departments.
- Enterprise customers included Citibank, Sumisho Trading, Optus, Commonwealth Bank, China Bank, ATO (Australian Tax Office), Telstra and others.
- Met or exceeded expense targets 20 consecutive quarters.
- Met or exceeded revenue targets three, consecutive years.
- Achieved profitability in each new market within the first twelve months of establishing operations.
- Developed productive sales partnerships with IBMGS, HP, Fujitsu, Sumisho, Kanimatsu, Canon and others in Japan.
- Drove strategic two-byte quality assurance partnership with NEC.
- Conducted business updates on CNBC-Asia and Bloomberg-Asia.
- Excellent public speaking skills. Twice served as keynote speaker for iForum Pacific, Citrix System's customer and channel marketing event for 800+ customers and partners.

Acting VP of Corporate Marketing, 2000

- Served as VP of Corporate Marketing during executive search.
- Managed \$45M worldwide marketing budget throughout US, Europe and Asia divisions.

- Delivered iForum; Citrix' annual world-wide customer and channel marketing event.
- Oversaw the development of a corporate brand campaign and insured WW adherence to corporate messaging and branding standards.

DIGITAL ISLAND 1997-1998 (purchased by Cable & Wireless)

A global provider of robust, managed hosting, and network infrastructure and applications required to transact, deliver and manage profitable transactions and interactions to more than 35 countries worldwide.

Vice President of WW Sales

- Built and managed direct & inside sales, channel sales, and third-party relationships for this global, private ISP network start-up, leading to a very successful \$1B+ IPO
- Target market was Fortune 500 C-level IT managers. Customers included Cisco, National Semiconductor, Stanford University, Disney, UMI, AutoDesk, E*Trade, Schwab, Platinum Technologies, Intertel, MasterCard and others.
- Built per annum revenues to over \$6M in first 12 months.
- Established regional sales offices in San Francisco, Detroit, New York and Boston.

APPLE COMPUTER 1988-1996

Apple-Japan (1995) (\$3 billion in revenues)

Assisted President of Apple Pacific in the day-to-day management of Apple's \$3 billion Japanese subsidiary during GM replacement search.

- Rebuilt partnerships with Canon, Xerox, Mitsubishi and other key distributors and resellers to meet sales targets.
- Assisted with the restructuring of the sales and marketing teams to meet revenue & expense targets. Developed targeted product marketing campaigns to meet sales objectives.

General Manager, Apple Australia (1994) (\$400m in revenues)

Assigned by President of Apple Pacific to lead business turn-around. Addressed shrinking market share, eroding margins, low customer and channel satisfaction, operational deficiencies and low morale.

- Re-built sales, marketing, HR, manufacturing and operations teams in less than 90 days.
- Beat quarterly revenue and expense targets for the first time in two years.
- 1994 Apple Pacific "President's Award" recipient in recognition of Australia accomplishments.

Business Development Manager, Apple Pacific (1993)

Responsible for operational oversight of Latin American, Canada, Australia, Japan and Pac Rim subsidiaries.

- Assigned by VP of Apple Pacific to write turn-around business plan for Apple's Latin America subsidiary. Plan implementation resulted in a 300% revenue gain in less than 24 months.
- Apple Pacific Enterprise Global Accounts representative. Collaborated with U.S. and European counterparts to provide seamless, single-point-of-contact sales and sales support to global customers such as EDS, Hershey's, Siemens, Boeing and others.

District Manager of Enterprise Sales, San Francisco (1991-1993)

Enterprise Sales Development Mgr, NorthWest Operations (1990-1991) (#1 in US, 1990)

General Manager, Sacramento Branch (1989-1990)

District Manager / Reseller & VAR Channels (1988-1990) (#1 in US, 1989)

EDUCATION: BS, Economics and Business Administration, Hillsdale College, MI

MBA, International Business, Regis University, Boulder, CO (incomplete)

Board of Directors - Bay Area Chamber of Commerce

Board of Directors - Coos County Alliance for Progress

Co-Chair, Coos County Structure Committee

Co-Chair, Coos County Volunteer Structure Committee (Aug, 2011 - Jun, 2012)

- Conducted an operational review of Coos County, including IT, Sheriff, Jail, County Corrections, Parks, Road, HR, Finance, Assessor, Solid Waste, Planning, Forestry and others.
- IT conclusions led to a consulting contract between the county and Presidio.
- Solid Waste conclusions led to a shutdown of the antiquated and dangerous facility.
- Management structure conclusions led to several ballot measures.

Please indicate which committee(s) you are applying for:

Budget Committee

Historic Design Review Committee

Planning Commission

Tourism Promotions Committee

1. Identify your experience, education and training which would benefit the committee and the community.

Pullman WA: 1974-2000 serving at various times on Main Street Planning, Design Review and signage committees

Education: BS in Graphic Art, MA in Design

Training: 28 years teaching architectural graphics and design studios; reviewing + supporting the creativity and discipline of 2+3D design

I care very much about the area. I would like to be a part of visual identity of Coos Bay.

2. List the nature and extent of your past and present community involvement.

Until October 2007 most of my community involvement had links to the academic areas I have overseen as instructional director of arts, humanities, mathematics, engineering & science.

I have been and remain board member for OCMA and Coos Co. Cultural Coalition. I have been director of the Southwestern Oregon Regional Science Expo. The other areas of interest and support are Coos Bay Iron Works and history museum's oral history project.

3. List two references we may contact; include name, title, affiliation, address and phone.

Jim Berg, North Point Real Estate 269-1601

Teri Whitty, Community Activist, 267-6292

Please Print:

Sarah Recken
Name

751-1271
Daytime Telephone No.

66628 Oriole Road, North Bend OR
Home Address [mailing and street address]

Sarah Recken
Applicant's Signature

11/27/07
Date

Please indicate which committee(s) you are applying for:

Budget Committee	<input type="checkbox"/>	Historic Design Review Committee	<input checked="" type="checkbox"/>
Planning Commission	<input type="checkbox"/>	Tourism Promotions Committee	<input type="checkbox"/>

1. Identify your experience, education and training which would benefit the committee and the community.

- A MCRP & B.A.R.C.H. from Univ. Cal., Berkeley.
- Teaching Arch. & City Planning @ The U. of W., Seattle for 34 years.
also taught @ San Luis Obispo State College & taught, lectured in England, Japan, Spain, France
- Designed houses, clinics, etc.
- Advisor for small town planning, large scale housing, etc.

2. List the nature and extent of your past and present community involvement.

- Chair of the Historic Design Review Comm.
- past chair of RSVP
- on North Bend Historic Landmarks Comm.
- on Board of Coos Historic & Maritime Museum
- Recipient of a FORD Family grant for future leaders

3. List two references we may contact; include name, title, affiliation, address and phone.

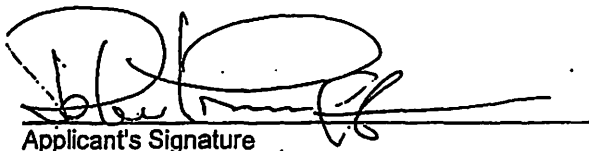
- John Whitty, Atty. 444 N. 4th St., Coos Bay
267-2156
- Laura Barron, Dir. C.B. Public Works & Development Dept.
269-8929 ~~500~~ 500 Central Ave.
C.B.

Please Print:

Robert Sasanoff
Name

290-6221
Daytime Telephone No.

66628 Oriole Road, N.B.
Home Address [mailing and street address]


Applicant's Signature

11/12/07
Date