COUNTY OF GLENN
AGENDA ITEM TRANSMITTAL

MEETING DATE: March 3, 2020

BRIEF SUBJECT/ISSUE DESCRIPTION:
Appointment of Glenn County citizen to the General Plan Advisory Committee.

Contact: Donald Rust, Director
Phone: (530) 934-6540

AGENDA PLACEMENT

APPOINTMENT – Appearances by: (Specify Name & Title)
Don Rust, Director
Mardy Thomas, Principal Planner

Required  5  Minutes

□ Business – No  □ Consent
□ Correspondence  □ Reports & Notices

AFFECTED DEPARTMENT(S)
□ Receive Concurrence

ATTACHMENTS

☐ Board Report
☐ Letter
☐ Minute Order
☐ Contract
☐ Transfer
☐ Grant App.
☐ Resolution
☐ Ordinance
☐ Proclamation
☐ Policy Update
☐ Code Update
☐ Other
☐ GPAC roster & Application

LEGAL/PERSOENNEL/FISCAL

☐ County Counsel
☐ Personnel
☐ Finance

CLERK INSTRUCTIONS

☐ Return Minute Order
☐ Return Certified Copy Of:
□ Other:

PUBLIC HEARINGS & COMMITTEE VACANCIES

☐ State  ☐ Federal

Legislation

Public Hearings:
☐ Published
☐ Affidavit on File w/Clerk
☐ Affected Parties Notified

Committees:
☐ Vacancy Posted
☐ Application Attached

Bill#: __
☐ Latest Version of Bill
☐ Draft Letter Attached
☐ List of Supporters/Opposers
☐ Statement of Relevance to County Interests
☐ Description Attached

FUNDING SOURCE/IMPACT

☐ General Fund Impact
☐ Other: __________
☐ Budgeted
☐ Transfer Attached
☐ 4/5ths Vote Required
☐ Contingency Request

CONTRACTS, LEASES & AGREEMENTS

☐ New
☐ Renewal
☐ Amendment
☐ Insurance Certificate
☐ Contract Report

Date of Original Contract:
Contract No.:
Fiscal Year:

RECOMMENDED ACTION/MOTION:

(1) Appoint individual listed on the attached exhibit to the General Plan Advisory Committee for the duration of the General Plan update.

Reviewed By (if applicable):

Donald Rust, Planning & Community Development Services Agency

Personnel Director/Director of Finance

Scott H. DeMoss, County Administrative Officer
County of Glenn, California

William J. Vanasek, County Counsel
County of Glenn, California
BOARD REPORT

EXECUTIVE SUMMARY:

The Planning & Community Development Services Agency (PCDSA) with the assistance of its consultant, De Novo Planning Group, are completing initial outreach efforts together with an existing conditions report for the Glenn County General Plan update. The results of these activities will inform the discussion of policies and standards to be included in the new general plan. PCDSA has invited members of the public to participate in the General Plan Advisory Committee (GPAC). Those that have applied should be appointed by formal action of the Glenn County Board of Supervisors.

RECOMMENDATION:

The Board of Supervisors appoint the individuals from the attached exhibit to the General Plan Advisory Committee for the duration of the General Plan update.

HISTORY AND BACKGROUND:

On February 19, 2019, a contract was awarded to De Novo Planning Group (De Novo) by the Glenn County Board of Supervisors on the recommendation of the Planning & Community Development Services Agency (PCDSA). Since that time, PCDSA staff has been working with De Novo to conduct initial public outreach sessions and develop the existing conditions report.

In March, the Board of Supervisors directed the PCDSA director to establish a GPAC for the duration of the General Plan update. Applications for membership on the GPAC were circulated and received. Nine individuals were appointed to the GPAC by the Board of Supervisors on October 29, 2019 and two on January 21, 2020 with continued direction to staff to solicit more participation from the Glenn County citizenry in the GPAC.

FISCAL / PERSONNEL IMPACT(S):

None.

ANALYSIS / DISCUSSION:

The GPAC is a component of the process that will review reports, draft plans, environmental documents and other issues that may arise during the development of a comprehensive general plan update. In addition to the 11 GPAC members already appointed, another single application was received to expand the committee membership. Attached is a list of the individuals already appointed as well as the roles and responsibilities for the GPAC.
General Plan Advisory Committee (GPAC)

Applicants:
  • Jeffrey Leal Shada – Resident of Willows

Appointments from Glenn County Board of Supervisors from 10/29/2019:
  • Paul Bar – District 2 Supervisor
  • Keith Corum – District 4 Supervisor
  • Ashlee Jade Veneman – Resident of Willows
  • Vernon P. Montague – Orland area resident
  • Mary P. Viegas – Orland area resident
  • Sheila Collene Skemp – Resident of Orland
  • William D. Irvin – Orland area resident
  • Lisa Marie Humphreys – Glenn County Farm Bureau
  • Kandi Manhart – Glenn County Resource Conservation District
  • Kathleen Landini – Resident of Elk Creek
  • David Vodden – President & CEO San Francisco Region Properties, Inc.
General Plan Advisory Committee (GPAC)

Roles and Responsibilities:

- Facilitate, with staff, consultants and the public, the update of the Glenn County General Plan during the General Plan Update process.

- Supplement the community input provided at public workshops and provide feedback during the General Plan Update.

- Provide feedback and direction to the project consultant and County staff, to develop policies and objectives of the new General Plan that are responsive to community input, goals, and vision.

- Refine the approach taken for each step in the process and provide feedback through reviewing draft reports and policy alternatives to select preferred policies.

- Communicate information about the General Plan Update to community members and encourage all interested parties to participate in the process.

- Provide guidance at key project milestones.

- Make a recommendation to the Planning Commission and the Board of Supervisors on the adoption of the General Plan Update.

- The GPAC does not, make decisions or take actions on the GPU, as it is an advisory body only.

The GPAC will:

- Make recommendations to project consultants, staff, and Board of Supervisors on behalf of community members, on issues and policies related to the GPU.

- Provide insight to project consultants and County staff on how to address controversial issues and understand sensitive community needs.

- Help to build community support for and engagement with the GPU process. Inform the community of the process and

- Play an active role in public workshops by facilitating and encouraging public participation.

- Review and provide comments on GPU work products.
What to expect as a committee member:

- A total of nine meetings are planned with the GPAC.
- Each meeting may run 2-3 hours in length.
- Reading materials will be assigned prior to each meeting, and members should expect approximately 50 or more pages of materials to read prior to each meeting. It is imperative that all members come to each meeting having read and thought about the materials.
- Reading materials will generally include:
  - Select portions of the Existing Conditions Report
  - Select portions of public outreach summaries and issues papers
  - Existing General Plan Elements
  - Memos and materials prepared by the consultant team
  - Draft General Plan policy sets prepared by the consultant team
- Reading materials will be provided to GPAC members 7-10 days prior to each meeting.
- It will be expected that all GPAC members attend all GPAC meetings.
- Meetings will generally be held once a month, but may occur more or less frequently, depending on the project schedule.
Name of Commission/Committee/Board or Special District you are applying for:

GENERAL PLAN ADVISORY COMMITTEE

Area of Representation: (if applicable)

GLENN COUNTY / CITY OF WILLOWS

Name (Last, First, Middle):

SHADA, (JEFF) REY, LEAL

Address (Number, Street, City, State, Zip Code):

[Redacted]

Telephone
Home: [Redacted]
Business: [Redacted]

Current occupation and employer:

RETIRED / NA /

District Appointments:

Do you reside within the District? No ☐ Yes ☒
Are you a registered voter within the District? No ☐ Yes ☒

If applicable, do you reside in the Supervisory District in which you will represent? No ☐ Yes ☒ (Dist. # 1/3)

Commission/Board Appointments:

Volunteer work: I HAVE SERVED ON A NUMBER OF BOARDS IN MY 40 YEAR CAREER AS A VOLUNTEER COMMITTEE MEMBER OR BOARD MEMBER INCLUDING NORTH BAY BUILDERS ASSOC, GALT AGENCY CHAIR & CALIF MANUFACTURERS ASSOCIATION.

Are you presently serving on a County Commission/Committee/Board or Special District? If so, which one? HOMES ASSOCIATION

Why do you want to be a member of this County Commission/Committee/Board or Special District?

I HAVE A DEEP BACKGROUND IN LONG-TERM INTEREST COUNTY & CITY DEVELOPMENT AND PLANNING ISSUES INCLUDING AGRICULTURAL, HOUSING & BUSINESS DEVELOPMENT.

Briefly, what do you believe are the most important issues facing the Glenn County Community at this time, and how do you believe this County Commission/Committee/Board or Special District can play a role in addressing each issue?

CREATING OR GENERATING ECONOMIC GROWTH AND AFFORDABLE HOUSING WITHOUT DIMINISHING CURRENT OR FUTURE LIFESTYLES WITHIN GLENN COUNTY'S GEOGRAPHIC AREAS.

Please specify any activities in which you are presently engaged or in which you plan to be engaged which might create a serious conflict of interest if you should be appointed to this County Commission/Committee/Board or Special District.

NONE CURRENTLY
County of Glenn

APPOINTMENT APPLICATION

Statement of qualifications: List any abilities, skills, licenses, certificates, specialized training, or interests you have which are applicable to this County Commission/Committee/Board or Special District.

PLEASE SEE ATTACHED BACKGROUND & HISTORY STATEMENT

MBA - GRADUATE - UNIVERSITY OF WYOMING (9/1987)
BA - GRADUATE - SONOMA STATE UNIVERSITY (12/1984)
AA - GRADUATE - SANTA ROSA JR COLLEGE (12/1981)
WINES BUSINESS MANAGEMENT GRADUATE - SONOMA STATE UNIVERSITY (10/2018)
MARKETING COURSE WORK - CHICO STATE UNIVERSITY (S/P/A/1961)

(See Clerk of the Board for necessary qualifications specific to the Commission/Committee/Board or Special District you are applying for)

Certification:

I certify that the information contained in this application is true and correct. I authorize the verification of the information in this application. I acknowledge if appointed I am responsible for completing and providing proof of participation of California mandated Ethics training in compliance with Government Code Section 53235 as well as SB 1343 mandated Sexual Harassment training within six months if being appointed to a Special District.

[Signature]

2/3/2020

Date

This application is provided to you by the Glenn County Clerk of the Board to assist you in providing background information to be considered by the Board of Supervisors when making appointments to various County Commissions/Committees/Boards and Special Districts. If you need additional space, please attach extra sheets. Upon review by the Board of Supervisors, appointments will be made as appropriate and you will be notified by letter. Thank you for your interest in serving the Glenn County community.

For Official Use Only:

District Appointments: Committee Appointments:

Reside within District? Yes
Registered Voter within District? Yes

Qualifications Verified by: Clerk Elections

Notes:
BACKGROUND AND SUCCESS HISTORY

1. As a **Key Senior ELT Member** – Growing existing regional company from $15M/Mo to a national scale company with over $1 Billion in Volume within a 4-year period.

2. As **EVP of Sales & Marketing** – Provided strategic direction and effective operational plans to grow a company’s production over 400%, while also increasing gross margins from 32 – 35 % improving EBITDA over a 5-year period. Overseeing $53M P&L.

3. As **President** – I conducted a buy-out of existing business owners and stockholders – Renamed and Rebranded the organization, structuring 3 separate divisions and sold-off the entity at 6 times multiple of original investment in a 4-year period.

4. As a **National Director** – I built and scaled a new operational arm from Zero revenues to over $16M/Mo billing enterprise in a 19-state venue (with 729 headcount) in 3-years.

5. As **CEO** – I successfully completed a new start-up company that within 18 months grew to be the 28th Largest (by volume) in the state with only 23 employee head count.

6. As **CEO** – I designed and created a Twin (2 Nevada) C-Corporations with staggered fiscal year ends; acting as a JV/Management body to ultimately run 8 unique LLC operational companies generating over $25M/Yr. in revenues, improving EBITDA annually.

32 Years of Operational Executive Experience VP to C-Levels

2 Yrs. **CEO/PRESIDENT** – CPG/Retail/eCommerce

4 Yrs. **MANAGING PARTNER** – Non-Traditional Financial Investments

4 Yrs. **NATIONAL DIRECTOR** – B2B/B2C Services Vendors (Tech/Energy/Telcom)

7 Yrs. **CEO/President** – Mortgage Banking / Commercial / Residential Real Estate Services

7 Yrs. **CEO/President** – JV Capital and Operational Company Management

4 Yrs. **President** – Manufactured Housing, Development and Construction

4 Yrs. **EVP of Sales & Marketing** – Production Home Building and Development

29 Years of Board Room Experience

4 Yrs. **Board Member** – State Industry Board – Non-Profit

3 Yrs. **Board Member / Co-Chair** - Governmental Affairs – Regional Industry Board - Non-Profit

15 Yrs. **Chairman of Board** – Private Corporation – For-Profit Board

7 Yrs. **Chairman of Board** – Private Corporation – For-Profit Board

18 Years of Education

**MBA – Master of Business Administration** (2017) – Focus on Finance & International Marketing

**BA – Bachelor of Arts** (1984) Management / Marketing – Focus on RE Investments

**Wine Business Management -Postgrad** (2018) – Wine Business Institute at Sonoma State

Jeff Shada, MBA [http://www.linkedin.com/in/jshada1](http://www.linkedin.com/in/jshada1)