



**OFFICE OF MAYOR JERRY SANDERS
CITY OF SAN DIEGO**

MEMORANDUM

DATE : October 31, 2012

TO : Council President Tony Young & Honorable Members of the City Council

FROM : Mayor Jerry Sanders

SUBJECT : Appointment and reappointments to the Consolidated Plan Advisory Board

It is my pleasure to appoint Sam Duran and to reappoint Aaron Friberg to the Consolidated Plan Advisory Board, subject to your confirmation.

Sam Duran has devoted more than 35 years of his life to empowering, advocating and improving the lives of inner city youth. As the founding Chief Executive Officer (CEO) of the Urban Corps of San Diego County, Mr. Duran grew the organization from its original budget of \$120,000 to more than \$8 million upon his retirement in July 2012. Under his direction, the organization was responsible for training, employing and providing educational opportunities to over 10,000 at-risk youth since its 1989 inception.

Mr. Duran's passion is empowering youth. He inspires leadership by helping youth provide for themselves through a solid education and green job training within a structured environment. Through Mr. Duran's continuous personal belief and commitment to underprivileged youth from all walks of life, the Urban Corps of San Diego County grew into a dynamic organization that provides a second chance to young people while preserving San Diego's natural resources.

Sam has been a committed community leader, environmentalist, and activist his entire life. During his tenure as Academy Superintendent for the California Conservation Corps, Mr. Duran oversaw the life skills' training of 740 youth per month. Mr. Duran also served as the Deputy Director of Eureka Communities, a nonprofit organization created by San Diego philanthropist Deborah Szekely, to increase the capacity of executive directors of community-based organizations. In that role, he encouraged other nonprofit leaders to raise environmental

awareness in their organizations and communities, better the lives of disadvantaged children and youth, and create forums for learning exchanges that would expose leaders to best practices found throughout San Diego and the nation. In 1993, Sam served on the national task force created to advise President Bill Clinton on the creation of AmeriCorps.

Through these past affiliations and others, and in his current role as board member of the Cesar Chavez Service Clubs, the California Conservation Corps State Museum, and the San Diego River Park Foundation, he remains actively involved in statewide and local conservation efforts. In total, Sam's collective service amounts to a life's work of dedication to youth, environment, and community.

Please join me in thanking these individuals for their commitment and willingness to serve on this important board.

Sincerely,

A handwritten signature in black ink, appearing to read 'JS' with a stylized flourish.

JERRY SANDERS
Mayor

JS:dg

cc: City Attorney Jan Goldsmith
City Clerk Elizabeth Maland