



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

MEMORANDUM

DATE : October 25, 2010
TO : Council President Ben Hueso & Honorable Members of the San Diego City Council
FROM : Mayor Jerry Sanders
SUBJECT : Appointment to the San Diego Housing Commission

It is my pleasure to appoint Ben Moraga to the Housing Commission, subject to your confirmation.

Ben Moraga is Director of Corporate & Community Relations for San Diego State University. In this role, he manages relationships and outreach to existing and prospective corporate and individual patrons of the University. Mr. Moraga also handles corporate messaging, chairs the SDSU Corporate Committee and redesigned the corporate relations structure for SDSU's \$500 million comprehensive fundraising campaign.

Mr. Moraga previously worked as Associate Director of Marketing & Events for Make-A-Wish Foundation of San Diego, Inc., where he spent six years of his career. He helped develop and execute a budget of over \$3 million to serve San Diego and Imperial Counties. He managed staff, development events, creative materials, corporate partnerships, public relations and annual giving programs.

Mr. Moraga continues to volunteer for Make-A-Wish and is also a member of the Association of Fundraising Professionals and Council for Advancement and Support of Education. As a graduate of LEAD San Diego, he continues to be involved on the Alumni Executive Council and also sits on the Healthcare Committee for the San Diego Chamber of Commerce. He is a member of the Young Executives Society at the University Club and the Herbert G. Klein Leadership Roundtable. He is also serving as President of the Red Shirt Committee for the San Diego Bowl Game Association.

In addition to his professional and civic background, Mr. Moraga brings personal experience to the Housing Commission. His family has resided in publicly assisted housing in the Los Angeles area. His unique perspective as both a son and family member of residents and as successful executive will be a welcomed asset to the Commission.

Mr. Moraga received his Bachelor of Arts in Economics from SDSU with a minor in Public Administration. He will replace Jennifer Adams-Brooks for a term expiring January 2, 2014. Mr. Moraga resides in Mission Valley.

I ask for your confirmation of this appointment to the Housing Commission, and that you join me in thanking Mr. Moraga for his willingness to provide his time and expertise to serve the citizens of San Diego in this capacity.

A handwritten signature in black ink, appearing to read "JS" with a stylized flourish extending to the right.

JERRY SANDERS
Mayor

JS:jb

cc: City Attorney Jan Goldsmith
City Clerk Elizabeth Maland