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

MEMORANDUM

DATE : October 31, 2008
TO : Council President Scott Peters & Honorable Members of the
San Diego City Council
FROM : Mayor Jerry Sanders
SUBJECT : Appointment to the La Jolla Shores Planned District Advisory Board

It is my pleasure to appoint Jane Potter to the La Jolla Shores Planned District Advisory Board, subject to your confirmation.

Jane Potter has spent many years of service in the public sector. Over the course of her career, Jane Potter has served the City of San Diego in various capacities. In 2005, she was the Acting Chief of Staff for Councilmember Toni Atkins and the Third Council District Office during Councilmember Atkins' tenure as Acting Mayor. From 1994-2001, she was the Chief of Staff for the Sixth Council Office under former Councilmember Valerie Stallings where she managed policy issues, community outreach, constituent services, and strategic planning. She also directed district staff and established and implemented a \$500,000 budget. From 1992-1994, Ms. Potter served as the City Council Committee Consultant for the Public Facilities and Recreation Committee where she provided staff support including preparing analyses and making recommendations on policy matters and issues. From 1989 to 1994, Ms. Potter served as a Council Representative for the Third and Sixth Council Districts, and interacted with various community associations, planning groups, business associations on behalf of the Councilmember. Ms. Potter's career includes serving as a curriculum Writer-Editor for San Diego City Schools, and the Public Information Office for the U.S. Railroad Retirement Board in Chicago, Illinois.

Ms. Potter's passion, dedication and commitment to community service has extended beyond her professional assignments and accomplishments. She is an outstanding volunteer and civic leader in the La Jolla community. Previously, she served on the Board of Directors for the La Jolla Shores Association, and was a member of the La Jolla Highlands Unit #2 Architectural Committee. She has also served on the Lawrence Family Jewish Community Center Board of Directors since 2005.

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Ms. Potter received a Bachelor of Arts degree in Political Science from Purdue University. Her years of experience in service to the City of San Diego, knowledge and insight on land use matters, experience serving on the La Jolla Shores Association, and knowledge of architectural review and preservation of community character are just a few reasons why Ms. Potter will be a valued addition to the La Jolla Shores Planned District Advisory Board.

Ms. Potter was nominated by Council President Scott Peters. She will serve as one of the five designated residents and property owners required for the La Jolla Shores Planned District Advisory Board, and will replace Lorraine Pedowitz, who has resigned, for a term expiring April 1, 2010.

I ask that you confirm this appointment and join me in acknowledging Ms. Potter for her willingness to give her time and expertise to serve in this capacity.



JERRY SANDERS

Mayor

JS:lg

cc: City Attorney Michael Aguirre
City Clerk Elizabeth Maland