



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

MEMORANDUM

DATE : April 23, 2009

TO : Council President Ben Hueso & Honorable Members of the San Diego City Council

FROM : Mayor Jerry Sanders

SUBJECT : Appointments to the Parking Advisory Board

It is my pleasure to appoint Tom Brady, Jennifer Finnegan, and Jay Riordan to the Parking Advisory Board, subject to your confirmation.

Tom Brady retired as a Certified Public Accountant (CPA) in 2003 after 26 years as a Partner in the accounting firm Peterson & Company CPAs in La Jolla, California. In his retirement, Mr. Brady provides part-time Property Management expertise for La Jolla Cottage Rentals which Mr. Brady established in 2006. As a resident of the La Jolla community for more than 41 years, Mr. Brady has actively engaged in various civic and charitable causes within the La Jolla community, including the La Jolla Family YMCA. Mr. Brady is currently a Trustee of the La Jolla Community Planning Association, and has provided review and input on individual projects within the La Jolla community. He has also served as an alternate for the La Jolla Town Council on the La Jolla Community Parking Advisory Board.

Mr. Brady received a Bachelor of Science degree in Business Administration from Creighton University in Omaha, Nebraska. He was nominated by Councilmember Sherri Lightner, and will serve as the District 1 Representative on the Board. Mr. Brady will replace Martin Mosier for a term expiring December 31, 2010. He resides in La Jolla.

Jennifer Finnegan is the Executive Director of the College Area Economic Development Corporation. As Executive Director, Ms. Finnegan is responsible for the management and oversight of the College Area Business Improvement District and College Heights Maintenance Assessment District, and oversees operations, logistics, and planning for major community-wide events including the Rolando Street Fair, Fall Festival Business Expo, "Boulevard BOO!" Parade & Carnival, Sunset Summer Concerts, and quarterly business mixers.

Ms. Finnegan's professional affiliations and community activities include serving on the Mid-City Parking District Board of Directors since 2007. She is also Board President of

the Business Improvement District Council of San Diego. In Ms. Finnegan's role as Executive Director of the College Area Economic Development Council, she is acutely aware of the parking issues in the College Area and the challenges and impacts of parking. Her unique insight into parking issues will be a valued addition to the Parking Advisory Board.

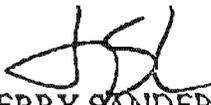
Ms. Finnegan received a Bachelor of Arts degree in Business Accounting from the University of Phoenix in San Diego. She was nominated by Councilmember Marti Emerald, and will serve as the District 7 Representative on the Parking Advisory Board. Ms. Finnegan will replace Roberta Eidemiller, who has resigned, for a term expiring December 31, 2009. Ms. Finnegan resides in the College Area.

Jay Riordan has more than 22 years experience in the general contracting industry. Mr. Riordan is the President of Dream Design Builders, a national award winning company specializing in residential remodeling and custom home building, which Mr. Riordan established in 1987. In 2007, Dream Design Builders was recognized for excellence in marketplace ethics and received a Better Business Bureau Torch Award from the Better Business Bureau of San Diego and Imperial Counties. Mr. Riordan is a Certified Remodeler contractor through the National Association of the Remodeling Industry, and a Certified Graduate Remodeler through the National Association of Home Builders. Mr. Riordan's professional affiliations include serving as President of the San Diego Chapter of the National Association of the Remodeling Industry, and he is currently Chairman of the Board for the association.

Beyond Mr. Riordan's professional responsibilities, he is very committed to serving the community. Mr. Riordan is the immediate past President of the Rancho Bernardo Community Council. He is also a Rotarian with the Rancho Bernardo Sunrise Rotary, and serves on the Board of Directors for the Poway Center for the Performing Arts.

Mr. Riordan was nominated by Councilmember Carl DeMaio, and will serve as the District 5 Representative on the Board. Mr. Riordan will replace David Breitweiser, who has resigned for a term expiring December 31, 2009. He resides in Rancho Bernardo.

I ask that you confirm these appointments and join me in thanking these individuals for their willingness to offer their time and expertise to serve the citizens of San Diego in this capacity.


JERRY SANDERS
Mayor

JS:lg

cc: City Attorney Jan Goldsmith
City Clerk Elizabeth Maland