



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

MEMORANDUM

DATE : October 5, 2012

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

FROM : Mayor Jerry Sanders

SUBJECT : Appointment and reappointment to the San Diego County Water Authority Board of Directors

It is my pleasure to appoint Jim Madaffer and to reappoint Barbara Wight to the San Diego County Water Authority Board of Directors, subject to your confirmation.

Jim Madaffer is the owner of Madaffer Enterprises, a successful public policy and government relations consulting firm specializing in government and corporate relations. A native San Diegan, Jim has always worked to serve his community. In the 1980s he joined a community planning group, served for seven years and chaired it for five. He was appointed Chief of Staff to a City Councilmember in 1993 and served for two terms. In 2000, Jim was elected to the San Diego City Council in and was reelected in 2004. During his tenure on the City Council from 2000-2008 (leaving due to term limits), Jim held a number of leadership positions including President Pro-Tem, Mayor Pro-Tem, Chair of the Rules Committee, Chair of the Land Use & Housing Committee, Chair of the Public Safety & Neighborhood Services Committee, and Chair of the Natural Resources & Culture Committee. Jim's accomplishments as an elected official are numerous: building libraries, fostering economic development, water and waste water policy and specializing in regional transportation and planning issues.

Jim is also Past President of the League of California Cities. He served on the League Board of Directors for over eight years. During his tenure with the League, Jim led the passage of several statewide ballot measures that protect cities, represented California Cities before federal officials in Washington DC on various issues and worked closely with the Governor and California's legislative leadership on budget, environmental, transportation and planning issues.

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In addition to his consulting practice, Jim is Publisher of three community newspapers in the San Diego region: Mission Valley News, Mission Times Courier and La Mesa Courier. The three newspapers have a circulation of 70,000 and are available on the Internet at www.ScoopSanDiego.com.

Jim currently serves of the Board of Directors to the San Diego Imperial Council of the Boy Scouts of America and is a member of the Board for Clean-Tech San Diego. Jim has two sons in college and enjoys urban living in downtown San Diego with his wife Robin and two English Bulldogs Buzz and Boone.

I ask that you confirm this appointment and reappointment and join me in acknowledging Jim Madaffer and Barbara Wight for their willingness to give their time and expertise to serve the City of San Diego in this critical capacity.


JERRY SANDERS
Mayor

JS:dg

cc: City Attorney Jan Goldsmith
City Clerk Elizabeth Maland