City of San Diego

MARK KERSEY

CITY COUNCILMAN, FIFTH DISTRICT

MEMORANDUM

DATE: February 19, 2014

TO: Council President Todd Gloria

FROM: Councilman Mark Kersey

RE: Nomination of Valerie Brown to the Consolidated Plan Advisory Board

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It is with great pleasure that I nominate Valerie Brown for appointment to the Consolidated Plan Advisory Board as the District Five Representative.

Valerie Brown has been a true leader, giving back to the community when help is needed most. After the 2007 Witch Creek Fire that devastated Rancho Bernardo and San Pasqual, she took action. She coordinated community-led recovery efforts. She led hundreds of volunteers, business groups, and non-profits to accelerate the recovery of the community. Because of her leadership in the rebuilding efforts, Valerie Brown has vast knowledge of the City's processes and financing programs and is easily adaptable to a changing landscape.

Ms. Brown has also played a critical role in senior services and quality of life improvement in Rancho Bernardo. In her capacity as Administrative Director of the Ed Brown Senior Center, she negotiated with the City on terms to keep the center open when it faced closure in 2011 and 2013. She worked with members of the organization to keep fees at a reasonable rate while reducing expenditures to balance the budget. She has been forged strong relationships between the Ed Brown Senior Center and local organizations, including the Rancho Bernardo Business Association, the Remington Club, and the Spirit of the Fourth. Her diplomacy, problem-solving abilities, and fiscal discipline have kept senior services accessible to the community.

Valerie Brown has been an invaluable asset to the region. Her skills, knowledge, and leadership abilities make her a highly desirable candidate, and I strongly recommend her appointment to the Consolidated Plan Advisory Board.

cc: Molly Chase, Protocol Officer, Office of the Mayor
Diana Jurado-Sainz, Director of Legislative Affairs
Adrian Granda, Council Representative, Office of Council President Gloria