




THE CITY OF SAN DIEGO

**TODD GLORIA**  
MAYOR

MEMORANDUM

DATE: April 26, 2023

TO: Honorable Council President Sean Elo-Rivera  
Honorable Councilmembers

FROM: Mayor Todd Gloria 

SUBJECT: Appointment to the Franchise Compliance Review Committee

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I am appointing Marcela Escobar-Eck to the Franchise Compliance Review Committee.

Ms. Escobar-Eck is the President and CEO of the Atlantis Group, a premier land use, and strategic planning consulting firm. She has more than 30 years of experience in the land use development field with various government agencies and elected officials. Prior to this role, she served as Director for the City's Development Services Department, where she oversaw all operations of a complex, regulatory department with a \$68.9 million dollar budget and 655 budgeted staff. For over 20 years, she served as a lead negotiator at the City of San Diego for all Development Agreements. Ms. Escobar-Eck holds a Bachelor of Science degree in landscape architecture with an emphasis in urban and regional planning from the University of California at Davis. She is being appointed to a two-year term ending June 30, 2024.

I thank Ms. Escobar-Eck for her willingness to serve in this capacity.

MTG:cwd

cc: Honorable Mara Elliott, City Attorney  
Diana Fuentes, Interim City Clerk  
Charles Modica, Independent Budget Analyst