



CITY OF HERMOSA BEACH BOARD/COMMISSION APPLICATION

Name of Board/Commission PARKS, RECREATION, & COMMUNITY RESOURCES ADVISORY

Name Phone Number

Address

Email

Occupation/Profession

Employer Name & Address

REFERENCES (Please List Three References)

Personal:

Professional:

Other:

COMMUNITY PARTICIPATION AND SERVICE (Past and Present)

Why do you wish to serve on the Board/Commission?

Bring the Fun

Hermosa Beach may be small, but it's packed with opportunities for connection, movement, and joy. This Commission has a history of making it happen for 90254. We've got the fun and I want to be part of that. While we continue to promote and highlight our classic Surfer's Walk of Fame, volleyball tournaments, movie nights and excursions, let's expand our future possibilities: Olympics and World Cup are coming and the opportunities to have local events will be abundant.

Looking locally, it's more important than ever to remind each other of what makes Hermosa special and FUN! It's bikes and beaches, the concerts and theater; it's the community. We all need a reason to get out, get off our phones, and get together to enjoy what's right here.

Contribute Meaningfully

I love the Parks (I've put to use all 10 throughout the years, plus the parkettes).

I love the Rec (Tennis and beach tennis are part of my weekly routine).

I love the Community Resources (my family has taken classes, my groups have rented spaces).

South Park: 4 moms, 8 years, meetings with just about every city department, commission, lawyer, corporation, natural and park designer and resident and we made it happen and I was proud to be part of it. Chamber of Commerce: 3 years of volunteering has given me invaluable exposure on business needs and wants. As an involved mom, neighbor, and long-time local, I believe I'm more informed than the average resident. I bring firsthand experience with a willingness to listen, collaborate, compromise and contribute.

Which duties and responsibilities of the Board/Commission are important to you and why?

The most important responsibility for me is cooperation: working with other governmental agencies, engaging with civic groups. And providing guidance for special events. The mixing of government, business and residence is what makes Hermosa thrive—and the PRC is a great “advisor” for all.

Cooperation brings Participation

We have a highly engaged city council, motivated and creative residents with more young families than ever before. Encouraging interaction and participation of all our informal groups with the various city departments can improve our programming, policies and play. Getting more people involved means more buy in from residents and the city alike.

I have served on multiple committees as both a mom and as a resident. While running the HVPTO Halloween Carnival and raising over \$200k for the school district, I implemented the now famous dunk tank splashing together council members, police and fire personal and a few teachers.

“South Park Moms” hosted over 10 resident input meetings where we gathered and implemented feedback from the community for the benefit of the community. The “buy-in” to South Park was critical to its initial success which we also still have today.

LISTENING

Let’s up the public participation—I want to hear their passion projects.

What have I heard?

- Too much going on at the beach—how about “Spotlight Parks” for less impact at the beach and more geographic diversity.
- We love our events and classes.
- Could instructors have an open house for their classes to encourage more Hb residents to try something new?
- Mommy & Me classes needed
- Pop up Health & Wellness cooking class in collaboration with BCHD?
- Streamline the permitting process for small events. As an example, Friends of the Parks Movie Nights to be at multiple parks throughout the city.

Plan Hermosa and 30 Ideas in the Economic Development Strategy is already a great start for what residents and businesses thought would help. I was highly involved in every meeting for the ideas in those documents. Residents had specific list of things they wanted done and this successful collaboration got the list through to Parks & Rec and to City Council.

Do you have any current or past obligations or responsibilities, which could be construed as a conflict of interest with the position you are applying for? NO

If yes, please explain below:

None

Please add your education, employment, memberships, past activities, or other experience you feel qualifies you to serve on the Board/Commission.

EXPERIENCE with all the various city departments, councils and commissions.
Understanding compromise and the value of cooperation.
Through my diverse group affiliations (moms, sports, businesses) I've built a broad network of connections and gained appreciation for what makes Hermosa uniquely the 90254.
My experience with South Park Moms from day one through the next 8 years of designing, implementing, advising, discussing and fundraising for the remodel of South Park playground will be an asset for the Commission.
Important COMMITTEE work has included

- Economic Development Action Committee (EDAC) 2022-24
- Project ideas for the Chamber of Commerce and City Council to consider for growth of businesses and foot traffic.
- 30 Strategic actions were given to the city and some actions have been implemented.
- Friends of Economic Development (FrED) 2013-2014
- Community dialog group to discuss what businesses and events the residents wanted.
- Ultimately created a "Decision-Making Tool" that allowed city staff, subcommittees and council to follow specific steps in deciding "does this new business request meet our city plans/goals for Quality of Life".
- Led city to hire an Economic Development person for first time
- Helped city realize need to update General Plan and Parks Master Plan
- Cannabis Advisory Group (2022)
- One of six community representatives chosen. Utilizing research, citizen, questions, interviews, data on revenue and safety, the group submitted findings to the City Council before they decided about putting Cannabis shops on the ballot.

MEMBERSHIPS

- Hermosa Beach Chamber of Commerce
- Volunteer at booths on large events, Boards Across America
- Friends of the Parks
- Volunteer for movies at the park, Pumpkins in the park
- Involved with Fort Lots O' Fun re-design and playground equipment
- HVPTO
- Halloween Carnival Coordinator, 7 years for largest fundraiser event for HVPTO. Planned and coordinated games, food court and music, using over 100 parent volunteers

Awards: Leadership Hermosa "Community Organization" winner 2017

<u>Board/Commission</u>	<u>Meeting Location</u>	<u>Meeting Schedule</u>
Building Board of Appeals	City Council Chambers	Second Monday of each month at 7 p.m.

This five-member board provides reasonable interpretations of the Building Code [HBMC 15.04.020]

Civil Service Board	City Council Chambers	Third Wednesday of each month at 5 p.m.
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This five-member board serves as the City's Review Board pertaining to personnel functions and Civil Service Rules and Regulations, including review and approval of job specifications and eligibility lists [HBMC 2.76.060-2.76.090].

Parks, Recreation & Community Advisory Commission	City Council Chambers	First Tuesday of each month at 7 p.m.
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This five-member commission serves in an advisory capacity to the City Council in all matters pertaining to the Community Resources Department; cooperates with other governmental agencies and civic groups on the advancement of sound leisure, cultural, social services and educational programming; provides guidance and approvals for City special events; and formulates policies on the services, programs and lease agreements of the Department, subject to approval of the City Council [HBMC 2.28].

Planning Commission	City Council Chambers	Third Tuesday of each month at 7 p.m. (in December meeting is on the second Monday)
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This five-member commission is governed in all respects and performs duties as prescribed by applicable state and local laws. The primary purpose of the Commission is to maintain and enhance the environment of the community, which entails advance or long-range planning (updating of the General Plan and specific elements), current planning (short-range projects), and land use controls (administering to the code and review of all subdivisions and zoning petitions). The Commission serves as an advisory board to the City Council on all matters pertaining to zoning, conditional use permit process, etc. [HBMC 2.32].

Public Works Commission	City Council Chambers	Third Wednesday of odd-numbered months (January, March, May, July, September, and November) at 7 p.m.
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The duties of this five-member commission are to review and make recommendations to the City Council on all capital improvement program projects, assist with developing and updating design guidelines for public improvements and other matters referred to the Commission by the City Council [HBMC 2.80].

Do you foresee any scheduling problems that might cause you to miss meetings? NO

How long have you lived in Hermosa Beach? 26 years

Additional comments:

I have read the roles and responsibilities of the Board/Commission I am applying for. If required, I will submit proof of my voter registration status at the time I submit my application (voterstatus.sos.ca.gov).

I understand a resume must be submitted to the city clerk's office at the time I submit my application to be considered for the position.

Signature:

Date:

Cammie Herbert

PROFESSIONAL SUMMARY: *Accomplished and engaged Hermosa resident with 20 years of civic collaboration. Passionate about Hermosa's activities and resident involvement.*

Experience

- Economic Development Action Committee (EDAC) 2022-24
 - Project ideas for the Chamber of Commerce and City Council to consider for growth of businesses and foot traffic.
 - 30-point plan was given to the city and some actions have been implemented.

- Friends of Economic Development (FrED) 2013-14
 - Community dialog group to discuss what businesses and events the residents wanted.
 - Ultimately created a "Decision-Making Tool" that allowed city staff, subcommittees and council to follow specific steps in deciding "does this new business request meet our city plans/goals for "Quality of Life".
 - Led city to hire an Economic Development person for first time

- South Park Moms 2011-18
 - Designing, implementing and fundraising for the remodel of South Park playground

- Hermosa Beach Chamber of Commerce civic member 2021-present

- Cannabis Advisory Group 2022
 - Utilizing research, interviews, data on revenue and safety, the group submitted findings to the Council

- Friends of the Parks member 2018
 - Volunteer for movies at the park, Pumpkins in the park
 - Involved with Fort Lots O' Fun re-design and playground equipment(2004)

- HVPTO member. 2008-2016
 - Coordinator for Honor Roll awards, 8th grade Graduation event, Read Across America and Teacher appreciation week

- Halloween Carnival Coordinator 2010-2015
 - Coordinator for largest fundraiser event for HVPTO

- School Site Council Advisory Committee, parent rep 2015
 - A requirement of the State to review progress and set measurable solutions for Student achievement

- Volunteer for HBLL, AYSO, HV Run Club, club soccer and baseball

Employment

- Badham Group 1990-2002
 - Co-Producer
 - Responsibilities: Script development, C-unit movie director, Post-Production advisor, Liaison with agent, actors and studio executives

Awards

- Leadership Hermosa "Community Organization" Winner 2017

Education: USC, BA Journalism, BS Business Marketing 1985-1990