

Application Form

Profile

Jennifer

First Name

Roberts

Last Name

[REDACTED]

Email Address

[REDACTED]

Primary Phone

Alternate Phone

[REDACTED]

Home Address

[REDACTED]

City

[REDACTED]

State

[REDACTED]

Postal Code

What Supervisory District do you live in? *

District 5 Supervisor Lynda Hopkins

Which Boards would you like to apply for?

Public Financing Authority of the West Sonoma County Enhanced Infrastructure Financing District: Submitted

Please describe your relevant experience/expertise that you believe would make you a valuable member of this body.

I have a long history of service not only in the community of Occidental but also in the greater Sonoma County and sit on several boards and committees. Occidental Community Council, Occidental Business Alliance, Sutter Regional Hospital Philanthropy Board, UHCCF National Board. As a local resident, local business owner, and past healthcare executive, I am deeply committed to the needs and perspectives of our communities. Living, working, and volunteering here has given me first hand insight of the near and long term needs and wants of Occidental. I am interested in preserving the character of our community while supporting responsible growth, sustainable and equitable public investment. My professional back ground in healthcare and starting my own business have given me skills in planning, oversight, and overcoming obstacles.

Interests & Experiences

Jennifer Roberts

What interests you most about this agency? What skills or experience would you bring to best support the work of this agency?

I am interested in serving my rural community on the PFA because I care deeply about the future of our rural community and want to make sure our voices are included in the decisions that shape West Sonoma County. Living and working here, I see every day how important it is that long-term investments support the realities of our rural lives. As a resident, business owner, and active member of Occidental Community Council. I am closely connected to the people and issues of our area. I listen to my neighbours, hear their concerns, and understand both the challenges and opportunities ahead. With my experience of sitting on other boards and committees I understand the structure and how to work together for common goals.

Please Agree with the Following Statement

You agree that the following information provided above is truthful.

I Agree

Demographics

Gender

Female

Ethnicity

White

Occupation

Winery/Vineyard Owner

Highest Level of Education. Select one of the following

College/University degree

Primary Language

English

Experience

Jennifer Roberts

Please list two local references below. Please provide their phone number and email address below.

Marv Szecsev- [REDACTED]

Fawn Nekton- [REDACTED]

Community Service Experience

Sutter Santa Rosa Regional Hospital Board Chair 5 years - board member total 12 years
Occidental Community Council 3 Years Occidental Business Alliance Under a year (New Committee)
UHCCF- National Board 4 years Regional Board 6 years

Education

San Jose State University, Environmental Studies BS

Employment

Arnot Roberts Winery: Owner

Commitment

Application Form

Profile

Pip _____ Marquez De La Plata _____
First Name Last Name

_____ _____
Email Address

_____ _____
Primary Phone Alternate Phone

_____ _____
Home Address

_____ _____
City

_____ _____
State

_____ _____
Postal Code

What Supervisory District do you live in? *

District 5 Supervisor Lynda Hopkins

Which Boards would you like to apply for?

Public Financing Authority of the West Sonoma County Enhanced Infrastructure Financing District: Submitted

Please describe your relevant experience/expertise that you believe would make you a valuable member of this body.

I bring a mix of community advisory experience and hands-on leadership. I've served on the Lower Russian River MAC for six years (this is my last year) and have been elected Chair for the past four. In that role, I've facilitated public meetings, worked closely with County staff and the Fifth District office, listened to a wide range of viewpoints, and helped turn community concerns into clear, practical recommendations. Outside of that, I'm the Executive Director of Forgotten Felines of Sonoma County, where I manage operations, budgets, people, and partnerships, and I'm used to following through. I was also just elected to the Russian River Chamber of Commerce, which keeps me connected to local businesses and regional priorities. Overall, I'm collaborative, organized, and focused on getting things done in a way that builds trust.

Interests & Experiences

Pip Marquez De La Plata

What interests you most about this agency? What skills or experience would you bring to best support the work of this agency?

What interests me most is the opportunity to have genuine local input on decisions that affect our community on a day-to-day basis, and to have some resources behind those decisions, not just discussion. That's what drew me to the MAC in the first place, and it's still what motivates me. I'd bring practical experience running public meetings, listening across different viewpoints, and helping groups land on clear next steps. I also bring strong follow-through and organizational skills from leading a nonprofit budgeting, planning, building partnerships, and turning ideas into action.

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Upload a Resume

Please Agree with the Following Statement

You agree that the following information provided above is truthful.

I Agree

Demographics

Gender

Male

Ethnicity

Caucasion/Hispanic

Occupation

Non-Profit Executive Director

Highest Level of Education. Select one of the following

College/University degree

Primary Language

English

Experience

Pip Marquez De La Plata

Please list two local references below. Please provide their phone number and email address below.

Barb Lester. [REDACTED]

Community Service Experience

Lower Russian River Municipal Advisory Council (MAC) — 2019–Dec 2025 — Member; Chair (4 years)
Friends of Rio Nido — 2017–Present — Board Member; President (2020–Present)
Sweetwater Springs Water District — 2015–2018 — Board Director / Financial Coordinator
Russian River Chamber of Commerce — Elected Dec 2025; Term begins Jan 1, 2026 — Board Member

Education

California State University, B.A. Communications/Spanish

Employment

Forgotten Felines of Sonoma County Executive Director October 2016 to present

Commitment

Pip Marquez de la Plata

Public Member Candidate: Public Financing Authority (PFA), West Sonoma County Enhanced Infrastructure Financing District (EIFD)

SUMMARY

Community advisory and governance leader with experience overseeing budgets, capital planning, and public process. Six years on the Lower Russian River MAC (four as elected Chair), plus board-level financial oversight with a local water district. As Executive Director of Forgotten Felines of Sonoma County, I lead operations, partnerships, and fundraising—with a focus on clear communication and follow-through.

CORE STRENGTHS

Public meeting facilitation • Board governance • Budget oversight • Capital improvement planning • Community engagement • Stakeholder collaboration • Policy and staff report review • Partnership development • Communications

PUBLIC SERVICE & COMMUNITY LEADERSHIP

Chair (elected), Member — Lower Russian River Municipal Advisory Council (MAC, Sonoma County) | Sonoma County, CA | 2020–Dec 2025 (Chair 2022–Dec 2025)

- Facilitate public meetings and help create an organized, respectful process for public input and deliberation.
- Work with County staff and community members to surface issues, clarify options, and make recommendations.

*Board Member — Russian River Chamber of Commerce
Elected Dec 2025; term begins Jan 2026*

- Support efforts that strengthen local businesses, visitor economy, and community vitality across the Russian River area.

Board Director — Sweetwater Springs Water District | Guerneville, CA | 2015–2018

- Provide governance and financial oversight, including expenditures and capital improvement planning.
- Support transparent, accountable decision-making and long-range stewardship of district resources.

President — Friends of Rio Nido (501(c)(3)) | Rio Nido, CA | Board Member

2017–Present; President 2019–Present

- Secured funding for a \$1MM shaded fuel break to improve wildfire resilience in Rio Nido and surrounding communities.
- Led acquisition of the Rio Nido Fire Station from Sonoma County Fire District and supported its transformation into a community center and postal delivery point.

PROFESSIONAL EXPERIENCE

*Executive Director — Forgotten Felines of Sonoma County | Sonoma County, CA
Oct 31, 2016–Present*

- Grew the organization from 25 to 55 employees and more than doubled spay/neuter surgeries, medical cases served, and the foster/adoption program.
- Lead organizational operations, budgeting, fundraising, and partnerships with veterinarians, shelters, local agencies, and community stakeholders.
- Oversee staff and volunteer teams; set priorities and ensure safe, consistent service delivery.
- Developed Project Beacon, a highly uncommon approach in animal welfare: combining mapping, trend analysis, and outcome metrics to guide strategic planning and prove impact over time, not just count activity.

EARLIER CAREER

SVP Marketing, Meebo (acquired by Google); SVP Marketing, Fixya; VP Marketing & Brand Development, CBS Interactive (formerly CNET Networks).

EDUCATION

California State University, Sacramento — B.A., Communications

Application Form

Profile

Thai _____ **C** _____ **Hilton** _____
First Name Middle Initial Last Name

Email Address

Primary Phone

Alternate Phone

Home Address

City

State

Postal Code

What Supervisory District do you live in? *

District 5 Supervisor Lynda Hopkins

Which Boards would you like to apply for?

Public Financing Authority of the West Sonoma County Enhanced Infrastructure Financing District: Submitted

Please describe your relevant experience/expertise that you believe would make you a valuable member of this body.

I bring nearly a decade of experience managing public funding and collaborative systems that support affordable housing, community infrastructure, and services for vulnerable populations in Sonoma County. In my current role with the Sonoma County Department of Health Services, I work extensively with local jurisdictions, housing authorities, nonprofit developers, and state and federal funders to design programs, secure competitive grant funding, and align investments with long-term community goals. This includes developing and implementing funding strategies that protect public resources while improving equity and outcomes for low-income households. A core part of my work involves community engagement with organizations that serve under-represented populations, including rural residents, seniors, Tribal communities, and individuals experiencing homelessness. In leading countywide system design efforts, I have facilitated stakeholder workgroups, supported policy development with community input, and built partnerships that reflect local priorities and community voices. These efforts required balancing financial feasibility with community benefit, an approach that aligns directly with the role of the Public Financing Authority. In addition to my professional experience, I serve on the Lower Russian River Municipal Advisory Council, where I work closely with residents, local advocates, business owners, and County staff on issues affecting the Lower Russian River. This role has given me a direct understanding of the distinct needs of West Sonoma County communities, including rural access challenges, infrastructure gaps, the impacts of climate-related emergencies, and the critical shortage of affordable housing. It has also allowed me to build strong relationships with community members and develop a grounded perspective on what investments are both feasible and genuinely beneficial to local residents. I believe this experience positions me to contribute meaningfully to the EIFD.

Interests & Experiences

What interests you most about this agency? What skills or experience would you bring to best support the work of this agency?

I'm interested in serving on the Public Financing Authority because it presents a rare opportunity to make long-term, strategic investments in West Sonoma County, investments that reflect community priorities and address real infrastructure and housing needs. I value the approach of using existing resources to improve quality of life without creating new burdens for residents, especially in rural areas where essential services and affordable housing are already limited. I would bring a strong ability to evaluate funding proposals, design transparent public processes, and collaborate with diverse stakeholders to build consensus around shared goals. My experience administering public funding programs has taught me how to balance regulatory requirements with practical, community-centered solutions. In my work and through my service on the Lower Russian River Municipal Advisory Council, I have learned how to listen to community voices and translate them into policies and investments that are both realistic and responsive. I would aim to support the EIFD in advancing infrastructure and housing decisions that are equitable, durable, and aligned with the long-term well-being of West Sonoma County residents.

[Resume_2025.pdf](#)

Upload a Resume

Please Agree with the Following Statement

You agree that the following information provided above is truthful.

I Agree

Demographics

Gender

Male

Ethnicity

white

Occupation

Analyst

Highest Level of Education. Select one of the following

Graduate degree

Primary Language

English

Experience

Please list two local references below. Please provide their phone number and email address below.

Christa Mone: [REDACTED] Vicki Clews: [REDACTED]

Community Service Experience

Lower Russian River Municipal Advisory Council, Forestville representative, January 2024-present

Education

Sonoma State University, Master of Public Administration

Employment

Sonoma County Department of Health Services, Analyst, Lead system-level planning, policy development, and redesign efforts for Sonoma County's homelessness response system, including Coordinated Entry, street outreach coordination, data initiatives, and supportive housing programs.

Commitment

Thai Hilton

SKILLS

- Bilingual English/Spanish
 - Proficient in Microsoft Office
-

RELEVANT EXPERIENCE

Department Analyst, Sonoma County Department of Health Services, March 2021-Present

- Lead system-level planning, policy development, and redesign efforts for Sonoma County's homelessness response system, including Coordinated Entry, street outreach coordination, data initiatives, and supportive housing programs.
- Manage complex cross-agency initiatives that involve local jurisdictions, service providers, funders, and housing authorities, ensuring alignment with federal, state, and local regulations.
- Serve as a key liaison to the Sonoma County Homeless Coalition Board and its committees, preparing staff reports, facilitating workgroups, and providing technical assistance to funded providers and community partners.

Health Program Manager. SOUL team (temporary), Sonoma County Department of Health Services, February 2025-April 2025

- Managed SOUL program which provides case management services for homeless individuals.
- Supervised a team of 4 substance use disorder case managers.
- Maintained partnership with Community Development Commission and The Human Services Department to provide services for clients.

Special Programs Coordinator, Sonoma County Housing Authority August 2018 – March 2021

- Coordination of eight rental-assistance programs designed to house homeless individuals.
- Development and maintenance of partnerships with numerous community partners to better serve clients.
- Responsible for all grant renewal applications and reporting of program progress and success to funders for all programs.

Program Manager, Catholic Charities Diocese of Santa Rosa June 2016 - August 2018

- Managed operations of 104-unit permanent supportive housing project.
- Responsible for a staff of 7 employees.
- Responsible for all property management duties.

EDUCATION/ TRAINING

- Sonoma State University, Rohnert Park, CA Master of Public Administration, May 2024.
- Salisbury University, Salisbury, MD Bachelor of Arts, May 2008 History major; Philosophy minor

Application Form

Profile

Amy _____ Talley _____
First Name Last Name

Email Address

Primary Phone

Alternate Phone

Home Address

City

State

Postal Code

What Supervisory District do you live in? *

District 5 Supervisor Lynda Hopkins

Which Boards would you like to apply for?

Public Financing Authority of the West Sonoma County Enhanced Infrastructure Financing
District: Submitted

Please describe your relevant experience/expertise that you believe would make you a valuable member of this body.

I am a dedicated rural Sonoma County community member who actively works to understand our community's complex needs. I have been a Sonoma County resident since January 2023, having previously resided in Sonoma County from 1995-2001. I am an active member of the Rio Nido community, currently serving as secretary on the Friends of Rio Nido board for over 1 year. I am also a Rio Nido homeowner and I have one child attending west county schools. I have worked as a public servant for over 10 years as a teacher and employee at the Sonoma County Sheriff's office, where I am currently working as an IT project coordinator. As an IT project coordinator, I manage projects from all aspects, including fiscal management. I am currently appointed as the Sonoma County Cal-ID Manager, which is a multi-million dollar vehicle license fee (VLF) fund used to procure all of the Sonoma County systems used for identification in law enforcement and public safety. In the Cal-ID manager position, I work closely with a sheriff analyst, the RAN Board, and BOS to negotiate and procure contracts for goods and services. In this role I must be diligent that all of the funds go to servicing the greater Sonoma County interests and the interests of all law enforcement agencies in Sonoma County. I actively work to understand the needs of each agency within Sonoma County. I am also tasked with negotiating fair and clear contracts that cut waste and improve efficacy. I am familiar with the process and pipeline for allocation of funds within our county government guidelines and practices.

Interests & Experiences

What interests you most about this agency? What skills or experience would you bring to best support the work of this agency?

I believe that serving on the Public Financing Authority of West Sonoma County would allow me to serve my community in an impactful way, giving voice to the rural residents of West County. Specific skills I can offer are my IT and communication expertise to advise in a technical capacity for systems and infrastructures that may have technical pieces to them that would affect our rural community. Working for the Sheriff's Office and as the Sonoma County Cal-ID manager, I am familiar with how the county fiscal system works, including inter agency and BOS processes. I have successfully presented two major BOS items that were approved and I continue to work with many county agencies both law enforcement and otherwise. My work also includes understanding and analyzing contracts, service level agreements, and agency needs.

[AmyTalley_Resume_09_2025.pdf](#)

Upload a Resume

Please Agree with the Following Statement

You agree that the following information provided above is truthful.

I Agree

Demographics

Gender

Female

Ethnicity

White

Occupation

Information Technology

Highest Level of Education. Select one of the following

College/University degree

Primary Language

English

Experience

Please list two local references below. Please provide their phone number and email address below.

Marsee Henon [REDACTED] Ingrid Emming [REDACTED]

Community Service Experience

Friends of Rio Nido July 2024 - PRESENT Board Secretary Berkeley Unified School District
School year 2013-2022 Front Desk - visitor management Teacher support Ventura County
School District School year 2001-2013 Teacher support Volunteer Coordinator Event
Coordinator

Education

Sonoma State University 2001 - Bachelors in Computer Science

Employment

Sonoma County Sheriff's Office Department Information Systems Coordinator Cal-ID program
manager - county wide biometrics program Serving 15 agencies and sites Implementation
and maintenance of mandated jail biometrics Centralized database of all biometrics data
Managing a \$3 million budget and multiple vendors RFP for replacement of the entire suite of
Cal-ID systems, including mobile ID, Livescan, mugshot, Web ID Maintain connection and
relationship with DOJ Livescan team. General project management Electronic scheduling
system implementation - jail and law enforcement New Coroner's building AV design and
installation for conference rooms Development and deployment of RFP for both small and
large projects Change management for all projects Working with vendors and maintaining
vendor relationships Creating partnerships with other California Sheriff and Law Enforcement
agencies Audit and compliance management Berkeley Unified School District 2018-2022
Computer Science and STEM teacher Oakland Unified School District 2016 - 2018 9th grade
computer science teacher

Commitment

Amy Talley

Education

- B.S. Computer Science, Sonoma State University - December 2001
 - A.A. Humanities, College of the Redwoods - May 1995
 - Preliminary DSCTE California Credential - expires 01/01/2028
 - Information and Communication Technologies
 - Education, Child Development, and Family Services
 - K-12 and Adult education
-

Experience

IT Project Coordinator, Sonoma County Sheriff's Department

Sonoma County - January 2023 to present

- Cal-ID program manager - county wide biometrics program
 - Serving 15 agencies and sites
 - Implementation and maintenance of mandated jail biometrics
 - Centralized database of all biometrics data
 - Managing a \$3 million budget and multiple vendors
 - RFP for replacement of the entire suite Cal-ID systems, including mobile ID, Livescan, mugshot, Web ID
 - Maintain connection and relationship with DOJ Livescan team.
- Project management
 - Electronic scheduling system implementation - jail and law enforcement
 - New Coroner's building
 - AV design and installation for conference rooms
- Development and deployment of RFP for both small and large projects
- Working with vendors and maintaining vendor relationships
- Creating partnerships with other California Sheriff and Law Enforcement agencies
- Audit and compliance management

Technical Support

Congregation Rodef Sholom - August 2022 to present

- Run and support Zoom and Facebook Live feeds for services and events
- Support audio visual services

Teacher - Computer Science & STEM, Berkeley Unified School District,

Martin Luther King, Jr. Middle School - August 2018 to December 2022

- 6/7/8 grade STEM & Computer Science
 - Serving a 150 students per year
- Curriculum development for BUSD district 6th grade STEM program
- Planning/execution of build out of new, on site Maker Space
 - Identified and managed technical and facilities needs
 - Liaison between facilities department and district offices

- Recruitment of girls and POC into STEM/CS program
- Documentation for district STEM & CS policies

District and site Technical Team Leader - 2018 - December 2022

- Liaison between site and district IT
- Staff training
- IT support for entire site
- Manage escalation to district IT
- Hardware implementation and management
- Pandemic site coordinator for online learning transition
 - Created a team to develop norms and practices for software
 - Staff IT support

Teacher - Computer Science, Oakland Unified School District, Oakland Technical High School - August 2016 to August 2018

- 9th grade computer science
 - Serving a 170 freshman cohort
- Curriculum development
 - Exploring Computer Science
 - Code.org
- Advisory curriculum development
 - SRA Hub - Students Rising Above
 - TAUPE program
- Advisor - Girls Who Code
- Faculty Council
- Mills Teacher Scholars - teacher led inquiry 2016/17, 2017/18

Substitute Teacher, Oakland Unified School District, Oakland High School - April 2016 to June 2016

- 30 day long term position at Oakland High School - chemistry/biology

Substitute Teacher, Berkeley Unified School District, Berkeley - September 2015 to June 2016

- 30 day long term position at Martin Luther King Middle School - literacy coach/math intervention
 - LLI system launch
 - Reading intervention groups
 - Student assessments
 - Math intervention and in-class support
- Regular, recurring substitute positions in mathematics, science, and AVID for Martin Luther King Middle School, Berkeley High School, Berkeley Technical High, Willard Middle School
- Substitute positions in K-5 at Rosa Parks, La Conte, Cragmont, Oxnard, Washington, and Jefferson

Clerical and Administrative Substitute, Berkeley Unified School District, Berkeley - February 2015 to present

- Administrative support as needed
- Student support as needed
- Data entry

IT Coordinator/Support, URJ Camp Newman, Santa Rosa - June 2014 to December 2017

- IT support for onsite systems for the entire Camp Newman campus, year round
- Facilitated full migration project to CampMinder camp management system, including registration and camper/ staff management
- Provided technical support, documentation, and training for CampMinder system
- Manage all parent questions and concerns by providing skilled interventions and crisis intervention support
- Manage the on-campus front office and mailroom
- Administrative support for offsite and onsite management

Technical Recruiter, Contract, Pyramidata, San Francisco - April 2015 to October 2015

- Advised for and constructed the recruiting platform for a start-up edtech
- Trained HR regarding use of recruiting platform
- Lead recruiter for in-house technical positions
 - Recruitment liaison:
 - Hired, Github, Guru
- Active recruitment for SPED positions, in-house and off-site

Department Information Specialist, Sonoma County Assessor, Santa Rosa, CA - 1997 to 2001

- Represented Assessor's office in county-wide network and system decision making processes
- Lead organization-wide platform conversion project from Mac OS to Windows
 - Project scope included software and OS training for all Assessor departments
- Facilitated user transition from in-house mainframe property program to vendor supplied Megabyte property systems
 - Liaison with vendor, County IT, and Assessor dept.
 - Worked directly with co-DIS to get department specific hardware to interface properly
- Maintained PC/Mac workstations and servers (hardware and software), printers and other imaging hardware
- Installed new/replacement hardware; installed and configured OS/software
- Maintained local and system backups
- Composed documentation for network, software, and hardware configurations
- Implementation of new hardware/software, including staff training, setup, and use
- Consulted with outside vendors and county Information Services Department for appropriate system enhancements

Network Technical Support, Sonoma State University Information Technology, Rohnert Park, CA – 1996 to 1997

- Assisted in writing an employee manual that outlined ever evolving IT policies
- Provided comprehensive network technical support in a multi-platform environment for faculty, staff, and students (Mac/PC)
- Diagnosed and repaired network, application and system problems over phone, on site, lab, and email
- Composed documentation for network, software, and hardware configurations
- Worked with Webmaster to publish general University Information on the web and in print
- Assisted campus network manager and backup specialist

Volunteer Experience

Friends of Rio Nido, Rio Nido, CA July 2024 - PRESENT

- Serve as Secretary for the Board.
- Work with the Board and community to identify and implement projects
- Develop fund raising strategies for FRN.

Berkeley Unified School District, Berkeley, CA 2013 - 2022

- Front desk volunteer for Berkeley High School

In class teacher support for grades K-5

Ventura County School District, Newbury Park, CA 2001-2013

- In class teacher support for grades K-5
- Provided teaching assistant support and development for science curricula in grades 2-5 at Walnut Elementary in the Ventura County School District in 2005/2006
- Coordinated school volunteers for large and small student and school events at the elementary and middle school levels
- Utilized VolunteerSpot.com, as well as spreadsheets, databases and Evite for all volunteer events

Coordinated monthly, large bake sale fundraisers for Sycamore Canyon band and orchestra, 2008-2012

Wright Elementary School District, Santa Rosa, CA 1999-2001

- Coordinated, built, and installed a full scale computer lab for Wright Elementary in 2000 using volunteers from the SSU CS program I was attending

Certifications/Conferences

- Mental Health First Aid certified through Berkeley City Mental Health – January 2015
- Beauty and Joy of Computing AP Computer Science Principles - Harvey Mudd - June 2017
- Mills Teacher Scholars certification - 2018
- Red Cross Adult and Pediatric First Aid/CPR/AED - Valid thru 4/2024

- 7th International Conference Together Against Stigma Each Mind Matters – San Francisco February 18 – 20, 2015
- 4th Annual Women in Tech Symposium Reimagining Cybersecurity For All - UC Berkeley - March 2020
- CSTA (Computer Science Teachers of America) Conference - Chicago 2022