
From: noreply@civicplus.com
Sent: Thursday, May 25, 2017 12:45 PM
To: Sheri Hartz; Tom F. McGurk; Lorrayne Leong; Chadrick Smalley
Subject: Online Form Submittal: Board / Committee / Commission Application

Board / Committee / Commission Application

PERSONAL INFORMATION

Full Name:*
Mary Lou Thiercof

Email Address:*
[REDACTED]

Gender:
female

Please specify the Board, Commission or Committee you are applying for:*
[Economic Development Advisory Committee V]

Which Committee Position are you applying for?
*(must match the current vacant position you are applying for)**
[Small Business Representative V]

I am currently a member of the above Committee, and am seeking reappointment.*

☒ (X) Yes ☐ () No

If you are seeking re-appointment, has any of your information changed within the last 12 months?

☐ () Yes ☒ (X) No

If your answer is yes, please complete the rest of this form.

If your information has not changed within the past 12 months, please only enter your name and email information above. You do not need to complete the remainder of this form.

RESIDENCY / EMPLOYMENT INFORMATION

Home Address:

City: **State:** **Zip**
CA **Code:**

Phone Number:

How long have you lived in Emeryville?

Place of Employment:

Occupation:

Business Address:

City: **State:** **Zip**
CA **Code:**

Phone Number:

How long have you worked in Emeryville?

EDUCATION / EXTRACURRICULAR INTERESTS

High School:

College:

Trade or Business School(s):

Other Interests:

ADVISORY BODY EXPERIENCE / INFORMATION

Are you currently serving on other Boards, Commissions or Committees? () Yes () No

Have you served on a Board, Commission or Committee before? () Yes () No

Please list all past and current City of Emeryville advisory boards.

Please list any past and current board, commission or committee memberships outside of Emeryville.

Please list all organization memberships and positions held.

Please list any relevant work and volunteer experience.

Why are you interested in serving on this Board, Commission or Committee?

PLANNING COMMISSION APPLICANTS ONLY

Please provide a short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.

Board / Committee / Commission Application

Please complete the online form below.

Select the Board, Commission, or Committee applying for:*

Name:*

Sex:*

Applying as resident, employed in Emeryville, business representative, or special interest group representative?

If Special Interest Group Representative was checked please specify.

Home Address:*

Preferred Phone Number*

Place of Employment

Business Address:

Business Phone Number:

Occupation:*

Email Address:

Length of Residency in City:*

Length of Working in City:

High School:

College:

Trade or Business School:

Hobbies:

Are you currently serving on other Boards, Commissions, or Committees?*

Have you served on a Board, Commission, or Committee before?*

If yes, which:

Board, Commission, and/or Committee Memberships (past/current) outside of Emeryville :

Personal Information

Economic Development Advisory Committee ▼

Mary Lou Thiercof

☐

Male

☒

Female

☐

Resident

☒

Business Representative

☐

Employed in Emeryville

☐

Special Interest Group Representative

[Redacted]

[Redacted]

Self - Working Images

[Redacted]

[Redacted]

Marketing/Public Relations

[Redacted]

Residency Information

n/a

with clients in City since 1999

Education and Hobbies

Santa Catalina School for Girls

U.C. Berkeley

Golden Gate University

Hiking, gardening, horticulture, cycling, piano, dogs, mus

Organization Membership Information

☒

Yes

☐

No

☒

Yes

☐

No

(Not Applicable) ▼

Positions in Emeryville:

Emeryville Chamber of Commerce - Board of Directors -2008-ongoing

City of Emeryville - Economic Development Advisory Committee 2013 - 2015

Prior to EDAC, led the America's Cup ad hoc committee for City of Emeryville under Helen Bean

Positions Outside Emeryville:

Aromatic Plant Project - SF

Del Mar Foundation - Del Mar

Foundation for Osteoporosis Research & Education - Oakland

Peralta Community College District- Oakland

Public Relations Society of America- East Bay/San Francisco

Solana Beach Chamber of Commerce - Solana Beach

Wheel of Life - Alameda

Please list organization memberships and positions held:

Emeryville Chamber of Commerce - Board of Directors
-2008-ongoing
City of Emeryville - Economic Development Advisory
Committee 2013 - 2015

Board of Director Positions outside Emeryville:
Aromatic Plant Project -1995-1997 Del Mar Foundation -
1994-1995
Foundation for Osteoporosis Research & Education
Advisory Board - 2007, 2008
Peralta Community College District, Gerontology Board
-1981-1982
Public Relations Society of America, President, Oakland
East Bay Chapter - 2000, 2001, 2004; Chapter Board
Member - 1998-2006
Public Relations Society of America, VP, San Francisco
Chapter - 2001-2010
Solana Beach Chamber of Commerce, VP - 1991-1994;
President - 1995
Wheel of Life -President, 1979-81

Relevant Work / Volunteer Experience

I work with small businesses in Emeryville and serve on the Chamber board. Started (with my client) the first race for Emeryville - Shortest Triathlon Ever and the City adopted the race. Published the Emeryville News for the City of E/Chamber 1999-2006 where we covered local businesses and residents, City news, emerging tech and biotech businesses and the school district. Worked with John Flores & Karen Hemphill. Served as a leader on the EUSD Chamber/business/school committee. Developed new image for school district and tagline: EUSD: where partners power student success - under Tony Smith. Working Images, my company, has over 20 years of experience helping clients plan and implement targeted communications programs that create results with impact. Working Images fuses the best of breed in traditional, digital and new media to establish credibility for its clients. We deliver your unique core messages in clear and compelling language and images that resonate with your target audiences. For the America's Cup Working Images and Malaga Corp. strategized an America's Cup marketing plan for Emeryville with a committee that included reps from the marinas and hospitality businesses. We designed the flags that currently line our City streets and established Emeryville on the Bay, an online tourist hub for Emeryville. We sold ads and placed a 2-page ad in Latitude 38 for a year, touting ways to play in Emeryville. The website continues as a tourism mechanism for Emeryville. emeryvilleonthebay.com

Why are you interested in serving on this Board, Commission, Committee?

In the EDAC, we started a process and I would like to continue to help guide/monitor the implementation of our marketing strategy. I work with small businesses in Emeryville. I serve on the Chamber board and can represent the Chamber or can represent small businesses. I believe that on this committee, the voice of small business can be heard.

"Planning Commission Applicants Only" A short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.