

**From:** noreply@civicplus.com  
**Sent:** Sunday, May 19, 2019 10:33 PM  
**To:** Website DL - Clerk's Office; Chadrick Smalley  
**Subject:** Online Form Submittal: Board / Committee / Commission Application

## Board / Committee / Commission Application

### PERSONAL INFORMATION

**Full Name:\*** Taryn Segal  
**Email Address:\*** [REDACTED]  
**Gender:** F

**Please specify the Board, Commission or Committee you are applying for:**

- |   |  |
|---|--|
| <input type="checkbox"/> Bicycle/Pedestrian Advisory Committee              | <input type="checkbox"/> Parks and Recreation Committee                    |
| <input type="checkbox"/> Budget Advisory Committee                          | <input type="checkbox"/> Planning Commission                               |
| <input type="checkbox"/> Commission on Aging                                | <input type="checkbox"/> Public Art Committee                              |
| <input checked="" type="checkbox"/> Economic Development Advisory Committee | <input type="checkbox"/> Emeryville Transportation Management Association  |
| <input type="checkbox"/> Housing Committee                                  | <input type="checkbox"/> ACTC Paratransit Advisory and Planning Commission |

**Which position(s) on the Advisory Body are you applying for?**

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Business Representative | <input type="checkbox"/> Planning Commissioner                    |
| <input type="checkbox"/> City Labor Representative          | <input type="checkbox"/> Resident                                 |
| <input type="checkbox"/> Community Member                   | <input type="checkbox"/> Resident (Dog Owner)                     |
| <input type="checkbox"/> Large Business Representative      | <input type="checkbox"/> Senior Community Member                  |
| <input type="checkbox"/> Non-Profit Business Representative | <input checked="" type="checkbox"/> Small Business Representative |

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

- ☐ Yes ☒ No

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

- ☐ Yes ☐ 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:** [REDACTED] **City:** [REDACTED] **State:** [REDACTED] **Zip Code:** [REDACTED]

**Phone Number:** [REDACTED] **How long have you lived in Emeryville?** [REDACTED]

**Place of Employment:** Double Rainbow Ice Creams, Inc.  
**Occupation:** CEO&President

**Business Address:** [REDACTED] **City:** [REDACTED] **State:** [REDACTED] **Zip Code:** [REDACTED]

**Phone Number:** [REDACTED] **How long have you worked in Emeryville?** New

### EDUCATION / EXTRACURRICULAR INTERESTS

**High School:** Lowell High School  
**College:** Tufts University

**Trade or Business School(s):**

**Other Interests:**  
Soccer, Languages, Travel

**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.**

Chairperson of the Board, Double Rainbow Ice Creams

**Please list all organization memberships and positions held.**

Specialty Food Association Naturally Bay Area IFT-Institute Food Technologists

**Please list any relevant work and volunteer experience.**

-CEO& President, Double Rainbow Ice Creams -Participant in Industry Roundtables offering mentoring to young and upstart brands within the specialty food sector. -Director of Budget and Strategic Planning at BRE Properties- Real Estate Investment Trust In San Francisco,

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

Double Rainbow is a second generation family owned and operated business that was born in San Francisco, and recently relocated to the wonderful city of Emeryville. As we thought of places where we could start the next chapter of our company's story, we wanted to settle in a place whose values rested on the foundation of a tightly knit community. Emeryville fit the mold perfectly, as it is a city that exists at a unique intersection of residents, artists, and businesses both big and small. Our own company's roots are tied to similar values, harkening all the way back to our days as a singular ice cream parlor in the heart of the city, which doubled as a community hub & hangout for neighborhood residents. Communities and economic development are inter-dependent, and that is what excites me about our move to Emeryville. As the CEO of Double Rainbow, I would love the opportunity to bring the knowledge and experience I've gained from working at a company entering its 5th decade. I feel that this business acumen rooted in many years of lessons-learned within the food manufacturing space will be a great addition to the Emeryville Economic Development Advisory Committee. My hope is that this board in turn will help balance out my perspective with a unique, cutting-edge, and community oriented approach to local business. I am excited to engage and make connections within our new community.

**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.**