
From: noreply@civicplus.com
Sent: Tuesday, March 31, 2020 2:31 PM
To: Website DL - Clerk's Office; Chadrick Smalley
Subject: [External] Online Form Submittal: Board / Committee / Commission Application

Board / Committee / Commission Application

PERSONAL INFORMATION

Full Name:* Alexandria LaRoche
Email Address:* [REDACTED]
Gender: F

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

[Economic Development Advisory Committee V]

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

[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?

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.

☐ () Yes ☒ (X) No

RESIDENCY / EMPLOYMENT INFORMATION

Home Address: **City:** **State:** **Zip Code:**
CA

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

Place of Employment: **Occupation:**

Business Address: **City:** **State:** **Zip Code:**
CA

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.

Thank you for this opportunity. I consider all hoteliers to be key stakeholders in the business processes and business image for Emeryville. I am passionate about shining a light on how wonderful Emeryville can be for new businesses and overall tourism-both play a critical part in my day to day job role as well as my position with the EDAC. I am hopeful for another term serving businesses and having a voice for tourism in the City of Emeryville. Thank you-

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 :

Please list organization memberships and positions held:

Relevant Work / Volunteer Experience

Personal Information

Economic Development Advisory Committee ▼

Alexandria LaRoche

☐

Male

☒

Female

☐

Resident

☒

Business Representative

☒

Employed in Emeryville

☐

Special Interest Group Representative

[Redacted]

[Redacted]

Four Points by Sheraton

[Redacted]

[Redacted]

Director of Sales & Marketing

[Redacted]

Residency Information

0 Months

2 Months

Education and Hobbies

Folsom High School, Folsom, Ca

CSU Sacramento

Travel, Outdoors, Crossfit, 3D Art, Antiques

Organization Membership Information

☐

Yes

☒

No

☐

Yes

☒

No

(Not Applicable) ▼

Board Member- Visit Vacaville (Tourism Bureau)

CALSAE Member (California Society of Association Executives)

10+ Volunteering with Seniors Citizen group responsible for connecting with community members, fundraising, and life enrichment.

Numerous Race/ Athletic event Logistical Support including BIKEMS events and Corporate Sponsored Events.

6+ Years as SPCA Volunteer
5+ Years as Hotel Sales Leader partnering with Local City Government for community events and ongoing support with initiatives including raising of TOT % and Tourism impacted strategies

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

I recently relocated from the Sacramento Area and I am looking to continue the community involvement I once had in Vacaville and in Sacramento. Working closely with the City Members of Vacaville during my term on the Board of Visit Vacaville, allowed the opportunity to see city development from a bird's eye view.

"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.

* indicates required fields.