

City of Tracy

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City Council Application

2016 DEC 19 AM 11:11

Please answer all questions and place N/A in those areas that do not apply. Please return your signed application to the City Clerk's office by **Noon on Monday, December 19, 2016.** Should you have any questions please feel free to contact the City Clerk's Office at 209-831-6105.

Position Applying for: City Council Member

Name: Dement Juana L
Last First M.I.

Telephone: _____
Daytime Evening

Address Tracy CA 95376
Street Zip

Email Address (Optional) _____

Do you reside within the Tracy City Limits Yes No

Are you registered to vote at the above address? Yes No

If NO, explain why _____

Please provide proof of residency at the above address (*copy of utility bill, voter registration card, etc.*)

Are you employed by the City of Tracy? No If so in what capacity? _____

Do you have relatives or members of your household who are employed by the City of Tracy or are currently serving on the City Council or other Commission? No

How many meetings have you attended of the City Council for which you are now applying?
As a resident since 1991, I have physically attended many meetings and continue to watch meetings via Channel 26.

Why did you attend the meeting(s) (i.e. personal interest, specific issue being addressed, etc.)
My interests have varied from business, zoning, land use and city ordinances. I have also attended as a supporter of people being recognized by the city.

List current occupation and related employment history: I am a real estate broker and currently serve as a Tracy Unified School District Board Trustee. Please see attached resume.

List related educational background:

State of California Real Estate Broker, various training and college level classes including but not limited to Business Law, Real Estate Finance, Appraisal, Real Estate Law, Real Estate Economics. Certified Distressed Property Expert -CDPE, Short Sale and Foreclosure Resource Specialist-SFR. Founder and Director of the California Alternative to Foreclosure Program.

Describe your involvement in community activities, volunteer and civic organizations:

I currently serve on the Tracy Unified School District Board of Trustees, I have been assigned to the following committees: *Tracy Parks and Recreation Commission, City Schools Liaison, District Attendance Area, Facility Use Policy Review, and Legislative Action*. I also serve as an Advisory member on the Tracy Police Activities League. I am a member of the Tracy Chamber of Commerce and served on the board for 6 years, co-founder of the Tracy Hispanic Business Group now known as the Tracy Hispanic Business Forum, Founder of the Tracy Hispanic Business Group scholarships and Latino Leadership Awards. Former Tracy Cultural Arts Commissioner, appointed by Tracy City Council to Tracy Tomorrow 2000 Steering Committee which later formed the Tracy Tomorrow Task committees. For a complete list of community involvement see attached list of Community Involvement.

Why does a position on the City Council interest you?

I care very deeply about Tracy. I'm looking forward to putting my many years of experience in business, education and community leadership to work at a higher level of service. It is important to have a well-balanced council to insure residents are well represented. Citizen involvement comes in many forms, the opportunity to serve on City Council would provide an excellent way for me to continue my public service work and stay engaged in city issues. I have a proven track record of problem identification, remedy and implementation. It would be an honor to represent my fellow citizens.

What would be your personal approach as a Council Member in recommending policy, working with the other members of the Council, working with staff, etc.?

My personal approach to public policy would be based on research, including any legal and contractual obligations existing that may already cover areas of potential changes to policy. Asking questions, keeping focused on my duty to the people of Tracy and how policy will protect and benefit Tracy now and in the future. I would take into consideration how a change in policy will affect our community. In addition, I would foster an open, professional and respectful environment for all parties involved in the process, including but not limited to staff, citizens, business, and Council Members. More importantly, I would respect the outcome.

List related educational background: Please see attached

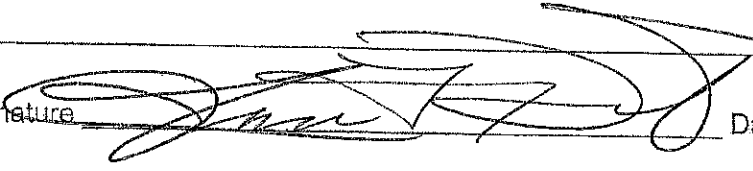
Describe your involvement in community activities, volunteer and civic organizations: _____

Please see attached

Why does a position on the City Council interest you? Please see attached

What would be your personal approach as a Council Member in recommending policy, working with the other members of the Council, working with staff, etc.? Please see attached

- I have attached proof of residency
- I have attached optional additional materials (such as a resume, etc.)
- Form 700
- Nomination Paper

Signature  Date 12/19/16

City Council Application – Supplemental Questionnaire

1. How would you promote transparency and accountability as a member of the City Council?

Please see attached

2. What do you consider to be the top three most significant issues in our City right now?

Please see attached

3. What do you think should be changed in City government?

Please see attached

1. How would you promote transparency and accountability as a member of the City Council?

Tracy has an OpenGov section on their website which promotes governmental transparency by providing accessible links to city information and financial data. Simply filling the mechanical need of a governments role as it pertains to transparency is not enough. We must strive to gain and maintain the public trust by insuring we have a concise and clear way to become more accountable. Perhaps a formal tracking system to show how progress is moving with the many projects assigned to staff. It's important for the public to access that data, hold the council and staff up to the challenge of keeping on track and providing measurable outcomes.

2. What do you consider to be the top three most significant issues in our City right now?

- **Budget/Revenue sources:** We need to continue to create a variety of revenue sources. Without ample revenue, we will not be able to provide the incentives needed to attract and maintain business, pay for improvement projects, hire and maintain quality employees especially in our public safety department. With the recent passing of Measure V, residents will want to see a higher level of transparency and accountability.
- **Improvement projects/Quality of life:** Tracy in the last two years has been able to re-open the community swimming pool and move forward with Legacy Fields but that is just the beginning. Citizens are expecting more amenities as they see new homes being built, property taxes increase and home values on the rise. The challenge is and will maintain to be prioritizing projects to align with budgets.
- **Economic development/Land Use:** Tracy residents are concerned about the lack of family wage jobs in town. We must strive to attract the right types of jobs that will ultimately bring our residents back from "over the Altamont". Our community desires more dining and shopping choices, and places that provide entertainment. They are concerned when they see surrounding cities benefit from business that might have been here. We need to provide a better path for small businesses to open, expand and multiply. Economic development is directly related to land use. We must strive to insure Tracy benefits from smart planning and land use, for now and future projects.

3. What do you think should be changed in City government?

- Since the City government is led by the City Council, it's crucial to accomplish a clear, focused and united vision to lead effectively. Citizens should feel confident that their leaders are listening to their needs, keeping to their promises and maintaining a higher level of transparency and accountability. City government needs to show Tracy residents that they can lead by example. I believe this is the change residents want to see. I am confident I can work well with everyone currently on the City Council. I'm objective, work hard and I am up to the challenge.

Juana L. Dement

Tracy CA 95376 | 2

December 19, 2016

Tracy City Council Members
333 Civic Center Plaza
Tracy, CA 95376

Dear Tracy City Council Members
333 Civic Center Plaza
Tracy, CA 95376

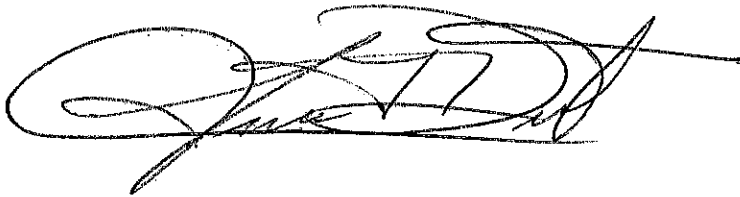
Dear Council Members:

I respectfully submit my application for the city council vacancy. I am excited to participate in the process and look forward to the next step.

I have been a Tracy resident since 1991 and have served our city in many capacities. I'm eager to put my many years of experience working on complicated projects, creating opportunities for residents and working collaboratively with others to work at a higher level of service.

My qualifications and commitment both past and present is detailed in the enclosed application. I look forward to seeing all of you soon.

Sincerely,

A handwritten signature in black ink, appearing to read 'Juana L. Dement', with a long horizontal flourish extending to the right.

Juana L. Dement

Enclosures

Cc: file-City of Tracy

Juana L. Dement

Tracy, CA 95376 |

Civic Experience

Currently Serving

Tracy Unified School District Board of Trustees	2014 to present
Assigned Committees and Commissions	2016-2017 Term
<ul style="list-style-type: none">• Tracy Parks and Recreation Commission• City Schools Liaison• Facility Use and Policy Review• Legislative Action• TUSD Board, Clerk• Advisory member, Tracy Police Activity League (PAL)	

Past Civic Experience

Tracy Chamber Board of Directors
Tracy Boys and Girls Club Board of Directors
Tracy Cultural Arts Commission, Chair
Tracy Tomorrow 2000 Steering Committee – Tracy City Council Appointment
Tracy Hispanic Group, Co-Founder
Tracy Hispanic Group Scholarship Program, Founder
Tracy Latino Leadership Awards, Co-Founder
Tracy Unified School District Prevention Services Parent Committee
Youth Central of San Joaquin Media Arts, Founder
P.E.T Rescue TV Show, Executive Director/Producer
Tracy Spotlight TV Show, Executive Director/Producer
Youth Central TV Show, Executive Director/Producer
Tracy Bean Festival volunteer
California Alternative to Foreclosure Program, Founder
Downtown Tracy “A Great Place to Live” Workshops, Founder

Professional Memberships

Tracy Chamber of Commerce
Central Valley Association of Realtors
California Association of Realtors
National Association of Realtors
Tracy Business Network Association

Community Recognitions

Tracy Professional of Year – Tracy Chamber of Commerce
Character Counts Award – Tracy Unified School District
Community Service Award – Tracy Hispanic Business
City of Tracy Proclamation for Youth Central of SJC