



**North Santa Clara
Resource Conservation District (NSCRCD)**
An independent special district of the State of California

1560 Berger Drive, Room 211, San Jose, CA 95112
Phone: 408-288-5888 Email: gcrd@gcrd.org www.rcdsantaclara.org

To: NSCRCD Board of Directors
From: Stephanie Moreno, Executive Director/District Clerk
Subject: *Item 7.1 Director Appointment*
Date: May 2, 2024

Recommendation:

When a member of the Board is ready to make a motion to fill the unscheduled vacancy, the following language is recommended:

Motion to appoint _____ to Seat 5 of the NSCRCD Board of Directors, with a term ending date of November 27, 2026.

Background:

Director Cindy McColl resigned her position effective April 5, 2024. Because she had given advance notice of her intent to resign, the Board of Directors authorized President Hare to send a request for a meeting to discuss the process for appointing her successor to Board of Supervisors President Susan Ellenberg, which was delivered via email on March 20, 2024. We have not yet received a response to the Board's request for a meeting.

On March 28, 2024, Lesley Clark, Clerk of the Board - Records Division, contacted me to confirm an unscheduled vacancy, and subsequently provided a Notice of Unscheduled Vacancy for Director McColl, which set the date when a new appointment may be made as no sooner than April 11, 2024.

On April 4, 2024, Mr. Clark notified me that County Counsel had advised him that the rules for a special district under the election process for an unscheduled vacancy were as follows:

"the upcoming vacancy is one that could be filled by the district board within 60 days and then by the Board of Supervisors within 90 days." – if no one is appointed within this time frame, an election will need be called.

The afore-mentioned 60-day period ends on June 4, 2024. The Board of Supervisors is responsible for making a large number of appointments, and historically Director appointments have not always been made timely. According to the information relayed to us from County Counsel, a unforeseen delay in appointment on the County's part would trigger an election, with all costs borne by NSCRCD.

At the District Board meeting on April 4, 2024, President Hare reported that Executive Director Moreno would be asked to initiate a formal recruitment process and bring back applications at the May meeting

due to the short timeline for making the appointment. Vice President Bautista requested an opportunity to develop objective criteria for the rating and review of applications, and the Board responded to her request by voting to create an ad hoc committee “to establish objective criteria for evaluating candidates for the open Director position” (language of motion confirmed via Zoom recording). Vice President Bautista and Director Maitski were appointed by consensus of the Board to the committee. The deadline for appointment, how the interviews would be handled, and the possibility that the Board may need to convene a special meeting to complete the process on time were also discussed, with the President and Executive Director’s final understanding that the Executive Director would proceed with the recruitment, and that unless an unanticipated large volume of applications was received, the Board would review and interview candidates as a whole, whether at the May 2, 2024 meeting, or another special meeting that would occur prior to June 4, 2024.

Recruitment Efforts:

Executive Director Moreno began informal outreach in January to identify potential candidates after learning of Director McColl’s anticipated resignation, but with the final date unknown. At that time, she communicated with several potential candidate referrals, including referred graduates of the Green Foothills Leadership Academy. Recruitment activities included, but were not limited to, the following:

- Developed an NSCRCD Director application and submittal process aligned with the District’s social and environmental justice goals, with the objective of allowing applicants to apply for the position and attest to their eligibility with the State minimum requirements without creating undue barriers that would prevent or dissuade an applicant from submitting an application.
- Established a first cut-off for applications rather than a hard deadline for applications to allow for candidate submittals up to the date of the May Board meeting.
- Created an online Director Application page on the District’s website with information on the unscheduled vacancy, the State requirements, a link to the application (<https://www.rcdsantaclara.org/director-application>), and an electronic form for easy submittal. Contact methods via phone and website were also provided to allow interested members of the public to ask for assistance with the application or request reasonable accommodations.
- Added a banner to the top of the website to attract attention to the open position for those perusing the website for other reasons and to provide easy access to the application page.
- Shared the recruitment announcement on the following sites that have hundreds of thousands of subscribers and users located within NSCRCD boundaries:
 - NSCRCD’s Nextdoor Site: (https://nextdoor.com/agency-detail/ca/san-jose/north-santa-clara-rcd/?is=feed_author)
 - Idealist.org (<https://www.idealist.org/en/volunteer-opportunity/19fd3e62330d4ad7a95c2df873e3b742-board-member-north-santa-clara-rcd-north-santa-clara-resource-conservation-district-san-jose>)
 - Create the Good (<https://createthegood.aarp.org/opportunity-details.160469/>)
- Sent emails announcing the Board vacancy and providing links to the District’s webpage to affiliates of and/or contacts for related agencies and organizations, including but not limited to the following:
 - African Community Health Institute
 - CAL FIRE, Santa Clara Unit
 - De Anza College, Career Training and Workforce Development
 - Evergreen Valley College, Business and Workforce Development
 - Grassroots Ecology (email was forwarded to members of the Peninsula South Bay Watershed Forum)
 - Hispanic Foundation of Silicon Valley

- Keep Coyote Creek Beautiful
- Land Trust of Santa Clara Valley
- Midpeninsula Regional Open Space District
- Muwekma Ohlone Tribe
- Outdoor Afro
- San Jose City College, Business and Workforce Development
- San Jose Conservation Corps + Charter School
- San Jose/Silicon Valley NAACP
- San Jose State University, College of Social Sciences
- San Jose Water Company
- Santa Clara County, Agricultural Liaison
- Santa Clara County, Agricultural Planning Program Manager
- Santa Clara County Cattlemen’s Association
- Santa Clara County, County Executive Office, Food System Manager
- Santa Clara County Farm Bureau
- Santa Clara County FireSafe Council
- Santa Clara County, Office of Immigrant Relations
- Santa Clara County Open Space District
- Santa Clara County Parks
- Santa Clara Valley Open Space Authority
- Saved by Nature
- South Bay Clean Creeks Coalition
- Tamien Nation Tribe
- UC Cooperative Extension, Santa Clara County
- USDA-NRCS
- Valley Verde
- Valley Water
- Vietnamese American Organization
- Watershed Management Initiative-Land Use Subgroup (email was forwarded to approximately 40 city and special district members)

Evaluation of Candidates:

Executive Director Moreno reviewed the applications received for compliance with the minimum State requirements and based upon her understanding of the discussion at the April Board meeting, did not conduct a further review of the applications. She expected that the Board of Directors would be evaluating and interviewing candidates at the regular May Board meeting, and/or a special May Board meeting if needed in order to ensure that the appointment was made within the County-established 60-day period, which ends prior to the regular June meeting. Candidates were invited to attend the May 2, 2024 Board meeting, either in person or virtually, so they would be available for interviews should the Board decide to conduct them at the first May meeting.

On April 27, 2024, Executive Director Moreno received a draft document from Vice President Bautista on behalf of the ad hoc committee titled *NSCRCD Director Interview Rubric*, which contained criteria for individual Directors to use in evaluating candidates. At the same time, she received a second draft document titled *Interview and Appointment Process*. On May 1, 2024, Executive Director Moreno received a third draft document from the ad hoc committee, titled *Recommendation to Adopt Rubric*

and Process for Director Vacancy Appointment. These draft documents are included in the supporting documents for Item 7.1.1.

On April 28, 2024, President Hare requested that the Directors be polled as to their availability for a special meeting, should it be necessary. Please note that the Board is required to conduct the interviews and engage in all discussion regarding the appointment process and candidate selection in open session as the Brown Act does not provide for an exemption for a closed session discussion of these items.

Applications:

Three (3) applications were received by the first cut-off for applications (April 29, 2024 at 7:00 p.m.). On April 30, 2024, the County Board Clerk’s Office confirmed it had forwarded all applications received through its portal. All applicants appear to be in compliance with the State minimum requirements set forth in the Division 9 of the Public Resources Code (PRC), which are:

- Directors shall be registered voters in the state (PRC § 9352(a))
- Except as provided in subdivision (d), directors shall (1) reside within the district and either own real property in the district or alternatively have served, pursuant to the district’s rules, for two years or more as an associate director providing advisory or other assistance to the board of directors, or (2) be a designated agent of a resident landowner within the district. (PRC § 9352 (b))

For those who indicated they would be a designated agent of resident landowner, a letter from the designating party was provided. Additionally, all candidates appear to have a demonstrated interest in soil and water conservation, as intended by the State Legislature (PRC § 9314(c)).

All candidates have confirmed their attendance at the May 2, 2024 Board meeting to be available for interviews and potential appointment.

Financial Considerations:

As reported above in *Background*, the County has stated that if the NSCRCD Board of Directors doesn’t make the appointment within 60 days of the resignation (by June 4, 2024), appointment authority will revert back to the Board of Supervisors, and that if the Board of Supervisors doesn’t fill the appointment within that established timeframe, the selection of a Director would be by election. My understanding is that the last quote the District received for a general election was approximately 20 years ago, and was estimated at \$80,000 per seat. It is anticipated the 2024 cost for a general election, or a special election if mandated, would be significantly higher. This would create a severe financial burden on the District and potentially require a significant reduction in services provided to constituents.

Summary:

The District has received three (3) applications from qualified candidates who meet the State’s minimum requirements for the position of District Director. The ad hoc committee has completed its development of objective criteria to be considered by the Board for use in evaluating and interviewing the candidates. The District already is nearly halfway into the 60-day period and there is significant potential impact to District resources if the appointment is delayed. It is therefore recommended that the Board, as provided for by Item 7.1.2, conduct interviews and appoint a successor Director for Seat 5 at its May 2, 2024 Board meeting.

Attachments: Candidate applications (3)

Application #1

North Santa Clara Resource Conservation District

(formerly the Guadalupe-Coyote Resource Conservation District)

An independent special district of the State of California

888 N. 1st St, Ste 204, San Jose, CA 95112

408-288-5888

gcrcd@gcrcd.org

www.rcdsantaclara.org

Director Application

Please submit this application to NSCRCD using this [online form](#) or via email at gcrcd@gcrcd.org. For assistance with your application or to request reasonable accommodations to submit your application in an alternative format, please contact the NSCRCD office at 408-288-5888 or email Executive Director Stephanie Moreno at gcrcd@gcrcd.org.

Name: Jeannie Entin

Mailing Address: [REDACTED] San Jose, CA 95136

Phone Number: [REDACTED] Email: [REDACTED]

1. Describe your background and/or experience in agriculture, natural resource conservation, environmental sciences, and/or another related field.

I am the head of the organic gardening program at Hacienda Environmental Science Magnet Elementary School in SJUSD where we teach the children to analyze soil, plant seeds, remove weeds, harvest and eat seasonal vegetables, observe the pollination process, and collect seeds for future planting in raised beds for every classroom K-4 as well as a Food Forest for fifth graders. I am a communications professional who has supported integrated marketing and communications programs for agricultural technology companies including Iteris in the past as well as currently fellows in the U.S. DOE Lab-Embedded Entrepreneurship program at Berkeley Lab called Cyclotron Road, including VERDE Nanomaterials, Umaro Foods, and Pheronym. I am a volunteer on the Advisory Board and Marketing committee of Greenfoothills.org as well as on the Leadership team of Mothers Out Front Silicon Valley. From 2019 to 2022 I was the Vice President of Marketing and Communications for Aclima, a San Francisco-based Public Benefit Corporation that measures air quality and greenhouse gas levels with a roving fleet of sensor-equipped vehicles that pinpoint where air pollution impacts are highest to inform the prioritization of resources and interventions to protect human health and reduce climate-changing emissions at the local level. Prior to that, I supported communications for programs at IBM Research that applied AI to measure ocean health through plankton analysis as well as for AT&T Labs that applied data science and geographic information systems to help the government of Madagascar determine where biodiversity was highest to protect and preserve those geographies in greatest need of conservation. I also supported communications for the launch of the Trekker backpack-mounted 360-camera system that brought Google Streetview to hiking trails and other gorgeous offroad locations not accessible by car or bike. Going further back, I was an officer for Students for the Earth at University High School in Tucson, Arizona in the late 90s.

2. Describe your interest in serving on the North Santa Clara RCD Board of Directors.

I have been actively seeking opportunities to support current and future generations of people living in Santa Clara County as we collectively seek a path forward that sustains our way of life while also protecting natural resources. We are surrounded by incredible beauty and natural resources while

also being challenged with urban sprawl, the loss of arable land, contamination of air, water, and soil, and the impacts of a changing climate including fire, drought, floods, and heat waves. I would welcome the opportunity to learn from and work alongside the North Santa Clara RCD Board of Directors to take thoughtful, equitable, and science-based action to restore, revive, and protect the bountiful natural resources we all share, and cannot take for granted.

3. Describe other applicable skills that you believe would help the District further its mission “to provide education and technical assistance to constituents and watershed stakeholders to sustainably manage soil, water and wildlife with the best available science”.

My primary skills are in communicating technical or scientific information to diverse audiences to increase awareness, spark dialogue, and inspire action. I can write, create posters, build slideshows, general social campaigns and graphics, produce videos, manage events, and organize projects within budget and time constraints. I welcome the opportunity to learn and am an avid reader and researcher. As a mother of school aged children at Hacienda Environmental Science Elementary and Castillero Middle schools, a consultant to small businesses in the region, and frequent volunteer in the community, I also have a network of advocates, engineers, scientists, and families from across the District to provide the Board of Directors with access to diverse perspectives, data, and insights.

Certification of Qualifications:

The qualifications for a Director are set forth in California Public Resources Code (PRC) Section 9352 as follows:

- (a) Directors shall be registered voters in the state.
- (b) Except as provided in subdivision (d), directors shall (1) reside within the district and either own real property in the district or alternatively have served, pursuant to the district’s rules, for two years or more as an associate director providing advisory or other assistance to the board of directors, or (2) be a designated agent of a resident landowner within the district.

1. Please initial the following indicating compliance with PRC 9352(a):

JLE I am a registered voter in California.

2. Please initial at least one of the following indicating compliance with PRC 9352(b):

_____ I am a real property owner residing within District. Qualifying address:

_____ I have been a NSCRCD Associate Director for two years or more providing advisory or other assistance to the Board of Directors.

JLE I am a designated agent of a resident landowner. (Attach letter from the resident landowner designating you as their agent; letter must include the qualifying property address.)

I hereby declare that I am an applicant and qualified candidate for the office of Director, and that I meet the qualifications set forth in Section 9352 of the Public Resources Code. I declare under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Print Name Jeanne Entin

Signed: 

Signature Date: 4/29/24

April 29, 2024

Stephanie Moreno, Executive Director/District Clerk
North Santa Clara Resource Conservation District (NSCRCD)
1560 Berger Drive, Room 211
San Jose, CA 95112

RE: Designation of agent

Dear Ms. Moreno:

I am a resident landowner living within the boundaries of the North Santa Clara Resource Conservation District (formerly the Guadalupe-Coyote Resource Conservation District). Pursuant to Section 9352(b)(2), I hereby designate Jeanne Entin as my designated agent to serve on the NSCRCD Board of Directors if they are selected for appointment.

Please contact me at [REDACTED] if you have any questions.

Sincerely,



Pesia Entin
[REDACTED]
Los Gatos, CA 95032

Application #2

North Santa Clara Resource Conservation District

(formerly the Guadalupe-Coyote Resource Conservation District)

An independent special district of the State of California

888 N. 1st St, Ste 204, San Jose, CA 95112

408-288-5888

gcrd@gcrd.org

www.rcdsantaclara.org

Director Application

Please submit this application to NSCRCD using this [online form](#) or via email at gcrd@gcrd.org. For assistance with your application or to request reasonable accommodations to submit your application in an alternative format, please contact the NSCRCD office at 408-288-5888 or email Executive Director Stephanie Moreno at gcrd@gcrd.org.

Name: Stephen Pustelnik _____

Mailing Address: _____

Phone Number: _____ Email: _____

1. *Describe your background and/or experience in agriculture, natural resource conservation, environmental sciences, and/or another related field.*

I have a degree in Environmental Science from San Jose State University, have been a local trail volunteer in Henry Coe Park, Santa Cruz Mountain (SCM) Trail Stewardship member and a SCM resident just inside the map border since 1998 (current residence since 2003).

2. *Describe your interest in serving on the North Santa Clara RCD Board of Directors.*

Am interested in the continued stewardship of our mountain community and the surrounding public and private property and how we keep it local. Am looking for another way to continue having an influence or stay involved in the issues that govern, mitigate and perpetuate this resource.

3. *Describe other applicable skills that you believe would help the District further its mission "to provide education and technical assistance to constituents and watershed stakeholders to sustainably manage soil, water and wildlife with the best available science".*

Am both an environmentalist and a realist when it comes to concerns for my neighborhood and the SCM community. We need to manage the forest correctly given our continued want to live among it but surely need to protect what is necessary for habitat and other environmental concerns (water, erosion, future climate conditions, etc.) while at the same time providing a balance to the landowners and concerns of all residents in the area covered by the district. This special district crosses many water and remote land areas that have a continued need to remain unpopulated but having a say in the future of these areas is also a concern for the community and to hear their needs and concerns.

Certification of Qualifications:

The qualifications for a Director are set forth in California Public Resources Code (PRC) Section 9352 as follows:

(a) Directors shall be registered voters in the state.

(b) Except as provided in subdivision (d), directors shall (1) reside within the district and either own real property in the district or alternatively have served, pursuant to the district's rules, for two years or more as an associate director providing advisory or other assistance to the board of directors, or (2) be a designated agent of a resident landowner within the district.

1. Please initial the following indicating compliance with PRC 9352(a):

I am a registered voter in California.

2. Please initial at least one of the following indicating compliance with PRC 9352(b):

I am a real property owner residing within District. Qualifying address: [REDACTED]
[REDACTED] Los Gatos, Ca 95033

I have been a NSCRCD Associate Director for two years or more providing advisory or other assistance to the Board of Directors.

I am a designated agent of a resident landowner. (Attach letter from the resident landowner designating you as their agent; letter must include the qualifying property address.)

I hereby declare that I am an applicant and qualified candidate for the office of Director, and that I meet the qualifications set forth in Section 9352 of the Public Resources Code. I declare under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Print Name Stephen P Pustelnik II

Signed: *Stephen Pustelnik* Signature Date: 04/17/2024

Application #3

North Santa Clara Resource Conservation District

(formerly the Guadalupe-Coyote Resource Conservation District)

An independent special district of the State of California

888 N. 1st St, Ste 204, San Jose, CA 95112

408-288-5888

gcrd@gcrd.org

www.rcdsantaclara.org

Director Application

Please submit this application to NSCRCD using this [online form](#) or via email at gcrd@gcrd.org. For assistance with your application or to request reasonable accommodations to submit your application in an alternative format, please contact the NSCRCD office at 408-288-5888 or email Executive Director Stephanie Moreno at gcrd@gcrd.org.

Name: **William Ware**

Mailing Address: [REDACTED] [REDACTED] San Jose, CA 95112

Phone Number: [REDACTED] Email: [REDACTED]

1. Describe your background and/or experience in agriculture, natural resource conservation, environmental sciences, and/or another related field.
 - **Assistant Project Manager – California Trout, Inc. (Aug. 2022 – present)**
 - **Data Analyst – California Sea Grant (June 2022 – Jan. 2023)**
 - **Biologist/Graduate Intern – FISHBIO, Inc. (May 2021 – June 2022)**
 - **University of CA Santa Cruz (M.S.) – Coastal Science & Policy (Sep. 2020 – June 2022)**
 - **Case Investigator/Contact Tracer – CO Dept. of Public Health & Environment (July – Sep. 2020)**
 - **University of Florida (B.S.) – Marine Science, Interdisciplinary Studies (Aug. 2016 – May 2020)**
 - **Intern – FL Dept. of Environmental Protection (June – Aug. 2019)**
 - **Intern – Florida Agricultural Experimental Research Station (May – June 2019)**
2. Describe your interest in serving on the North Santa Clara RCD Board of Directors.
 - **Curiosity: Attending Board meetings continues teaching me about natural resource management projects and environmental education efforts in my community, both on my block and across the county.**
 - **Concern: Diverse people are striving to steward natural resources in the District so I want to help staff learn about and support these local efforts, such as studying flood risks for unhoused communities living along creeks and training first-generation BIPOC farmers.**
 - **Connection: Recreating in District boundaries encourages me to support conservation efforts that benefit the ecosystems that I and others enjoy by discussing local policy decisions.**
3. Describe other applicable skills that you believe would help the District further its mission “to provide education and technical assistance to constituents and watershed stakeholders to sustainably manage soil, water and wildlife with the best available science”.

Certification of Qualifications:

The qualifications for a Director are set forth in California Public Resources Code (PRC) Section 9352 as follows:

(a) Directors shall be registered voters in the state.

(b) Except as provided in subdivision (d), directors shall (1) reside within the district and either own real property in the district or alternatively have served, pursuant to the district's rules, for two years or more as an associate director providing advisory or other assistance to the board of directors, or (2) be a designated agent of a resident landowner within the district.

1. Please initial the following indicating compliance with PRC 9352(a):

Y I am a registered voter in California.

2. Please initial at least one of the following indicating compliance with PRC 9352(b):

N I am a real property owner residing within District. Qualifying address:

N I have been a NSCRCD Associate Director for two years or more providing advisory or other assistance to the Board of Directors.

Y I am a designated agent of a resident landowner. (Attach letter from the resident landowner designating you as their agent; letter must include the qualifying property address.)

I hereby declare that I am an applicant and qualified candidate for the office of Director, and that I meet the qualifications set forth in Section 9352 of the Public Resources Code. I declare under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Print Name **William Ware**

Signed: William Ware

Signature Date: 04/29/2024

Susan Hare
President, Santa Clara County Resource Conservation District
1560 Berger Dr., Rm 211
San Jose, CA 95112

Date: April 29th, 2024

Designation as an agent for registered landowner within the North Santa Clara Resource Conservation District

Dear Board of Directors,

As a follow up to recommending William Ware as a candidate to the Board, I am also writing to designate him as an agent for my land within the District boundaries. I reside at [REDACTED] [REDACTED] Los Altos, CA 94022. Will is familiar with District issues because he is both a renter on property adjacent to its boundaries and a conservation supporter works within the boundaries. He also works with neighboring Conservation Districts.

Sincerely,



Richard B. Lanman, MD, Past President
North Santa Clara Resource Conservation District

[REDACTED]
Los Altos, CA 94022
[REDACTED]
[REDACTED]

Susan Hare
President, Santa Clara County Resource Conservation District
1560 Berger Dr., Rm 211
San Jose, CA 95112

Date: April 4, 2024

Re: Recommendation of William Ware for Board of Directors of the North Santa Clara Resource Conservation District

To Whom It May Concern,

I am writing to highly recommend William Ware as a candidate for the position on the Board of Directors of the North Santa Clara Resource Conservation District. I have had the pleasure of working closely with William for several years and have been consistently impressed by his dedication, leadership skills, and passion for environmental conservation. His background in environmental science and data analysis, as detailed on his LinkedIn profile (<https://www.linkedin.com/in/ware123/>), showcases his expertise and commitment to linking people, policy, and research to inform conservation management decisions within our community.

William's exceptional communication skills, strategic thinking, and ability to collaborate effectively with diverse stakeholders make him an ideal candidate for a leadership role within the North Santa Clara Resource Conservation District. His track record of successfully implementing conservation initiatives and experience in grant writing and communicating science would add important capabilities to the Board. I am confident that William's strong work ethic, integrity, and vision for a more sustainable future will make him a valuable asset to the Board of Directors, contributing significantly to the strategic direction and success of the North Santa Clara Resource Conservation District.

Sincerely,



Richard B. Lanman, MD, Past President
North Santa Clara Resource Conservation District

[REDACTED]
Los Altos, CA 94022
[REDACTED]

CC: Stephanie Moreno, Executive Director, NSCRCD