

# City of Isleton

Special City Council  
Staff Report

DATE: July 5, 2022

ITEM#: 7.A

CATEGORY: New Business

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## **RESOLUTION NO. 21-22 AMENDING RESOLUTION NO. 09-22, A RESOLUTION CALLING GENERAL MUNICIPAL ELECTION FOR THE CITY OF ISLETON, SACRAMENTO COUNTY, CALIFORNIA**

### **SUMMARY**

An election will be held within the City of Isleton on November 8, 2022, for the purpose of electing three full term councilmember's, one short term councilmember.

### **DISCUSSION**

The Candidate is to pay for the publication of the candidate's statement, pursuant to Elections Code §13119. The limitation on the number of words that a candidate may use her/her candidate's statement is 200 words; and the City of Isleton chooses to adopt the policy for Candidate's Statement preparation as described in the County of Sacramento's Candidates Guide under the heading of "Candidate's Statement".

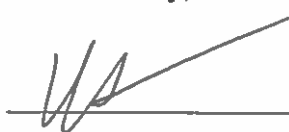
### **FISCAL IMPACT**

No Fiscal Impact.

### **RECOMMENDATION**

To adopt Resolution No. 21-22 amending Resolution No. 09-22, Resolution calling general municipal election for the City of Isleton, Sacramento County, California.

Prepared by and Submitted by: Yvonne Zepeda



Reviewed by: Charles Bergson, City Manager

**RESOLUTION NO. CC 21-22**

**RESOLUTION NO. 21-22 AMENDING RESOLUTION NO. 09-22 A RESOLUTION CALLING GENERAL MUNICIPAL ELECTION FOR THE CITY OF ISLETON, SACRAMENTO COUNTY, CALIFORNIA**

**WHEREAS**, an election will be held within the City of Isleton on November 8, 2022, for the purpose of electing three full term Councilmember's, one short term Councilmember; and

**WHEREAS**, a statewide general election will be held within the County of Sacramento on the same day; and

**WHEREAS**, Elections Code §13119 requires jurisdictions to file with the Board of Supervisors, and a copy with the Registrar of Voters, a resolution requesting consolidation with a statewide election.

**THEREFORE, BE IT RESOLVED**, that the City of Isleton requests the Board of Supervisors of Sacramento County to consolidate the regularly scheduled General Municipal Election with the statewide general election to be held on November 8, 2022; and

**BE IT FURTHER RESOLVED**, that the Candidate is to pay for the publication of the candidate's statement, pursuant to Elections Code §13119. The limitation on the number of words that a candidate may use her/her candidate's statement is 200 words; and the City of Isleton chooses to adopt the policy for Candidate's Statement preparation as described in the County of Sacramento's Candidates Guide under the heading of "Candidate's Statement"; and

**BE IT FURTHER RESOLVED**, that the City of Isleton agrees to reimburse the Registrar of Voters for actual costs accrued for each election, such costs to be calculated by the proration method set forth in the County's current Election Cost to Allocation Procedures on the basis of the amount of services provided to the City of Isleton.

**PASSED AND ADOPTED**, this 5<sup>th</sup> day of July, 2022 by the following vote to wit:

**AYES: Council Members:**  
**NOES: Council Members:**  
**ABSENT: Council Members:**  
**ABSTAIN: Council Members:**

\_\_\_\_\_  
**Eric Pene, Mayor**

**ATTEST:**

\_\_\_\_\_  
**Yvonne Zepeda, Deputy City Clerk**

# City of Isleton

## Special City Council Staff Report

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**CONTINUED FROM CITY COUNCIL MEETING OF JUNE 28, 2022.  
PLANNING COMMISSISON VACANCIES, REPLACEMENT**

### **SUMMARY**

Planning Commissioners Robert Jankovitz and Chris Jones have submitted their resignation of office. Council is being requested to select two replacements of the Planning Commissioner office.

### **DISCUSSION**

The City has posted the vacancy in the City public places and on the City web site. There have been five applicants. Council can appoint two as Isleton citizens and or one non resident business owner as a replacement commissioners.

The applicants are, alphabetically;

Jay Arter

Ruby Fowler

Joe Kessner

Nick O'Leary

Marcus Weemes

Mark Yandow

Letters of interest and applications are attached.

The City Code call for four Planning Commssioners to be residents of the City and one Commissioner to be a business owner that lives outside the City. Candidates Arter, Fowler, Kessner, O'Leary & Weenes meet this criteria. Mr Yandow is a business owner that lives outside of the City (IMC sec 2.28.040C). It is not required that a commissioner be a business owner.

All candidates were invited to attend this Special Council meeting.

### **FISCAL IMPACT**

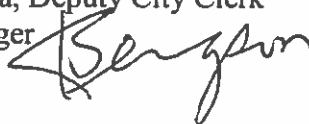
There is no fiscal impact associated with this action.

### **RECOMMENDATION**

It is recommended that the City Council receive applications and appoint two replacements for the Planning Commission vacancies

Prepared and Submitted by: Yvonne Zepeda, Deputy City Clerk

Reviewed by: Charles Bergson, City Manager





# City of Isleton

101 Second Street P.O. Box 716 Isleton, California 95641  
Tel: 916-777-7770

## APPLICATION FOR APPOINTMENT TO COMMITTEE OR COMMISSION

Please fill out application form completely in blue or black ink.

**NOTE:** Your application will be copied to the City Council and becomes a public record available for public inspection. (Personal information is redacted).

Return completed applications to:  
City Clerk's Department, City of Isleton, P.O. Box 716, Isleton, California 95641 or email [yvonne.zepeda@cityofisleton.com](mailto:yvonne.zepeda@cityofisleton.com)

### Applicant Information: (All information is required)

Name: Jay Arter

Residence Address: 1 Delta Ave Isleton

Email: jay.arter@me.com

Phone: \_\_\_\_\_

Employer and Occupation: Plumpjack, Human resources manager

Currently serving on a Committee/Commission? If yes, please specify: N/A

City of Isleton Residency / Registered to Vote:  Yes  No

All Elected Officials shall be required to complete a Financial Disclosure / Ethics Training:

◆ requires filling of annual Statement of Economic Interests with the FPPC. JA

◆ Commission and Committee members must complete ethics and harassment training. JA

I certify that the information contained on this form is true and accurate:

Signature: J Arter Date: 6-20-22

CITY OF ISLETON COMMISSION AND COMMITTEE APPLICATION

Applicant Name: Jay Arter

Commission or Committee you are applying for: Planning Commission

1. Please list any other boards, commissions, or committees on which you have served, and the year(s) of service:

None

2. Why do you want to serve on this committee or commission:

I am interested in improving the city for both residents and visitors.

3. Briefly describe your experiences and how you qualify to serve on the committee or commission:

I have many years in the hospitality industry supervising numerous employees, organizing office procedures, planning events. I am organized, visionary, responsible. I have hopes for Isleton to reach its potential as a unique Delta Community & believe its challenges are surmountable.

4. Any other additional information you wish to attribute:

Signature: J. [unclear]

Date: 6/20/22



# City of Isleton

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### Applicant Information: (All information is required)

Name: Ruby Fowler

Residence Address: [redacted] Street, PO Box [redacted] Isleton, CA 95641-0303

Email: [redacted]

Phone: [redacted]

Employer and Occupation: Retired, future business owner

Currently serving on a Committee/Commission? If yes, please specify:  
On Board of Directors of the Isleton Chamber of Commerce

City of Isleton Residency / Registered to Vote:  Yes  No

All Elected Officials shall be required to complete a Financial Disclosure / Ethics Training:

◆ requires filing of annual Statement of Economic Interests with the FPPC. \_\_\_\_\_

◆ Commission and Committee members must complete ethics and harassment training. \_\_\_\_\_

I certify that the information contained on this form is true and accurate:

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

CITY OF ISLETON COMMISSION AND COMMITTEE APPLICATION

Applicant Name: Ruby Fowler

Commission or Committee you are applying for: Planning Commission

1. Please list any other boards, commissions, or committees on which you have served, and the year(s) of service:

2022: Board of Directors, Isleton Chamber of Commerce

2009-2020: Was on a number of committees throughout my tenure as a legal secretary at Puget Sound Regional Transit Authority in Seattle, i.e. records management subcommittee, establishing policy regarding records retention, electronic archiving, and records destruction; assisted the public records officer in conducting extensive record searches for varied and voluminous public records requests; community outreach and education, supporting ridership initiatives by the public transportation agency; secretary for the Sound Transit retirement plans committee.

2018-2022: Notary Public for the State of Washington

2. Why do you want to serve on this committee or commission:

I believe it is important that the city maintain an independent and autonomous planning commission in order to advance and manage future growth of the city, and to work in concert with the city council in achieving the city's goals and meeting its growth potential. The planning commission is an integral component of the governance structure and provides a forum and means for it's citizens to become involved in the community. I believe the planning commission is the perfect partner to city governance and the city council whereby all bodies provide a system of checks and balances as issues relating to growth, housing needs, environmental [redacted], future demand for se [redacted] and infrastructure are established.

3. Briefly describe your experiences and how you qualify to serve on the committee or commission:

Please refer to Item No. 1

4. Any other additional information you wish to attribute:

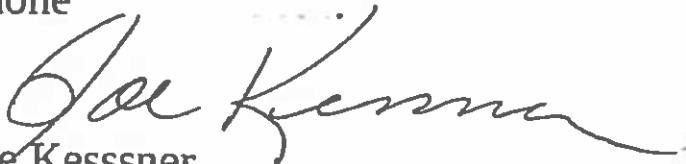


RECEIVED  
3-24-23

Joe Kessner

34 Third Ave

I am asking to be considered for one of the open positions on the planning committee. My wife and I have lived in Isleton for close to 10 years and have been active in the local lions club. We have a small store on main street called This and That, that my wife works. I am very interested in where the city is going and how its going to get there. Please consider me for one of the positions. If you have any questions please feel free to contact me at PO Box 522 or phone



Joe Kessner

RECEIVED  
5/31/22

Yvonne Zepeda

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**From:** Nick O'Leary <kingoleary@gmail.com>  
**Sent:** Tuesday, May 31, 2022 10:23 AM  
**To:** yvonne.zepeda@cityofisleton.com  
**Subject:** Planning Commission

Hello, I am interested in exercising my constitutional rights and obligations by serving on the Isleton City Planning Commission. I understand that there are two vacant seats, and I feel it is an important measure of oversight for our community and an exciting opportunity for me personally. I am eligible for election under California Government Codes 34882 and 36502, as well as California Election Codes 2101, 201, and 349. Please contact me back to discuss the next steps in this process, and I appreciate your time and consideration.

Nicholas Leo O'Leary  
210 First St, Isleton CA 95641

[Kingoleary@gmail.com](mailto:Kingoleary@gmail.com)

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**Marcus D. Weemes**

710 Annemarie Way  
PO Box 201  
Isleton, CA 95641

themarkusd@gmail.com

June 6, 2022

**City of Isleton**

City Council % Yvonne Zepeda  
101 Second Street  
PO Box 716  
Isleton, CA 95641

Dear City Council Members and Planning Commission,

I am writing to inform you of my interest in filling one of vacancies on the Planning Commission to serve the residents of Isleton. As a resident of Isleton since 2019 I have since moving here been interested in the success of our town, including the development and location of new businesses that serve our town.

I would like to share a little bit about my background and education. I will also attach my resume for your review. I was born and raised in Fort Wayne, Indiana. I graduated from Ball State University where I studied Political Science and Theatre. I went on to receive my Masters Degree in Project Management/Business from the University of Wisconsin Platteville.

My career has been spent working over 21 years in Higher Education Administration in the Campus Housing department which focused on the living experience of 1600-10,000 residents. I have worked at 5 different institutions, including the University of Michigan, University of Illinois at Chicago and the past 6 years as the Director of Campus Housing at Saint Mary's College of California. In addition to working at colleges I also have for the past 6+ years worked full-time in tech for Lyft HQ in San Francisco.

I have managed multi-million dollar revenue and also expenses in my career. I am an energetic leader who's top strengths from the Strengths Quest include being futuristic, strategic, and adaptability. These strengths will be a great benefit to the City of Isleton and our Planning Commission's success.

When I first set eyes on Isleton in 2018, I thought this would be a great community to live in and plant my roots firmly in California. I purchased my home here in the Isleton Village development in September 2019, and have loved educating others about our town. I am very excited about the possibility to serve and help continue to make Isleton a great place for everyone to live and grow together as a community. We are a gem on the Delta!

Respectfully Submitted,



**Marcus D. Weemes**

# MARCUS D. WEEMES

312-545-8441 • themarcusd@gmail.com • 710 ANNEMARIE WAY PO Box 201 • Isleton, CA 95641

**Innovative Change Agent leveraging 22 years of professional leadership and project management experience. Commands large teams with confident and effective management methodologies.**

Dedicated, Focused, business leader and team member with comprehensive knowledge and experience with Lyft and offers innovation needed to bring to life driver hubs and service centers company wide. Exercises interpersonal effectiveness in driving teams to optimal performance levels. Inspires and implements process improvements and operational effectiveness with creativity and high-energy. A data driven manager, who is able to dive deep into the numbers and analytics while excelling in building strong relationships with a wide cross-section of partners. Over 22 years of experience in project management and management, cross-functional partner communication and collaboration from beginning early stage and beyond.

StrengthsQuest Top 5 Characteristics: **Futuristic, Strategic, Adaptability, Competition and Significance**

## HIGHLIGHTED SKILLS & ACCOMPLISHMENTS

- Provided leadership in renovations and construction projects and cost-saving management initiatives saving thousands of dollars each year.
- Improves efficiency and ensures seamless operations by spearheading and delivering enhanced training programs to boost the efficacy of customer service, internal/external communications, direct mailings, mail delivery, email communications, and other initiatives.
- Implemented new driver on-boarding processes in the San Francisco market

## EDUCATION

**M.S., Business-Project Management | UNIVERSITY OF WISCONSIN PLATTEVILLE**

**BA, General Studies, Concentration: Political Science and Theatre | BALL STATE UNIVERSITY**

## PROFESSIONAL DEVELOPMENT & ACCOMPLISHMENTS

LYFT, Chicago, IL and Northern California, CA

2013 - Present

**Driver Advisory Council Manager - National Driver Engagement (Sept. 2021-present)**

**Driver Advocacy Community Lead - National Driver Engagement (Aug. 2019-Sept. 2021)**

**Driver Advisory Council Special Project Team - NDAC POC (April 2018-Aug. 2019)**

**Silicon Valley: Operations Assoc. (Sept. 2018 - Aug. 2019), Sr. Community Assoc (Jan. 2018 - Sept. 2018)**

**Community Associate - San Francisco (May 2016 - Jan. 2018)**

## Key Accomplishments:

- Management of the Driver Advisory Council program with over 120 active drivers and 360 alumni members.
- Coordinate Cross-Functional Partnerships to improve the driver community experience on the platform.
- Serve as a liaison to resolve customer/driver issues via social media reports (Facebook, Twitter, TikTok, LinkedIn)
- Managed the daily operations of 2 Hublites in Silicon Valley and provide supervision of 18 Community Associates
- Facilitate the local team build out and furnishing of 2 Silicon Valley Hublite locations from possession to opening.
- Manage the Onboarding and Welcome Sessions for New Lyft Drivers at remote locations and Pep Boys stores.
- Responsible for Analytical information for onboarding sessions including administration of onboarding trackers and performance levels.
- Responsible for Welcome Session (onboarding) content, pre/post communication and tracking of applicants progress through the application process to beginning to drive.
- Responsible for location set up, appearance, supplies and signage.  
**Driver/Mentor/Recruiter/Ambassador**
- Contributes to lead generation and digital marketing methodologies by monitoring and engaging in social media interaction with clientele to promote online community and brand awareness of the platform for ridesharing opportunities.
- Facilitates marketing events to connect drivers and customers on a continual basis; strengthens repeat business.
- Serve as a recruiter/mentor in both the Chicago and San Francisco markets to screen and select new drivers to join the Lyft community.
- Effective Brand Ambassador for Lyft, having led informal and formal Lyft teams in street team marketing.
- Maintains a high star rating as a Lyft Driver within the community starting as a driver in Chicago in July 2013 and transferring to San Francisco in July 2015.

Rhythm Inc, Remote

November 2021-March 2022

**Director of Operations**

Oversaw general operations and marketing for the EdTech Startup focused on Wellness and Mental Health of K-12 students. Supervise a full-time marketing lead specialist. Responsible for the corporate card expense process. *Position eliminated in a restructure impacting the loss of 15% of the workforce.*

**Key Accomplishments:**

- Launched a Internal Intranet to improve communication and to serve as a hub for all resources
- Developed the Community Engagement roadmap which included an advisory council, user-group conference, give-back scholarship program, podcast and quarterly user NPS Survey.
- Coordinated the launch of a robust social media plan to build a stronger user base, increase sales and also increase engagement from users.
- Facilitated a Lounge Furniture replacement program for 18 lounges across campus over a 2 week period

Saint Mary's College of California, Moraga, CA

2015-2021

**Director of Campus Housing**

Oversees the management of the Campus Housing Office. Supervise a full-time staff member and up to 12 student staff members; heads contracts, billing, facilities management and assignments for \$18+ Million annual housing operation comprised of 1,600 resident students in 22 residence halls.

**Key Accomplishments:**

- Responsible for developing and implementing policies, procedures and new initiatives, including a key management system, laundry services and amenities programs.
- Responsible for assisting cross-functional departments in the prioritization, funding, scheduling, vendor selection and management, communication with several simultaneous renovation projects of over \$800k each year.
- Facilitated a Lounge Furniture replacement program for 18 lounges across campus over a 2 week period

University of Illinois at Chicago, Chicago, IL

2006-2015

**Area Coordinator for Administration and Operations**

Oversees the management of the Housing Office operations. Supervise four full-time staff members including Resident Director for Administration and Assessment, three Housing Representatives as well as up to 12 student staff members; heads contracts, billing, and assignments for \$33 Million housing operation comprising 3,700+ resident students.

**Key Accomplishments:**

- Responsible for the customer service operation of Central Housing Office, including front desk operations at 5 satellite locations around campus.
- Develop and implement policies, procedures and new initiatives to provide increased efficiencies and cost savings.
- Manifests community, enhanced campus housing communication, and social interaction by spearheading and maintaining content management for social media and email marketing campaign initiatives.

University of Michigan, Ann Arbor, Michigan

2003-2006

**Coordinator of Residence Education**

Headed \$150K+ annual budget while also recruiting, developing, and training four full-time staff members including Resident Directors, Associate Hall Directors, Office Coordinator, and Hall Assistant, up to 37 student staff members.

**Key Accomplishments:**

- Promoted on a progressive basis to oversee up to 1,300-bed co-educational residence hall in final year of tenure; led Living Learning community of 200 students in first year and was granted increasing responsibility with multiple residence halls comprised of up to 600 students.
- Proved vital to catalyzing major improvements and community development initiatives by exercising leadership in various departmental committees including Communication Task Group, Sustainability Committee, Community Development Committee, Technology in Housing Committee, and various other cross-functional teams.
- Contributed to building and revitalization initiatives by developing team comprised of Dining Manager, Building Facilities Manager, and Living Learning & Residence Education Staff.

**Previous Experience:**

Manager • COLDSTONE CREAMERY | Customer Service Specialist • BEST BUY, Inc Disc Jockey • Roller Dome North

**Additional Strengths Include:**

Analytics • Social Media • Direct and Digital Marketing Initiatives • Staff Training and Development • Team Leadership  
 Customer Service • Interpersonal Effectiveness • Process Improvement • Change Management  
 Conference Facilitation • Community Outreach • Public Speaking • Design and Delivery of Presentations

**Yvonne Zepeda**

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RECEIVED  
6/13/22

**From:** Mark Yandow <marksyandow@yahoo.com>  
**Sent:** Monday, June 13, 2022 9:40 AM  
**To:** Charles Bergson; Yvonne Zepeda  
**Subject:** Isleton Planning Commission

Hi

I want to apply to be part of the Isleton Planning Commission as a non resident business man. With River Storage, Bang Mingo and the Delta Queen, I am active in the community.

Thank you

<https://www.linkedin.com/in/marksyandow/>

Mark S. Yandow, Broker BRE#00594950  
CEO/COO Self Storage Management of California  
Based in the heart of California's Central Valley  
<http://www.selfstoragemanagementofcalifornia.com>  
<http://www.linkedin.com/in/marksyandow>  
Contact: . . .

## Experience



### Owner Delta Queen Lodge Isleton CA - Sacramento Delta Region

Delta Queen Lodge · Self-employed

Apr 2022 - Present · 3 mos

Isleton, CA

We are excited to announce the Grand Opening Weekend that commences with a Chamber of Commerce Ribbon Cutting at 4:00 Friday June 17th when the Delta Queen Bar opens with the ...see more



### CEO / COO

Self Storage Management of California

Jul 2011 - Present · 11 yrs

California

SSMC provides third party management of self storage facilities in California and in 2020 ranked 20th largest in the US by Inside Self Storage (ISS). Our office staff is located in Atwater, San Jose, ...see more



### Owner/CFO/Supply Chain

Bang Mingo Farms Duns #08-155-2652

Oct 2016 - Present · 5 yrs 9 mos

Isleton CA

Isleton Dispensary in Sacramento County, some of the greatest cultivation weather to open April 2022, expected Certificate of Occupancy June 15th. The interior furnishings and preparing for initia ...see more

