

**PARKS,  
RECREATION AND  
COMMUNITY  
RESOURCES  
ADVISORY  
COMMISSION**

**APPLICANTS**

**CITY OF HERMOSA BEACH  
BOARD/COMMISSION APPLICATION**



**NAME OF COMMISSION** Hermosa Beach Parks, Recreation and Community Resources  
**Commission**

Name Barbara Ellman Home Phone 310-372-6866

Address 530 Loma Dr Cell Phone 310-722-8993

Email hotelell@earthlink.net Bus. Phone \_\_\_\_\_

Occupation/Profession: Travel Agent

Employer Name & Address Tzell Travel West

**REFERENCES:**

Local: George Schmeltzer, Peter Hoffman, Marie Rice, Kevin Sousa, Claudia Berman, Estelle Langholz, Kim Chafin (HB Sr City Planner, Jose Bacallao

Professional: Sara Sessa VP Sales Tzell Travel, Diane Black Sales Manager Made Hotel / NYC, Allan Goetz President Tour Connection, Amy Keeling Tzell Travel Partnered Agent

Other: \_\_\_\_\_

**COMMUNITY PARTICIPATION AND SERVICE (past and present):** Girl Scout Troop Leader, Hermosa Valley Halloween Carnival Ticket Co-Chair, Hermosa Valley School / MCHS Costume Coordinator (9Years) Founding member Keep Hermosa Hermosa, Measure H Committee Member, Leadership Hermosa Class of 2016, Leadership Hermosa Project Manager Electrical Box Wrap, Hermosa Beach Fire Department Advisory Board. New in 2018 and 2019 Access Hermosa Working Group, Special Event Subcommittee, Committee Resources Department Use Policies Subcommittee and the Clark Building Subcommittee.

**Why do you wish to become a Commission member?** The past 16 months have flown by and I have truly loved being a Parks and Recs commissioner. I am a 33 year resident of Hermosa Beach and have watched and enjoyed participating in countless city council, planning commission and parks and rec meetings. I have thoroughly enjoyed serving on the Hermosa Beach Parks, Recreation and Community Resources Advisory Commission for the past 15 months, I believe I have been able to creatively and successfully assist city staff with many policy issues the city has been struggling with in recent years. I have participated in decisions on pickleball court hours and noises complaints, discussions on appropriate use of city parks and facilities and worked with residents on upkeep and safety concerns at our local parks. I have found the position of Parks and

Rec's commissioner to be a well suited position for me and has again allowed me to participate in helping the city run in a positive and productive manner.

**What do you feel are the duties and responsibilities of a Commission member?** To serve at an advisory level to the city council and the city manager to help maintain and support the Parks and Recreation Department. To meet that requirement I would have an open mind to new ideas and programs. I look forward to working in a creative manner with city staff and Hermosa residents.

Page 1 of 2

Do you have any current obligations or responsibilities, which could be construed as a conflict of interest with your being a board/commission member? \_\_\_\_ Yes X No (If yes, please explain)

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Please provide below and/or attach a resume of your education, employment, memberships, past activities and other experience that you feel would qualify you as a Board/Commission member.

Crescenta Valley High School 1973-1976

San Diego State University 1976,

Hermosa Valley PTO - 10 years,

Hermosa Beach Youth Basketball volunteer - 9 years

Hermosa Valley School / MCHS Theater program 7 years costumer coordinator

Hermosa HB Historical Society 5 years

Heal the Bay 5 years

Hermosa Beach Leadership Hermosa 1 year

THRIVE – 1 year Co-Chair Short Term Entertainment Permit project

Hermosa Beach Parks, Recreation and Community Resources Advisory Commission

As a parent of 2 children that grew up in Hermosa Beach and took advantage of many of the city's youth programs, I have firsthand knowledge of the resident's needs and the condition of most of Hermosa's recreational properties. I know the importance of city programs to its community and feel I can serve in a positive manner to support and improve these programs.

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\_\_\_\_\_

This Board/Commission meets on \_\_\_\_\_ first Tuesday of every month at 7 p.m. Do you foresee any scheduling problems that might cause you to miss meetings? \_\_\_\_ Yes \_\_x\_\_ No

How long have you lived in Hermosa Beach? \_\_\_\_\_ 33 years \_\_\_\_\_

Additional Comments: \_\_\_\_\_

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\_\_\_\_\_

Signed: Bonnie B. Ell

Date: 6/28/19

(09-29-16)

**CITY OF HERMOSA BEACH  
BOARD/COMMISSION APPLICATION**



**NAME OF COMMISSION** Parks, Recreation & Community Resources Advisory Commission

Name Traci Horowitz Home Phone NA

Address 501 Herondo St., #39, Hermosa Beach, CA 90254 Cell Phone 310-995-8766

Email thorowitz@wfgtitleco.com Bus. Phone same as cell

Occupation/Profession: Sales

Employer Name & Address WFG National Title Co. 700 N. Brand Blvd., Suite 1100, Glendale CA 91203

**REFERENCES:**

Local: Heidi Fernandez 310-936-4557

Professional: Jennifer Goorchenko, Vista Sotheby's Realtor/Manager, Redondo Beach 310-567-9417

Other: Sheila Ennis, mom/Hermosa Beach business owner 310-741-6699

**COMMUNITY PARTICIPATION AND SERVICE (past and present):** \_\_\_\_\_

I served my townhome community as HOA president for 10 years.

I believe I represented and advocated for many residents by providing information to them and speaking out regarding the proposed Greenbelt Infiltration Project. I also called residents and door-knocked in support of the NO on O campaign.

I have attended countless events in Hermosa: the Fiesta, concerts at the beach, national night out, St. Patrick's Day Parade, etc.

Please see my resume for more professional and volunteer experience

Why do you wish to become a Commission member? I think serving as a Commission member will be a wonderful way to give back to the city and the residents. I think it will expand my knowledge of our town and,

after living here more than 20 years, it's time to become more involved with what makes Hermosa unique.

What do you feel are the duties and responsibilities of a Commission member? Specifically related to the Parks and Rec Commission, the responsibilities are to protect and maintain the city's open spaces and buildings and the community's right to use and enjoy them.

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Do you have any current obligations or responsibilities, which could be construed as a conflict of interest with your being a board/commission member? \_\_\_\_ Yes ☒ No (If yes, please explain)

Please provide below and/or attach a resume of your education, employment, memberships, past activities and other experience that you feel would qualify you as a Board/Commission member.

Please see attached

\_\_\_\_\_  
\_\_\_\_\_  
This Board/Commission meets on the 1<sup>st</sup> Tuesday of the month \_\_\_\_\_ at 7 p.m.  
Do you foresee any scheduling problems that might cause you to miss meetings? \_\_\_\_ Yes X No

How long have you lived in Hermosa Beach? 1997-present  
\_\_\_\_\_

Additional Comments: \_\_\_\_\_

Thank you very much for your consideration. I would be honored to represent our terrific city and our residents through the Parks and Rec Commission.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Signed: \_\_\_\_\_

Date: 7.1.19 \_\_\_\_\_

(09-29-16)

# Traci Horowitz

501 Herondo St., #39  
Hermosa Beach, California, 90254  
310-995-8766  
thorowitz@wfgtitleco.com

## Education

### **Universidad de Granada**

*Certificate, Graduated June 1992*

### **San Diego State University**

*Bachelor's of Art, Graduated May 1993*

Magna Cum Laude

Phi Beta Kappa

## Employment History

### **WFG National Title**

*Vice president, March 2017 - Present*

### **Chicago Title Company, Glendale, California**

*Account executive, January 2004 - March 2017*

### **Investors Title Company**

*Account executive, January 1997 - December 2003*

## Languages

Spanish

Proficient

## References

### **Lori Ford**, friend

*Gum Tree*

### **Debbie Sanowski**, friend

## Volunteer Experience

Mychal's Learning Place, 2013-present, currently vice chair

Manhattan Beach Coordinating Council, 2016-present,  
currently sponsorship chair

Women's Council of Realtors, 2015-present

Palos Verdes Association of Realtors, Affiliates in Action  
Committee 2014-present, currently chair

The Mooring Townhome HOA, president 2008-2018

## Awards/Honors

2018 Affiliate of the Year, Palos Verdes Association of  
Realtors

2015 Angel Award, Mychal's Learning Place



June 27<sup>th</sup>, 2019

Honorable Mayor and City Council of Hermosa Beach,

I'm writing today to recommend Traci Horowitz for a seat on the Parks, Recreation and Community Resources Advisory Commission. I have had the pleasure to know Traci for the past 33 years. Her sister has been my best friend for all of those 33 years, and I can confidently say that I know Traci well, and she would be an excellent member of the Parks and Rec commission, and a wonderful representative for the city of Hermosa Beach.

Traci is honest, trustworthy, smart, thoughtful, and dedicated. She has plenty of community volunteer experience, and I am sure that she will bring her wealth of knowledge and experience to this position.

She has served as President of the board of her HOA in south Hermosa for 8 years, is currently serving as Vice Chair on the Board of Directors at Mychal's Learning Place, and is the sponsorship chair at the Manhattan Beach Coordinating Council.

Most important to this position, she loves Hermosa Beach, and wants to see it continue to thrive for years to come.

I am happy to give Traci Horowitz my highest recommendation. Please feel free to contact me at [Lori@gumtreela.com](mailto:Lori@gumtreela.com) with any additional questions.

Many thanks,

Lori Ford  
CEO  
Gum Tree  
238 Pier Avenue  
Hermosa Beach, CA 90254

Dear Hermosa Beach City Council,

I would like to strongly recommend Traci Horowitz for the vacant seat on the Parks, Recreation & Community Resources Advisory Commission. We met advocating for our community and doing what we thought would benefit the Hermosa Beach residents in our neighborhood. As a retired attorney, I have worked with a number of diverse people and personalities in stressful situations, I can't think of anyone who has juggled and handled issues more graciously and conscientiously than Traci Horowitz.

I met Traci in early 2018 when we learned of the stormwater infiltration project planned for the greenbelt in front of our homes. Despite the many competing personalities and stress many residents felt, Traci helped take charge, organize and manage our group.

She did so calmly and cheerfully, no matter what hurdle, or personal issue arose from the many competing interests. She always listened to everyone's point of view and tried to incorporate what she heard from each person.

She was also dependable and relentless in her attendance at our group meetings and City Council meetings. Her upbeat disposition, even when things were not going as planned, never faltered. Traci also took it upon herself to set up one on one meetings with members of City Council to help educate them about our concerns.

To be honest, a number of us have been urging Traci to run for Hermosa Beach City Council in 2020 because of her many stellar qualities. Unfortunately, she has declined (for now) but she has decided to apply for the Parks and Rec position, so that is a definite win for the city of Hermosa Beach.

I hope that you see Traci's many talents and move forward appointing her to this position. If you have any questions or would like to discuss Traci's attributes further, please feel free to contact me at (310)650-8864, or via email.

Best Regards,

Debbie Sanowski

3rd St., Hermosa Beach CA

daesr9@gmail.com

CITY OF HERMOSA BEACH  
BOARD/COMMISSION APPLICATION



NAME OF COMMISSION Park and Recreation and Community Resources and Advisory  
Name Bakel Rodriguez Home Phone: 310 372-4716  
Address: 218. 28th St. H.B. Email: isarodriguezusa@hotmail  
Occupation/Profession: Retired  
Name of Employer — Bus. Phone: —  
Address of Employer —

REFERENCES:

Local: Densley Nelson 310 710 3189 Local Activist  
Professional: Jim Simpson 916 599-6120 Director California Assoc. of Commissioners and Board Members  
Other: —

COMMUNITY PARTICIPATION AND SERVICE (past and present):

In the last 40 years I have been a member of a lot of Organizations, I have worked hard on many issues regarding Hermosa Beach. As our community becomes more diverse in ideas and ages representation in change is needed.  
Why do you wish to become a Commission member? Because I still have a lot to offer my Hermosa Beach. I would like a seat at the table to assist our Parks in a direction that would be valuable to our community. for the young the old and the disable.

What do you feel are the duties and responsibilities of a Commission member? —

The Commission serves in advisory capacity to the City Council in all matters pertaining to the Community Resources Department, cooperates with other governmental agencies and civic groups, such as leisure, cultural and social service

Do you have any current obligations or responsibilities, which could be construed as a conflict of interest with your being a board/commission member? \_\_\_\_ Yes ☒ No (If yes, please explain)

Please give a resume of your education, employment, memberships, past activities and other experience that you feel would qualify you as a Board/Commission member.

Please see attached

This Board/Commission meets on Just Tuesday at 17 p.m. Do you foresee any scheduling problems that might make you miss meetings? \_\_\_\_ Yes ☒ No

How long have you lived in Hermosa Beach? 40 years

Comments: My computer is broken all files lost - so I had to add to my profile list by handwriting.

Signed: Isabel Rodriguez  
Date: 6/30/19

(Revised 2/14/07)

Isabel Rodriguez 218 28<sup>th</sup> St. Hermosa Beach, CA. 90254  
310 372-4716 isarodriguezusc@hotmail.com

**Work History** – I worked in the Hospitality Industry for over 30 years I worked in various positions from Sales Manager to Director of Sales and Marketing. I worked for Hilton Hotels, Holiday Inns and large Travel Management Companies. I have also worked as an independent contractor for various hotel chains and travel agencies. I now work part time for Coty a Fragrance Company since 2012.

**Education:**

University of Southern California – BA Fine Arts	1978
Dartmouth – Minority Executive Business Program	1990
University Of Southern California – Masters in Liberal Arts	1998
CTC Certified Travel Consultant – Certificate Program	1989
(Hope) Hispanics for Political Equity - Leadership Program	2000
Torrance - Leadership Program	2004
Hilton Hotel University Sales and Marketing - Certificate Program	2004
Torrance Memorial Hospital – Clown University	2006

**Boards and Advisory Boards:**

USC Community School of Performing Arts- Board Member	1974-1976
Hermosa Beach Community Center Foundation-Board Member	1987-1990
Sarah Center for the Child – Board Member	1986-1990
St. Mary's Hospital Long Beach – Advisory Board	1989-1991
Latin American Business Professional Organization – VP	1991-1992
St. Rafael Church - Board Member	2001- 2002
Port of Los Angeles Advisory Board	2001-2005
Clothes the Deal - Board Member	2004-2006
El Camino College- Advisory Board Member	2004- 2006
Beach Cities Health District – Advisory Board	2006-2008
LA Visitors and Convention Bureau- Multi Cultural Advisory Board	1994-1997
State of Calif. Visitors Agency – Multi Cultural Advisory Board	1994-1997

**Member of Organizations:**

Los Angeles Olympics – Arts Committee	1984
National Organization of Women in Travel – South Bay	1986-1991
Committee of 300 Long Beach Grand Prix	1987-1991
University of Southern California Alumni Association	1990- 2014
Hope Hispanas for Political Equality	1990-1998
Torrance Chamber of Commerce	2000-2006
Beach Cities Democratic Club	2009- 2014
American Association of University Women	2006- 2014
Torrance Memorial Hospital Volunteer Clown Program	2006- 2009
Democratic National Convention Volunteer Member Denver	2008
California Democratic Convention Volunteer past 9 yrs	2007- 2012
Democratic National Convention Volunteer Member Charlotte	2012
Hermosa Beach Sister City Association	2012-2014
Hermosa Beach Community Garden	2012-2014
Hermosa Beach Friends of the Park	2013-2015

**Honors:**

Delta Sigma – Women of the Year	1962
Delegate White House Conference on Tourism	1996
Selected to Greet John Kennedy on his arrival to Los Angeles	1961
Greeting Committee for Pope John Paul arrival in L.A.	1987
Democratic Women of the Year 53 Assembly District	2012
* Red Cross Volunteer - To present	2018 to present
* member of the Hermosa Beach address group	
* member Hermosa Beach 50 advisory group	2016 To present
* Board member To The California Association of Park and Recreation Commissioners & Board members To present.	
* South Bay Council of Governments - Senior Advisory To present	



**CITY OF HERMOSA BEACH  
BOARD/COMMISSION APPLICATION**

**NAME OF COMMISSION** Parks, Recreation & Community Resources Advisor ☒

Name James Scott Home Phone 310-621-6002

Address 2117 Hermosa Avenue, HB Cell Phone 310-621-6002

Email scott7s046@gmail.com Bus. Phone \_\_\_\_\_

Occupation/Profession: Teacher/Title I Program Advisor

Employer Name & Address LAUSD 333 S. Beaudry Ave., LA 90017

**REFERENCES:**

Local: Ryan Nowicki (310) 600-2848

Professional: Alexander Foster (310) 717-5049

Other: \_\_\_\_\_

**COMMUNITY PARTICIPATION AND SERVICE (past and present):** \_\_\_\_\_

Volunteer, No On Measure O (2015); Volunteer, Yes on Q (school bond) campaign (2014);

Volunteer, HB Friends of the Parks (2018-present); Volunteer, HB Historical Society (2016-17)

Co-Founder, Hermosa Education Renewal Operation (H.E.R.O.); Co-Chair, Yes on S (2014-16)

Measure S Citizens Oversight Cmte. (2016-2018); Board of Directors, Leadership HB (2017-present)

Why do you wish to become a Commission member? \_\_\_\_\_

I have an active interest in the well-being of the City of Hermosa Beach, and I believe that  
civil service is one of the greatest duties that any community member can give his/her community.

What do you feel are the duties and responsibilities of a Commission member? \_\_\_\_\_

The responsibilities of a Commission member are to be accessible to the public, listen to  
all community viewpoints with an open mind, and weigh all issues before the Commission without  
bias or without first seeking out all relevant facts. Commission members must also be frank  
and factual when making recommendations to the City Council for their consideration.

Do you have any current obligations or responsibilities which could be construed as a conflict of interest with your being a board/commission member? ☐ Yes ☒ No (If yes, please explain)

Please provide below and/or attach a resume of your education, employment, memberships, past activities and other experience that you feel would qualify you as a Board/Commission member.

(see attached)

This Board/Commission meets on 1st Tuesday/mo. at 7:00 p.m. Do you foresee any scheduling problems that might cause you to miss meetings? ☐ Yes ☒ No

How long have you lived in Hermosa Beach? 20 years

Additional Comments: I believe that my professional background in education may be of benefit to this Commission as educational programming is a part of the mission of the Parks and Recreation Advisory Council. Also, my compliance work for the Los Angeles Unified School District has familiarized me with many of the governmental laws under which this Commission operates.

Signed: 

Date: 2/1/2019

(07-03-18)

# JAMES SCOTT

2117 Hermosa Avenue  
Hermosa Beach, CA 90254  
310-621-6002

LAUSD Employee # 683915  
jscott1@lausd.net

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## EXPERIENCE

2007 – Present

Categorical Program Advisor, Wilmington Park Elementary  
**Los Angeles Unified School District**

- Development and delivery of professional development for certificated and classified staff in CCSS, Writer's Workshop, balanced literacy, mathematics, and instructional technology
- Progress monitoring of student achievement and analysis of student data to optimize primary and remedial instruction; and creation of progress monitoring assessments
- On-going direct intervention instructional services to at-risk and EL students
- Presentation of categorical and non-categorical budgets to faculty, staff, and parent stakeholders; and preparation of all school budgets in School Front End software
- In 2015, provided professional development to Local District South school site coordinators and administrators on the topic of school site budgeting
- Coordination of parent outreach, School Site Council, authored SPSAs 2007-2017
- Administrative Designee for special education; Title IX complaint manager designee
- Attendance Coordinator; monitoring and improving student attendance through incentive programs, Student Study Team meetings, and home visits as needed
- Student discipline; and operations and logistics for all school safety drills and procedures
- Purchasing, management and inventory of all technology and equipment on site
- Supervision of classified personnel; and scheduling of classified work assignments
- Scheduling for recess, lunch, supervision, arts, library, labs, and special programs
- Planning and implementation of monthly student assemblies, tri-annual incentive award programs, Science Fair, curricular trips, and end-of-year events
- Grant writing, and outreach to community organizations, local government, and corporate adopters; since 2007, authored technology grants in excess of \$150,000

1996 – 2007

Elementary Teacher, Twenty-Fourth Street Elementary  
**Los Angeles Unified School District**

Taught grades one, two, and three. Chair of School Site Council, member of PTA (2004-2006), Chair, 503c *Friends of 24<sup>th</sup> Street School* (2005-2007); co-founder, teaching garden.

## COMMUNITY EXPERIENCE

2017-Present

Member, Board of Directors, Leadership Hermosa Beach 501(c)(3);

Co-Founder, Hermosa Educational Renewal Operation (HERO)

Member At Large, Measure S Citizens Oversight Committee, Hermosa Beach City School District

## EDUCATION

2009 – 2010

Master of Arts, Education

**California State University, Dominguez Hills**

1984 – 1988

Bachelor of Arts, Communications

**Loyola Marymount University**

## CREDENTIALS

CA Administrative Services Credential #110054995

CA Multiple Subject Teaching Credential #180077277 / Exp. August 2023

CA Crosscultural, Language and Academic Development Certificate #030219719