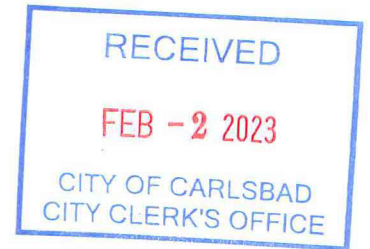




Application for Appointment to Fill Vacancy for Carlsbad City Council District 2



Applications must be received by Thursday, Feb. 2, 2023 at 5 p.m.

Requirements:

- Citizen of the United States
- Registered voter and resident of City of Carlsbad District 2
- Complete Form 700
- Attach a resume or professional biography

ROV 1:15pm.
TM

Personal Information

Name Jamie Latiano Jacobs		Date of Birth: <i>TM</i> <small>Required for Voter Registration Verification</small>
Home Address		District Number 2 ✓
City Carlsbad	ZIP 92010	
Home Phone	Mobile	
E-mail		
Occupation Business Owner, Professor & Author		
Employer Gig Talent, LLC		
Employer Address		
City Carlsbad	ZIP 92008	
Work Phone	Mobile	

Acknowledgements

Yes No

I am a resident of the City of Carlsbad District 2.	✓	
I am a registered voter in Carlsbad.	✓	
I am a Citizens Academy graduate.		✓
I have sufficient time to devote to the responsibility of the position and will attend the required meeting(s) if I am appointed.	✓	
I acknowledge that if appointed I will file necessary documents including a Form 700 Economic Disclosure Statement (a public record that will be posted on the City's website). I further agree to attend Ethics Training as required under the Political Reform Act and any other required trainings.	✓	

Questions? Please call 442-339-2808 or email clerk@carlsbadca.gov

I acknowledge that if appointed to fill the District 2 Council seat for a term ending with the November 2024 election, I will not be eligible to run for that seat in the November 2024 election per Carlsbad Municipal Code section 2.04.110. I further agree to abide by the provisions of this code section as it exists at the time of my appointment.

<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	

I am aware that this application is a public document.

Please describe your professional experience and relevant experience.

I am a leader and entrepreneur who has led diverse organizations through growth, change, and transformation over multiple decades. Throughout my career, I have specialized in building excellence in teams and company cultures that inspire employees to contribute, grow, and deliver great work. My experience ranges from fast growing, independent startups to global, Fortune 50 organizations, in an even broader range of industries with companies like Four Seasons Hotels & Resorts, Ingersoll-Rand, Ingram Micro, Thales and Renovate America. I am a co-founder of the modern talent collective, Gig Talent, a Carlsbad based, women-owned business supporting a diverse client base across the United States.

I am the Co-Author of an award winning book, "Designing Exceptional Organizational Cultures" and am fortunate to speak in public and private forums about topics such as leadership, self-development, company culture, wellness, mental health in the workplace, the future of work, and entrepreneurship.

I support the education of up and coming professionals as a Professor at USC's Bovard College Masters in Human Resources Management program. I am trained as a professional certified coach and am certified by the International Coaching Federation. I believe in contributing to the communities around us and have served on many non-profit and community based boards, committees and organizations including being a past president of the National Human Resources Association and driving workforce development efforts in both San Diego and Orange Counties. I currently serve Carlsbad as a Commissioner on the Historical Preservation Committee and an Alternate on the Growth Management Citizens Committee.

Both personally and professionally, my experience has demonstrated consistency in delivering impact by building authentic relationships and being part of, and leading, healthy, high performing teams that navigate complex challenges and deliver results together.

Please describe your educational background.

I have a Bachelors of Arts in History and Political Science from University of California, San Diego (UCSD) and an Executive Master's in Business Administration from Chapman University. I am a certified coach by the Hudson Institute of Coaching and completed the Leadership Tomorrow program in Orange County which is a nine month program designed to expand knowledge, empower citizens, and promote community involvement as you learn about all aspects of the community including history, the arts, water and utilities, education, health and human services, local government, housing and transport, justice and public safety and business and community.

Please describe your current or past community involvement, including any service on boards, commissions or committees, with private or public agencies.

It is part of my personal value system to contribute to and help build the communities I am a part of. Therefore, I have many years of community involvement, including serving on boards, commissions, and committees.

CITY OF CARLSBAD, Historical Preservation Commission, Commissioner, 2022 – Current
 CITY OF CARLSBAD, Carlsbad Tomorrow Growth Management Citizens Committee, Alternate, 2022-Current
 CARLSBAD CHAMBER OF COMMERCE, Member, 2018-Current
 CONSCIOUS CAPITALISM SAN DIEGO, Conscious Cultivist Roundtable, 2016-2019
 SAN DIEGO WORKFORCE PARTNERSHIP, Workforce Development Board, Secretary/Treasurer of the Board, Audit Committee Chair, Chair Regional Council on Technology, 2016-2019
 NATIONAL ASSOCIATION OF HUMAN RESOURCES, 2005-Current
 2015-2017 Vice President of Affiliate Relations-West, 2017-2018 National President Elect, 2018-2019 National President, 2019-2020 Immediate Past National President, 2020-2023 Board Advisor
 2010-2015 Orange County Affiliate: Board Member, 2012 OC HR Executive of the Year Event Chair, 2012-2013 OC President Elect, 2013-2014 OC President, 2014-2015 OC Past President
 2021-2022 Silicon Valley Affiliate, Board Member & VP Membership
 WOMEN'S ECONOMIC VENTURES, Thrive Entrepreneurial Business Coach, 2015-2019
 SAN DIEGO HUMAN RESOURCES FORUM, 2016 Selection Committee for HR Executive of the Year
 INTERNET MARKETING ASSOCIATION, Women's Leadership Group, Founding Member, 2016-2018
 CHAPMAN UNIVERSITY, CHAPMAN50 Member, 2016-2018
 SAGE CREEK HIGH SCHOOL Site Council Member, 2016-2018
 ORANGE COUNTY WORKFORCE INVESTMENT BOARD, Board of Directors, 2012-2014
 WORKING WARDROBES, Board of Directors, 2012
 LEADERSHIP TOMORROW, Class of 2007
 BOYS AND GIRLS CLUBS OF TUSTIN, Board of Directors; CFO & Board HR Committee Chair, 2005-2011
 CITY OF ENCINITAS, Job Shadowed with Mayor as San Dieguito High School Student, 1994-1995
 SAN DIEGUITO HIGH SCHOOL DISTRICT, District Task Force, Student Representative, 1994-1995

**Please explain why you wish to be appointed to City Council
(attach a separate sheet if needed)**

I'm seeking to join our City Council because I want to help navigate the future of our city, represent my district within Carlsbad, and help preserve Carlsbad's status as a hidden gem on the Southern California coastline. I am a Carlsbad native and share a deep commitment to Carlsbad's well-being. I believe my professional experience and my win-win mentality can be a force for good in our community and help navigate the complex issues we face now and will face in the future.

The District 2 representative needs to bring leadership, commitment to Carlsbad, knowledge of the issues, and a balanced perspective. I am committed to Carlsbad and to making it the best it can be. My family has been based in California since 1977 and we are here for the long term. I have lived in District 2 since 2016 and my daughter attended Sage Creek High School and both of our children have attended Mira Costa College. We have found our forever home here. Growing up, I lived in both Districts 3 and 4. My mom still lives in District 3. This gives me much appreciation of each of the areas of Carlsbad. The quality of life, unique character within the city, and natural and economic diversity are all things that we value here. We enjoy the treasures of living and working in Carlsbad, including our incredible neighbors, beaches, lagoons, trails, dog parks, historical sites, and ongoing commitment to economic development. Through the Historical Commission and Growth Management Committee, I have been learning many of the current priorities within our city and am committed to driving Carlsbad forward while maintaining a deep respect of our roots.

I have worked in many different industries and with companies all over the world. This helped broaden my perspective and helped me see the commonalities while valuing differences among people and teams. My leadership roles have always required me to strike a balance among the interests of management and employees, or organizations and individuals. Serving on the Historical Preservation Commission and Growth Management Citizens Committee have provided me valued opportunities to hear directly from our citizens and neighbors about what is important to them, as well as, to ask good questions of City Staff and fellow Committee Members. This moderate, well-balanced perspective is what will drive me as I vote on candidates and issues, regardless of party affiliation. I bring an open minded perspective and will also be decisive and action oriented. The opportunity to fill this gap for our District until the next election would be an honor for me to take an active role; first in listening to our community, and then using my voice and time to make a difference.

Are you related to, employed by, or affiliated in any way with anyone on the City Council or City of Carlsbad staff members? If yes, please list member name(s).

No, None

What would you like to accomplish as a council person if appointed?

My goal is to support the City's Strategic Plan and work closely with all stakeholders to ensure that Carlsbad remains a great place to live, work, and raise a family. Achieving this goal means bringing people together to advocate and find solutions for the City's biggest issues, championing a diverse community, and supporting Carlsbad's great libraries, arts, and culture; along with a commitment to ensure the City's ongoing financial health.

This appointment is an opportunity to be part of bringing our community and decision makers together, at a time where diplomacy, inquiry, and good decision making are needed most. During the term of this appointment, the focus would be on implementation of the Housing Element, effective maintenance of city resources, including our city owned historical sites, coastal beaches, parks, trails, and open space areas, and evaluation of and action from the Growth Management Committee recommendations/reports.

My hope is that together we can create bridges within our community that continue to move Carlsbad forward while honoring the past, preserving the unique charm and character of our community, innovating for progress, and standing up for both fiscal and social responsibilities.

Please give examples of using collaboration to become successful.

My career has been built on fostering better collaboration and communication within organizations and teams.

I practice, and teach others, the Six Tools of Collaboration. They include: 1) Listen, Not Talk, 2) Practice Empathy, 3) Be Comfortable with Feedback, 4) Lead AND Follow, 5) Speak with Clarity, and 6) Win-Win Interactions.

These practices are what will allow us all to leverage collaboration to be more successful. I remember specific points within my career of building these skills when I needed to listen more, be more direct in order to get to clarity and alignment, or to ask better questions and really hear the another person's perspective and ensure we are not working in assumptions. We see it now on the Growth Management Citizens Committee, listening to all perspectives, inviting diversity of thought, working towards consensus and developing a meaningful recommendation and report to the City Council that represents the input and participation from the community and committee members alike.

Another example was as the National President of the National Human Resources Association, I had to lead and partner with our 8 affiliate organizations which all had varying membership demographics, priorities, financial situations, marketing guidelines and organizational culture. Working with fellow volunteers to align on shared purpose, vision and values, and build effective working relationships across the country is something I was proud of.

What are the most pressing issues facing our community and how do you plan to address them?

Through my many years as a Carlsbad resident and my involvement with our City via the Growth Management Citizens Committee and Historical Preservation Commission, I continue to learn more about and work towards balanced solutions for the most pressing issues facing our community.

In Carlsbad today, the issues around infrastructure, traffic safety and multi-modal transportation, sustainability, affordable housing, maintaining our open spaces, and homelessness are top of mind for many of us. These are issues that I would focus on as the representative for District 2.

I've taken the Safer Streets Together Pledge and encourage others to do the same. Increasing awareness of traffic safety is one of the top three things we can do to improve traffic safety, as included in the Safer Streets Plan, education, engineering and enforcement all will help us keep our families, friends, neighbors, and visitors safe in Carlsbad.

The City has put significant effort into our 5 Year Strategic Plan. This, along with our Climate Action Plan and Growth Management Program will help ensure that we are acting on our intentions related to sustainability and infrastructure. We need to continue to understand changing technologies and best practices so that we evolve our policies and programs to not only meet the needs we can see today, but be agile and modern enough that they can adapt to the needs of the future.

We are all facing broader issues around education, mental health, access to healthcare and economic challenges, while these are not the issues the City Council is chartered to solve directly, we also can't ignore the pace of change and the impact their prevalence has on our residents and community.

We need a balanced perspective to allow us to navigate the complexities and priorities across the board and keep focus on the most important things. We need builders who can build relationships across our community and beyond, foster public/private partnerships, and leverage the efforts and resources working on important priorities throughout San Diego County. This is what I will bring to the City Council. The ability, courage, and commitment to look at and address important specific topics and also to take a broad view leveraging available resources and ensuring that decisions are made using critical thinking with a thoughtful, balanced approach.

Additional information or comments

Thank you for considering me to join you as part of the City Council and proudly represent District 2.

Signature

By signing below, I declare under penalty of perjury under the laws of the State of California that the answers provided in this application are true and correct to the best of my knowledge.

First Name: **Jamie**

Last Name: **Jacobs**

Signature: **Jamie Jacobs** Digitally signed by Jamie Jacobs
Date: 2023.02.01 20:28:28 -08'00'

Date: **02/01/2023**

Signature

Completed applications must be received by the City Clerk's Office no later than Thursday, Feb. 2 at 5 p.m. Once submitted, applications cannot be amended. Remember that you must answer all questions on this application, provide a resume or biography and submit a Form 700 to be considered for the appointment to the City Council District No. 2 office. Incomplete application packages will not be considered.

Option 1: Mail or drop off the signed paper copy of your completed application with resume or professional bio and Form 700 to:

City of Carlsbad
City Clerk's Office
1200 Carlsbad Village Drive
Carlsbad, CA 92008
(442) 339-2808

Postmarks are not accepted. Applications must be received by the City Clerk's Office by the due date.

Option 2: E-mail your completed application.

Sign, date and e-mail the application with your resume or professional bio and Form 700 to: clerk@carlsbadca.gov

STATEMENT OF ECONOMIC INTERESTS
COVER PAGE
A PUBLIC DOCUMENT

Date Initial Filing Received
Filing Official Use Only

Please type or print in ink.

NAME OF FILER (LAST)	(FIRST)	(MIDDLE)
Jacobs	Jamie	Latiano

1. Office, Agency, or Court

Agency Name (Do not use acronyms)

City of Carlsbad

Division, Board, Department, District, if applicable

District 2

Your Position

Council Member

► If filing for multiple positions, list below or on an attachment. (Do not use acronyms)

Agency: _____ Position: _____

2. Jurisdiction of Office (Check at least one box)

☐ State

☐ Judge, Retired Judge, Pro Tem Judge, or Court Commissioner
(Statewide Jurisdiction)

☐ Multi-County _____

☐ County of _____

☒ City of Carlsbad

☐ Other _____

3. Type of Statement (Check at least one box)

☐ **Annual:** The period covered is January 1, 2022, through December 31, 2022.

-or-

The period covered is ____/____/____, through December 31, 2022.

☐ **Leaving Office:** Date Left ____/____/____
(Check one circle.)

☐ The period covered is January 1, 2022, through the date of leaving office.

-or-

☐ **Assuming Office:** Date assumed ____/____/____

☐ The period covered is ____/____/____, through the date of leaving office.

☒ **Candidate:** Date of Election _____ and office sought, if different than Part 1: _____

4. Schedule Summary (required)

► Total number of pages including this cover page: 2

Schedules attached

☐ **Schedule A-1 - Investments** – schedule attached

☐ **Schedule C - Income, Loans, & Business Positions** – schedule attached

☒ **Schedule A-2 - Investments** – schedule attached

☐ **Schedule D - Income – Gifts** – schedule attached

☐ **Schedule B - Real Property** – schedule attached

☐ **Schedule E - Income – Gifts – Travel Payments** – schedule attached

-or- ☐ **None - No reportable interests on any schedule**

5. Verification

MAILING ADDRESS	STREET	CITY	STATE	ZIP CODE
(Business or Agency Address Recommended - Public Document)				
		Carlsbad	CA	92008
DAYTIME TELEPHONE NUMBER		EMAIL ADDRESS		
()				

I have used all reasonable diligence in preparing this statement. I have reviewed this statement and to the best of my knowledge the information contained herein and in any attached schedules is true and complete. I acknowledge this is a public document.

I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Date Signed 02/01/2023
(month, day, year)

Signature Jamie Jacobs
(File the originally signed paper statement with your filing official.)

Digitally signed by Jamie Jacobs
Date: 2023.02.01 20:29:08 -08'00'

SCHEDULE A-2
Investments, Income, and Assets
of Business Entities/Trusts
(Ownership Interest is 10% or Greater)

CALIFORNIA FORM 700
FAIR POLITICAL PRACTICES COMMISSION
Name _____

▶ 1. BUSINESS ENTITY OR TRUST

Gig Talent, LLC

Name _____

Address (Business Address Acceptable) _____

Check one

☐ Trust, go to 2 ☒ Business Entity, complete the box, then go to 2

GENERAL DESCRIPTION OF THIS BUSINESS

Talent Agency for HR Consultants & Leadership Coach

FAIR MARKET VALUE

- ☐ \$0 - \$1,999
☐ \$2,000 - \$10,000
☐ \$10,001 - \$100,000
☐ \$100,001 - \$1,000,000
☒ Over \$1,000,000

IF APPLICABLE, LIST DATE:

_____/_____/22 ____/_____/22
ACQUIRED DISPOSED

NATURE OF INVESTMENT

☒ Partnership ☐ Sole Proprietorship ☒ LLC ☐ Other _____

YOUR BUSINESS POSITION Co-Founder

▶ 1. BUSINESS ENTITY OR TRUST

The Jacobs Companies, dba Pacific Construction

Name _____

Address (Business Address Acceptable) _____

Check one

☐ Trust, go to 2 ☒ Business Entity, complete the box, then go to 2

GENERAL DESCRIPTION OF THIS BUSINESS

Construction

FAIR MARKET VALUE

- ☐ \$0 - \$1,999
☐ \$2,000 - \$10,000
☐ \$10,001 - \$100,000
☒ \$100,001 - \$1,000,000
☐ Over \$1,000,000

IF APPLICABLE, LIST DATE:

_____/_____/22 ____/_____/22
ACQUIRED DISPOSED

NATURE OF INVESTMENT

☐ Partnership ☐ Sole Proprietorship ☒ S Corporation ☐ Other _____

YOUR BUSINESS POSITION Spouse of Owner

▶ 2. IDENTIFY THE GROSS INCOME RECEIVED (INCLUDE YOUR PRO RATA SHARE OF THE GROSS INCOME TO THE ENTITY/TRUST)

- ☐ \$0 - \$499 ☐ \$10,001 - \$100,000
☐ \$500 - \$1,000 ☒ OVER \$100,000
☐ \$1,001 - \$10,000

▶ 2. IDENTIFY THE GROSS INCOME RECEIVED (INCLUDE YOUR PRO RATA SHARE OF THE GROSS INCOME TO THE ENTITY/TRUST)

- ☐ \$0 - \$499 ☒ \$10,001 - \$100,000
☐ \$500 - \$1,000 ☐ OVER \$100,000
☐ \$1,001 - \$10,000

▶ 3. LIST THE NAME OF EACH REPORTABLE SINGLE SOURCE OF INCOME OF \$10,000 OR MORE (Attach a separate sheet if necessary.)

☒ None or ☐ Names listed below

▶ 3. LIST THE NAME OF EACH REPORTABLE SINGLE SOURCE OF INCOME OF \$10,000 OR MORE (Attach a separate sheet if necessary.)

☐ None or ☒ Names listed below

Army Navy Academy

▶ 4. INVESTMENTS AND INTERESTS IN REAL PROPERTY HELD OR LEASED BY THE BUSINESS ENTITY OR TRUST

Check one box:

☐ INVESTMENT ☐ REAL PROPERTY

Name of Business Entity, if Investment, or
Assessor's Parcel Number or Street Address of Real Property

Description of Business Activity or
City or Other Precise Location of Real Property

FAIR MARKET VALUE

- ☐ \$2,000 - \$10,000
☐ \$10,001 - \$100,000
☐ \$100,001 - \$1,000,000
☐ Over \$1,000,000

IF APPLICABLE, LIST DATE:

_____/_____/22 ____/_____/22
ACQUIRED DISPOSED

NATURE OF INTEREST

☐ Property Ownership/Deed of Trust ☐ Stock ☐ Partnership

☐ Leasehold _____ Yrs. remaining ☐ Other _____

☐ Check box if additional schedules reporting investments or real property are attached

▶ 4. INVESTMENTS AND INTERESTS IN REAL PROPERTY HELD OR LEASED BY THE BUSINESS ENTITY OR TRUST

Check one box:

☐ INVESTMENT ☐ REAL PROPERTY

Name of Business Entity, if Investment, or
Assessor's Parcel Number or Street Address of Real Property

Description of Business Activity or
City or Other Precise Location of Real Property

FAIR MARKET VALUE

- ☐ \$2,000 - \$10,000
☐ \$10,001 - \$100,000
☐ \$100,001 - \$1,000,000
☐ Over \$1,000,000

IF APPLICABLE, LIST DATE:

_____/_____/22 ____/_____/22
ACQUIRED DISPOSED

NATURE OF INTEREST

☐ Property Ownership/Deed of Trust ☐ Stock ☐ Partnership

☐ Leasehold _____ Yrs. remaining ☐ Other _____

☐ Check box if additional schedules reporting investments or real property are attached

Comments: No real property held or leased by these entities

JAMIE LATIANO JACOBS



PROFILE

- Carlsbad Native
- Experienced Business Executive & Entrepreneur
- Carlsbad Business Owner
- Author & Educator
- Married to Josh and mother of two college students (Cambria & Ethan)
- Dog Mom

VALUES

Integrity
Authenticity
Courage
Community

INTERESTS

Continued Learning
Reading
Travel
Animals
Cooking

EDUCATION

HUDSON INSTITUTE OF COACHING, Hudson Certified Coach
CHAPMAN UNIVERSITY, Executive Masters in Business Administration

THE UNIVERSITY OF CALIFORNIA, SAN DIEGO, Bachelor of Arts.
Double Majors, History and Political Science

WORK EXPERIENCE

Gig Talent, 2019-Current

Co-Founder

University of Southern California, 2018-Current

Adjunct Associate Professor

High Performanceology, 2018-Current

Co-Founder; Author "*Designing Exceptional Organizational Cultures*"

Renovate America, 2014-2018

Senior Vice President, People & Culture

Thales, 2013-2014

Vice President, Human Resources

Webster University, 2011-2015

Adjunct Professor

Ingram Micro, 2007-2013

Senior Director, Human Resources

Director, Human Resources

Senior Manager, Human Resources Compliance and Initiatives

Tait & Associates, 2006-2007

Director, Environmental and Compliance Training

Quantum Corporation, 2005-2006

Human Resources Business Partner

Four Seasons Hotel Newport Beach, 2004-2005

Assistant Director of Human Resources

Ingersoll-Rand, 2002-2004

Human Resources Manager, Center of Innovative Merchandising Solutions

Regional Human Resources Generalist/Manager, Western Region

Four Seasons Resort Aviara, 1997-2002

Human Resources Manager

Front Office Representative

SKILLS

Business Partnership and Acumen
Change Management and Organizational Development
Leadership
Organizational Culture
Building High Performing Teams
Expertise in Diversity, Equity, Inclusion and Belonging
Project management and Problem Solving
Mergers, Acquisitions, Integrations and Divestitures
Strategic Planning
Facilitation, Negotiation, Mediation, and Communication

COMMUNITY INVOLVEMENT

City of Carlsbad, Historical Preservation Commission, Commissioner
City of Carlsbad, Growth Management Citizens Committee, Alternate
City of Carlsbad, Leadership Development Coach
National Human Resources Association, Past President & Advisor
San Diego Workforce Partnership, Workforce Development Board
Sage Creek High School, Site Council Member
Orange County Workforce Investment Board, Board of Directors
Boys and Girls Clubs of Tustin, Board of Directors