

Tammy Cloud-McMinn

From: James Revell <james.revell@gmail.com>
Sent: Tuesday, January 2, 2024 7:10 PM
To: Tammy Cloud-McMinn; City Clerk
Cc: Sheila Cobian; Ana Alarcon; Andrea Dykes; Nick Stupin; Adriana Alvarez
Subject: Re: Beach Preservation Commission Appointment
Attachments: Carlsbad Beach Preservation Comission_Revell_01_statment_010224.pdf

Hi Tammy, and team,

Hope all is well. Thanks for the update. It's unclear whether or not I'll be able to attend next week's meeting. For good measure, I've attached my statement of interest in the Beach Preservation Commission seat for distribution to all Council Members prior to the meeting.

Thanks again, and happy new year!

-James

On Fri, Dec 29, 2023 at 1:58 PM Tammy Cloud-McMinn <Tammy.McMinn@carlsbadca.gov> wrote:

Good Afternoon,

You have been chosen as a finalist in the appointment process for the Beach Preservation Commission.

This item will be heard at the Jan. 9, 2024 City Council Meeting where the City Council will be making their final decision on who will be appointed. You are encouraged to attend and speak to your qualifications and your desire to be appointed. You may also email your desire to be appointed to clerk@carlsbadca.gov where it will be distributed to all Council Members prior to the meeting.

Please don't hesitate to call me should you have any questions.

Kind regards,

Date: January 2, 2024
From: James Revell, District 3
To: Carlsbad City Council
Re: Beach Preservation Commission appointment

Aloha, Mayor Blackburn, Council Member's Acosta, Bhat-Patel, Burkholder, and Luna.

I trust this message finds you in good health and high spirits. I was elated to receive the news from Tammy McMinn regarding my selection as a finalist for Carlsbad's esteemed Beach Preservation Commission and the prospect of serving in this pivotal role. Having previously thrown my hat into the ring for this seat in June of 2020, as recommended by former Mayor Hall, it is truly an honor to be considered once more.

My unwavering dedication to the ideation, preservation, and overall well-being of our beaches, lagoons, and jetties remains steadfast. The recent storms and resulting colossal tides stand as stark reminders of the critical importance of this commission's work.

Allow me to paint a brief portrait of my background concerning beach advocacy and communal engagement. My experience collaborating within committees, volunteering for various group initiatives, and contributing to collective decision-making processes is extensive. Notably, my roles as trustee at Notre Dame de Namur University, a San José State University Alumni Board Member and past Congressional Intern for Congresswoman Anna Eshoo have granted me unique insights and opportunities to contribute to beach-related initiatives, particularly with the *Surfrider Foundation*. Additionally, I serve as an Advisor, Contributor, and Panelist at Martech Record, extend mentorship and advisory support at MuckerLabs, and previously held the position of HOA President at Vista del Mar @ Muroya Association. I also proudly contributed to the Regional Council on Technology for the San Diego Workforce Partnership. My educational background includes a BA in Political Science, an MPA in Human Resource Management, and an MBA in Marketing Management.

Hailing from Saratoga, California, with Santa Cruz as my coastal haven, my formative years were steeped in coastal culture—surfing, beach outings, and a profound connection to the ocean. Even now, my routine weekly runs along the beach sustain this deep-rooted affinity for coastal living. Ten years ago, I made Carlsbad my home, drawn by its stunning beaches, bluffs, and lagoons, which indisputably allure countless residents and visitors alike.

Beyond the recreational allure of golfing and attractions like Legoland, it is the allure of our beaches that defines Carlsbad's essence. Safeguarding and enhancing the allure of our beaches, bluffs, lagoons, and jetties should undeniably remain a top priority for our community. Considering immediate priorities, revitalizing our sands, refining signage and fencing, and earnestly tackling erosion stand out as critical areas, especially given recent environmental challenges and the impact on neighboring communities like Del Mar.

Looking toward the horizon, envisioning an esplanade or strand to further embrace our coastlines—a space that fosters community, commerce, and convenience—presents an exciting prospect. By offering enhanced services and accessibility, we can elevate Carlsbad's offerings for both residents and visitors alike.

I am honored by the opportunity to be reconsidered for this Commission, bearing in mind Mayor Hall's appreciation for my background and contribution. I eagerly anticipate collaborating with fellow Commission members, pledging my commitment to active engagement, receptive listening, continuous learning, and the exchange of insightful perspectives. My objective is to collaborate effectively, contributing informed ideas and feedback to aid the Council in making astute decisions that serve the best interests of Carlsbad and its constituents.

Thank you for considering my application. I look forward to the possibility of contributing my expertise and dedication to the Beach Preservation Commission and the greater Carlsbad community.

Happy new year!

Mahalo,

-James Revell