

# Mr. Felix Bachofner

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August 22, 2019

Marilynn Dunn Gustafson  
Chair, MPC Board of Trustees  
Monterey Peninsula College  
980 Fremont Street  
Monterey, CA 93940

**via Online Submission:**

<https://www.mpc.edu/about-mpc/leadership/board-of-trustees/trustee-area-1-appointment/online-application-for-trustee-area-1-provisional-appointment-seaside-sand-city>

Dear Chair Gustafson and members of the MPC Board of Trustees:

As you are almost certainly aware, a great many stakeholders in MPC Trustee Area 1 (Seaside/Sand City) were quite disappointed when our newly elected representative chose to vacate her post after only a few months of service.

As you will recall, I was the single other candidate in the November 2018 race and am pleased to again offer my services to MPC and its community, this time as a potential appointee to the vacated position.

I have over 29 years of community service on the Monterey Peninsula, starting just 1 month after I arrived when I became a founding board member of State Theatre Preservation Group. I was that Board's longest participating member at 15 continuous years. As you can see with STPG and in my other local involvements, my commitment to serving the area is not only long, but also consistent and generally progressive in responsibility.

The attached packet (resume, supplemental questions, etc.) gives a good overview of my vigorous background in policy-making affairs as well as public and non-profit agency and private business management. I hope you will agree I am a singularly strong candidate – one with whom you can expect to develop and nurture a distinctly positive working relationship for the benefit of Monterey Peninsula College.

I look forward to interacting with each of you in public session, both to make a brief presentation and to address any questions from either you or members of the public and to provide any further details you may desire.

Sincerely,



Felix H. Bachofner

enclosures: completed application  
completed supplemental questionnaire  
resume

# Mr. Felix Bachofner

## Public & Community Service

**\*Special Note: Information from this section will be published as part of the applicant's package for public review.**

### Organization

**City, State, Zip** Monterey, CA 93940

**Name** State Theatre Preservation Group, Inc. **Phone** Not answered

**Street Address** defunct

**Address**

**From** 1990

**To** 2005

**Details**

### Role

Founding Board Member; Chair; Vice President,

Marketing and Public Relations

### Responsibilities

As Founding Board Member: assisted the two co-founders in establishing a board of directors. Helped secure 501(c)(3) status with Treasurer.

As Chair of the Board (from 1995 to 1998.): during this period STPG saw its largest membership gains per annum. Board was expanded from 5 to 9 members.

As Vice President, Marketing and Public Relations: established a corporate image conducive to soliciting public and private funds. Designed and coordinated significant technology project investments for STPG (among the first non-profits in Monterey County to have a website and online donation and networked database technologies). Managed a large number of subcontractors with responsibilities for event production and management, and marketing campaign and collateral materials creation.

STPG was ultimately not successful in acquiring the theater for the community, but generated so much interest that an out of town investor, Warren Dewey, decided in 2004 to buy the Golden State Theatre, move to Monterey and renovate it. Completed, the theater was put into daily operation and showed both films and live acts for a number of years before being leased to a local church for a short time. As of 2014, the theater is under new ownership and is once again actively presenting a wide variety of live entertainment programming.

**Organization**

**Name** City of Seaside                      **Phone** 831-899-6707 (City Clerk)

**Address**

**Street Address** 440 Harcourt Avenue   **City, State, Zip** Seaside, CA 93955

**Details**

**Role** Planning Commisionner, Chair                      **From** 1994    **To** 1999

**Responsibilities**

Appointed to the Seaside Planning Commission by unanimous vote by the Council. This was exceptionally rare at the time.

Service included two years as chair (1997 and 1998).

I'm proud that Seaside has begun to incorporate (however slowly) the ideas that I brought to and championed before the commission and council including mixed use development, specific area plans and increased public and recreational areas and open space.

The most obvious of these projects is the newly completed West Broadway Urban Village (i.e. beginning with public right of way improvements on "lower" / West Broadway).

**Organization**

**Name** Georgetown University AAP (committee #567) **Phone** Not answered

**Address**

**Street Address** Not answered

**City, State, Zip****Details**

Monterey, San Luis Obispo, San Benito and (parts of) Santa Cruz counties

**Role** Chair (also interviewer)

**From** 1993 **To** current

**Responsibilities**

This is a local committee of interviewers for applicants to Georgetown University.

I've been chair of the committee since 2004, which inspires me to take a fairly deep look at school and student performance across the quad-county area each year.

I manage a variable number of interviewers and have assigned well over 600 interviews since becoming Chair in 2004. I have personally conducted over 165 interviews since joining the committee in 1993.

Other than a handful of single state committees such as those in Alaska and Montana, my committee is one of the largest (geographically) in the world.

My domain knowledge here may be of specific interest to the MPC Board of Trustees and the school entire, as this committee also interviews many transfer students. Conceptually this is a presumed interest for MPC students seeking a degree beyond AA or AS.

[ If selected for this Trustee position I will, of course, during my term have to recuse myself from interviewing any and all MPC students applying to Georgetown due to conflict of interest rules. ]

**If additional space is required to supply your public and community service background, please upload a separate document. (MS Word or PDF format required)**

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## Supplemental Questions

**(Please limit your responses to 300 words or less.)**

***\*Special Note: Information from this section will be published as part of the applicant's package for public review.***

**1. Please state why you are seeking appointment to the Monterey Peninsula Community College District Board of Trustees.**

First and foremost, to solicit feedback and represent the stakeholders of Area 1.

Second, to solicit feedback and represent the interests of stakeholders in other MPC Trustee areas.

Finally, to serve as a "cheerleader" for MPC and its programs both locally and beyond.

**2. Please describe your willingness and availability to participate in MPC regular board meetings, MPC special board meetings, MPC events outside of scheduled board meetings, and trustee conferences.**

For a period of ten years (2008 - 2018) I attended all but 2 regular Council meetings of the City of Seaside. [Much of that period I did not even serve on the Council itself.] This record is unparalleled in Seaside (and likely elsewhere with public agencies on the Monterey Peninsula). No Council or staff member nor member of the public had a similar attendance record then or now, although community activists Helen Rucker and Ruthie Watts come impressively close! ;-)

I intend to be similarly dedicated to the position if selected to represent Trustee Area 1.

Since 2016 I have been taking my children on vacation in late July and/or early August each year. This might entail attending an MPC Board of Trustees meeting by phone once a year or so.

**3. Please describe your past and current involvement with MPC, if any.**

I took and subsequently TAed (for instructor Dick Frazer) an MPC sailing class in the early 1990s. I took a ballroom dance class in about 2004.

I regularly attend MPC theater productions and also attend lectures from time to time.

I have been closely following the operations of MPC since 2016 and especially since mid-2018 when I became a candidate for this now vacant Area 1 seat

As best as my team can calculate, my campaign spent less than 1/15th per vote earned than my opponent (who won in a relatively close election especially considering the respective expenditures). That individual then quickly vacated the seat you are now considering for provisional appointment.

[ The reason we can not accurately calculate this spending ratio is that my opponent did not seem to properly file required campaign finance documents. We calculated the opponent's spending based on estimated costs of marketing materials distributed. (That said, our estimates are likely very accurate, considering having run a number of similar campaigns for myself and other candidates in the past.)

My campaign -- having spent only slightly more than \$300 -- was not required to file. Many Area 1 stakeholders recommended filing an FPPC complaint and/or lawsuit, but I successfully advocated against that for a number of reasons, including sparing MPC from potential bad publicity (although the Elections Department -- not MPC -- was responsible for enforcing any filings). ]

**4. Please describe your involvement with any other community or business activities that you believe are relevant to the role of a member of the MPC Board of Trustees.**

Of particular interest to the board would likely be my long time involvement with higher education. I have both been a college level teacher and also deeply involved with the admissions process to a highly selective university (Georgetown). Both are described in some detail in my work history.

Additionally, I have excellent knowledge of FORA operations and leadership, having served on the FORA board for a few years and having watched it many more.

MPC is involved in real property on the former Fort Ord, so my knowledge and contacts in this area may be of significant benefit.

Additionally, I have significant domain knowledge in marketing, advertising and public relations. MPC can always benefit from improved communications with stakeholders.

**5. What is your view of the role and responsibilities of a community college trustee?**

I believe trustees should represent and educate the stakeholders of their specific trustee area and beyond. Moreover, a trustee should be a strong advocate for the institution to any and all interested parties.

Part of the job therefore necessarily entails reporting back to the community what the Board and the institution has undertaken and will be transacting in the future. Unfortunately, such outreach has been very rare for Area 1, especially in recent years.

I will rectify this by making regular reports to the community both in public meetings and by participating in other public forums such as maintaining a website and relevant social media accounts.

**6. Please describe your experience with the Brown Act and parliamentary procedures.**

I have over 30 years experience both serving on and leading (as Chair) boards of directors. Most of these boards operated in public session at least a majority of the time.

More than 7 of those service years were spent on boards specifically subject to the CA open meeting law(s) (aka "Brown Act").

In officiating well over 250 public meetings during this time, there was only one instance where I felt an action I allowed should be revisited/reheard to be absolutely above reproach. The original meeting was not attended by an advising attorney and I (correctly) felt the vote should be retaken specifically as a role call vote.

Three Seaside Mayors reportedly learned much of their knowledge of parliamentary procedure from a couple videos taken while I officiated Seaside Planning Commission Meetings as Chair during 1997-1998. The City Attorney at the time had apparently recommended watching my board leadership as an excellent guide to running meetings efficiently and properly.

#### **7. What skills and experience do you have to help us achieve our Governing Board Goals for 2019?**

As previously described, I have particularly strong knowledge in the areas of "Student Success and Completion" (with some additional knowledge to be attained in the area of "Access"), "Fiscal Stewardship," and "Advocacy and Engagement."

Both as Chair of the Seaside Planning Commission and as Mayor I operated many retreat programs and agenda items during regular meetings supporting the concept of "Board Professional Development."

As Mayor as well as board member of various "external" agencies I was a champion of staff development and succession planning. Some of my leadership in this area informed and resulted in various quality CEO hires even after I was done serving those agencies.

While MPC has chosen a very capable CEO, the fact that David Martin is hired in an "interim" capacity clearly indicates this is an ongoing need. I maintain the trustees of any institution should have an ongoing succession planning program so that transitions can be as smooth as possible at any time.

#### **8. In your opinion, what are some of MPC's greatest needs and how would you help MPC meet those needs?**

MPC needs to think outside the box on increasing revenues. Over-reliance on tax revenues and fees from regular students is limiting.

The institution seems to underleverage its assets, particularly real property assets such as classroom space and infrastructure assets such as information technology. These can almost certainly be used in creative ways for increased revenue.

Members of the community are probably also not aware enough of MPC and its benefits. I envision helping the MPC Board of Trustees institute better outreach programs.

#### **9. How would you engage the community to understand the needs of the institution?**

I propose to make regular reports to the community both in public meetings and by participating in other public forums such as maintaining a website and relevant social media accounts.

#### **10. What does diversity mean to you, and why is this important?**

Diversity means variety to me.

Variety is both excitement and strength. Homogenous/Homogeneous systems are often not only relatively uninteresting, but biology teaches us that monocultures (i.e. lack of diversity) can actually be dangerous to long term survival.

I would think that MPC would want to embrace diversity in as many operational aspects as possible, including student, instructor and staff populations; classes and programs offered; campuses and amenities on those campuses and more.

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## Supplemental Documents

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**Please upload your cover letter addressed to the Chair of the Board of Trustees, Ms. Marilyn Dunn Gustafson. (MS Word or PDF format required)**

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## Disclaimer and Certification

***I understand that I may not be an employee of the district and serve as a member of the board. I certify that I meet all eligibility requirements. [To be eligible, an individual: must be at least 18 years old; must be a registered voter in, and a resident of, Trustee Area 1 (Seaside/Sand City, California); and must not be disqualified from holding civil office by the Constitution or any law of the state.]***

**I agree with this statement**