



OFFICE OF MAYOR JERRY SANDERS
CITY OF SAN DIEGO

MEMORANDUM

DATE : January 27, 2009

TO : Council President Ben Hueso & Honorable Members of the San Diego City Council

FROM : Mayor Jerry Sanders

SUBJECT : Appointments to the Housing Commission

It is with pleasure that I appoint Gary Gramling and Sam Guillen to the Housing Commission, subject to your confirmation.

Sam Guillen has more than 16 years experience in the Southern California housing industry. He began his career in 1992 in Downey, California participating in all aspects of real estate management and sales. In 2006, Mr. Guillen established his own full-service real estate company, Sam Guillen & Associates, and continues to be an innovative leader in the real estate market. He is particularly known for his expertise and insight into sales planning, market penetration, and asset disposition. As Broker/Owner of Sam Guillen & Associates, Mr. Guillen oversees all sales and business development functions including price opinions, account management, contract negotiations, and property management fulfillment, and actively participates in assisting first-time home buyers. He also directs a network of realtors and real estate practitioners located throughout Imperial, Orange, Riverside, and San Diego counties.

Mr. Guillen was previously employed as a Project & Sales Manager for Mesa Realty from 2003-2006 and managed various condo conversion projects with a total sales volume of \$71 million. In 2005, Mr. Guillen received Mesa Realty's Top Project Manager award. He was also a Branch Manager for Coldwell Banker, NRT, Inc., a full-service real estate firm, and a Realtor Sales Associate for New Century Homes & Investments, Inc. in Downey, California.

Mr. Guillen also makes time to serve the community and currently serves on the Kensington Talmadge Business Association Board of Directors. Previously, while employed with Coldwell Banker, Mr. Guillen volunteered his time, expertise, and energy to help build homes for Habitat for Humanity on behalf of San Diego families.

Mr. Guillen obtained his Real Estate license in California in 1993, and received a Broker's License in 2006. Mr. Guillen was previously nominated by Councilmember Jim Madaffer, and resides in Kensington. He will replace Tyler Cramer, who has resigned, for a term expiring January 2, 2011.

Page 2
000336

Gary Gramling is the President of Gramling Construction Company, Inc. & Desert Development Company, Inc., specializing in single-family homes, general contracting services, construction management, and land development in Imperial County. Under Mr. Gramling's leadership, the company has completed more than \$20 million in new home construction, and assisted many buyers in qualifying for low-income mortgage assistance through programs established by federal, state, and local governments. Mr. Gramling has also been instrumental in assisting low-income families in rural communities by providing financial guidance and technical expertise, and collaborating with the U.S. Department of Agriculture's Rural Development Department. He is also an approved contractor for the City of Brawley's Redevelopment Housing Program.

Prior to starting his construction and development companies, Mr. Gramling was a Senior Consultant for CON AM Economic Research, and provided expert witness litigation consultation and economic research. He was also a Consultant for Gramling Development Services Company, and provided economic and entitlement analyses, expert assistance through the public process, development services, and collaboration with planning organizations. He has also provided consultative services for the development of low-income senior housing communities throughout Southern California. Mr. Gramling's more than 30 years experience in the housing, construction, and land development industry includes serving as the Executive Vice President of Sunwest Builders, Vice President/Residential Development Manager of Great American Development Company, and Manager of the Trust Real Estate Division of California First Bank.

Beyond Mr. Gramling's professional responsibilities, he is deeply committed to serving the community. Mr. Gramling has served on the Meals on Wheels Board of Trustees for more than 20 years, and is also a Life Director of the San Diego Building Industry Association's Home Builders Council. Mr. Gramling's wealth of knowledge in the housing industry, and his solution-oriented and consensus-building nature will be valued additions to the Housing Commission.

Mr. Gramling received a Bachelor of Science degree in Language Arts from California State Polytechnic University in Pomona, California. He also holds a Juris Doctor degree from the University of San Diego. Mr. Gramling resides in the East Village of downtown San Diego. He will replace Councilmember Todd Gloria, who no longer serves as a result of being elected, for a term expiring January 2, 2013.

I ask for your confirmation of these appointments to the Housing Commission, and that you join me in thanking Mr. Gramling and Mr. Guillen for their willingness to serve the citizens of San Diego in this capacity.



JERRY SANDERS
Mayor

JS:lg

cc: City Attorney Jan Goldsmith
City Clerk Elizabeth Maland

000337

GARY A. GRAMLING

**VOCATIONAL
AFFILIATIONS:**

**GRAMLING CONSTRUCTION COMPANY, INC./
DESERT DEVELOPMENT COMPANY, INC.**
Brawley, California
President, 1997 - Present

The company specializes in building single-family homes; but, has recently completed a 423 unit mini storage with climate control. The company constructs these properties in its own account and under construction management contracts for others. It primarily targets the Imperial County communities of El Centro, Brawley, Heber, Holtville, Westmorland and Calipatria. The company is able to assist many of its buyers in qualifying for and obtaining low-income mortgage assistance through programs established by Federal, State and local governments. The company has completed more than \$20 million in new home construction, including subdivisions, dozens of infill homes and custom homes throughout the Imperial County. The company has production homes under construction in Calipatria and Brawley. A significant portion of the company's activities includes development entitlement consulting for local, regional and national clients. Have worked with the U.S.D.A. Rural Development Department in assisting qualified applicants in buying new and resale homes. The company is an approved contractor for the City of Brawley's Redevelopment Housing Program. Also have performed construction loan performance inspections for banks and private lenders. The company does provide court approved expert witness consultation.

CON AM ECONOMIC RESEARCH

San Diego, California
Senior Consultant, 1996

Provided economic research and expert witness litigation consultation. Primary areas of activity included: real estate development and business loss valuation; market value analysis; real estate standards of due diligence; limited partnership evaluations, cash flow pro forma modeling; economic and interest rate trends and forecasts; and, consultation and expert witness services for construction related civil litigation. Primary focus: Single family development, master-planned communities, raw and improved land.

GRAMLING DEVELOPMENT SERVICES COMPANY

San Diego, California
Consultant, 1992-1995

Provided development services, including: government processing; client representation at public hearings and planning organizations; preparation of economic and entitlement analyses. Prepared site development cost analyses. As a court certified expert witness, provided construction, development, and market value-related litigation support to builders and developers. Provided consultation support for the development of low income and seniors' housing communities in Southern California. Provided onsite construction inspection services for major property rehabilitation and for Resolution Trust Corporation (RTC)..

BROCK HOMES (a division of Ryland Homes)

San Diego, California
Senior Project Manager, 1989-1992

Supervised the development, construction and marketing of a 1,300 unit active adult single family community. Responsible for market analysis, analysis of development feasibility and preparation of real estate product and time-line analyses. Conducted all governmental development and entitlement negotiations and map processing. Coordinated all land acquisition activities.

COVINGTON HOMES, INC.

San Diego, California
Division Manager, 1986-1988

000338

Supervised all processing, construction and marketing activities of development projects in San Diego County. Conducted all contract negotiations for purchase and sale of development land. Performed all governmental processing activities and public hearing representation. Prepared ongoing cost and feasibility analyses for existing and proposed developments. Accomplishments included the processing of development approvals for 420 single family houses; and, the construction and sale of 69 detached homes, valued in excess of \$10 million.

SUNWEST BUILDERS

San Diego, California
Executive Vice President, 1985-1986

Conducted all acquisition, governmental and finance negotiations. Developed bank credit lines for funding operational activities. Supervised product design, construction and marketing of \$22 million of single-family housing.

GREAT AMERICAN DEVELOPMENT COMPANY

San Diego, California
Vice President, Residential Development Manager, 1979-1985

Supervised the planning, development and marketing of all residential lots held for direct development and coordinated the development of all residential joint venture communities, totaling more than 20,000 homes. Assisted in the implementation of municipal housing bond placements. Responsible for the development of more than 1,300 apartments in Phoenix, Arizona and in San Diego, California. Prepared feasibility analyses for all new acquisitions. Coordinated all low-income housing development activities, both for lease and for sale. Supervised low income housing rehabilitation program with the Urban League of San Diego.

CALIFORNIA FIRST BANK (currently Union Bank of California)

San Diego, California
Manager, Trust Real Estate Division, 1973-1979

Responsible for the management of all bank trust real estate assets. Properties managed totaled more than \$140 million in value and included hotels, retail centers, commercial and warehouse structures, single and multi-family housing and undeveloped land. Also served as the Vice Chairman of the bank's Real Estate Investment Committee and was responsible for preparing all real estate investment reviews and acquisition analyses

EDUCATION: University of San Diego, San Diego, California.
Juris Doctor Degree (1972).

California State Polytechnic University, Pomona, California.
Bachelor of Science Degree, Language Arts (1969).

Real Estate Investments, University of California; San Diego, California (1977).

Credit and Financial Statement Analysis, California Bankers Association (1981).

Real Estate Appraisal, Anthony Schools (1995).

AFFILIATED ACTIVITIES: Chief Warrant Officer Five (ret), Judge Advocate General's Corps, U.S. Army.

Licensed Broker, California Department of Real Estate.

Licensed General Contractor (B-1), State of California.

Imperial Valley Board of Realtors, Associate Member.

Home Builders Council of the San Diego BIA; Life Director and Past President.

SANDAG San Luis Rey River Least Bell Vireo Habitat Committee, Past Member.

000339

Cal Trans Regional Advisory Committee, Past Member.

Meals On Wheels; Past President and Present Member, Board of Trustees.

Building Industry Association (BIA) of San Diego; Past Board Member.

San Diego Non Profit Housing Federation, Past Member

TEACHING: Kelsey-Jenney College, San Diego, California (1993-1997); Instructor of Law.

University of California Los Angeles, Extension College (1982). Lecturer, Real Estate Economics.

California League of Savings & Loans (1981-1982). Lecturer, Real Estate Joint Ventures.

San Diego City School District, Adult Education Extension (1978 – 1979). Instructor, Real Estate Investing.

000341

CURRICULUM VITAE

SAM GUILLEN

Real Estate Sales & Marketing Career Experience

Strategic Sales Planning / Market Penetration / Asset Disposition

Dynamic, entrepreneurial sales management & strategist with a 15+ year record of achievement and demonstrated success driving multimillion-dollar sales volumes while providing award-winning leadership in highly competitive markets. Adept at driving revenues and improving sales performances. Tenacious in building new business, securing customer loyalty, and forging strong relationships with external business partners.

Core competencies include:

- Highly Organized Systems
- Solution Selling Strategies
- In-depth Market Knowledge
- Proactive & Deliberate
- Technology Driven
- High-impact Web Marketing
- Key Client Retention
- Veteran Staff
- Accountable and Efficient

PROFESSIONAL EXPERIENCE

Broker/Owner, Sam Guillen & Associates, 2006 – PRESENT
AN ACME HOME & INVESTMENTS, INC COMPANY, SAN DIEGO, CALIFORNIA

Sam Guillen & Associates is a leading innovator in real estate sales and marketing with 5 associate serving the builder community asset disposition need.

Oversee all sales and business development functions, including all price opinions, key account management, contract negotiations, and property management fulfillment. Hold P&L and budget responsibilities. Manage and oversee repairs and renovation. Provide cross-functional staff and multi-task team. Direct network of Realtors and Real Estate practitioners located throughout San Diego, Orange, Riverside and Imperial Counties. Design, implement, and adjust various sales plans and programs for asset disposition, with a focus on net profits, minimal expenditure and timely closings.

Project & Sales Manager, 2003 - 2006
Mesa Realty, San Diego, California

Mesa Realty is a leading New Home & Condo Conversion Real Estate Sales & Marketing Firm with \$400 million in annual sales volume.

Successfully managed the sales and project renovation for two condo conversions on behalf of Mesa Realty for Wasatch Development, Inc. Developed and implemented strategic plans to market and persuade Homebuyers purchase condos from company's converted inventory. Responsible for project sales and marketing and post-construction repairs and unit delivery preparation.

Selected Achievements:

- ◆ Closed 276 units for total sales volume over \$71 Million.
- ◆ Worked closely with Contractors and Development Staff to deliver units timely.
- ◆ 2005 Awarded Top Project Manager.

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000342

Branch Manager, 2000 - 2003

Coldwell Banker, NRT Inc. Coronado, California

NRT, Inc. is the nation's leading full service real estate firm.

Successfully managed day to day operations.

Selected Achievements:

- ◆ Established company's property management and vacation rental division.
- ◆ Increased sales activity by 75% in 2000 and by 90% in 2002
- ◆ Promoted after one year to Branch Manager.

Realtor Sales Associate, 1992-2000

New Century Homes & Investments, Inc. Downey, California

Selected Achievements:

- ◆ Rookie-of-the-Year 1992.
- ◆ Closed \$3 Million Sale Volume 1993-1995.
- ◆ Closed \$7 Million in Sales Volume 1996-1998.
- ◆ Awarded Top Producer with \$10 Million Closed Volume in 1999

License Information

CA Broker # 01174165

Corporate Officer # 01521765

000343

REQUEST FOR COUNCIL ACTION
CITY OF SAN DIEGO

1. CERTIFICATE NUMBER (FOR AUDITOR'S USE) 105
02/17

TO: CITY ATTORNEY

2. FROM (ORIGINATING DEPARTMENT): MAYOR JERRY SANDERS

3. DATE: 1/29/09

4. SUBJECT: APPOINTMENTS TO THE HOUSING COMMISSION

5. PRIMARY CONTACT (NAME, PHONE, & MAIL STA.)
Lisa Gordon MS11A, 67740

6. SECONDARY CONTACT (NAME, PHONE, & MAIL STA.)
Kevin Casey MS 11A, 36588

7. CHECK BOX IF REPORT TO COUNCIL IS ATTACHED

8. COMPLETE FOR ACCOUNTING PURPOSES

FUND	DEPT.	ORGANIZATION	OBJECT ACCOUNT	JOB ORDER	C.I.P. NUMBER	AMOUNT	9. ADDITIONAL INFORMATION / ESTIMATED COST:

10. ROUTING AND APPROVALS

ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED	ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED
1	ORIG. DEPT /LG	<i>L. Gordon</i>	1/29/09	8	DEPUTY CHIEF/KM	<i>[Signature]</i>	1/29/09
2	AUDITOR			9	COO		
3				10	CITY ATTORNEY	<i>[Signature]</i>	2/2/09
4	CFO			11	ORIG. DEPT/ COUNCIL LIAISON/KC	<i>[Signature]</i>	1/30/08
5				DOCKET COORD: _____ COUNCIL LIAISON _____			
6				<input checked="" type="checkbox"/> COUNCIL PRESIDENT <input type="checkbox"/> SPOB <input checked="" type="checkbox"/> CONSENT <input type="checkbox"/> ADOPTION <input type="checkbox"/> REFER TO: _____ COUNCIL DATE: 2-17-09			
7				<input checked="" type="checkbox"/> <i>kmh</i>			

11. PREPARATION OF: RESOLUTIONS ORDINANCE(S) AGREEMENT(S) DEED(S)

Appointing Gary Gramling, replacing Todd Gloria, who has resigned, for a term expiring January 2, 2013; and Appointing Sam Guillen, replacing Tyler Cramer, who has resigned, for a term expiring January 2, 2011. Please see Mayor Sanders' January 27, 2009 nominating memorandum, which is attached.

11A. STAFF RECOMMENDATIONS: Ratify nominations as submitted.

12. SPECIAL CONDITIONS (REFER TO A.R. 3.20 FOR INFORMATION ON COMPLETING THIS SECTION.)

COUNCIL DISTRICT(S): Gary Gramling - Council District 2; Sam Guillen - Council District 3

COMMUNITY AREA(S): Gary Gramling resides in Downtown San Diego; Sam Guillen resides in Kensington.

ENVIRONMENTAL IMPACT: N/A

HOUSING IMPACT: N/A

OTHER ISSUES: N/A

2009 FEB - 1 PM 4: 23

RECEIVED
CITY COUNCIL OFFICES

000344

DOCKET SUPPORTING INFORMATION
CITY OF SAN DIEGO

DATE:

1/29/09

SUBJECT:

APPOINTMENTS TO THE HOUSING COMMISSION

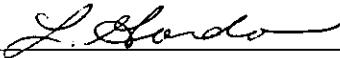
BACKGROUND:

Please see attached nominating memorandum from Mayor Jerry Sanders dated January 27, 2009.

BY LINE: (MAYOR / DEPT. HEAD / AUTHOR INITIALS)

JS/LG

SIGNATURES:



ORIGINATING DEPT. HEAD

MAYOR
(FOR MAYORAL DEPARTMENTS ONLY)

000345

RESOLUTION NUMBER R-_____

DATE OF FINAL PASSAGE _____

WHEREAS, the San Diego Housing Commission is established in San Diego Municipal Code section 98.0301 to act as a Housing Commission under the Housing Authority Law of the State of California; and

WHEREAS, the San Diego Municipal Code provides that the Commission shall consist of seven members appointed by the Mayor and confirmed by the City Council; and

WHEREAS, the San Diego Municipal Code also provides that, of the seven members appointed by the Mayor, two commissioners appointed shall be tenants of Housing Authority units and at least one commissioner so appointed shall be older than 62; and

WHEREAS, the term of office of each member shall be four years, except that the terms of office of the two members who are tenants of Housing Authority units shall be two years, as set forth in section 34272 of the Health and Safety Code of the State of California; NOW,

THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, that the following appointments by the Mayor to serve as members of the San Diego Housing Commission, for terms ending as indicated, be and the same are hereby confirmed:

<u>NAME</u>	<u>TERM ENDING</u>
Gary Gramling (Downtown San Diego, District 2) (Replacing Todd Gloria, who has resigned)	January 2, 2013
Sam Guillen (Kensington, District 3) (Replacing Tyler Cramer, who has resigned)	January 2, 2011

APPROVED: JAN I. GOLDSMITH, City Attorney

By Sharon B. Spivak
 Sharon B. Spivak
 Deputy City Attorney

SBS:als
 02/02/09
 Or.Dept:Mayor
 R-2009-822

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of _____.

ELIZABETH S. MALAND
 City Clerk

By _____
 Deputy City Clerk

Approved: _____
 (date)

 JERRY SANDERS, Mayor

Vetoed: _____
 (date)

 JERRY SANDERS, Mayor