



OFFICE OF MAYOR JERRY SANDERS
CITY OF SAN DIEGO

MEMORANDUM

DATE : December 17, 2008

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

FROM : Mayor Jerry Sanders

SUBJECT : Appointment to the Community Forest Advisory Board

It is my pleasure to appoint Fausto Palafox to the Community Forest Advisory Board, subject to your confirmation.

Fausto Palafox is the Owner of Mission Hills Nursery, San Diego's oldest retail garden center originally established in 1910 by the legendary Kate Sessions. Ms. Sessions sold the nursery to the Antonicelli family, then Mr. Palafox bought the business in 1989. Mr. Palafox has over 40 years experience in the nursery industry, horticulture, and landscape design. At the Mission Hills Nursery, Mr. Palafox oversees all operations, manages various landscape design projects, and directs a staff of eleven employees. Mr. Palafox's interest, passion, and experience in horticulture began at an early age with Nurseryland Garden Centers where he initially worked part-time stocking and maintaining plants. Due to Mr. Palafox's natural talent and expertise, he was promoted to Assistant Manager and later Manager of his own store. Under Mr. Palafox's management, his store became one of the highest profitable locations within the corporation. Mr. Palafox later became Director of Operations at Nurseryland Garden Centers' corporate headquarters in San Diego. Mr. Palafox left the corporation to own and operate the Mission Hills Nursery in 1989.

Mr. Palafox's horticultural skills and experience has made an impact on the community. In 1998, Mr. Palafox worked with Mission Hills residents to establish the Mission Hills Garden Club which now has more than 200 members. One of Mr. Palafox's proudest achievements is the creation of the Mission Hills Garden Club Walk, an annual fund-raising event where Mission Hills residents open and share the beauty of their gardens with 1,000 garden enthusiasts. Proceeds from this event are recycled back into beautification and service projects for the community. In addition, Mr. Palafox shares his horticulture and landscape design expertise as an Ornamental Horticulture Instructor for Cuyamaca College where he teaches courses on building and maintaining greenhouses and plant propagation.

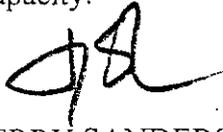
December 17, 2008

Page 2

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Mr. Palafox will serve as the required Horticulturist/Nursery Industry Representative on the Community Forest Advisory Board. He will replace William Tall, who is not seeking reappointment, for a term expiring December 31, 2011. Mr. Palafox resides in downtown San Diego.

I ask that you confirm this appointment and join me in acknowledging Mr. Palafox for his willingness to give his time and expertise to serve the City of San Diego in this important capacity.



JERRY SANDERS

Mayor

JS:lg.

cc: City Attorney Jan Goldsmith
City Clerk Elizabeth Maland

Fausto Palafox

PERSONAL

Born and raised in San Diego County. Elementary through High School in National City. Married since 1977, have 2 adult children, no grandchildren at this point. Photography has become my number one hobby, next is traveling which works well with my #1 hobby.

EXPERIENCE

Mission Hills Nursery - owner 1989-current

Purchased San Diego's oldest retail garden center in 1989 from the then owner Frank Antonicelli. This landmark business was established in 1910 by legendary Kate Sessions. Ms. Sessions sold the business to Frank's father who then turned it over to Frank. Keeping the nursery family owned is part of the charm of it and what helps it to succeed. Along with my love of plants. Currently employs 11 people. Have worn or continue to wear the hat of owner, buyer, problem solver, maintenance guy, boss and friend.

Landscape Designer 1974-current

Began doing small landscape designs and installation while going to college and working as a means for extra income. Without any formal schooling I am able to visualize a landscape; many times with just one visit to a site and one consultation with the homeowner. I also have worked with organizations on designs for their projects, some have been implemented others have taken my suggestions and added their own to them.

Nurseryland Garden Centers 1968-1989

My career began at the age of 12, working part time stocking and cleaning the nursery. When I married I was promoted to Assistant Manager of a store, then 2 years later when I became a father I was given my own store. I was able to turn this store into one of the highest profitable locations within the company. I continued moving up the corporate ladder. When I began to see the company go in a direction I didn't believe in I knew it was time to move on. Within a few years of leaving the company it went out of business. I guess it was a smart move on my part to have left when I did.

Cuyamaca College current

I teach 2 courses in the Horticulture Department. One on greenhouses, how to build and maintain. The other class is on Plant Propagation. In each class my students learn from hands-on experiences, in the Plant Propagation class they grow crops which are then sold at the end of the class. Each year there is a contest amongst the different classes in the department, and each year my class has taken first place.

Mission Hills Garden Club 1998

Worked with residences of Mission Hills to establish the Mission Hills Garden Club. What started with about 10 members now I believe has over 200. Also worked with the club to set up the first Mission Hills Garden Club walk which is held yearly in our community. Homeowners open their gardens to over 1,000 enthusiastic gardeners. The proceeds brought in from this fundraiser are put back into the community to beautify it.

EDUCATION

After graduating from high school I went to UCSD and studied Anthropology. Without the discipline to keep up my studies while working I left without a degree from the school. Instead I received my education in "doing". Doing whatever became necessary to succeed in my business and provide for my family. To this day I continue to learn, from life and people around me. I also continue to teach and share my learnings with my family, employees, and students.

REQUEST FOR COUNCIL ACTION
CITY OF SAN DIEGO

1. CERTIFICATE NUMBER
(FOR AUDITOR'S USE ONLY)

101
01/20

000107

TO: CITY ATTORNEY

2. FROM (ORIGINATING DEPARTMENT):
MAYOR JERRY SANDERS

3. DATE:
12/17/08

4. SUBJECT:
APPOINTMENT TO THE COMMUNITY FOREST ADVISORY BOARD

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>	12/18/08	8	DEPUTY CHIEF/KM	<i>[Signature]</i>	12/18/08
2	AUDITOR			9	COO		
3				10	CITY ATTORNEY	<i>[Signature]</i>	12/23/08
4	CFO			11	ORIG. DEPT/ COUNCIL LIAISON/KC	<i>[Signature]</i>	12/18/08
5					DOCKET COORD: _____ COUNCIL LIAISON _____		
6					<input checked="" type="checkbox"/> COUNCIL PRESIDENT <i>[Signature]</i>	<input type="checkbox"/> SPOB <input checked="" type="checkbox"/> CONSENT <input type="checkbox"/> ADOPTION	
7					<input type="checkbox"/> REFER TO: _____	COUNCIL DATE: 1-20-09	

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

Appointing Fausto Palafox as the Horticulture/Nursery Industry Representative, replacing William Tall, who is not seeking reappointment, for a term expiring Dec. 31, 2011. See Mayor Sanders' December 17, 2008 nominating memorandum which is attached.

11A. STAFF RECOMMENDATIONS: Ratify nomination as submitted.

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

COUNCIL DISTRICT(S): Fausto Palafox - CD 2

COMMUNITY AREA(S): Fausto Palafox resides in Downtown San Diego

RECEIVED
CITY COUNCIL OFFICES
2009 JAN -5 PM 2:58

000108

DOCKET SUPPORTING INFORMATION
CITY OF SAN DIEGO

DATE:

12/17/08

SUBJECT:

APPOINTMENT TO THE COMMUNITY FOREST ADVISORY BOARD

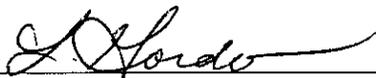
BACKGROUND:

Please see attached nominating memorandum from Mayor Jerry Sanders dated December 17, 2008.

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

JS/LG

SIGNATURES:



ORIGINATING DEPT. HEAD

MAYOR
(FOR MAYORAL DEPARTMENTS ONLY)

000109

RESOLUTION NUMBER R-_____

DATE OF FINAL PASSAGE _____

WHEREAS, the Community Forest Advisory Board (formerly the Tree Advisory Board) is established in San Diego Municipal Code section 26.0501 to advise the Mayor, City Council and City Manager on policy issues relating to urban forestry; and

WHEREAS, the Municipal Code provides that the Board shall consist of fourteen members appointed by the Mayor and confirmed by the City Council as follows: one member who shall be designated as the Chairperson; eight members, one each from a list of two nominations submitted by each Council member to represent his or her district; and five members appointed by the Mayor, who shall include a Landscape Architect, a Certified Arborist/Urban Forester; a Horticulturist/Nursery Industry representative; a People for Trees representative; and an Artist; and

WHEREAS, the members shall serve three-year terms and each member shall serve until a successor is duly appointed and confirmed; and

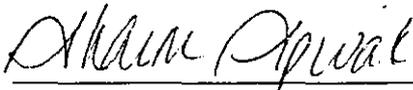
WHEREAS, the members shall be appointed so that the terms of not more than five members shall expire in any year; NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, that the following appointment by the Mayor of the City of San Diego, to serve as a member of the Community Forest Advisory Board, for a term ending as indicated, be and the same is hereby confirmed:

000110

<u>NAME</u>	<u>CATEGORY</u>	<u>TERM ENDING</u>
Fausto Palafox (Downtown San Diego, District 2) (Replacing William Tall, who is not seeking reappointment)	Horticulture/Nursery Industry Representative	December 31, 2011

APPROVED: JAN I. GOLDSMITH, City Attorney

By 
 Sharon B. Spivak
 Deputy City Attorney

SBS:als
 12/23/08
 Or.Dept:Mayor
 R-2009-746

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