



**OFFICE OF MAYOR JERRY SANDERS  
CITY OF SAN DIEGO**

**MEMORANDUM**

**DATE** : January 6, 2009

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

**FROM** : Mayor Jerry Sanders

**SUBJECT** : Appointment and Reappointment to the Planning Commission

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It is my pleasure to appoint Mary Lydon and reappoint Robert Griswold to the Planning Commission, subject to your confirmation.

Mary Lydon has more than 15 years experience in community, economic, and real estate development, and a strong commitment to affordable housing and community revitalization in urbanized areas of the city. Ms. Lydon is the Executive Director of the Urban Land Institute San Diego/Tijuana, a nonprofit educational and research institute dedicated to providing responsible leadership in the use of land in order to enhance the total environment. As Executive Director, Ms. Lydon oversees all operations of the Urban Land Institute and supports the efforts of the Urban Land Institute San Diego/Tijuana District Council. The Council provides forums and an open exchange on urban planning, growth, and development to ultimately impact the real estate and development industries to create and sustain thriving communities. In 2002, Ms. Lydon established M<sup>3</sup> Strategies, a consulting firm, to represent, consult, and provide services for Business Improvement Districts and Community Development Corporations. Her consulting expertise and achievements include securing a development partner for a \$100 million mixed use affordable housing Transit-Oriented Development, securing a \$1.5 million Smart Growth Improvement Grant from CALTRANS, and securing a \$300,000 CALTRANS grant for a pedestrian master plan. Ms. Lydon has also worked as a Business Development Director for Highland Partnership Builders, and Smith Consulting Architects.

From 1996-1999, Ms. Lydon was the Vice President of the Downtown San Diego Partnership and successfully managed the process and campaign for a \$3 million property-based Business Improvement District. Under her stewardship, Ms. Lydon also managed and strengthened various committees including Urban Design & Development, and Parking & Transportation. She also launched an International Business Committee and a

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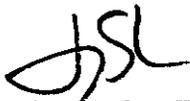
High Tech Committee to position downtown as an international business center, as well as a high tech business community. She also created the Social Action Collaborative as a forum to discuss homeless issues. Ms. Lydon has been acknowledged for her land use planning and community development expertise and was part of a team to receive a planning award from the San Diego Section of the American Planning Association in 2003. In addition, Ms. Lydon is a monthly columnist for the San Diego Daily transcript. She has co-authored the "Building for Optimization" column since 2006.

Ms. Lydon has been an avid civic and community volunteer and has made an impact on the San Diego community through her years of service on various civic, business, and community boards. Currently, Ms. Lydon is a member of the Lambda Alpha International, an honorary society for the advancement of land economics. Previously, she was the Past Chair of the Urban Land Institute San Diego Tijuana District Council, Past Board Member of the Gaslamp Quarter Historic Foundation, Past President of the Friends of Downtown, Past Board member of the Hillcrest Association, and Past Secretary and member of the Downtown San Diego Rotary Club. Due to Ms. Lydon's civic achievements, she was selected as the "Woman of the Year" in 1997 by the Friends of Downtown.

Ms. Lydon holds a Bachelor of Science degree in Nutritional Sciences from the University of Wisconsin. She will replace Barry Schultz, who is termed out, for a term expiring January 28, 2013. Ms. Lydon resides in South Park.

Further, I would like to thank Barry Schultz for his many years of service on the Planning Commission, and serving as the commission's Chair since 2005. With Mr. Schultz's departure from the Commission, it is my pleasure to designate Eric Naslund as the new Chair of the Planning Commission. As Mr. Naslund was serving as the Commission's Vice Chair, it is my pleasure to designate Mr. Tim Golba as the new Vice-Chair.

I ask that you confirm this appointment and reappointment and join me in acknowledging these individuals for their willingness to give of their time and expertise to serve the City of San Diego.



JERRY SANDERS

Mayor

JS:lg

cc: City Attorney Jan Goldsmith  
City Clerk Elizabeth Maland



Mary M. Lydon

San Diego, CA 92102

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**Proven Strengths**

Community and Economic Development  
Designing and Implementing Successful Plans for Marketing, Public Relations and Fund Raising  
Civic Leadership

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**Awards**

Selected as "Woman of the Year" by Friends of Downtown  
Nominated for the "Woman Who Means Business" Award from the San Diego Business Journal

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**Professional Experience**

**Urban Land Institute San Diego/Tijuana**  
**Executive Director**

**San Diego, CA 1/'07 – current**

- ♦ Implemented new position within organization and set up first time office and hired part time staff
- ♦ Coordinated 25 events focused on education of best land use practices
- ♦ Engaged 150 members to lead 15 committees
- ♦ Worked with website consultant to revamp website – [www.ulisd.org](http://www.ulisd.org)
- ♦ Moved organization from \$125,000 a year operation to over \$250,000 in 9 months

**San Diego Daily Transcript**  
**Monthly Columnist**

**San Diego, CA 1/'06 – current**

- ♦ Co-author of *Building for Optimization* column

**M<sup>3</sup> Strategies**  
**Consulting Clients**

**San Diego, CA 4/'02 - current**

**1. Bronze Triangle Community Development Corporation**  
**Project Consultant**

- ♦ Secured development partner for a \$100 million mixed-use affordable housing TOD development
- ♦ Led team that secured a \$1.5 million Smart Growth Improvement Grant from CALTRANS
- ♦ Represented CDC in negotiating long term lease with the San Diego Unified School District
- ♦ Represented CDC throughout pre-development process
- ♦ Coordinated community design charrette for over 200 residents, and 20 architects and developers
- ♦ Coordinated community site tour for 50 architects, developers and banks
- ♦ Implemented EITC site, returning millions of tax dollars to low income families over three years
- ♦ Strategically aligned organization with the business community and elected officials
- ♦ Awarded planning award from the American Planning Association Awards in May 2004

## **2. Stepner Design Group**

### **Project Consultant**

- Developed marketing and business development strategies
- Coordinated team for Family Justice Center Design charrette
- Coordinated team for Warner Springs Ranch Specific Plan Update

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## **3. San Ysidro Business Improvement District**

### **Project Consultant**

- Designed proposal that secured \$300,000 CALTRANS grant for a pedestrian master plan

## **4. Greater Golden Hill Community Development Corporation**

### **Project Consultant**

- Designed and Implemented an Organizational Rebuilding Strategy, which successfully revived a failing organization in nine months

## **Highland Partnership Builders**

**Chula Vista, CA 4/'01 – 4/'02**

### **Business Development Director**

- Designed and implemented new business development department
- Secured two separate multi-million dollar projects
- Coordinated design and construction of new police headquarters and town square in City of Murrietta

## **Smith Consulting Architects**

**San Diego, CA 10/'99 – 4/'01**

### **Business Development Director**

- Presented firm to developers, brokers, users and media
- Developed website and coordinated all interviews and presentations
- Implemented contact manager system and tracked over 400 leads
- Designed new firm brochure and other marketing materials
- Developed and coordinated AIA Awards applications
- Strategically coordinated firm association participation and speaking engagements

## **Downtown San Diego Partnership**

**San Diego, CA 6/'96 - 7/'99**

### **Vice President**

- Managed process and campaign for \$3 million Property BID for Downtown San Diego
- Advocated for association before various City and County agencies, media, businesses and other organizations
- Sold \$400,000 in memberships
- Formed business development programs to promote Downtown San Diego as the region's center of commerce, government and culture
- Managed Urban Design and Development, Parking and Transportation, and Maintenance Committees
- Created International Business Committee, positioning Downtown as an international trade center
- Created the Social Action Collaborative to focus on addressing issues with the homeless
- Created the High Technology Committee, positioning Downtown as a High Tech Center
- Compiled Downtown Demographic Profile
- Designed Downtown Parking Map

## **YMCA, Director of Communications**

**San Diego, CA 12/'93 - 12/'95**

- Created and executed communications strategy
- Served as agency spokesperson and managed all communications between agency and
- Designed and produced quarterly newsletters, and all marketing materials
- Raised over \$60,000 through special events
- Applied for and received \$130,000 in grants for program support

**Fleet Week, Executive Director****San Diego, CA 5/'92 - 12/'93**

- In conjunction with the City, County and Port of San Diego, coordinated annual county-wide celebration saluting the military, consisting of twenty separate events and 45,000 participants
- Raised \$200,000

**000275****San Diego Metropolitan Magazine, Consultant****San Diego, CA 1/'92 - 5/'92**

- Producing \$50,000 in advertising sales within six weeks to support new publication

**Symbal Corporation, Manager****San Diego, CA 3/'91 - 12/'91**

- Managed two health food stores, including staff
- Consistently reached monthly sales goals of \$16,000

**Espresso Cafe and Catering, Owner/Manager****San Diego, CA 12/'87 - 9/'90**

- Purchased and revived failing neighborhood restaurant by redesigning it as a community-oriented cafe
- Managed exclusive contracts with San Diego Symphony, San Diego Museum of Art
- Catered elegant dinners for distinguished clientele

**Civic Engagement**

- Urban Land Institute –Chair, San Diego/Tijuana District Council
- International Economic Development Council
- Lambda Alpha International – Honorary Land Use Organization
- San Diego Civic Solutions – Canyonlands Committee – created a San Diego Canyonland Park video in conjunction with UCSD for public television station
- Gaslamp Quarter Historic Foundation - Past Board Member
- Downtown Breakfast Rotary Club - Past Secretary, received "Service Above Self Award"
- American Society of Association Executives and San Diego Society of Association Executives, Past Secretary
- Friends of Downtown, Past President - Selected as "Woman of the Year" for developing Expanding Horizons, a program for at-risk teenage girls
- Greater Golden Hill Community Development Corporation – Received Distinguished Service Award for Trash Tigers Youth Program - June 1995
- Hillcrest Association – Past Board Member

**Education**

- University of Wisconsin, Madison, June 1985, Bachelors of Science
- LEAD San Diego Inc. - Class of 1996
- American Society of Association Executives - Certified Association Executive (CAE) - '95

000277

REQUEST FOR COUNCIL ACTION  
CITY OF SAN DIEGO

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

106

TO: CITY ATTORNEY

2. FROM (ORIGINATING DEPARTMENT):  
MAYOR JERRY SANDERS

3. DATE:  
1/9/09

01/27

4. SUBJECT:  
APPOINTMENT AND REAPPOINTMENT TO THE PLANNING 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>	1/9/09	8	DEPUTY CHIEF/KM	<i>KM</i>	1/9/09
2	AUDITOR			9	COO		
3				10	CITY ATTORNEY	<i>William Opinal</i>	1/12/09
4	CFO			11	ORIG. DEPT/ COUNCIL LIAISON/KC	<i>KC</i>	1/9/09
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: 1-27-09			
7							

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

Appointing Mary Lydon, replacing Barry Schultz, who is termed out, for a term ending January 28, 2013, effective January 29, 2009; and Reappointing Robert Griswold for a term expiring January 28, 2013, effective January 29, 2009. Please see Mayor Sanders' January 6, 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): Mary Lydon - Council District 3, Robert Griswold - CD 1;

COMMUNITY AREA(S): Mary Lydon resides in South Park; and Robert Griswold resides in Santaluz

ENVIRONMENTAL IMPACT: N/A

HOUSING IMPACT: N/A

OTHER ISSUES: N/A

RECEIVED  
CITY COUNCIL OFFICES  
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DOCKET SUPPORTING INFORMATION  
CITY OF SAN DIEGO

DATE:

1/9/09

SUBJECT:

APPOINTMENT & REAPPOINTMENT TO THE PLANNING COMMISSION

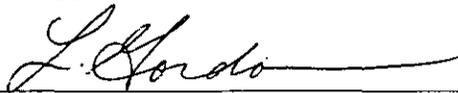
BACKGROUND:

Please see attached nominating memorandum from Mayor Jerry Sanders dated January 6, 2009.

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

JS/LG

SIGNATURES:



ORIGINATING DEPT. HEAD

\_\_\_\_\_  
MAYOR  
(FOR MAYORAL DEPARTMENTS ONLY)

000279

RESOLUTION NUMBER R-\_\_\_\_\_

DATE OF FINAL PASSAGE \_\_\_\_\_

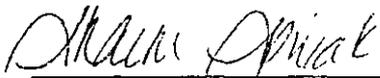
WHEREAS, the Planning Commission [Commission] is established in San Diego City Charter section 41(c); and

WHEREAS, the Commission consists of seven members who serve four-year terms and serve until their successors are elected, appointed and qualified; NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, that the appointment and reappointment by the Mayor of the City of San Diego to serve as members of the Planning Commission, for a term ending as indicated, are and are hereby confirmed:

NAME	TERM ENDING
Mary Lydon (South Park, District 3) (Replacing Barry Schultz, who is termed out)	January 28, 2013
Robert Griswold (Santaluz, District 1) (Reappointment)	January 28, 2013

APPROVED: JAN I. GOLDSMITH, City Attorney

By   
Sharon B. Spivak  
Deputy City Attorney

SBS:als  
01/12/09  
Or.Dept:Mayor  
R-2009-772

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