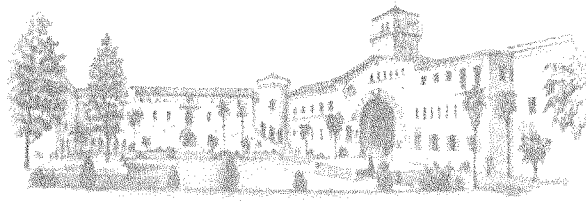


JOAN HARTMANN  
Third District Supervisor



County Administration Building  
105 East Anapamu Street  
Santa Barbara, California 93101  
Telephone: (805) 568-2192

**COUNTY OF SANTA BARBARA**

Date: 12/21/2022

Clerk of the Board of Supervisors  
County of Santa Barbara  
105 East Anapamu Street  
Santa Barbara, CA 93101

RE: Appointment of Mark Oliver to the Arts Commission

For placement on the Board of Supervisors agenda for the meeting of: Jan. 10, 2023

I would like to recommend the  appointment/  reappointment of the following person to the : Arts Commission

Salutation:  Mr  Mrs  Ms.

Full Name of Appointee: Mark Oliver

Address:

City/State/Zip:

Home Phone:

Work Phone:

E-mail:

Appointee will represent the Third District on this commission.

Position was formerly held by:

Check box only if this appointment is filling an unexpired vacancy.

Third District Supervisor: Joan Hartmann

Signed by:

COB Information Verification	
<input type="checkbox"/>	Letter of Resignation on file
<input type="checkbox"/>	Vacancy Notice on file
Term:	
<input type="checkbox"/>	_____ years
<input type="checkbox"/>	Beginning date
	_____
<input type="checkbox"/>	Ending date

---

**Profile**

**Mark**

First Name

**Oliver**

Last Name

[Redacted]

Email Address

[Redacted]

Street Address

[Redacted]

City

CA  
State

93463  
Postal Code

**Indicate Supervisor Who Will Receive a Copy of your Application \***

Third District - Joan Hartmann

[Redacted]

Primary Phone

[Redacted]

Alternate Phone

**Which Boards would you like to apply for?**

Arts Commission: Submitted

**Reference 1 Name**

Joan Hartmann

**Reference 1 Occupation**

3rd District Supervisor

**Reference 2 Name**

Esther Bates

**Reference 2 Address**

[Redacted]

**Reference 2 Telephone**

[Redacted]

**Reference 2 Occupation**

Director, Elverhoj Museum

**Reference 3 Name**

Lansing Duncan

**Reference 3 Address**

[Redacted]

**Reference 3 Telephone**

[Redacted]

**Reference 3 Occupation**

Community activist

**If you are now, or have ever been employed by the County of Santa Barbara, please list the department in which you worked, your title, and the dates you were employed.**

No.

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**Interests & Experiences**

**Please explain why you are interested in serving, and what experience you bring to the Committee. Attach additional documentation as necessary.**

Why do I wish to serve on the County Arts Commission? The arts in Santa Barbara have been celebrated for generations. With the early support of city and county leaders such as Pearl Chase, to noted local artists like Channing Peake, Richard Ross, and many others, the arts have played a central role in helping to define the character of the city and county. The relationship between government and the arts community, however, needs constant nurturing. The role the County Art Commission plays is a crucial communications link that facilitates the growth of and appreciation for arts countywide. My time with many community organizations, and familiarity with the apparatus of County and City administrative functions through my experience as president of the Santa Ynez Valley Alliance and other groups, enable me to navigate the challenges of translating and conveying the opinions and thoughts of arts community members to county representatives and administrators, and back again to the arts community's many constituents. I intend to play an active role in building upon the previous successes of the Commission and assuring that the ARTS, broadly speaking, are inclusive and available to all the members of our diversified County.

Give any information explaining qualifications, experience, training, education, volunteer activities, community organization memberships, or personal interests that bear on your application for the above Board, Commission or Committee. Attach additional documentation as necessary.

I am an artist, designer, writer and photographer as well as a business owner. I have been fortunate to be involved with many of the arts in city, county and nationally. In 2012, I received the American Institute of Graphic Arts Fellow Medal (one of only 320 people nationally to receive that honor since its inception). I was vice-president of the Brooks Institute Board of Trustees. I am a founder of the SB international Film Festival (and created its colorful palm tree logo the banners of which hung from downtown lights for 14 years). My work is in the permanent collection of the Library of Congress, the National Park Service and the Hiroshima Peace Memorial Museum. Additional work has been displayed at MoMA and LACMA and elsewhere. I have been a judge of the Clio Awards. For complete information, please see the attached CV.

[Mark Oliver CV 12.12.22.pdf](#)

Upload a Resume

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## Demographics

### Ethnicity

Caucasian/Non-Hispanic

### Gender

Male

  
Date of Birth

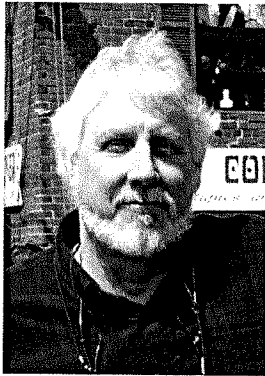
### Education Completed:

BA/Fine Arts from U.C. Irvine 1971.

### Please Agree with the Following Statement

I agree that upon submission of this application all information provided is a matter of public record, and is subject to disclosure.

I Agree \*



**Mark Oliver**

Mark Oliver is an accomplished businessman, an award-winning graphic designer, photographer, artist and community leader. He is president and creative director of Mark Oliver, Inc., a full-service brand consultancy. He is active in his local community of Solvang and Santa Barbara County. He has two grown children and lives in Solvang with his wife Donna.

Mr. Oliver is an American Institute of Graphic Arts Fellow. His work is included in the permanent collection of the U. S. Library of Congress, the National Park Service and the Hiroshima Peace Memorial Museum. The American Institute of Graphic Arts, Communication Arts, Graphis, and the New York Art Director's Club, among others, have honored his work with more than 500 awards.

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### **Industry and Community Leadership**

- 2012-2017 Vice-Chair, Board of Trustees, Brooks Institute  
The Board of Governors served as an advisory body to Brooks Institute's operating staff and parent company, Career Education Corporation, on strategic and operational matters affecting the school and its student population. Brooks Institute was a nationally recognized professional photography and visual communications school located in Santa Barbara and Ventura, CA.
- 2008-2017 President, Santa Ynez Valley Alliance  
The SYVA was 501-C4 grass roots organization dedicated to the protection of the rural character of the Santa Ynez Valley and the support of good stewardship of natural and agricultural resources through education, comprehensive planning and public participation. Board member 2005-2008.
- 1995-2008 Member, Association of Professional Design Firms  
The Association of Professional Design Firms is an organization dedicated to elevating the standards of professional business practices for design consulting firms through education and the exchange of knowledge.
- 1995-present ARARA Oliver Photography Award  
In 1995, Mr. Oliver established the American Rock Art Research Association Oliver Award for Photography to recognize excellence in the anthropological and archeological fields studying the rock art of indigenous North Americans. [arara.org/Oliver\\_Award.html](http://arara.org/Oliver_Award.html)
- 1988-1990 Judge, Clio Television Awards  
The Clio Awards are annual awards bestowed to reward innovation and

creative excellence in advertising, design and communication. The judges are advertising professionals from around the world.

- 1985-1986 Founder and board member, Santa Barbara International Film Festival  
SBIFF is a film festival and non-profit organization, established in 1985, that showcases independent American and international films. [www.sbiff.org](http://www.sbiff.org)
- 1984-1985 Board member, Ensemble Theater  
ETC is Santa Barbara's leading professional resident theatre company. It is Santa Barbara's longest running professional theatre.
- 1982-present Member, American Rock Art Association  
ARARA is a diverse community of members who are dedicated to rock art preservation, research, and education in order to communicate to a broad audience the significance of rock art as a non-renewable resource of enduring cultural value and an important expression of our shared cultural heritage.
- 1981-2019 Member, American Institute of Graphic Arts  
**Named a Fellow in 2012 by the AIGA**, the national professional association for design. The AIGA is committed to advancing design as a professional craft, strategic tool and vital cultural force.
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## Work History

- 2012-2020 Partner, Windrun Wine  
A Santa Barbara County-based négociant focused solely on producing Pinot Noir and Chardonnay wine from grapes grown in the Sta. Rita Hills of Santa Barbara County.
- 2004-present Co-Founder, Annona Company  
Producer of wholesome natural food products including Earnest Eats, which markets nutrition bars, granola bars, and hot cereals. Products are sold nationwide in Target, Whole Foods, Safeway, Caribou Coffee Shops, Amazon.com, and others. [www.earnesteats.com](http://www.earnesteats.com)
- 1982 Expedition Photographer  
El Proyecto Petroglifo de Rapa Nui. Easter Island, Chile. A joint anthropological expedition of the University of Chile, Santiago and the University of California, Berkeley to record the rock art of the island.
- 1981-present Founder, President and Creative Director, Mark Oliver, Inc.  
The firm was established as an advertising agency in Santa Barbara in 1981. In 1995 the company became a full service brand consultancy. The firm specializes in food and beverage marketing, product innovation and development, brand building and packaging design for firms worldwide. The firm is a pioneer in the use of emotion-generating visual cues in packaging design.
- Clients of the 40 year-old company have included Fortune 100 firms such as Diageo, General Mills, and PepsiCo. The company has focused on the natural foods industry, with clients such as Kashi, Back To Nature and Hain Celestial.

[markoliverine.com](http://markoliverine.com)

- 1978-present      Rock Art Work  
Extensive photography, research and publication of studies of the rock art native to the central coastal tribes of native Americans of California. More than 100 sites have been studied and 8,000+ photographs taken.
- 1975-1980      Art and Graphics Director, Santa Barbara Magazine  
SB Magazine celebrates Santa Barbara's rich and colorful lifestyle with editorial on Santa Barbara people, homes and gardens, architecture, food and wine, history, arts and more. [sbmag.com](http://sbmag.com)
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## Education and Degrees

- 1975-1979      Independent studies in Jungian Psychology  
Pursued advanced studies with Robert Blakemore Ph.D., and Robert Grinnell, MD, Montecito, CA.
- 1975      Studies in Analytical Psychology  
Received scholarship to attend the Bruno Klopfer Workshop, C. G. Jung Institute, L.A., studying with Dr. Max Zeller and others.
- 1971      Bachelor of Arts, Fine Art, UC Irvine  
Studied with Bruce Nauman, John Cage, Barbara Rose, William Inge, Tony DeLap, John Mason, Ed Moses and others.
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## Exhibitions

- 1990      Poster Art 1982-1990*  
Casa De La Guerra, Santa Barbara, CA
- 1985      Images for Survival: International Exhibition of American and Japanese Peace Posters.* The Shosin Society, Inc.  
Museum of Modern Art, New York  
Hiroshima Museum of Art, Japan  
Los Angeles Museum of Contemporary Art, Los Angeles
- 1982-present      U. S. National Park Service*  
Shamans' Songs: The Rock Art of Western America (a rotating exhibit).
- 1981      Ancient Images on Stone*  
The Rock Art Archive, Institute of Archaeology, University of California  
Los Angeles.
- 1978-present      200+ International and National Exhibitions*  
Award-winning graphic design, illustration and advertising work.
- 

## Community Organization Involvement

Ag Futures Alliance  
Easter Island Foundation

Ensemble Theater, Santa Barbara  
Environmental Defense Center  
Los Olivos Community Organization  
Multiple Sclerosis Society, Channel Islands Chapter  
Nuclear Age Peace Foundation  
Old Spanish Days  
Peace Resource Center  
Private Industry Council  
Santa Barbara County Vintners' Association  
Santa Barbara Downtown Organization  
Santa Barbara International Film Festival  
Santa Barbara Museum of Art  
Santa Barbara Museum of Natural History  
Santa Barbara Symphony  
Santa Barbara Zoological Gardens  
Santa Ynez Valley Alliance  
Students For Self-Esteem  
The Land Trust for Santa Barbara County  
The Soshin Society, Inc.  
UNICEF, Santa Barbara  
United Way (Santa Barbara and Ventura Counties)

12.12.22