

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: 05/25/2023

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

RE: Cristopher Lapp for 3rd District appointment to Board of Architectural Review
Central County (CBAR)

For placement on the Board of Supervisors agenda for the meeting of: 06/06/2023

I would like to recommend the appointment/ reappointment of the following
person to the: Board of Architectural Review Central County (CBAR)

Salutation: Mr Mrs Ms.

Full Name of Appointee: Cristopher Lapp

Address:

City/State/Zip:

Home Phone:

Work Phone:

E-mail:

Appointee will represent the Third District on this commission.

Position was formerly held by: Cass Ensberg

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

Third District Supervisor: Joan Hartmann

Signed by: Joan Hartmann

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

Cristopher

First Name

Lapp

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

Board of Architectural Review - Central County: Submitted

Reference 1 Name

Denise Johns

Reference 1 Address

[Redacted]

Reference 1 Telephone

[Redacted]

Reference 1 Occupation

Landscape Architect

Reference 2 Name

Dan Ferguson

Reference 2 Address

[Redacted]

Reference 2 Telephone

[Redacted]

Reference 2 Occupation

SVP PBS TV

Reference 3 Name

Tom Cantella

Reference 3 Address

[Redacted]

Reference 3 Telephone

[Redacted]

Reference 3 Occupation

CEO, Papa Cantella's Inc.

Interests & Experiences

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

Currently, I am on the City of Solvang's Design Review Committee and would be open to the Board of Architectural Review - Central County and/or the Arts Commission. My background includes a MFA (art, history, architecture) and a successful career in real estate finance and technology with a passion for dark skies, beautiful buildings and appropriate 'local' design.

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 believe in community involvement at all levels, and have worked tirelessly to assist foster kids to strive for college degrees. I also volunteer at the Santa Ynez Valley Union High School and teach a financial literacy 101 class, and volunteer for the SCORE organization (an SBA program to help small businesses succeed).

Demographics

Ethnicity

Caucasian/Non-Hispanic

Gender

Male


Date of Birth

Education Completed:

Master of Fine Arts, University of Florence, Italy Bachelor of Arts, Marketing & Public Relations, Pepperdine University Scale Like Amazon, 2022 Certificate, Amazon Web Services (AWS) Brand Strategies, 2021 Certificate, Section4, Prof. Scott Galloway (NYU)

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 *

Cristopher R. Lapp

Mobile: [REDACTED]

Email: [REDACTED]

Brand Strategist • Marketing & Public Relations Expert

PROFILE

Cristopher has a 30-year successful track-record of driving sales and marketing innovations within finance, lending, and technologies. He is known for big-picture client acquisition strategies, common-sense sales approaches, and developing ideas on soft marketing client opportunities. Cristopher has built three companies and continues to refine several digital sales methodologies and marketing systems that help companies improve efficiencies with DEI teams and increasing their short- and longer-term profitability.

CORE COMPETENCIES

Sales & Marketing Expert
Leadership & Executive Management
Data Analysis Methodologies
Public Relations Strategies

EXECUTIVE EXPERIENCE

Accurate Property Tax, Inc., Los Angeles, CA **Founder** 2019 – Present

Sales, Technology, and Marketing Growth Strategies

Key leader of sales, marketing, and UX and UI system channel teams

Subject matter expert on SaaS, B2B, and B2C marketing

DEI strategist

Principal partnerships negotiator

Media management

Black Oak Group Inc., Los Angeles, CA **President** 1997 – 2022

Strategic sales leader in delivering growth and marketing strategies

Lead all sales, marketing, and operation teams for residential and commercial originations

Grew DEI staff from one employee to forty-two within 2.0 years; coached, taught, and motivate the sales, marketing, and support teams

Lead strategic and partner negotiations with credit vendors, lenders, banks, title, and escrow companies

Fundamental Financial Services, Los Angeles, CA **VP Sales** 1992 - 1997

Mortgage banking sales and marketing strategist

Oversaw consumer lending, sales, and marketing

Directed thirty-five mortgage originators, set sales and motivational goals, managed the underwriting and processing teams

Developed and maintained mortgage loan CRM systems

Negotiated 100+ contracts with vendors, credit companies, escrow and title companies, home builders, commercial wholesale lenders and banks

PRIOR WORK EXPERIENCE

First Interstate Bank, Los Angeles, CA, Sales Operations Manager
Proctor & Gamble, Cincinnati, OH, Advertising Field Representative

EDUCATION

Master of Fine Arts, University of Florence, Italy
Bachelor of Arts, Marketing & Public Relations, Pepperdine University
Scale Like Amazon, 2022 Certificate, Amazon Web Services (AWS)
Brand Strategies, 2021 Certificate, Section4, Prof. Scott Galloway (NYU)

AUTHOR

Instant Gratification - 21st Century Art & the Mobile Phone Camera by Cris Lapp (WeHo Books, 2010)

TEACHING

Santa Ynez Valley Union High School, Lecturer
American Society of Media Photographers, Los Angeles Chapter (former Board Member)
Braille Institute of America, Inc., Los Angeles, CA, Lecturer
Hallmark Institute of Photography, Montague, Massachusetts, Lecturer
Leica Store and Gallery Los Angeles, West Hollywood, CA, Lecturer
The Annenberg Space for Photography, Century City, CA, Lecturer

MEMBERSHIPS

California Diversity Counsel
National Housing Counsel
SCORE, Volunteer, Santa Barbara Chapter

PERSONAL

Award-winning photographer
Fine art
Italy
Home chef