

SALUD CARBAJAL
First District Supervisor

JEREMY TITTLE
Chief of Staff

ERIC FRIEDMAN
District Representative

**LISA VALENCIA
SHERRATT**
District Representative



BOARD OF SUPERVISORS
105 East Anapamu Street, 4th Floor
Santa Barbara, California 93101

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COUNTY OF SANTA BARBARA

Date: December 3, 2014

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

2014 DEC -3 PM 3:00
COUNTY OF SANTA BARBARA
CLERK OF THE BOARD OF SUPERVISORS

RE: Committee, Commission or Board District Appointment

For placement on the Board of Supervisors agenda for the meeting of: December 9th, 2014

I would like to recommend the ☒ appointment/ ☐ reappointment of the following person to the: Montecito Planning Commission

Salutation: ☒ Mr ☐ Mrs ☐ Ms.
Full Name of Appointee: Joseph Cole
Address:
City/State/Zip:
Home Phone:
Work Phone:
E-mail:

Appointee will represent the First District on this commission.

Position was formerly held by: Dan Eidelson

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

This appointment fills the unexpired term and the regular term starting in January.

First District Supervisor: Salud Carbajal

Signed by: 

COB Information Verification

- ☐ Letter of Resignation on file
- ☐ Vacancy Notice on file

Term:

- ☐ _____ years
- ☐ Beginning date _____
- ☐ Ending date _____

APPLICATION
FOR
COUNTY OF SANTA BARBARA BOARD,
COMMISSION, OR COMMITTEE

Return to: Clerk, Board of Supervisors
County Administration Building
105 E. Anapamu Street, Room 407
Santa Barbara, CA 93101

DATE RECEIVED

2014 NOV 25 AM 11:33

Copy to Supervisor

COUNTY OF SANTA BARBARA
CLERK OF THE

INSTRUCTIONS: Please complete each item below. Be sure to enter the title of the Board, Commission, or Committee (only one per application please) for which you desire consideration. For more complete information or assistance contact the Clerk, Board of Supervisors' Office. This application shall be maintained for a period of one year only. After one year it is necessary to file a new application for another year of eligibility. Please print in ink or type.

1. APPLYING FOR: (Use specific title)

Montecito Planning Commission

2. Today's Date:

11/25/14

3. NAME:

Cole Joseph Lee

Last

First

Middle

4. E-MAIL ADDRESS:

6. ADDRESS:

Number

Montecito

Street

CA

93108

City

Zip Code

5. TELEPHONE:

Home:

Busines

7. References: Give names and addresses of three persons, not relatives, who have knowledge of your character, experience, community involvement, and abilities.

NAME

ADDRESS

TELEPHONE NUMBER

OCCUPATION

A. Dan Edelson

Chair, MPC

B. Pete Jordano

CEO, Jordano's

C. John Mackall

Lawyer,
phil anthropist

8. Are you or have you been employed by the County of Santa Barbara? ☐ YES ☒ No If YES, list:

Department:

Title:

Date:

9. Please check appropriate boxes (optional):

Ethnic or racial identity:

☒ White

☐ Black (African American)

☐ Hispanic

☐ Asian/Pacific Islander

☐ Native American/Alaskan Native

☐ Other (Please specify)

Sex:

☒ Male

☐ Female

10. Education completed: A.A., Ventura College;
B.S. USC, J.D. Hastings
(see #12 below)

11. Indicate Supervisor who will receive a copy of this application:

Mr. Carbajal

12. EXPERIENCE: Please explain why you are interested in serving and what experience you bring to the Commission or Committee for which you are applying.

Please see attached.

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

Please see attached.

14. SIGNATURE OF APPLICANT

x Joseph L. Cole

12. EXPERIENCE. Please explain why you are interested in serving and what experience you bring to the Commission or Committee for which you are applying.

I moved to Montecito almost four decades ago, while in college, renting a room for the summer near Cold Spring School. Montecito was an oasis from the traffic, over-development and poor planning afflicting Oxnard and other places where I had grown up in a U.S. Navy family.

I lived several summers in the hills of Montecito while earning a Journalism degree at Ventura College, a Finance degree at the University of Southern California and a Law degree at University of California Hastings College of the Law. I joined a business law firm in Santa Barbara in 1981, and I met Susan, a speech pathologist, now my wife of 30 years. We moved to Montecito permanently in 1986, being fortunate to buy a home on lower Hot Springs Road.

We raised three children in Montecito, participating in the many advantages of our Village. Our family walked the neighborhoods, coached and played at the Y, attended ELMO and MUS, spent summers at Knowlwood, joined dozens of kids and parents in the Montecito Association's July 4th parades, and patrolled Ghost Village Road.

Our kids attended local public junior and senior high schools, with our oldest son graduating from Princeton, our daughter currently a senior at Westmont, and our youngest son now a sophomore at San Marcos High.

Professionally, I practiced transactional real estate and business law, now working from my office in the upper Village as I have for eight years. I stayed close to community and regional public affairs, including while serving as Publisher of the Santa Barbara News-Press, and now as Publisher of the Santa Barbara Independent. I worked collaboratively with many local groups, including serving with seven corporate boards of directors and about a dozen non-profit boards of directors, including several in Montecito.

To me, the trouble in our paradise accelerated in the mid-1980's, although some would argue earlier. Development continued to explode across California. Montecito was not immune.

The mansionization of Montecito was particularly dispiriting, as was the related mounting traffic, congestion and the steady, steady hammering. The cherished semi-rural character of Montecito was visibly being lost. Badly planned development and encroachment already blighted our North County, and our neighboring Ventura and SLO counties. Montecito's own direction was clear.

Our community was fortunate as visionaries stepped up, including Joan Wells, Sally Kinsell, Susan Gulbransen and many others. They were instrumental in forging the Montecito Community Plan in 1992, updated in 1995, and joined then by the Montecito Architectural

Guidelines and Development Standards. These and other policies gave the Montecito Association leverage in protecting Montecito.

Another group of visionaries then worked to establish the Montecito Planning Commission in 2002, with original commissioners "father" Robert Meghreblian, the omnipresent Joan Wells, Dick Thielscher, Bob Bierig, and, of course, Michael Phillips. Progress continues with the Montecito Growth Management Ordinance as recently as 2010.

The results of this effort are apparent when comparing the present against the recent past in planning our aesthetics and the quality of Montecito's future.

But there is work to be done. The crucial efforts of the current Commissioners need to be continued into a new generation. As a lawyer, I understand the need to enforce the policies, regulations and rules governing Montecito. As a newspaper publisher, although content and journalism is outside my purview as the business leader, I understand the importance of regional issues since Montecito does not exist in isolation.

But most of all is that I understand the essence of Montecito as communicated to me by generations of residents who care and by decades of living here. That essence is a stewardship that needs to be carried forward by the MPC. I would like to be part of that work.

A handwritten signature in black ink that reads "Joe Cole". The signature is written in a cursive style with a large, looping initial "J" and a stylized "C" for "Cole".

13. **ADDITIONAL INFORMATION:** Give any information explaining your qualifications, experience, training, education, volunteer activities, community organization memberships, or personal interests that bear on your application for above Board, Commission, or Committee.

COMMUNITY:

- Scholarship Foundation of Santa Barbara (President),
- Montecito Educational Foundation at MUS (Co-President),
- Hemophilia Foundation of Southern California (President),
- Montecito YMCA Youth basketball coach and AYSO soccer coach,
- Knowlwood Tennis Club (President),
- Santa Barbara Zoo (Vice President),
- Alice Tweed Tuohy Foundation (Vice President),
- Morris B. Squire Foundation (President),
- Santa Barbara Chamber of Commerce,
- Santa Barbara Bowl Capital Campaign,
- Santa Barbara Symphony,
- Surgical Eye Expeditions International,
- MUS committee to develop healthy food alternatives.

PROFESSIONAL:

- Joseph Cole, Counselor at Law, Montecito, California, 2006 to present. Real estate and corporate law practice.
- Santa Barbara Independent, Inc., January 2014 to present. President and Publisher.
- Ampersand Holdings, Inc., 1999 to 2006. Real estate construction and leasing, venture capital, private environmental foundation, publisher of Santa Barbara News-Press.
- Seed, Mackall & Cole, Santa Barbara, California, 1981 to 1999. Real estate and corporate law practice.
- High school and college jobs include U.S. Forest Service fire fighter, reporter for Ventura and Santa Paula newspapers, dishwasher, gardener and agricultural worker.

CORPORATE BOARDS:

- Jordano's, Inc. (beer and food distribution),
- XO Communications, Inc. (telecommunications),
- ABC-Clio, Inc. (educational publishing)
- AssureSat, Inc. (satellite protection)
- Dow-Key MicroWave, Inc. (missile technology)
- Manzana MicroSystems, Inc. (storage technology)
- Gedies Printing, Inc. (specialty printing)

EDUCATION:

- Taipei American (High) School (Taiwan) and Hueneme High School (Ventura County);
- Ventura College, A.A., Journalism, 1976;
- University of Southern California, B.S., Finance, 1978;
- University of California Hastings College of the Law, J.D., 1981.

PERSONAL:

- Married to Susan Cole, UCSB and MUS speech pathologist, for 30 years;
- Children Jeff, Allie and Miles, born and raised in Montecito;
- Active supporter of youth sports (children play high school, club and college water polo, volleyball and soccer), journalism, scholarships and playing bass with local musicians.
- Full-time resident of Montecito since 1986, part-time during 1976 and 1980.