



City of Anaheim

APPLICATION FOR APPOINTMENT CITY COUNCIL, DISTRICT 4

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OFFICE OF THE CITY CLERK

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OCRC - Verified Qualified Elector

ABC

The City of Anaheim is accepting applications to fill a **District 4** City Council seat vacancy for a term ending November 2024. Pursuant to Section 501 of the Charter, interested candidates must be a resident and qualified elector of District 4 at the time of and for the thirty (30) days immediately preceding appointment.

DUE DATE: Applications are due to the Office of the City Clerk by Wednesday, Jan. 18, 2023 at 5:00 P.M. (Postmarks not acceptable) Submit to: Office of the City Clerk, City of Anaheim, 200 S. Anaheim Blvd., Ste. 217 Anaheim, CA 92805; Email : cityclerk@anaheim.net Fax: (714) 765-4105

Note: This application is considered public information and will be released to the public, including being posted to the City's website.

Applicant Information

Prefix:	Name: Norma Campos Kurtz		
Address:	City: Anaheim	State: CA	Zip Code: 92805
E-Mail:	Phone Number: <input type="radio"/> Home <input type="radio"/> Work <input checked="" type="radio"/> Cell	Alternate Phone Number: <input type="radio"/> Home <input type="radio"/> Work <input type="radio"/> Cell	

Years lived in District 4, City of Anaheim:

18

Years lived/worked in City of Anaheim:

18

Professional and Educational background (may submit Resume):

See attached resume

Office of the City Clerk · 200 S. Anaheim Blvd., Suite 217, Anaheim, CA 92805 · (714) 765-5166

Name:

List any City of Anaheim, County, and or other Board/Commissions and/or organizations on which you have served (professional, technical, community, service):

Anaheim Public Utilities Board

Anaheim Housing Commission, Chair

Anaheim Beautiful Board of Directors

Heritage Museum of Orange County Board of Directors, Secretary

Santa Ana Workforce Investment Board

Reasons why you are interested in serving. State your interest in the position, qualifications, skills, or experience that can best serve the residents of District 4 and the City of Anaheim (separate attachment may be included):

I am interested in serving the residents of District 4 as their council member. Our district deserves to be served at the same level as all other districts. With my experience in public service, budgets, policy, business and labor, and, especially serving constituents, I think I can represent them from day 1.

Serving our residents under 2 legislators, I understand the need for open and honest communication, the need to be available to our residents and the need to bring services to them. I have both the skills and the experience to do that.

Serving as a council member is not just an opportunity to vote on issues, policy and budgets. More importantly, it is an opportunity to serve our community and Anaheim.

Name:

What do you see as the top issues facing District 4 and the City of Anaheim? (Separate attachment may be included):

The housing and care of unhoused individuals will continue to be a top issue, both in District 4 and the whole of Anaheim.

As our economy heads into a recession (short or long), affordable/workforce/low income housing remains an issue.

During the COVID shutdown, we learned the importance of the viability of our resort area and those businesses built to support the area. We also learned that a city cannot/should not rely on one industry. We need to work to attract diversified business in Anaheim.

The potential sale of the Angels and the status of the stadium property will be a major issue - one that needs to be transparent, as open as legally possible and a win for our city and its residents.

Expanded city services across the city (ie police response, code enforcement, senior services, library services) need to be addressed.

What are your priorities for District 4 and the City of Anaheim? (Separate attachment may be included):

The completion of the rehab at Boysen Park in a reasonable timeframe is important to the many residents and ball players.

A city the size of Anaheim should have at least one stand alone senior center to serve the very unique needs of that population. I propose that it be located in District 4.

The potential of under grounding utilities (to the extent possible) and improving traffic flow on East Street should be a city priority.

Police and Code Enforcement response needs to be equally maintained throughout the city - response in District 4 should be equal to all other districts. Results should not be skewed by including the resort area in the response times.

District 4 residents should have regularly scheduled "City Hall In Your Neighborhood" events so that residents can access staff and their council member without going to city hall.

Regular, consistent evaluation of the status of Short Term Rentals issues with the residents of District 4 affected by the rentals.

Parking in impacted areas needs to be reviewed and discussed with residents - find solutions.

VERIFICATION

Pursuant to Section 501 of the Charter, I am and have been a resident and qualified elector of District 4 at the time of and for the thirty (30) days immediately preceding possible appointment to office. I declare under penalty of perjury under the laws of the State of California that the information contained herein is true and accurate to the best of my knowledge.

I acknowledge that the City has the right to verify the truth and accuracy of all information submitted and that this is a public document.

Signature:

Date:

1-4-23

Norma Campos Kurtz

Anaheim, CA 92805 Home
email

Cell :

Employment History:

**California State Assembly, Office of Assemblymember Tom Daly
District Director**

2014 – 2021

Represent Assemblymember on issues including housing, transportation, business, education environment, public resources and budget.

Manage the district office, personnel, budget and strategies.

**Orange County Labor Federation
Director, Workforce and Economic Development**

2010-2014

Responsible for grant writing and administration. Managed Labor relationship with the three Workforce Investment Boards in Orange County.

**California Medical Association (CMA)
Vice President**

2007-2009

Engineered reorganization of CMA structure. Provided CMA support to doctors in the smaller practices throughout California ensuring their special needs were met by CMA.

**California State Senate, Office of Senator Joe Dunn
District Director**

1998-2006

Represented Senator on issues regarding labor, health, business, education, housing and seniors in the district. Acted as point of contact for labor, civic, business and community leaders.

Managed district office personnel and office budget. Trained staff to provide unparalleled service (district office received Senate recognition for providing exemplary service).

Developed and supported programs, projects and community campaigns to improve quality of life for district residents.

Spoke in behalf of the Senator at public venues.

Developed and maintained office relationships with elected officials and city staffs in cities in the district.

Pacific Bell and Pacific Telesis
Associate Vice President
Associate Vice President, External & Public Affairs

1975-1997

Responsible for corporation's relationships with local community leaders and activists, non-profit organizations, government offices and elected officials in Los Angeles and Ventura Counties.

Responsible for corporation's contributions to the non-profit communities in those counties.

Responsible for internal company communications re external and public affairs policy and actions.

Marketing Sales Manager – managed team of outside sales representatives responsible for sales to mid-size markets in Orange and Riverside Counties.

Developed sales strategies, performance standards, brand marketing and training.

Service and Sales Manager – managed large team (200+) of service representatives responsible for bill collection, sales and customer service.

Responsible for training, budget management, performance standards, technical improvements and personnel development.

Service Representative

Responsible for customer contacts regarding orders, billing, payments and sales.

EDUCATION:

Attended Mt St Mary's College
Duke University Business Program Certificate