

Brett M. Watson

Box 494, Arcata, CA 95518 · 707-293-3585 · bwatson@cityofarcata.org

February 19th, 2019

Humboldt County Board of Supervisors
825 5th Street, Room #111
Eureka, CA 95501

Dear Members of the Board,

I'm writing to express my interest in being nominated for appointment to the North Coast District seat on the California Coastal Commission. I believe my experience on the Arcata City Council and my background in natural resources makes me a well-qualified candidate for this position.

While it's essential we continue to work to promote the health of our bay, I also understand the need for economic development. When the California Coastal Commission suspended permits for local oyster farmers in 2017, I sought out information from all sides of the issue to ensure I was making an informed decision when choosing to support responsible oyster farming practices that would significantly reduce the negative impacts to eel grass.

I believe it's important to find balance between preservation of our natural environment and deriving economic benefits from our lands in a responsible way. Humboldt Bay is a world-class example of this as we've successfully maintained a healthy bay while realizing the many economic benefits from oyster production, fishing, hunting, and various forms of recreation.

The North Coast has many challenges and opportunities ahead of us relating to coastal issues, e.g. offshore wind power and sea level rise, and I'm ready to work hard to represent our region on these issues. Thank you for your consideration.

Sincerely,

Brett Watson
Mayor, City of Arcata

Brett M. Watson
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707-293-3585

OBJECTIVE

To apply my energy and experience to serve my community, while enhancing myself personally and professionally.

EDUCATION

B.S. degree in Forestry, Wildland Fire Management option, Environmental Ethics Minor, Humboldt State University, Arcata, CA. May 2010.

Attended Shasta College, Redding, CA (2004-05) and **Mt. San Jacinto College,** San Jacinto, CA (2001-03). Completed general education and lower division coursework.

Firefighter I Academy, Graduate, Shasta College, Redding, CA. Dec. 2004

PERTINENT COMMUNITY SERVICE

- **Council Member:**
 - **City of Arcata**
April 2017 – Present
- **Committee/Board Member:**
 - **Economic Development Committee:** City of Arcata
August 2012 – 2017
 - **Zero Waste Humboldt**
August 2014 – July 2016
 - **Arcata Main Street**
December 2014 – December 2015
- **Chairperson:**
 - **Economic Development Committee:** City of Arcata
January 2015 – January 2017
 - **Redwood Region Economic Development Commission**
January 2019 – Present

WORK EXPERIENCE

Council Member (Mayor for 2019)

City of Arcata

Arcata, CA Phone: (707) 293-3585

April 2017 – Present

- Fulfill duties as part of Arcata's legislative policy-making body, which determines not only the local laws that regulate community life, but also determines public policy and gives direction to the City Manager to administer the affairs of the city. Appoint city administrators, pass ordinances, develop and refine city budgets, make policy decisions, set priorities, allocate resources, and provide the framework for government operations. Work in partnership with Humboldt County officials and Humboldt State University representatives with the overall goal of collaboration and growth. Responsible for establishing policy, adopting an annual budget, and providing vision and goals to the City Manager. Adopt policy goals and objectives, establish priorities for public services; adopt/amend operating and capital budgets, approve contracts over \$25,000; adopt resolutions and ordinances and enact local laws; supervise appointed officials such as the City Manager and City Attorney; establish and appoint members to boards, commissions, committees, and task forces; provide direction to advisory bodies, determine best course of public policy, call special elections as necessary.

Founder

Humboldt Traders

Arcata, CA Phone: (707) 845-2015

Feb 2011 – Present

- Founder of a web portal e-Commerce business specializing in Humboldt made products, with an emphasis on community involvement and business ethics, while creating jobs locally. Operate autonomously in all facets of business, i.e., strategic planning, operations, merchandising, and marketing. Proficient in customer relations, brand positioning, revenue growth, financial management, driving operational excellence, business development, and price negotiations. Strong focus on customer satisfaction, loyalty, and follow up. Fulfill customer shipping needs and maintain timely correspondence with clients. Proficient in PayPal, Amazon Pay, Stripe transactions, FedEx, UPS, USPS services. Present to public at events and trade shows to increase brand awareness. Design and distribute promotional materials and marketing collateral. Maintain accurate customer accounts. Maintain company website with up-to-date product specifications and availability. Resolve customer complaints, and respond to customer inquiries on available stock and product performance in a timely fashion.

Founder and Partner

HumBot707 Tech Solutions

Arcata, CA Phone (707) 633-8184

May 2016 – Present

- Build and maintain websites using the WordPress content management system. Manage website hosting, security and maintenance for clients. Install and maintain broadband network infrastructure. Setup, maintain and repair Apple, PC, and smartphone devices.

Lecturer -

**Dendrology: Hoopa Campus;*

**Intro to Wildland Fire: Fortuna Campus*

College of the Redwoods

Multiple Sites, CA Phone: (707) 476-4348

Fall 2014 – Spring 2015
Supervisor: Dr. Tim Baker

- Designed and implemented curricula aimed at increasing students' technical and scientific knowledge of dendrology and wildland fire management. Presented curricula in a complete, clear, and differentiated manner in order to address diverse student needs and ability levels. Provided timely and in-depth feedback on assignments and strategies for improvement. Practiced classroom management techniques, reflected on teaching practices, and sought assistance for improvement. Developed and maintained professional interactions with teachers, administrators, and students on campus. Encouraged and modeled academic language and scientific knowledge in writing, speaking, and listening through direct instruction.

Biological Technician (Research) GS-05

U.S.F.S. Pacific Southwest Research Station

Redding, CA Phone: (530) 226-2551

June 2010 – Jan 2011
Supervisor: Martin Ritchie

- Provided technical assistance to professional and technical research personnel. Performed field inventory and biological support work. Maintained accuracy and attention to detail. Performed computations that require judgment and knowledge of the nature of the sources and use of the data. Surveyed for lichens, vascular plants, soils, down woody debris, and forest stands. Used botanical keys to identify plants located within sampling protocols. Assisted in the collection, handling, and preservation of specimens. Operated a variety of scientific instruments, data collection tools, and office machines including microscopes, data recorders, GPS units, measurement instruments, cameras, scanners, and computers. Assisted in locating field sites by using aerial photos, satellite imagery, maps and GPS equipment. Engaged in strenuous physical activity such as walking and climbing over steep, rugged terrain with a 45 pound pack, often covering significant distance and elevation.

Forestry Technician (Fuels) GS-05

U.S.F.S. Six Rivers National Forest, Orleans Ranger District

Orleans, CA Phone: (530) 627-3291

May 2009 – Sep 2009
Supervisor: Stan Pfister

- Conducted inspections of contractor work to determine acceptability, needed adjustments, or other contract action. Collected values for the documentation, analysis, and prediction of fire behavior and effects. Used Trimble GPS units to map and layout the Orleans Community Fuels Reduction project.

Member of City & Other Regional Committees

- City Council Representative to the Humboldt Bay Municipal Water District, Water Quality Task Force (2017)
- City Council Representative to the Humboldt-Del Norte Hazardous Materials Response Joint Powers Authority (2017-Present)
- City Council Representative to the Humboldt County Indian Gaming Local Community Benefit Committee (2017-Present)
- Alternate City Council Representative to the League of California Cities, Redwood Empire Division Legislative Committee (2017-Present)
- Alternate City Council Representative to the League of California Cities, Redwood Empire Division Business Meetings (2017-Present)
- Chair and City Council Representative to the Redwood Region Economic Development Commission (RREDC) (2017-Present)
- City Council Liaison to the Arcata Chamber of Commerce (2017-2018)
- Alternate City Council Liaison to the Arcata Downtown Business Community - Arcata Main Street (2017-Present)
- City Council Representative to the Friends of the Arcata Marsh Board of Directors (2017-Present)
- At-large member of the Housing Trust Fund and Homelessness Solutions Committee (2018-Present)

Other Community Service

- Arcata Marsh & Wildlife Sanctuary Volunteer
- Weekly "Tech with Brett" Facilitator helping seniors with technology needs at the Arcata Community Center
- Big Brother with Big Brothers Big Sisters of the North Coast