

RECEIVED
NOV 5 2013
By *City Clerk's Office*



City of Banning Office of the City Clerk

CITY COUNCIL APPOINTMENT APPLICATION FORM

Name: Lyndon E. Taylor
Address: 1702 Fairway Oaks Ave, Banning
Telephone Numbers: Home 951-845-7501 Office 714-814-5606
If employed, where you work and position: CEO ChildCare USA

Length of residence in Banning 18 years
Are you a registered voter in Banning? Yes XXX No

The information requested below will be used to assist the City Council with their selection process.

1. Biographical sketch, including education, work experience, civic involvement and other background relevant to duties of the position you seek: (If preferred, resume may be attached.)

SEE ATTACHED RESUME SUMMARY

SUMMARY RESUME

Lyndon E. Taylor

1702 Fairway Oaks Ave

Banning, CA 92220

951-845-7501

EDUCATION:

Whittier College,
Whittier, CA

B. A. (Biological Science/Chemistry)

Simmons College,
Boston, Mass.

M. S. (Biochemistry)

Claremont Graduate School,
Claremont, CA

Ph. D. (Management)

At Claremont Graduate School, I studied under Peter Drucker, the well known management consultant, as well as several other outstanding professors in management, organizational planning, and communications. My dissertation topic dealt with the influence of a manager's communication skills on his/her organization.

WORK EXPERIENCE:

The following is a summary of my major areas of work experience.

JOURNALISM:

1. Served as editor of two newspapers,
2. Reporter for two city newspapers,
3. Editor of two scientific journals,
4. Editor of one non-scientific journal,
5. Have written numerous journal articles and papers on a variety of topics.
6. Wrote a computer manual that was utilized in over 4000 school districts Nation-wide.
7. Worked for seven years as an investigative journalist on the death of a high profile individual and have collaborated on a book on this topic.

EDUCATION:

1. Taught in both public and private education from the high school level to the doctorate level at a university.
2. Vice Principal of a high school.
3. Vice President of a College.
4. Personnel Director of a College District with over 1,000 employees.
5. Vice Chancellor of a community college system.
6. Have written extensively on the need for educational reform in this country, and have spoken at local, regional, and national conferences on this topic.
7. One of four founding administrators of Cypress College in Orange County, where in 74 days we transformed a cow pasture into an operating community college with over 2,000 students.

HEALTH CARE PROFESSIONS:

1. Worked as an Inhalation Therapist.
2. Worked in a medical laboratory.

SALES AND PLANNING:

1. Partner in a media hardware firm that sold Nation-wide to schools and colleges. Responsible for planning and marketing of services. Sold \$500,000 worth of equipment in a single day.
2. Partner in a boat-building firm, selling boats to both private individuals and to public entities (Fish and Game and Harbor Departments). Responsible for planning, marketing, and sales.
3. Owner-operator of four "computer learning centers" in Southern California. The objective of these centers was to teach computer literacy to people of all ages. Also sold services, on a contract basis, to local school districts, providing them with both computers and the staff to teach their computer literacy programs.
4. Principal in a planning and development consulting firm specializing in the development of master plans, staffing plans, facilities plans and financial planning strategies for both public and private organizations. This firm was the leading master planning consulting firm in California in master planning schools and colleges, with a client list of over eighty institutions.
5. Presently owner and operator of a firm providing child development and instruction in Southern California. Responsible for the planning and operation of this business.

MANAGEMENT EXPERIENCE:

I have had been actively involved as a manager in all of the above experiences. Routinely met client needs, scheduled sales meetings, made plans with clients and vendors, established schedules, did long-range organizational planning and developed objectives, marketing plans, and met payrolls.

SERVICE ON BOARDS OF DIRECTORS;

I have served on the Board of Directors of ten public and private organizations. I was a founding board member of the Orange County Labor Market Consortium and the Orange County Private Industry Council. Member of the San Bernardino Consortium for Child Development and Education. I have also served on Foundation Boards for Colleges, advisory boards and have been a member of several boards for business firms.

COMMUNITY SERVICE:

Banning:

- Candidate for City Council at the previous election where Mr. Botts was elected. Received over 2,000 votes.
- Together with Ed Miller, was a primary force in the prevention of the Sludge Plant development in our city.
- Past President of the Sun Lakes Recreation Vehicle Club.
- Member of the Sun Lakes Art League.
- Frequent writer of "letters to the editor" on critical Banning issues.
- Speaker at City Council meetings.
- Participant in a series of radio programs on Banning issues and concerns.

Other Community Service:

- Referee, Canyon Soccer League.
- Chairman, Citizen's Advisory Council, Orange Unified School District.
- Orange County Labor Market Consortium.
- Orange County Private Industry Council.
- Past President, Catalina Amateur Radio Association.
- Member, Catalina Marineros.
- Member, Catalina Conservancy.
- Member, Cerritos Bahia Yacht Club.
- Los Angeles Southwest College Foundation Board.
- San Bernardino Consortium for Child Development and Education.
- Member, Keepers Group, San Diego Zoo.

2. How many City Council meetings have you attended or observed in the last year?

Approximately 15

3. Please provide in the space below, your reasons for wanting to serve on the City Council.

For the 18 years I have lived in Banning I have been interested in contributing to the quality of life and growth of our community. I have been active in fighting for environmental quality, for standards of good faith and fair dealing in the fiscal matters of the City, in the protection of taxpayer's rights and prudent use of taxpayer money, for the health and safety of our citizens, and in efforts to expand the economic, social, educational and cultural components of our community.

I firmly believe that the price of citizenship is vigilance. I bring to my candidacy for this position a history of formal training, experience, proven success in problem-solving and a grasp of future trends that make me well suited to hold this office.

4. Please identify 3 -5 public issues facing the Council and explain how you feel they might be resolved. (use additional sheet of paper if necessary).

SEE ATTACHED

**Please return your completed
Application to:**

**City Clerk's Office/ City of Banning
99 E. Ramsey Street
P.O., Box 998
Banning, CA 92220**

Application forms must be returned by 5:00 p.m. on Thursday, Nov. 7, 2013

Date:

11/5/13

Signed:



KEY ISSUES FACING THE COUNCIL:

1. City Prosperity:

- a. Attracting businesses to the vacant storefronts in the downtown area.
- b. Better serving the needs of east Banning.
- c. Making Banning a business-friendly environment.
- d. Forming a small business incubator with Mt San Jacinto Community College District.
- e. Increasing tax revenues to the City.

This can be accomplished by marketing our City to trade associations, industries, and small business groups. It is also essential to streamline the process of business start-up in the City itself and provide assistance to individuals seeking to start a business in our community. The Small Business Incubator, in cooperation with the Community College, is a proven method of providing assistance to prospective small business owners. I have had prior experience with business start-ups both through my work with the private Industry Council of Orange County and my experience in the development of a small business incubator.

2. Increasing communication between the citizens of Banning and City Government

- a. Increased use of the information capability of the television channel.
- b. Regular feedback sessions to gain citizen's perspective on key issues and concerns facing our City.
- c. Use of television to highlight issues scheduled to be brought before the City Council.
- d. Accessibility of City Council and city government members for one-on-one interactions with concerned citizens.

Television (and radio) can be a powerful tool for communicating information about our City to the citizens. An informed citizenry is better able to provide feedback on critical issues, and requires information to be more comfortable with the decision-making process. My past experience includes a number of appearances on a radio program discussing the key issues facing Banning and as a host of my own cable television program in Orange County that discussed key community issues.

3. Fiscal responsibility

- a. Making certain that taxpayer money is spent in the most prudent manner possible.
- b. End unreasonable and irresponsible give-aways and unsecured loans of City money.
- c. End unreasonable purchases of unnecessary equipment.
- d. Closer scrutiny of City contracts and agreements.
- e. Expect to obtain value received and accountability for any contracts or agreements.
- f. Aggressively seek repayment of funds loaned, or from contracts not completed.

- g. Research outside funding for City development utilizing County, State, Federal, private and commercial sources.
- h. Be open to public-private, public-public, and other partnerships to accomplish the goals of the City.
- i. Be constantly aware of the implications of City decisions on the financial status of citizens in our community.

The fiscal issue is perhaps one of the most significant problems facing Banning and many other cities. A key role of the City Council is to make absolutely certain that honesty, integrity, openness, and fair dealing are the hallmarks of every aspect of doing the City's business. As a business and financial planner, I have had extensive experience in this area and can make a significant contribution to the City of Banning.

4. Efficient use of City facilities:

- a. With input from all, develop a long-range plan for each property owned by the City.
- b. In the development of the facilities plan, take into consideration the financial, social, educational, recreational, and aesthetic components served.

The City of Banning has extensive property, much of which is not currently being used. There is a need to review this property and determine the highest and best use of it in light of the master planning process.

5. Revisit the master planning process for the City as it applies to:

- a. City growth projections.
- b. City services for an increasingly diverse population.
- c. City infrastructure and needs for upgrading and increasing services.
- d. Develop a plan that will reflect the implications for:
 - 1. Need for City employees.
 - 2. New or revised City facilities.
 - 3. Need for new or revised City services.
 - 4. City growth projections.
 - 5. Need to serve all segments of the City population.
 - 6. Present and future financial planning.
 - 7. The vision of the future of Banning.

The master planning process is absolutely critical to support long-range decision-making. Population projections, business planning, infrastructure, City Services, and financial planning, together with a vision for Banning's future is the most important component in the decision-making process. Master planning provides the context for decision-making.

I have served for over ten years as a consultant in master planning and know how to accomplish this process.