



CITY OF HEALDSBURG
CITY MANAGER'S OFFICE

401 Grove Street
Healdsburg, CA 95448-4723

Phone: (707) 431-3317
Fax: (707) 431-3321

visit us at www.healdsburg.gov

RECEIVED
AUG 12 2025
CITY OF HEALDSBURG

APPLICATION FOR APPOINTMENT TO COMMISSIONS AND COMMITTEES

The City of Healdsburg is seeking dedicated community members to serve on our boards and commissions. These groups play a vital role in advising the City Council on important matters. Please complete this application and submit it to Raina Allan at rallan@healdsburg.gov, along with any relevant information.

COMMITTEE, COMMISSION, OR AREA OF SERVICE YOU ARE APPLYING FOR:

Planning Commission

Name: James P. Gentry Telephone: [REDACTED]

Home Address: [REDACTED] Email: [REDACTED]

Resident in Healdsburg for 25 years.

Languages other than English spoken: _____

Educational Background: _____
Westside Elementary, Geyserville Middle and High School, Santa Rosa Junior College, California State University Fresno (graduated BA in Philosophy in 2005)

Employer: Self. Business Consulting.

Job Title: Owner, Consultant. I am a partner in other businesses including real estate, retail and con:

Duties Performed: Short and long-term consulting services. Budget creation. Management training. Contract negotiation and creation. Scheduling building. Employee training. Community outreach. Efficiency assessments. Etc.

Commission Application

Page 2

Have you ever attended a meeting of the Commission to which you are applying? If so, how many?

Yes, 4.

Please state briefly your reasons for applying and why you feel you are qualified for appointment to this body.

My family has been deeply rooted in Healdsburg since the late 1970s, with my parents building their lives as local business owners. My father was a chiropractor and grape grower, my mother has owned and operated our local consignment store since 1995, and my stepmother started and runs a local payroll and HR company. This upbringing has given me a personal and passionate interest in all areas of design and development for our small town. Over the last six years, I've had the opportunity to actively participate in this process, presenting development projects for design review and creating

What would be your goal(s) as a Commissioner?

First and foremost, I am committed to representing the members and businesses of this community to the best of my ability. My passion lies in advancing community-driven development that thoughtfully balances progress, equity, and innovation. The central challenge, as I see it, is how to continue pushing the boundaries of development with creativity and passion without losing our core values and, most importantly, without forgetting the people and history that made these opportunities possible in the first place.

Please describe how you would help support excellence in public service and help the City effectively respond to the needs of the diverse residents we serve.

Rooted in my family's history as local business owners, I understand the importance of responsive public service. I would champion a culture of continuous improvement for our city staff, providing the resources needed to enhance collaboration and streamline processes. To serve all residents, I would advocate for equitable outreach that moves beyond traditional channels, actively seeking input from diverse and underserved communities. This approach ensures Healdsburg remains a vibrant and well-managed community for everyone.

Current and Past Membership in Community Organizations & Offices Held:

Coaching (Healdsburg Little League, Gen Cal Baseball), board member (Cottage Montessori, Central Valley Community Sports Foundation), volunteer (Fresno Bully Rescue, Gen Cal Baseball Academy, Fresno Skateboard Salvage, Fresno Unified Skateboard League), nonprofit event management (multiple), nonprofit fundraising auctioneer (multiple).

Additional Information & Comments.

I am committed to a future where we can pursue innovative development that strengthens our town's economic vitality while honoring the people and values that make Healdsburg so special. Thank you for the opportunity and I'm looking forward to the next steps!

Local References:

Name: Alex Harris (The Harris Gallery Art + Wine Collection)

Telephone: [REDACTED]

Address: [REDACTED]

Email: [REDACTED]

Name: Jim Stafford (local Medical Professional)

Telephone: [REDACTED]

Address: [REDACTED]

Email: [REDACTED]

Name: Linda Summerville (Healdsburg Tax Service)

Telephone: [REDACTED]

Address: [REDACTED]

Email: [REDACTED]

Applicants and incumbents should be aware that they may be required to disclose any potential conflicts of interest arising from their business or organizational affiliations within the City of Healdsburg. Furthermore, a Statement of Economic Interest may be required, which is subject to public disclosure.

I certify that the information provided in this application is true and accurate to the best of my knowledge. By submitting this application, I agree to serve on the designated Commission/Committee if appointed.

Signature: Signature Here Date: 8/12/2025



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COMMITTEE, COMMISSION, OR AREA OF SERVICE YOU ARE APPLYING FOR:

Planning Commision

Name: Mat Humphrey Telephone: [REDACTED]

Home Address: [REDACTED] Email: [REDACTED]

Resident in Healdsburg for 8 years.

Languages other than English spoken: _____

Educational Background: _____

Healdsburg public schools K-12

HHS class of 2001

San Diego State 2005 (Economics)

Employer: Highlands Properties

Job Title: President

Duties Performed: _____

Permit Aquisition. All aspects of property management. Generating leases, TI project management, Job site inspections, Maintenance, cash flow projections.

Have you ever attended a meeting of the Commission to which you are applying? If so, how many?

No

Please state briefly your reasons for applying and why you feel you are qualified for appointment to this body.

I have lived in Healdsburg most of my life and I am proud to call it home. Being 42 years old, I have seen the changes over the last few decades and I love it. We went from a sleepy ag town rich in tradition to a wine and food mecca. I feel like I have a large, diverse Healdsburg network and the skills to help us grow responsibly while holding on to our small-town heritage. I have participated in roundtable planning meetings, acquired numerous permits, and have both completed and have ongoing

What would be your goal(s) as a Commissioner?

My initial goals would be to get up to speed on current projects and determine how I can best contribute to the team. I feel like Measure O was a big turning point. The residents sent a message that they don't want more growth, so we would need to make sure current projects are completed successfully and figure out a good balance for the current and future residents of Healdsburg. I also know that growth is inevitable and would enjoy being involved in Healdsburg's future development plans. My goals would be to evaluate what works, what is needed, and what would support our future and

Please describe how you would help support excellence in public service and help the City effectively respond to the needs of the diverse residents we serve.

I think going through the Healdsburg school system my whole life has made my friend network very diverse and hyper local, with a mix in my network of "new Healdsburg" where I can see and hear the needs/wants of both. I love our agricultural foundation. I've worked in the construction industry, wine industry, and now real estate management and development. I feel that I am ready to give back my time and efforts and use my acquired skills to be more involved in my community.

Current and Past Membership in Community Organizations & Offices Held:

Healdsburg Farmers Market Board Member (Treasurer) 2017-2018
Healdsburg High Freshman Baseball Head Coach 2016-2017
Healdsburg TBall Coach 2024 & Healdsburg Little League Head Coach 2025

Additional Information & Comments:

I grew up in Dry Creek Valley, attended Fitch Mountain Elementary, Foss Creek Elementary, Healdsburg JR High, and HHS. I lived in San Diego for 5 years while attending SDSU, then moved to Santa Rosa while I worked at Pace Supply, and finally made my way back to Healdsburg in 2015. I love having the opportunity to raise my family in Healdsburg. I have a son and daughter who attend St Johns School. My wife, Whitney Opperman, is the General Manger of Opperman & Son, a local business for over 60 years

Local References:

Name: Alex Wood Telephone: [REDACTED]
Address: [REDACTED] Email: [REDACTED]

Name: Joe Lickey Telephone: [REDACTED]
Address: [REDACTED] Email: [REDACTED]

Name: Marc Opperman Telephone: [REDACTED]
Address: [REDACTED] Email: [REDACTED]

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Signature: _____ **Date:** _____



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COMMITTEE, COMMISSION, OR AREA OF SERVICE YOU ARE APPLYING FOR:

Name: Janice-Kay McCartan Telephone: [REDACTED]

Home Address: [REDACTED] Email: [REDACTED]

Resident in Healdsburg for 4 years.

Languages other than English spoken: _____

Educational Background: _____

B.S. in Economics; Minor in Finance, Business Law and French.

Employer: Hevias, LLC

Job Title: Director Planning

Duties Performed: _____

Have you ever attended a meeting of the Commission to which you are applying? If so, how many?

Yes, 1

Please state briefly your reasons for applying and why you feel you are qualified for appointment to this body.

My father was a RE developer and I grew up learning the residential and commercial planning sector. I previously worked in development in the: Las Vegas area both on and off the LV strip, Commercial RE for Skechers, Old Navy and Swig drinks tracking and aligning consumer behavior to roll out expansion strategies.

What would be your goal(s) as a Commissioner?

My goal is to best serve the city. I wish to ensure information reaches its constituents with clarity and ease of information for them to feel involved in the transformation of their city.

Please describe how you would help support excellence in public service and help the City effectively respond to the needs of the diverse residents we serve.

It is important that every person and their concern is welcomed and feels heard. I think our city does a tremendous job here. I love that a woman voiced the need for more benches to rest on a trail and the city included her in planning what was the best placement of these benches. It really resonated with the community and made a huge impact on not only elders but families that frequent the walk.

Current and Past Membership in Community Organizations & Offices Held:

None.

Additional Information & Comments:

I would love the opportunity to serve my city and look forward to speaking with you further.

Local References:

Name: Ross Egge (neighbor) Telephone: [REDACTED]

Address: _____ Email: _____

Name: Alexa Mietz & Matt Arigo Telephone: [REDACTED]

Address: [REDACTED] Email: _____

Name: Kate Hafner Telephone: [REDACTED]

Address: _____ Email: _____

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I certify that the information provided in this application is true and accurate to the best of my knowledge. By submitting this application, I agree to serve on the designated Commission/Committee if appointed.

Signature: [REDACTED] Digitally signed by Janice-Kay Dix
Date: 2025.08.26 15:18:35 -07'00' Date: _____



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COMMITTEE, COMMISSION, OR AREA OF SERVICE YOU ARE APPLYING FOR:

Planning Commission

Name: Megan Mokri Telephone: [REDACTED]

Home Address: [REDACTED] Email: [REDACTED]

Resident in Healdsburg for 5 years.

Languages other than English spoken: basic Spanish

Educational Background: _____

BS Biological Engineering, Cornell University
MBA, UC Berkeley Haas School of Business

Employer: Geared for Growing

Job Title: CEO

Duties Performed: _____

Geared for Growing is a Healdsburg-based landscape design, build, and maintenance firm. I lead a team in creating functional, sustainable outdoor spaces. My work involves coordinating with clients, designers, and contractors, navigating local regulations, and ensuring projects enhance both individual properties and the broader community.

Have you ever attended a meeting of the Commission to which you are applying? If so, how many?

Yes, two.

Please state briefly your reasons for applying and why you feel you are qualified for appointment to this body.

I'm applying to the Planning Commission for a second time at the encouragement of my friend, Will Seppi. As owner of Geared for Growing, I regularly navigate local regulations, balance design goals with environmental considerations, and manage projects that shape the community's built environment. I care deeply about preserving Healdsburg's character while supporting thoughtful, balanced growth.

What would be your goal(s) as a Commissioner?

My goal as a commissioner is to give back to the community while expanding my professional experience in a new area of public service. I would approach the role with a commitment to applying Healdsburg's planning and zoning regulations consistently and fairly, ensuring decisions uphold the city's established standards while serving the community's best interests.

Please describe how you would help support excellence in public service and help the City effectively respond to the needs of the diverse residents we serve.

I would approach each application with fairness, transparency, and a respect for the city's established planning and zoning regulations. My professional experience requires balancing the needs of multiple stakeholders, listening carefully, and communicating clearly—skills that ensure all applicants feel heard and treated equitably. I recognize that Healdsburg serves a diverse set of residents, businesses, and visitors, and I would work to apply the city's standards consistently while acknowledging the unique circumstances of each case.

Current and Past Membership in Community Organizations & Offices Held:

Healdsburg Youth Soccer, Coach (various teams) 2023-2025
Canal Alliance, ESL Volunteer (2012)
Future Women Leaders, President (2008-2010)

Additional Information & Comments:

I previously applied to serve on the Planning Commission and remain committed to contributing my skills and experience to the City of Healdsburg. I bring a track record of professionalism, follow-through, and collaborative problem-solving, and I am committed to approaching each decision with impartiality and respect for the city's codes and processes. I would be honored to serve and continue learning in this important role.

Local References:

Name: Will Seppi Telephone: [REDACTED]
Address: [REDACTED] Email: [REDACTED]

Name: Jim Lago Telephone: [REDACTED]
Address: [REDACTED] Email: [REDACTED]

Name: Whitney Opperman Telephone: [REDACTED]
Address: [REDACTED] Email: [REDACTED]

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I certify that the information provided in this application is true and accurate to the best of my knowledge. By submitting this application, I agree to serve on the designated Commission/Committee if appointed.

Signature: [REDACTED] Date: 08 / 14 / 2025



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COMMITTEE, COMMISSION, OR AREA OF SERVICE YOU ARE APPLYING FOR:

Planning Commission

Name: Christine Schadlich Telephone: [REDACTED]

Home Address: [REDACTED] Email: [REDACTED]

Resident in Healdsburg for 21 years.

Languages other than English spoken: None

Educational Background: University of California, Berkeley. BA Political Economy

Employer: Retired, Carmel Partners. An institutional real estate firm focused on multifamily investments.

Job Title: Head of Investor Services and ESG

Duties Performed: Carmel is a vertically integrated multifamily real estate specialist that invests in urban infill markets. Oversaw day-to-day Investor Relations operations servicing over 60 institutional investors. Developed Carmel's ESG program and led ESG committee.

Have you ever attended a meeting of the Commission to which you are applying? If so, how many?

Yes, 3-5 in person but have also watched videos of and/or reviewed the minutes of the meetings over the prior year.

Please state briefly your reasons for applying and why you feel you are qualified for appointment to this body.

As the town of Healdsburg continues to grow, I'm interested in the design and future of some of the most impactful projects including the pending SMART train station and how it will interact with the potential and adjacent senior housing development, and the commitment to a new cultural center at the northern end of town.

What would be your goal(s) as a Commissioner?

Develop and implement policies set forth by the local government, represent the community at large and generally coordinate with City staff. More specifically, I'd like to be involved in the design review of the SMART train station and any community meetings that may influence its design, as well as other developments that are presented.

Please describe how you would help support excellence in public service and help the City effectively respond to the needs of the diverse residents we serve.

Attend all meetings and engage with fellow Planning Commissioners as well as the planning staff. Find opportunities for connectivity in the community, through natural resources and development and/or different demographic groups in Healdsburg.

Current and Past Membership in Community Organizations & Offices Held:

Past:

Sugar Bowl Ski Team Foundation, Board Member and Chair of Finance Committee
Zero Breast Cancer - Board Member

Additional Information & Comments:

Relevant experience: Entitled and managed three multifamily development projects in Seattle on behalf of Alecta U.S.A., the U.S. division of Sweden's largest pension plan.

Local References:

Name: Ingrid Maltrud Telephone: [REDACTED]
Address: [REDACTED] Healdsburg, CA Email: [REDACTED]

Name: Jim Heid Telephone: [REDACTED]
Address: [REDACTED] Healdsburg, CA Email: [REDACTED]

Name: Will Seppi Telephone: [REDACTED]
Address: [REDACTED] Healdsburg, CA Email: [REDACTED]

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Signature: [REDACTED] Date: 8/25/25



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COMMITTEE, COMMISSION, OR AREA OF SERVICE YOU ARE APPLYING FOR:

Member of city planning commission

Name: Henry (Hank) Scotch Telephone: [REDACTED]

Home Address: [REDACTED] Email: [REDACTED]

Resident in Healdsburg for 4 years.

Languages other than English spoken: None

Educational Background: PhD in English at the University of Chicago

Employer: University of Chicago Press

Job Title: Managing Editor

Duties Performed: In charge of day-to-day operations of scholarly journal Critical Inquiry (remotely); edit and fact-check manuscripts; plan scholarly events (online and in-person); hold weekly meetings with editors; communicate with authors; create and post journal related activities on social media; design journal cover; supervise employees and interns.

Have you ever attended a meeting of the Commission to which you are applying? If so, how many?

No

Please state briefly your reasons for applying and why you feel you are qualified for appointment to this body.

While I was advocating for Measure O (which, even though it didn't pass, I thought the city did a very good job promoting), I realized how important it is to be civically engaged in our city. So, I want to do more. In the instance of the failed measure, it seemed to me that people were often misinformed, and I would like to do more to help clarify issues for residents. I enjoy a lot of what the city has to offer, and I think I would be a good representative from the community.

What would be your goal(s) as a Commissioner?

I want to work with the city, finding ways to translate the processes of city decision-making to the residents of Healdsburg as clearly and persuasively as possible.

Please describe how you would help support excellence in public service and help the City effectively respond to the needs of the diverse residents we serve.

As our community grows and changes, I want to lend my positive energy and communication skills to the city to make sure everyone understands what's happening and that the decisions we make together take into account everyone who lives here now and even those that will live here in the future.

Current and Past Membership in Community Organizations & Offices Held:

This would be my first.



Additional Information & Comments:

I'm excited about some of the things coming to Healdsburg that will improve my life here, my wife's, and even my mother's (who is moving to Enso village later this year). So, I'd like to be part of the decision-making for even more services and changes to the city moving forward.

Local References:

Name: Tom Chambers Telephone: 
Address: Healdsburg Email: 

Name: Theresa Ryan Telephone: 
Address: Healdsburg Email: 

Name: Matt Norelli Telephone: 
Address: Healdsburg Email: 

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Signature:  Date: 08/21/25