

Office of Urban Redevelopment - OUR-SA and SAAH Mayoral	Application No: No: 20201111201734_10322
ELIGIBILITY	
PROFILE	
Prefix	Ms
Last Name	Kestenbaum
First Name	Marianne
Middle Name	
Suffix	
Preferred Name	Marianne
Title	
Address Type?	Residence
Address	
City	San Antonio
State	TX
Zip	78231
Phone Type?	Home
Phone number	
Phone 2 Type?	Preferred
Phone 2 number	
eMail	
Employer	
Job Title	
Occupation	
Board/Commission/Committee Name	Office of Urban Redevelopment - OUR-SA and SAAH~Mayoral~~04
DEMOGRAPHIC INFORMATION	
The City of San Antonio strives for boards and commissions to be representative of our diverse community Providing the following demographic information is voluntary, and will only be used for statistical and reporting purposes	
Race/Ethnicity (Please select	White/Non-Hispanic

all that apply)	
Gender:	Female
Age:	65 to 74
Do you identify as a sexual minority (such as lesbian, gay, bisexual, queer, etc.)?	
QUESTIONS	
If this board position requires residency within Bexar County, the City of San Antonio city limits or within a particular council district, do you meet those residency requirements?	Yes
Are you a City of San Antonio resident?	Yes
San Antonio Resident Length - Years	33
In which City Council District do you reside?	08
How many years have you lived in the City Council District where you reside?	33
Do you or any of your immediate family members or any businesses that you or they own currently have any direct or indirect financial interest in any contract(s) with the City, including subcontracts?	No
Will you or any of your immediate family members or any businesses that you or they own seek a contract(s) with the City in the foreseeable future?	No
Do you or any of your immediate family members or any businesses that you or they own have any financial interest, direct or indirect, in any sale to the City of any land, materials, supplies, or service?	No
Will you or any of your immediate family members or any businesses that you or they own seek or take part, either directly or indirectly, in any sale of land, materials,	No

supplies, or service to the City in the foreseeable future?	
Does your employer or an employer of your immediate family members have a contract with the City?	No
Do you or any of your family members currently serve or in the past year served as an administrative aide to a Councilmember?	No
Do you currently serve in any elected or appointed public government office?	No
Are you a member and/or officer and/or employee of any boards, commissions, corporations, non-profit entities, agencies, or other entities?	Yes
Give the title and dates of any position which you have held in such organization:	Congregation Beth Am leadership: (1988-1992, 2004-2005, 2013-present) president, as of June 2020, vice president of events, vice president of publicity, secretary, at large member board member chair of planning committee chair of tzedakah committee to select a local organization receive the congregations annual award to fulfill the duty of using financial resources to make the world more just.
Do you receive any compensation for service on this entity(ies)?	No
Do you intend to seek election or appointment to any public office or board or commission in the foreseeable future?	No
Have you ever been hired for a position with the City of San Antonio?	No
Describe your Educational history	<ul style="list-style-type: none"> • MBA in finance, Our Lady of the Lake University. • Audited four classes in the Studies of the Futures masters-degree program, University of Houston-Clear Lake • Completed all but thesis for MA in journalism (science writing), University of Missouri-Columbia • BA in psychology (physiological), Washington University in St. Louis
Describe your Professional History & Certification designations (Current and historical).	PROFESSIONAL HISTORY Highlights <ul style="list-style-type: none"> • MBA, finance, Includes course work in capital budgeting, supply chain and operations management, cost benefit analysis, and managerial control systems • Member, 2013 Financial Literacy Curriculum Advisory Board, National Financial Educators Council • Extensive project management experience. • Proven leadership and effective interpersonal relationship and written/oral communication skills throughout all levels of the organization and community. • Identification and definition of stakeholder and customer objectives and needs • Record of precisely

defining business requirements for systems development projects, for reporting and analysis systems, in particular. • History of developing creative solutions based on analytical insight and data. • Demonstrated success in starting new functions within an organization. • Ability to quickly learn about issues, markets, and products. • As a non-profit organization executive director and volunteer, created persuasive communications delivered orally and in writing also led and collaborated in various campaigns promoting sustainability. • Expert business communication writing skills. Chronological History Our Lady of the Lake University, San Antonio, TX, McNair Scholars Program Project Specialist, 2005-2012 • Served as interim project coordinator, including managing budget and operations in compliance with federal grant regulations • Prepared annual grant performance report • Conceptualized and led planning, public relations, and implementation of financial literacy fair for students, students' families, and general community fostered taking action with opportunities to open credit union or bank accounts, to apply for IDA accounts, to learn how to negotiate for salary, and to become informed about an affordable housing program • Managed annual undergraduate summer research experience to enhance competitiveness of first generation/low-income students applying to graduate schools, motivating and inspiring students and maintaining excellent communication with faculty supervising research projects • Planned and promoted two major campus-wide annual events: a week-long research symposium and the banquet spotlighting student researchers and their supervising faculty among senior executives, administrators, and faculty leaders. Smart Growth San Antonio (SGSA), San Antonio, TX, Executive Director, 2004 • Managed day-to-day operations of this nonprofit education and advocacy organization, including budget management and planning • Organized communication campaigns and grass-roots campaigns in collaboration with other organizations that led to: (1) voter approval to renew the city's land purchase program limiting development over the recharge zone of San Antonio's sole source of drinking water (2) City Council approval of stricter environmental controls for a resort built over the same recharge zone (3) agreement by city-owned power company to upgrade coal-fired power plants with emissions-reducing equipment • Increased SGSA credibility and influence among mainstream policy makers through media responses, press releases and press advisories, comments at public hearings, and personal dialog in face-to-face meetings while maintaining respect of grass roots constituents: San Antonio Business Journal identified SGSA as one of two key players willing to find common ground with the development community other key player was then Councilman Julin Castro • Handpicked by SAWS CEO to serve on citizens advisory panel to represent the environmental community. Foresters, New Braunfels TX, Business Development Officer, 2003 • Helped identify and develop relationships with nonprofit and service organizations as potential service partners and lead sources • Cost-effectively planned booths for lead-generating business and life style shows • Managed region's marketing budget • Simplified region sales and losses tracking tool and helped improve accuracy of corporate marketing report. MK Growth Strategies, San Antonio TX, Consultant/Owner, 2002 • Successfully wrote and presented a response to an RFP from a credit union president and marketing vice president for market research and analysis to

	<p>recommend a market-based name change developed formal agreement precisely detailing the work to be done and its associated time line: project would consist of qualitative/quantitative hybrid research methodology to identify psychographic segments, to be followed by focus groups to elicit strengths and weaknesses of segment-inspired names • Managed project by Gantt chart included in formal agreement and supplemented agreement with documentation of mutual agreement to time line changes due to client delays • Wrote and presented preliminary report that focused on research results to validate with the client that the findings were credible and to explain the steps of the analysis yet to be completed • Wrote final report and highlighted the chai</p>
Describe your Volunteer Experience & Community Service	<p>• Served as Mayoral appointee representing the community on the Housing Commission my offer to the mayor to step down to make room for an additional renter on the Commission was accepted September 2019. • Served as an adviser to Mi Ciudad Es Mi Casa, a new organization growing out of citizen participation in the Mayors Housing Policy Task Force (MHPTF), that through strategic partnerships, planning, and implementation is a resource for tenants and homeowners seeking relief or help to maintain housing (2018-2019). • Member of the Funding and Finance technical working group of the MHPTF: (2018) • Participant in loose coalition that formed throughout the zoning case related to the Mission Trails Mobile Home Park, analyzing and advocating for transparently and democratically developed policy to resolve contradictions between revitalizing community and preserving dynamic and diverse neighborhoods in a way that optimizes both community-wide prosperity and justice and the citys economic vitality: (2014-2018) member of the LISC-approved delegation to represent the coalition at April 17, 2015 fact-finding meeting researched and analyzed issues for a member of the coalition serving on the 2014-2015 mayor-appointed committee for protecting and preserving dynamic and diverse neighborhoods. • Hebrew Free Loan Association-San Antonio (2004-2009. 2011-2019), serving as president, vice president, secretary, and treasurer throughout my second membership period. • Congregation Beth Am leadership (see current boards and commissions section, above). • SA 2020 Commission on Strengthening Family Well-Being: (2013-2017) District 8 representative worked closely with then Councilman Nirenberg to successfully stave off an effort by then Mayor Taylor to sunset this commission. • Political campaigns for candidates and ballot initiatives: varied levels of engagement and political office supported (2005-present). • Selected by SAWS CEO to represent the environmental community on the CAP, and one of the CAP representatives helping to develop the 2006 drought management plan: (2004-2006) • Save Our Aquifer, a political action committee of Smart Growth-San Antonio, that protested COSA's circumventing citizen influence on PGA development plans over the Edwards Aquifer Recharge Zone (2002-2004). • Mentored twin brothers from second grade through their junior year when they transferred to a school outside the mentoring program. In addition to regular academically focused meetings at their schools throughout the years, I also voluntarily took them on recreational and enrichment field trips, including taking them to a rally to see President Clinton (1989-1996).</p>
Please provide a brief narrative	<p>In addition to describing my reasons for seeking this appointment, that</p>

outlining your reasons for seeking appointment to this board or commission:

narrative is followed by additional background information explaining how involvement in economic and social justice issues became core to my personal mission. If I am offered the privilege of being appointed to OUR-SA, the City Council and citizens of San Antonio can count on me to tirelessly complete my due diligence for projects and to uphold the responsibilities of oversight that come with the appointment. Further, as a member of NIAC representing the Housing Commission, I observed a significant discrepancy between the anticipated proportion of deeper levels of affordability presented to the NIAC, and the proportion required in the final transaction contract. I am determined to ensure that contracts for affordable housing ensure the greatest degree of affordability for the greatest number of units possible, whether that is achieved in negotiations or the RFP, itself, or both. I will independently research and seek training on financing affordable housing projects. Finally, I will advocate for alternative development mechanisms, such as numerous models of collective and cooperative organizations. My commitment to being an active Commission or Board member comes from the fact that membership will be a continuation of my efforts with hundreds of other San Antonians to encourage the City to embrace and act upon the reality that ensuring home security among our most vulnerable residents and sustaining vibrant economic growth are synergistic, most recently reflected in my service on the Housing Commission. I recognize the significance of the City achieving a Council-approved housing policy framework that honestly incorporates citizens advice and that, in San Antonio's history, is unique because it is a consensus of five exceptional task force members, all of whom determinedly represented widely diverse segments of residents and the business communities. I do not want to waste this rare moment and will diligently work to ensure that the guidelines are meaningfully incorporated into decisions of OURSA. My commitment to active participation also comes from my pride in San Antonio because so many with so many vantage points came together in the process that created the final Task Force report. Without Mayoral leadership, the five strategically selected MHPTF appointees, the efforts of many hundreds of citizens during the formal process and even before, City Council support, City Staff engagement, and consultant facilitation and research we would not now be implementing housing policy with such widespread buy-in. I have been active in the efforts of hundreds of citizens to help our city seek a mutually beneficial resolution of the tension between protecting home security among our most vulnerable residents and promoting the city's economic growth, most recently while serving on the Funding and Financing Technical Working Group of the Mayors Housing Policy Task Force (MHPTF). Of course, commitment and knowledgeable experience alone do not make for a good commission member. Those making appointments must be confident that members will contribute to the commission's success. I have a professional and volunteer history of working effectively among persons with differing perspectives, acting upon the belief that listening is as important as expressing one's own opinions, perhaps more so. I am driven by the democratic principle that optimal decisions arise from the broadest and most competitive marketplace of ideas. I am also fiercely protective of democratic processes, and will be vigilant that guidance emerging from transparent discussion by the board is not passively dismissed by inaction. This commitment comes from previous

	<p>experience on other commissions Additional relevant background</p> <p>Through a process that began about nearly 20 years ago with projects for two University of Houston Clear Lake Studies of the Future classes I became immersed in literature and current events related to livable and walkable cities and the importance of preparing citizens to compete in the global economy. But despite expanded educational and training opportunities San Antonio introduced, how could we realistically expect San Antonio residents trapped in poverty and home insecurity to take advantage of these resources In 2014, the city added insult to injury by a rezoning vote that closed a mobile home park, displaced about 300 residents from their homes, and obliterated a tightknit community through which residents provided services to one another that counterbalanced the challenges of their lives It was that catastrophic event that illustrated the forces and policies (or lack of them) in our city that enabled city and business processes to steal even the most modest of homes from 300 persons, including elderly and sick residents, as well as children, without ensuring resources to adequately compensate them for even the tangible costs of relocating. I</p>
APPLICATION SIGN-OFF	
<p>As a board, commission, or committee member, you will be asked to adhere to Code of Ordinances, City of San Antonio, Part II, Chapter 2, Article IX, Sec.2-534. All board and commission members must file a Financial Disclosure Report with the Office of the City Clerk upon appointment, and annually thereafter, throughout the member's term Failure to file a Financial Disclosure Report within the time required by the City's Ethics Code will be considered an automatic removal.</p>	
<p>I understand that if any member of the public makes a request for information included in this Application for Appointment, most of the information must be disclosed under the Public Information Act. I understand that the City of San Antonio will attempt to maintain the confidentiality of highly private matters by seeking an Attorney General's opinion in accordance with the Public Information Act. I understand that it may not be legally</p>	<p>Acknowledged</p>

possible to maintain the confidentiality of such information, and I hereby release the City of San Antonio, and its agents, employees and officers, from any and all liability whatsoever if the information must be released pursuant to the Public Information Act or any other law requiring its release.	
I recognize that I am an applicant for Office of Urban Redevelopment - OUR-SA and SAAH~Mayoral~ ~04, as a City of San Antonio board or commission that is more than advisory in nature. As a city officer, I understand that I, my immediate family members, and any business in which I and/or they hold a 10% or greater ownership interest will be prohibited from seeking or accepting contracts with the city for the duration of my service on this board. I further understand that this restriction will extend with regard to many types of discretionary contracts for a period of one year after leaving city service.	Acknowledged
OATH: I have read and understand the guidelines set out in this application. The foregoing statements are true, accurate, and complete. I agree that any misrepresentation or omission of facts may result in my disqualification for appointment.	Acknowledged
Enter Your Name	Marianne Z Kestenbaum
Date of submission.	11/11/2020
The Texas Public Information Act provides that each government official may choose whether to allow the public access to the information in the custody of	

<p>the City that contains your home address, home telephone number, or reveals whether you have family members. Please note that this does not apply to business addresses, which are subject to public disclosure. If an open records request is filed requesting to view or obtain records that contain your personal information, the City will take steps to protect your personal information as authorized by the Texas Public Information Act, but only if you have elected to protect personal information.</p>	
<p>I want the public to have access to my Home Address.</p>	No
<p>I want the public to have access to my Home Telephone Number.</p>	No
<p>I want the public to have access to my Social Security Number.</p>	No
<p>I want the public to have access to my Emergency Contact Information.</p>	No
<p>I want the public to have access to my Family Information.</p>	No
<p>Please attach any additional information, such as a current resume, using the Attachments panel at the bottom of this page.</p>	