

MDUSD

CITIZEN'S BOND OVERSIGHT COMMITTEE

MEMBERSHIP APPLICATION

COMMITTEE'S PURPOSE

"The purpose of the Committee is to inform the public concerning the expenditures and uses of bond revenues. The Committee's legal charge is to actively review and report on the expenditures of taxpayer's money for school construction."

APPLICATION INSTRUCTIONS

Please complete and submit this Membership Application with a current resume and a personal statement summarizing why you want to serve on the Citizens' Bond Oversight Committee. Include any special areas of expertise or experience that you have that would be helpful to the Committee. Please submit Membership Application and supporting documents to Chief Business Officer Rose Ramos at cboadminasst@mdusd.org

Name Jay Bedecarre	Home Address 573 Mt. Olivet Pl	
Home Phone 925-672-9990	Cell Phone 925-408-4014	Email jay@bayareafamilyfest.com

GENERAL MEMBERSHIP REQUIREMENTS

Do you live within the boundaries of MDUSD?	Yes
Are you an elected official?	No
Are you an employee or official of MDUSD? (No employee or official shall be appointed to the CBOC,)	No
Are you a vendor, contractor or consultant of MDUSD? (None shall be appointed to the CBOC.)	No
Can you serve a full three year term?	Yes
Do you know of any reason such as a potential conflict of interest, which would adversely affect your ability to serve on the CBOC? If "Yes", please explain:	No
Can you attend quarterly CBOC meetings ?	Yes

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SPECIFIC MEMBERSHIP REQUIREMENTS		
The committee must consist of at least seven members. (CHECK THE CATEGORY YOU ARE APPLYING FOR)		
✓	CATEGORY	QUALIFIER
REQUIRED BY PROPOSITION 39		
x	Business Organization (1 position)	One member shall be active in a business organization representing the business community located within the District
	Senior Citizen Organization (1 position)	One member shall be active in an Approved Senior Citizen Organization
	Taxpayer Organization (1 position)	One member of an bona fide Taxpayer Organization
	Parent or Guardian (1 position)	Parent or Guardian of a current MDUSD student
	Parent or Guardian AND PTO (1 position)	Parent or Guardian of a current MDUSD student AND a member of a Parent-Teacher Organization
BOARD MEMBER AT LARGE REPRESENTING		
	Concord	Resident of Concord
	Walnut Creek	Resident of Walnut Creek
	Pleasant Hill	Resident of Pleasant Hill
x	Clayton	Resident of Clayton
	Bay Point	Resident of Bay Point
	Pacheco, Clyde, or Unincorporated Areas	Resident of Pacheco, Clyde, or Unincorporated Areas
	MDUSD Student	Current MDUSD Student
	Area of Expertise (Please Explain):	Expertise in Accounting, Auditing, Construction, Financial Management, or School Administration.

Various CBOC documents are available on the CBOC's website at
<http://www.mdusd.org/cboc>
 including agendas, minutes, membership by categories, audit reports, CBOC By-Laws, annual reports, bond measures etc.

MEMBERSHIP APPLICATION CHECKLIST		
x	Completed Application Form	x
x	Personal Statement (Why do you want to serve on the CBOC and what areas of expertise or experience do you possess that will benefit the CBOC?)	x
	Email to cboadminasst@mdusd.org	x

SELECTION PROCESS

Applications will be reviewed by the District who shall make recommendations to the Board of Education for appointment to the CBOC. Interviews will be held as needed. Submitted applications shall be published in the Board Agenda for public review prior to the Board of Education appointing Committee members.

SIGNATURE OF APPLICANT	
By signature, the Membership Application answers, current resume and personal statement are true and complete to the best of my knowledge.	
Name	Date
<i>Jay Bedecarre</i>	04/30/2019

April 29, 2019

To: CBOC Measure J Committee Screening Staff

Fr: Jay Bedecarre

Re: Application for Measure J Committee

I am submitting my application to serve on the MDUSD Measure J Committee, as I have done previously serving on the Measure A and both Measure C committees starting in 1989. I was the first elected chair of the Measure A Committee and have served on all three bond oversight committees in the District.

I graduated from Mt. Diablo High School and my four children are MDUSD grads as well. We had children who attended Mt. Diablo Elementary and Diablo View MS too. I'm the son of two award-winning teachers who spent most of their retirement years mentoring teaching credential students at Saint Mary's College. My dad spent his entire teaching career in MDUSD (Riverview and Oak Grove MS).

Over the years I have served on the oversight committees as a business person or as a rep of the Clayton Valley High feeder area. I also served for several years on the CVHS Site Council, including during a WASC period. I was president of the Saint Agnes School Board when our children were in grammar school.

My company, Bay Area Festivals, produces family-oriented events around the San Francisco Bay Area including Bay Area KidFest, Bay Area Kid's Book Fairs, Bay Area Camp & School Fairs, Super Holiday Boutiques and several others. We have donated over \$80,000 cash to MDUSD schools since moving KidFest to Mt. Diablo High nine years ago.

I've attached my resume to this submission.

Thank you for your consideration.

JAY BEDECARRÉ

573 Mt. Olivet Place · Clayton, California 94517
(925) 408-4014 · jay@bayareafamilyfest.com

WORK EXPERIENCE

BAY AREA FESTIVALS

2009-Present

President

Producing family-oriented events throughout the San Francisco Bay Area including Bay Area KidFest, Bay Area Kid's Book Fairs, Camp & School Fairs, Bay Area FamilyFest, Mommy & Me Consignment Sale, Super Holiday Boutiques, City of San Pablo Multi-Cultural July 4 Celebration, Concord Oktoberfest, Super Valentine's Boutique, KNBR Radio Big League Dreams baseball clinics and other events. Responsible for all aspects of event scheduling, marketing and production including supervising up to 250 employees and volunteers at events.

PIONEER NEWSPAPERS

2007-Present

Sports editor, news and feature writer

Editor and writer for *Concord Clayton Pioneer* newspaper. Research, write and edit feature, news and sports stories on deadline.

HOME BUILDERS ASSOCIATION OF NORTHERN CALIFORNIA

2004-2007

Director of Communications and Member Services

Managed marketing communications and public relations for trade association (now *BIA of the Bay Area*) representing homebuilders and related industries in 14 counties of greater San Francisco Bay Area. Developed and implemented publication of award-winning monthly magazine, three Association directories and two weekly email newsletters; design and content management of website and weblog; coordination of media relations for staff, board and member experts; executive producer of weekly program on KNBR Radio securing nationally-prominent guests, and development of Association's internal and external communications strategy. Redesigned magazine, website and e-letters, more than doubling the circulation of each. Produced acclaimed HBANC video *Who Are We?* Supervised nearly \$1 million in annual advertising and sponsorship sales. Collaborated with state association on public affairs initiatives and television advertising campaign. Managed membership and events departments. Created largest, most successful events in organization history at AT&T Park and Moscone Center. Provided marketing and public relations consultation to HomeAid Northern California, non-profit arm of HBANC.

LEWIS BENEDICT BEDECARRÉ

1987-2003

Principal

Providing marketing, public relations and communications services for advertising agencies, businesses and organizations. Managing strategic planning, research, budgeting and event production at for-profits and non-profits. Also populating client websites and social media outlets with creative content and writing feature articles for publications while seeking a career opportunity utilizing my experience, expertise and enthusiasm to achieve the organization's marketing and communications objectives.

Supervised creative, production and media buying of television, radio, print, direct mail, websites and collateral for diverse client roster at full service advertising agency. Major industry categories were homebuilding, entertainment, legal, sports, trade show and hospitality. Agency roster also included mortgage companies, automobile dealerships, recreation, travel agencies, radio stations and resorts. Principal agency contact with clients and media. Coordinated research, special events and strategic planning. Marketed sales of over 25,000 new homes throughout California and Nevada for a dozen public and private homebuilders.

CONCORD PAVILION

1974-1986

Marketing Director

Diverse management experience at preeminent outdoor performing arts, sports and entertainment center. Directed marketing, programming, public relations, advertising, box office sales and promotions. Increased annual revenue from \$650,000 to \$10+ million. Planned \$2.6 million annual media budget. Supervised nine full-time and 35 part-time employees. Negotiated artist and media contracts, secured corporate sponsorships (Anheuser-Busch, JVC, Fujitsu, Ford, Pepsi, See's Candies, Toyota, Chevron, IBM and others), served as organization spokesman to media and public, edited and published publications, coordinated ticket sales and telemarketing, wrote press releases and prepared grant proposals.

SAN FRANCISCO BAY AREA MEDIA

1971-1974

Editor, news, sports and feature writer and radio sports broadcaster for East Bay daily newspapers and radio station (*Pittsburg Post-Dispatch*, *Antioch Ledger*, *Concord Transcript*, *Tri-Valley Herald* and KWUN-AM Radio). Covered professional, collegiate and amateur sports. Won prestigious California Newspaper Publishers Association first-place award for sports section excellence.

EDUCATION

UNIVERSITY OF CALIFORNIA BERKELEY

Course work in business and arts administration and journalism
Sportswriter for *Daily Californian*
University of California Alumni Association scholarship recipient

PROFESSIONAL & CIVIC ORGANIZATIONS

Mt. Diablo Unified School District Measure A and Measure C (both) Oversight Committees
Clayton Valley High School site council
St. Agnes School, President school board
Mt. Diablo Hospital Foundation, President
Concord Rotary Club, President
California International Sports Foundation, President
Greater Concord Chamber of Commerce, Executive Board of Directors
50th Anniversary Concord Jazz Festival committee
Diablo Valley Soccer Club, President
Diablo Futbol Club, Founding Board Member & President
CalFest California/Nevada Festivals & Events Association
Lamorinda Presents
East Bay Advertising and Marketing Association
Contra Costa Press Club
Association of College, University and Community Arts Administrators
Western Alliance of Arts Administrators
Ligue Henri IV, San Francisco French fraternal organization

HONORS

2016 Arts & Cultural Commission of Contra Costa County Arts Recognition Award
2009 Lifelong Achievement Award from Concord Human Relations Commission
1986 City of Concord Presentation "To the Man who made the Concord Pavilion Known to the World"