

Carla Kacmar

From: noreply@civicplus.com
Sent: Saturday, June 19, 2021 3:09 PM
To: Carla Kacmar; Dannielle Mauk
Subject: Online Form Submittal: Boards & Committee Applications

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Boards & Committee Applications

TOWN OF SAN ANSELMO

APPLICATION FOR APPOINTMENT TO A SAN ANSELMO
BOARD/COMMISSION/COMMITTEE

To: San Anselmo Town Council

Date 6/19/21

I wish to apply for an appointment to a term/balance Art Commission

Name Jaclyn Barcewski

Home Address 340 Fawn Drive

Occupation Program Manager

Employer's Address *Field not completed.*

Home Phone 4152443735

Work Phone *Field not completed.*

Cell Phone *Field not completed.*

E-Mail jbarcewski@gmail.com

Number of years as resident of San Anselmo 1

Number of years as a resident in Marin 15

Education Level Achieved

Graduate Degree (Major)

Name and phone numbers of three San Anselmo residents who can be contacted for referral information about me:

1.) Name Joanne Madden

1.) Phone 415-686-0909

2.) Name Marcia Custer

2.) Phone 415-860-9193

3.) Name Suzanne Barczewski

3.) Phone 312-952-4893

I would be able to regularly attend the meetings of this Board/Commission/Committee. YES

I would be available to attend additional meetings when they are necessary. YES

I am familiar with the responsibilities and functions of this Board/Commission/Committee. YES

I have attended meetings of the Board/Commission/Committee as a member of the public. YES

List briefly, previous experience serving the public office, and/or civic commissions, boards, or committees.

I am a co-founder of the Bay Area Asset Managers (BAAM) meet up group. This is a professional social club for people working in the library sciences (archivists, digital asset managers, knowledge managers, taxonomists, etc.). For almost ten years we have organized regular meetup events and annual "anti-conferences" for information professionals to connect, socialize and learn from one another. Website: <https://www.baamvoyage.com/>
Recognizing that so many people who work in the information sciences are often working as a "team of one," we wanted to give people a platform and physical space to connect and build their professional networks. Since its founding, we have grown membership by 90%, helped numerous people secure new professional opportunities, make lasting connections and create a space for continued education and development.

I also brought a similar initiative to where I work by founding a workplace group for people who are individual contributors working in the information sciences (librarians, digital asset managers, archivists, taxonomists). Again, this was an attempt to connect people and drive innovation. Making connections is very important to me.

Reasons for this appointment.

After living in San Francisco and New York City for many years, I recently returned home to Marin County--settling in the Sleepy Hollow neighborhood of San Anselmo with my husband and newborn daughter. Having lived in places where art is at the core of the community, selfishly I still want that to be a part of my life today outside a city. For this reason, I want to be a part of the effort to help make space for people to use art as a vehicle to connect with ideas and the community.

What are your qualifications for this appointment.

I bring extensive professional experience leading design operation programs at some of the most recognizable brands. My focus is on information management and program management but I miraculously managed to raise a significant amount of money last year for a social justice non-profit by nominating it for a grant. It is these kinds of opportunities that I am always keeping my eye out for, and I would do the same while on the Arts Commission.

Briefly, what do you consider to be the most important, one or two current issues facing this Board/Commission/Committee?

Challenge 1: Lack of community engagement, involvement, and interest.

Challenge 2: Lack of diverse ideas, perspectives and non-traditional artistic mediums.

I understand that I and all other applicants will be personally interviewed by the Town Council as part of the selection process for this appointment. I also understand that my application material will be a public document and available on the Town's website. Sensitive materials that you don't wish to be posted on the website should not be included with the application.

YES

Other
Boards/Commissions/Committees
on which you would be interested
in serving if not appointed to this
seat?

Quality of Life Committee

You may attach personal resumes
or other information which you
believe would be helpful to the
Council in its selection process.

Jaclyn Barcewski Resume April 2021.pdf

Thank you for your interest in serving the Town of San Anselmo and its citizens.
For further information, please contact Carla Kacmar, at
ckacmar@townofsananselmo.org or 415-258-4660.

Email not displaying correctly? [View it in your browser.](#)

Jaclyn Barcewski

E. jbarcewski@gmail.com

T: 1.415.244.3735

L: linkedin.com/jaclyn-barcewski/

Experienced product manager focused on strategic planning, implementations and growth of information management programs with a focus on digital asset management, creative tooling, taxonomies, rights management, and data governance.

Work History

Lead, Digital Asset Management & Creative Tooling

FACEBOOK

11/16-Present

- **Entrepreneurship:** Conceived, built, and now lead Facebook's first enterprise on-premise Digital Asset Management (DAM) Content Operations Program. Manage a team of taxonomists and program managers responsible for executing the strategy and evolution of the program.
- **User Engagement:** Responsible for tracking and reporting on ROI and usage statistics and to leadership to secure continued financial sponsorship and buy-in. Work hand-in-hand with engineering, UX, data science, and operations to identify and build new app integrations. Impact: Grew client base from two to 12 product teams (10k+ users) with the support of 40 cross-functional stakeholders. Impact: increased user adoption 75% year-over-year with \$10M in annual cost savings.
- **Governance:** Led the development of first data governance policy for third party DAM and taxonomy tools in support of the FTC security policy. Included establishing industry best practices on taxonomies, metadata models, and classification schemas across products and teams. Impact: 50+ hours saved on otherwise redundant work; projected savings of \$200k in professional service hours.
- **Data Security:** Launched app features to track and automate data usage, deletion and storage for personal identifiable information (PII). Results: increased data security and data accountability by 80% and app reputation as a stable, reliable product for high sensitivity data.
- **Business Development:** Own the annual operating budget of \$3M+. Established working group of 15 "DAM Champions" from multiple business units to share analytics and evangelize tool, global taxonomy strategy, and ongoing ROI tracking to help stakeholders better understand system value.
- Enabled people to do better work by introducing 20+ major DAM app integrations (e.g. Tableau, Monday.com, GoogleDrive, Dropbox plus FB proprietary apps); Added 100+ significant DAM software features.
- **Evangelist:** Proudly serve as the internal champion for information management tools and methodologies: Regularly speak at meetings and public conferences; host monthly All-Hands for users and admins.; own the internal 'information sciences@' group.

Creative Operations Manager

SQUARE

San Francisco, CA

10/15 - 11/16

- Established Company's first Creative Ops function for its information ecosystem-- spanning tooling, creative, legal, and Comms. Oversaw the Program to connect internal Creative & Design teams by establishing communication and distribution best practices. Included metadata tagging and taxonomy policy for incoming studio work. Results: Increased productivity by 65%, and decreased number of redundant efforts, consolidated tooling systems with estimated savings of \$1M annually.

Education

- **Master's of Library & Information Science,** Pratt Institute, NYC. 2009.
- **Advanced Certificate in Museum Archives,** Pratt Institute, NYC. 2009.
- **Bachelors of Art in Literature,** University of California, Santa Cruz, Santa Cruz, CA. 2005.

Skills

- Deep knowledge of digital asset management and content databases tools, and implementations.
- Expertise in the taxonomy landscape and a proven ability to evaluate and define system integrations..
- Expert in developing business requirements, including: creating personas, process maps, OKR and ROI tracking.
- Vendor management, selection and writing RFP
- Project Management Tools: JIRA, Trello, Airtable, Confluence, Basecamp, Smartsheet
- People Management
- Proven track record of executing multiple complex projects simultaneously
- Excellent written and verbal skills

Continued Education

Personal Finance & Literacy (audit)
City College of San Francisco 2019

Taxonomy Development 2018

Lead, Digital Asset Manager

San Francisco, CA

SQUARE

02/13 - 10/15

- Launched and ran the Company's first digital asset management (DAM) and Media Asset Management (MAM) Program with corresponding governance, rights management, data policies and creative in/outtake workflows. Wrote a request for proposal (RFP) and secured an annual \$1M operating budget.
- Established the first system taxonomy and metadata schema, best practices, and vocabulary standards
- Continuously measured, tracked and reported reuse of all digital marketing assets and identified new efficiencies for global creative workflows (e.g. integrations, API automations, data reporting and taxonomy updates).
- People Management: Managed two people to ensure proper asset intake, delivery, taxonomy and rights managed. Resulted in estimated \$500,000 on production spend for redundant efforts.

Senior Digital Asset Manager

San Francisco, CA

GAP

11/11 - 2/13

- In charge of ensuring proper organization, access, and distribution of all Gap Online and Brand campaign assets. Supported complex asset workflows involving talent rights management and asset distributions
- Established and led bi-weekly asset reviews to increase awareness of content and unlock value across media channels.
- Developed the taxonomy, metadata schema, and content workflows.

Training Library Manager

San Francisco, CA

LUCASFILM/ ILM

02/09 - 11/11

- Established first digital asset training library database with proper procurement and acquisition policy, metadata scheme and taxonomy standards. Results: saved countless hours that would have otherwise been spent manually searching stacks for production bids.
- Coordinated Learning & Development classes.

Archivist (contract)

New York, NY

MCGRAW HILL PUBLISHING

06/08 - 12/08

- Digitized the entire archive of corporate ephemera, authored finding aids, and led migration strategy for Company's first DAM system.
- Aligned enterprise metadata and taxonomy for multi-brand, region, language, and cross-system alignment. Led user training.
- Fielded asset requests, authored weekly data usage reports and wrote for the Archive's blog.

Archivist

New York, NY

THE NEW YORKER MAGAZINE

02/07 - 06/08

- Archived digital and analog materials of print and digital media resources; established metadata strategy for new DAM system (Cumulus). Fulfilled asset requests. Results: 75% usage increase of library and tooling.
- Managed team of Columbia Univ. interns to catalog new content.
- Promoted visibility and usage of archives through instruction, outreach, tours, and helped with digital and analog exhibitions throughout NYC.

<https://www.hedden-information.com/courses-workshops/taxonomy-course/>

Taxonomy & Controlled Vocabulary

Simmons College Online

2017

Information Design I**SF State University Ex.**

Fall 2013

San Francisco, CA

Fun Stuff**Bay Area Digital Asset Manager****Meetup (BAAM)**

Co-Founder

2014 - Present

A professional social group to connect informational professionals.

<https://www.baamvoyage.com/>

AIDS Lifecycle

Cyclist | Fundraiser

2016

Seven-day charity bicycle ride from SF to LA to raise funds for

HIV/AIDS-related services

<https://www.aidslifecycle.org/>

Misc.: Biking. Being Outdoors. Travel.

Water Color. Costume Dramas with Strong Female Leads.

Awards**Fisher Award****GAP**

2012

The Award recognizes employees who embody the Company's core values: innovation, integrity, community.

IMLS Fellow, Brooklyn Museum

Summer 2009

Awarded a major grant from the Institute of Museum and Library Services (IMLS) to build digital experiences for public domain artworks at American museum collections.

Carla Kacmar

From: noreply@civicplus.com
Sent: Wednesday, September 8, 2021 10:18 AM
To: Carla Kacmar; Dannielle Mauk
Subject: Online Form Submittal: Boards & Committee Applications

Follow Up Flag: Follow up
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Boards & Committee Applications

TOWN OF SAN ANSELMO

APPLICATION FOR APPOINTMENT TO A SAN ANSELMO
BOARD/COMMISSION/COMMITTEE

To: San Anselmo Town Council

Date	9/8/21
I wish to apply for an appointment to a term/balance	Art Commission
Name	Elizabeth Grasso
Home Address	456 Laurel Ave
Occupation	Stay at home Mom
Employer's Address	456 Laurel Ave
Home Phone	2104142069
Work Phone	<i>Field not completed.</i>
Cell Phone	2104142069
E-Mail	elizabeth@grassos.net
Number of years as resident of San Anselmo	7
Number of years as a resident in Marin	7

Education Level Achieved

College/University Degree (Major)

Name and phone numbers of three San Anselmo residents who can be contacted for referral information about me:

1.) Name Barbara Shands

1.) Phone 4156063342

2.) Name Kathy Edwards

2.) Phone 4152992024

3.) Name Kathee Shatter

3.) Phone 4154974189

I would be able to regularly attend the meetings of this Board/Commission/Committee. YES

I would be available to attend additional meetings when they are necessary. YES

I am familiar with the responsibilities and functions of this Board/Commission/Committee. YES

I have attended meetings of the Board/Commission/Committee as a member of the public. YES

List briefly, previous experience serving the public office, and/or civic commissions, boards, or committees. Arts Commission

Reasons for this appointment. Continue on commission

What are your qualifications for this appointment. Completion of prior term

Briefly, what do you consider to be the most important, one or two current issues facing this Board/Commission/Committee? As current treasurer of SA Arts Commission, I believe our key issue is funding to pay for continued community projects.

I understand that I and all other applicants will be personally interviewed by the Town Council YES

as part of the selection process for this appointment. I also understand that my application material will be a public document and available on the Town's website. Sensitive materials that you don't wish to be posted on the website should not be included with the application.

Other
Boards/Commissions/Committees
on which you would be interested
in serving if not appointed to this
seat? None

You may attach personal resumes
or other information which you
believe would be helpful to the
Council in its selection process. *Field not completed.*

Thank you for your interest in serving the Town of San Anselmo and its citizens.
For further information, please contact Carla Kacmar, at
ckacmar@townofsananselmo.org or 415-258-4660.

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Print**Boards & Committee Applications - Submission #1286****Date Submitted: 9/8/2021**

TOWN OF SAN ANSELMO

APPLICATION FOR APPOINTMENT TO A SAN ANSELMO BOARD/COMMISSION/COMMITTEE

To: San Anselmo Town Council

Date*

09/08/2021

**I wish to apply for an
appointment to a term/balance***

Art Commission

**Name***

Barbara Shands

Home Address*

194 Scenic Ave

Occupation*

Architect

Employer's Address**Home Phone***

4156063342

Work Phone

Cell Phone**E-Mail*****Number of years as resident of San Anselmo*****Number of years as a resident in Marin*****Education Level Achieved*****Name and phone numbers of three San Anselmo residents who can be contacted for referral information about me:****1.) Name*****1.) Phone*****2.) Name*****2.) Phone*****3.) Name*****3.) Phone*****I would be able to regularly attend the meetings of this Board/Commission/Committee.***☒ YES☐ NO**I would be available to attend additional meetings when they are necessary.***☒ YES☐ NO

I am familiar with the responsibilities and functions of this Board/Commission/Committee.*

- ☒ YES
☐ NO

I have attended meetings of the Board/Commission/Committee as a member of the public.*

- ☒ YES
☐ NO

List briefly, previous experience serving the public office, and/or civic commissions, boards, or committees.*

I have been serving on the San Anselmo Arts Commission for 3 years.

Reasons for this appointment.*

I would like to continue my participation in the Arts Commission and associated projects to serve the Town.

What are your qualifications for this appointment.*

As an architect, I have experience in the design field and working with artists.

Briefly, what do you consider to be the most important, one or two current issues facing this Board/Commission/Committee?*

Public outreach and public art.

I understand that I and all other applicants will be personally interviewed by the Town Council as part of the selection process for this appointment. I also understand that my application material will be a public document and available on the Town's website. Sensitive materials that you don't wish to be posted on the website should not be included with the application.*

- ☒ YES
☐ NO

Other Boards/Commissions/Committees on which you would be interested in serving if not appointed to this seat?*

None

You may attach personal resumes or other information which you believe would be helpful to the Council in its selection process.

Choose File No file chosen

Thank you for your interest in serving the Town of San Anselmo and its citizens. For further information, please contact Carla Kacmar, at ckacmar@townofsananselmo.org or 415-258-4660.