



July 5, 2011

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Marshall E. Ochylski

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Dan Gilmore

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Amparo Haber

Fire Chief
Robert Lewin

Battalion Chief
Phill Veneris

TO: LOCSO Board of Directors
FROM: Dan Gilmore, General Manager 
SUBJECT: **Agenda Item 6E – 07/07/2011 Board Meeting**
Appoint Lynette Tornatzky to the Emergency Services
Advisory Committee

DESCRIPTION:

Appointment of Lynette Tornatzky to vacant seat on the Emergency Services
Advisory Committee (ESAC).

SUMMARY OF STAFF RECOMMENDATION:

Staff recommends that the Board appoint Lynette Tornatzky to a vacant seat on
the Emergency Services Advisory Committee

STAFF RECOMMENDATION:

Staff recommends that the Board adopt the following motion:

***Motion: I move that the Board appoint Lynette Tornatzky to the
Emergency Services Advisory Committee.***

DISCUSSION

The District has three standing advisory committees, of which the ESAC is one.
The District's Bylaws and Rules of Decorum establish the desired number of
committee members at five. Currently, there are only four members of the ESAC.
Lynette Tornatzky has demonstrated interest in the issues facing the District, as
well as a willingness and ability to participate constructively on the ESAC.

FINANCIAL IMPACT

Appointing Lynette Tornatzky to the ESAC will not have an appreciable effect on
the District's finances.

Attachment

Mailing Address:
P.O. Box 6064
Los Osos, CA 93412

Offices:
2122 9th Street, Suite 102
Los Osos, CA 93402

Phone: 805/528-9370
FAX: 805/528-9377

www.locsd.org



Application for Advisory Committee Appointment

Los Osos Community Services District

COMMITTEE NAME: Emergency Services Advisory Committee

NAME Lynette Tornatzky

ADDRESS 1341 16th Street

CITY Los Osos ZIP 93402 PHONE (H) 534-9196 ~~(W)~~ (818) 419-0480
cell

E-MAIL luneto2@yahoo.com BEST TIME TO CONTACT any

EMPLOYMENT EXPERIENCE See attachment. Presently semi-retired, self-employed.

COMMUNITY/VOLUNTEER/~~GRANT WRITING EXPERIENCE~~ On ESAC committee
2007 and 2008. On UAC 2007, 2008, 2009, 2010 and 2011 as member or alternate.

MY PRIMARY INTERESTS ARE Studying Los Osos, community participation, reading.

I AM INTERESTED IN PARTICIPATING ON THE Emergency Services Advisory
COMMITTEE FOR THE FOLLOWING REASONS I am interested in keeping Los Osos
safe and ESAC committee participation is a good way to do that. Also, being on the older
side, one acquires a heightened interest in emergency services.

MY QUALIFICATIONS INCLUDE Attending most ESAC meetings for the past 4.5 years,
so I am fairly current as to what is going on.

LYNETTE M. TORNATZKY
1341 16TH STREET
LOS OSOS, CALIFORNIA 93402
(805) 534-9196 E-MAIL: luneto2@yahoo.com

Objective

To produce the best possible result for the end-user, either on my own or as part of a team effort.

Work Experience

1997 to April 2005

Art Director

Specialty Merchandise Corp.,
Chatsworth, California

- Design, art direct, style and production work on catalogs and brochures;
- Supervise three graphic designers, hire photographers, stylists, production artists;
- Annually research and propose software, hardware and photo studio equipment needs;
- Write and implement yearly catalog production schedules;
- Style products on yearly video member support program;
- Attend press checks on all catalogs;

1995-97

Graphic Designer

Specialty Merchandise Corp.

- Produce monthly newsletters, flyers, price/corrections sheets and numerous smaller "daily" jobs;
- Copy-write product descriptions;
- Research and write technical part of Internet manual for members explaining how to establish their own e-commerce websites;
- Established database of member website addresses;
- Provided graphic design input to member websites;
- Participated in company committee to promote increased SMC member value;

1979 to 1995

**Advertising, Marketing,
Merchandising, Sales**

Armstrong's,
The Home And Garden Place,
West Los Angeles, California
(major West-Side retail business)

- Create and produce 14 twelve-page book advertisements per year;
- Responsible for co-op advertising with all vendors;
- Responsibility on company's broadcast media placement;
- Wrote copy for company's radio advertising;
- Wrote copy for substantially all of company's print advertising;
- Produced layouts for majority of company's print advertising;
- Sole supervisory responsibility for in-store marketing events for all eight departments;
- Photography for all of company's print ads and mailers;
- Designed point-of-purchase displays;
- Designed 70% of all major in-store signage;
- Conducted management and employee reviews;
- Managed Holiday department for six years – average annual gross nearly doubled;
- Buyer in six of eight departments – in charge of purchasing for two departments;
- In charge of employee training and orientation for entire operation;
- Trouble shoot and problem solve for customers;
- Television spokesperson for company.

Computer Skills (Mac and PC)

- QuarkXpress
- InDesign
- Photoshop
- Illustrator
- Freehand
- Dreamweaver
- FileMaker Pro
- MS Word

Additional Skills

- Copy-writing, editing
- Literate and meticulous proofreading
- Illustration
- Research

References

Available upon request

Education

University of California, Los Angeles
B.A., Fine Arts, 1986
Dean's Honor List

Otis Institute of Parson's School of Design
1981-82 Los Angeles, California