



CITY OF CORONADO

CITY OF CORONADO, CALIFORNIA APPLICATION FOR COMMISSION, COMMITTEE, OR BOARD

The purpose of this application is to provide the Mayor and members of the City Council with background information on persons who wish to serve on a board, commission or committee of the City. Persons appointed must be citizens of the United States; an elector of the City; and must reside in the City of Coronado throughout their tenure of office.

07/28/2023

(Date of application)

Michelle Darnell

(Full Name)

[REDACTED]

(Home Address)

[REDACTED]

(Mailing Address)

[REDACTED]

(Home Phone\Business Phone)

[REDACTED]

(Email Address)

Associate Director of Andrea Feldman Falcione Art Advisory & Consulting

(Indicate business, profession or occupation)

B.A. in Art History from USD; M.A. in Art Business from Sotheby's Institute

(Educational qualifications)

See Resume (Attached)

(Professional experience)

(Resume attached if included)

Cultural Arts Commission

(Indicate choice of board, commission or committee)

Michelle Darnell

(Full Name)

[Agreed] If appointed, I will agree to attend the meetings as called for this commission.

[Agreed] I will comply with the ethics and disclosure laws required by the City of Coronado and State law.

NOTE #1: Applicants must be United States citizens, registered to vote in the City of Coronado, and must have a residency fixed within the boundaries of the City of Coronado. All appointees must successfully pass a state mandated ethics training course biennially.

NOTE #2: This application will remain on file for one year from the date of submission.

Michelle K. Darnell

Education

Sotheby's Institute of Art (New York, NY)

M.A. Art Business, Graduated in November of 2010

University of San Diego (San Diego, CA)

B.A. Art History, Graduated in May of 2008

Work Experience

Andrea Feldman Falcione Advisory & Consulting (Los Angeles, CA)

Client Services & Collection Management, April 2014 – Current

- Act as liaison to clients: maintain trusted relationships and track interests
- Collection management: assist clients with insurance; art software/database support; shipping/ installation; and possible deaccessions
- Manage appraisals, consignments, loan agreements and donations
- Coordinate shipments: secure estimates, communicate transport details to client, act as main point of contact to gallery and shipper
- Facilitate all framing needs
- Research, prepare and send out all offers
- Art fairs: obtain and share booth previews with clients, track interest and secure holds; secure VIP passes for clients attending fair; produce a gallery/event guide for duration of fair
- Responsible for all invoicing and bookkeeping
- Programming: produce weekly LA gallery/museum guide
- Acted as Associate Director of VIP Programming for Pacific Standard Time: LA/LA

The Armory Show (New York, NY)

Consultant, December 2013 – March 2014

- Work with curator of 2014 focus section to manage relations with 40 Focus: China Symposium panelists
- Responsible for production of marketing materials for symposium: manage content and print deadlines
- Oversee Project Coordinator to ensure that all 2014 fair deadlines are on target

Michelle K. Darnell

The Armory Show (Continued)

Exhibitor Relations Manager, March – August 2013

- Act as client liaison to 220 exhibitors: provide around the clock support leading up to and onsite at fair
- Communicate operations and print deadlines to designated point person at each exhibiting gallery
- Ensure all gallery content is portrayed accurately on our website and in printed materials
- Manage Gallery Selection Committee relations and events: secure venue; draft invitations; make all travel arrangements; circulate agenda; provide event recaps
- Responsible for launch of 2014 application on thearmoryshow.com
- Oversee production of all exhibitor mailings

Production Manager, September 2012 – March 2013

- Manage exhibiting sponsors; media partners; galleries; VIP and public programming
- Assist Vice President of Sponsorship: develop contracts, manage relations and on site deliverables
- Work with Executive Director to define and maintain annual budget delivered to parent company
- Coordinate production schedule for all printed materials working with Graphic Designer
- Oversee Armory Arts Week programming (2011, 2012 & 2013): responsible for outreach, securing content and production of printed map
- Responsible for production of The Armory Show Catalogue (2011, 2012 & 2013): keep on track with pagination; correspond with Graphic Designer and Printing House; responsible for submission of content in the sponsor, publication and cultural partner ad sections; collate and proof the artist index
- Manage inventory of annual Artist Commission Benefit Editions (2011, 2012 & 2013): coordinate invoicing and payment, oversee the packing and shipment/delivery to owner; liaise with foundation
- Responsible for submitting all invoices for payment (2010 – 2013)

Project Coordinator, September 2010 – September 2012

- Support Operations, Sponsorship, VIP & Exhibitor Relations, Communications team members in performing department related functions
- Correspond with 220 exhibitors, 40 cultural partners and 12,000 VIP's to promote The Armory Show: ensuring client satisfaction and a positive experience at fair and ancillary events
- Hire, oversee, and mentor annual office interns and 30 temporary volunteers
- Assist Vice President of Art Fairs: manage his calendar; coordinate all appointments and activities; organize and submit expense reports; oversee and plan all travel

Work Experience

Skills

- | | | |
|--------------------|---------------------|------------------------------------|
| • Mac OS and PC | • QuickBooks | • Campaign Monitor |
| • Microsoft Office | • Adobe Photoshop | • Image/File Sharing Platforms |
| • Social Media | • Database Programs | • Concur Online Expense Management |



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07/19/2023

(Date of application)

Rachel Strueber

(Full Name)

[REDACTED]

(Home Address)

[REDACTED]

(Mailing Address)

[REDACTED]

(Home Phone\Business Phone)

[REDACTED]

(Email Address)

Realtor

(Indicate business, profession or occupation)

Bachelors Degree

(Educational qualifications)

See Resume (Attached)

(Professional experience)

(Resume attached if included)

Cultural Arts Commission

(Indicate choice of board, commission or committee)

Rachel Strueber

(Full Name)

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Rachel Strueber

District Sales Manager

Rachel Strueber



Summary

Experienced District Sales Manager and Real Estate Agent with a track record of success in strategy planning, relationship management, and high-impact presentations. Skilled in business and trend analysis, account development, team building/leadership, sales forecasting and reporting, negotiations and closing, and training and development. Proficient in Salesforce and MS Suite.

Experience

Compass/ Real Estate Agent

November 2022 - PRESENT, San Diego, CA

Supported the Fredy Garcia Team with \$6M in sales YTD

Top 10% team in San Diego

Cultivated relationships with business partners at Compass

Salon Bordeaux / Owner & Operations Leader

March 2017 - PRESENT, San Diego, CA

Managed daily operations of salon, including scheduling, inventory management, and customer service

Achieved consistent growth in revenue and customer satisfaction

PrimeLending / Loan Officer

November 2021 - November 2022, San Diego, CA

Home Loan Advantage /Loan Officer Assistant

May 2020 - November 2021, San Diego, CA

Stitch Fix /Senior Stylist

February 2017 - March 2020, Remote Role

District Manager / Banana Republic, GAP INC

June 2012 - November 2016, San Francisco, CA

Education

San Diego State University / Bachelor of Arts in English

Accomplishments & Certifications

Real Estate License

Consistent top performing leader (2016) - Achieved top 3% out of 1000+ Leaders. ♦ Reputation for exceeding goals and managing through ambiguity by adapting strategies to changing business needs and developing sales teams to evaluate and modify initiatives.

Rachel Strueber



To Whom It May Concern,

I am writing to express my interest in joining the Cultural Arts Commission in Coronado. As a dedicated advocate for the arts and a passionate member of the Coronado community, I believe that my skills and experience align well with the goals and responsibilities of the Commission.

I have been actively involved in the local arts scene for several years, having participated alongside my husband, a local Coronado artist, at various art exhibitions, community events and organizations. These experiences have deepened my appreciation for the transformative power of the arts and the positive impact they can have on a community. I am particularly drawn to the Cultural Arts Commission's mission to enhance cultural diversity, promote artistic expression, and enrich the lives of Coronado residents through engaging and accessible arts programs.

In addition to my personal involvement in the arts, I bring a strong professional background in leadership. I am a Director for the Adams Ave Business Association in San Diego. I am a small business owner of a hair salon in Normal Heights and a local realtor with Compass. I have successfully coordinated numerous initiatives, collaborating with stakeholders to achieve shared objectives. I am confident these skills will be valuable in contributing to the Commission's efforts to foster cultural growth and support local businesses.

I am eager to contribute my time, energy and expertise to the Cultural Arts Commission and work alongside fellow community stakeholders to advance the arts agenda in Coronado. Thank you for your consideration. I would welcome the opportunity to discuss my qualifications further and explore how I can contribute to the Cultural Arts Commission's goals. I have attached my resume for your review.

Sincerely,

Rachel Strueber