



**City of Desert Hot Springs**  
OFFICE OF THE CITY CLERK



**APPLICATION FOR CITY COUNCIL APPOINTMENT**

**CONTACT INFORMATION**

*Provide the following information as it appears on your voter registration. Your voter registration status will be confirmed.*

<b>Last Name</b> Griffiths	<b>First Name</b> Dawn	<b>MI</b>
<b>Street Address</b> 10818 San Miguel #18		
<b>City</b> Desert Hot Springs	<b>State</b> CA	<b>Zip Code</b> 92240
<b>Email Address</b> Griffiths.dawn@gmail.com	<b>Cell Phone</b> 415 342 8748	<b>Home Phone</b> 760 333 4020

**INTERESTS / SKILLS / ABILITIES**

*List your skills, abilities, related volunteer community service and relevant interest to the office you are seeking.*

I am a certified public accountant and a long-term finance executive and consultant. I have serviced companies and industries from small start-up organizations in the fitness industry to large, multi-national publicly traded companies (Salesforce.com, Autodesk, and Accenture). I am currently a consultant in the Hospitality and Cannabis industries. My skills and abilities include business partner to board of directors and executive teams, directing all financial, accounting, and sales operations functions, measurement-based financial management from budgeting, forecasting, and reporting through internal and external reporting and communication. Expert presenter, negotiator, and businessperson with keen understanding of sales cycle and revenue management; able to forge solid relationships with partners and build consensus across multiple organizational levels. Dual citizenship: US/Canada

**QUESTIONNAIRE**

*To assess the expectations you have about serving on the City Council, and to understand the expectations other people will have of you as a council member, please respond to each of the following questions. If additional space is needed, please use a separate sheet of paper. If desired, a resume may accompany your application.*

**1. Why do you want to be appointed to the Desert Hot Springs City Council?**

I am a recent resident and would like very much to be part of the community of Desert Hot Springs. With the new growth in the hospitality and cannabis industries, I feel that my skills and abilities could benefit the City. As mentioned above, I have a deep skill set within finance and accounting.

I am also very personally interested in the health and wellness industries and have a great deal of knowledge in this area, which I feel will help benefit the community. Having volunteered in the past for numerous fundraising road races, The Marin Humane Society and the Marine Mammal Center in the San Francisco Bay area. Volunteer work also includes habitat for humanity and with church and community events

**2. How will your education, training, experience and history of community involvement make you a suitable candidate to serve as a member of the City Council?**

Please see above information regarding my candidacy. I have a bachelors degree from the University of Wyoming in business and have completed masters courses at Harvard Business School. I am community focused, hard working, and have excellent communication skills. Having lived and traveled in numerous places, I am grateful to have the experience and exposure to numerous cultures and situations that will be helpful in a role with the City Council.

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**3. In your opinion, what are the most important issues facing the City of Desert Hot Springs?**

There are many things that could benefit the growth and continued financial security of the City; however, given the day and age of laws around the Hospitality and Cannabis industry, and increased tourism and business that support that, I would like to focus on that and suggest the following:

-Continue focus on ensuring Desert Hot Springs remains a prominent cannabis cultivation, management, retail and adjacent businesses business for the city. This can be capitalized in the short term with timely approvals and guidance for development projects and in the longer term with more strategic planning and oversight (e.g. a Cannabis Corridor, increased health and wellness organizations), which will also help drive a healthy and successful community.

-The concept of a development advocate for businesses interested in pursuing their industry and real estate projects in the City would be a solid way to get new business and money into the city, thereby driving tangential businesses along the way (restaurants, hotels, spas and technology organizations to come here.

-Along with that, speed is of the essence in enticing and securing organizations in all industries to come to Desert Hot Springs. I would envision this involving an advocate who would help drive the interest in the City and follow-through with assistance in proper documentation, approvals and guidance in development here.

**4. What vision do you have for the future of the City of Desert Hot Springs?**

My vision is for the City to be the preeminent cannabis cultivation, distribution and tourism in the area. I envision "riding the wave" of cannabis, hemp and CBD innovation in the Coachella Valley, which may include the following:

-Building new facilities to drive innovation and enable successful organizations to grow and thrive in Desert Hot Springs is critical to achieving this vision. This could include hotels, spas, restaurants and other health related initiatives.

-Desert Hot Springs to be the prime location to motivate individuals and organizations to do business here; this could be fueled by tax incentives for movement in to town and expansion of existing operations.

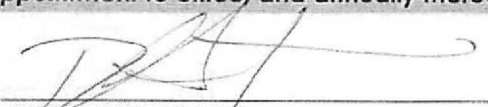
-To achieve this vision, the City will need to create unique and innovative incentives to drive growth and fuel future success in hospitality, cannabis technology and innovation and all of the multitude of industries and organizations that will benefit financially and enable monies to be funneled into a nicer and safer looking community that the entire community is proud to be a part of during our expansive growth and beautification efforts in the community.

**5. Use this space to provide any additional information or statements. Your comments will assist the City Council in giving your application the fullest consideration.**

Thank you for the review of my application and consideration of my role with the City of Desert Hot Springs. I am tremendously excited for the opportunity to work with and in the community and to help drive the growth to make Desert Hot Springs one of the most desirable places to do business in the valley

**CERTIFICATION AND AUTHORIZATION**

*I certify that all statements made in this application are true and complete. In compliance with State law, I understand that I will be required to file a Statement of Economic Interests upon appointment to office, and annually thereafter.*

  
Applicant's Signature

6/23/2019

Date