

A Tradition of Stewardship A Commitment to Service County Executive Office

1195 Third Street, Suite 310 Napa, CA 94559 www.countyofnapa.org

Main: (707) 253-4580

Neha Hoskins Clerk of the Board

February 7, 2024

Keri R. Akemi-Hernandez

Napa, CA 94558

Re: Napa County Housing Commission

Dear Keri:

You have been a valued member of the **Napa County Housing Commission** representing the **Real Estate Field or Real Estate Developer**. The term of your position has expired. If you wish to request reappointment for 4-year term, please check the following box:

Yes, I would like my name, this letter and application forwarded to the Board of Supervisors for possible reappointment to the **Napa County Housing Commission** for the term commencing upon appointment and expiring October 1, 2027.

If you have chosen to request reappointment, please check \underline{one} of the two boxes below regarding your last application.

I confirm that all the information on my last application is current.

Some of the information on my last application is no longer current or is five (5) years old or older. I will submit a new or revised application.

(To complete a new application form either contact the Napa County Executive Office <u>or</u> go to the following link to complete your application online:

https://www.countyofnapa.org/1420/Committees-Commissions

After checking the appropriate box, sign and date on the lines below and return this letter to the County Executive Office by mail, or email.

Docusigned by:

2/8/2024

DATE

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Application for Appointment to Board, Commission, Committee, Task Force or Position

Submit Date: Feb 08, 2024

Applicants appointed by the Board of Supervisors will be required to take an oath of office. All applications will be kept on file for one year from the date of application.

Public Records Act

Applications are public records that are subject to disclosure under the California Public Records Act. Information provided by the applicant is not regarded as confidential except for the addresses and phone numbers of references and the applicant's personal information including home and work addresses, phone numbers and email address.

Form 700 Conflict of Interest Code

California Fair Political Practices Website

Please note that appointees may be required by state law and county conflict of interest code to file financial disclosure statements.

Which Boards would	you like to apply for	?		
Napa County Housing C	ommission: Submitted			
Category of Members	hip for Which You A	Are Applying		
Real Estate Field/Real E	state Developer			
Profile				
Keri First Name	R	Akemi-hernandez		
Historianie	Wiede Hita	Last Name		
Email Address				
Home Address			Suite or Apt	
Napa			CA	94558
City			State	Postal Code
Which supervisorial of	listrict do you reside	e in? *		
✓ District 2				
To find your supervisor district and enter your a		//www.countyofnapa.or	rg/2051/Find-m	y-supervisor-and
Primary Phone				

Keri Akemi-Hernandez Real Estate DRE 01273602 Employer Education/Experience	Real Estate Agent Job Title	Real Estate Occupation			
24 years in Real Estate AA from Chamberlin R.E. School, Campbell, Ca 20 years in Business & Marketing, NVC and Santa Rosa J.C. 6 years Viticulture & Enology, NVC 2 years Sports Medicine, Santa Rosa J.C. 3 years Nursing @ Saddleback College, Mission Viejo, Ca Online Resume https://meetkeri.com/					
Name and occupation of spouse within the last 12 months, if married. (For conflict of Interest purposes)					
Single/Not Married					
Resume Keri_Akemi-HernandezExecutive Marketing Public Relations Analyst Project Manager.pdf Upload a Resume					
Letter of Recommendation or Supplemental Attachments Professional or occupational license, date of issue, and expiration including status					
California Real Estate License DRE 01273602					
References: Provide names and phone numbers of 3 individuals who are familiar with your background.					
Amber Manfree Xulio	Soriano Sal	Garcia			

Community Participation

Please explain your reasons for wishing to serve and, in your opinion, how you feel you could contribute.

I have been a real estate agent for over 24 years. I started my career in the San Francisco Bay Area, with my first office in Walnut Creek and worked in Contra Costa, Alameda and San Francisco County. I later moved to Santa Rosa and worked in Sonoma County, Marin County, Mendocino & Lake County. In 2005, I established an LLC to develop properties and dissolved it during the recession in 2010, which was also when I divorced my 1st husband. In 2010, I used that down turn in the Real Estate market to go back to school to study Viticulture & Enology. I have worked in the wine industry and I have made two vintages of wine as well. I believe having knowledge of vineyards and the wine industry relates to housing, development and how to balance with the Agricultural preserve as well. I have lived in Napa for 10 years and have been very active in our community through Leadership Napa Valley Class 30; and advocate for housing and other important resources to help improve the quality of living for all residents. I met my current husband in 2014, and have been able to dedicate myself to my career and community in more fulfilling ways. I have three kids, two University graduates and one who attends middle school, which will offer insight to those with children and pets. I am an avid bicyclist and active outdoors, which will help provide insight to promoting a healthy community. I believe my extensive real estate background, advocacy with various community programs, and personal experience will allow me to help offer key insight to collaborate on the Housing Commission and advocate for our local residents.

Keri R Akemi-hernandez

Nature of activity and community location

Leadership Napa Valley Class 30, Bi-National Health Task Force Member, PR & Communications Director, LWC Co-Chair, Napa & Solano Medical Society Fundraising Chair & Volunteer, Napa Valley Film Festival Volunteer, Puertas Abiertas Volunteer, Napa Valley Dream Team volunteer, North Bay Rapid Response Network Co-Founder, Citizenship Legal Services Volunteer, Habitat for Humanity Volunteer, Suscol Intertribal Council past Fundraising Chair and Volunteer, Tzu Chi of Santa Rosa Volunteer, Women for WineSense National Communications Director, and many more.

Other County Board/Commission/Committee on Which You Serve/Have Served

Napa County Mental Health Board, Napa County Cultural Competence Advisory Committee, 2023 H.E.A.C. Co-Chair, 2024 BAFHA Napa County Committee, Napa Valley College Culturally Inclusive DEI committee

Public Actions that may impact Credit Rating (List all court or other public administration actions impacting your credit rating within the past ten (10) years)

No adverse actions taken but I have some debts accumulated from Divorce in 2023.

Electronic	Signatur	re Agreement
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I meet the criteria required to serve in this position.				
Yes	C No			

I declare under penalty of perjury that the foregoing is true and correct.

Yes ○ No

Please Agree with the Following Statement

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

Electronic Signature (First M. Last)

Keri Rose Akemi-Hernandez

Date

02/08/2024



Keri Akemi-Hernandez

Executive, Marketing, Public Relations, Analyst, Project Manager

Profile

In college, I majored in Business administration, marketing and communications. I emphasized my studies to meet the requirements to obtain my Real Estate Broker license. During the recession, I went back to school to study Viticulture and Enology as well. I have been working as an Real Estate Executive, Business Consultant, as well as freelancing as a Designer. I am a driven and passionate with several years of experience providing strategic and practical advice to achieve exceptional results. Adept in understanding complex business operations in a variety of industries to analyze, research, identify risks, opportunities, provide insight to optimize and improve performance. Successfully carry out business and marketing plans to increase visibility and be positioned for growth. Bringing forth years of valuable experience and expertise in identifying and implementing the most effective methods and tools to achieve success. Equipped with a diverse and promising skill-set, conducive to adhering to principles and best practices related to.

OBJECTIVE

I am looking to collaborate with a team that runs on clear communication. I want to align myself to make a positive impact in my community. I am always looking to learn more, and I am open to taking on challenging projects where I contribute my strengths to implement innovative solutions.

SUMMARY OF QUALIFICATIONS

Professional with over 23 years of diverse work experience offers a unique set of skills. I am a natural born leader with an exceptional performance track record. I am a self-starter and adapt quickly to new environments. My proven abilities illustrate that I work well as a team player, as well as independently. I pride myself on being a quick learner, demonstrate a strong work ethic, and the utmost integrity.

- Consulting, Communications, Project Management (23 years)
- Sales, Marketing, PR, Real Estate & Finance (23 years)
- Public Relations & Hospitality (7 years)
- Operations Analyst (4 Years)
- · Works well Independently and as a Team Player
- Open & Direct Interpersonal Communication Skills
- Exceptional Customer Service
- Emotional Intelligence, Build rapport and Sustain Relationships

Details



Links

LinkedIn

Skills

Leadership

Analytical Thinking Skills

Business Development

Project Management

Contract Negotiation

Content Research & Development

Customer Service

Microsoft Office Suite

Languages

Spanish

- Simplify & Resolve complex problems
- · Sound Judgment & Objectivity when making decisions
- Strong Contract, Correspondence, Content Writing
- Excellent Negotiation Skills

<u>Consulting, Communications, Sales, Marketing, PR, Real Estate, Finance, Project Management</u>

- Identify needs to maximize opportunity. Top Sales Performer, Tough Negotiator, Consistently exceeded goals & expectations.
 - Set goals to maximize sale opportunities
 - Develop new & maintain existing customer relationships
 - Research market trends & competition to analyze how to maximize advantage
 - Maintain website and social media sites
 - Create print & internet marketing strategies & campaigns to promote brand
 - Determine customer(s) needs & make expert recommendations
 - Educate clients about available products, services resources how to utilize them effectively & demonstrate value
 - Analyze customer accounts to maximize benefits to promote success
 - Execute customer requests with accuracy & professionalism
 - Resolve customer issues to maintain customer satisfaction & loyalty
 - Prepare and reviewed contracts, documents and related correspondence
 - Coordinate time sensitive timelines and managed each step of the process through to successful completion.
 - Communicate all efforts with all key individuals and internal departments
 - Conduct presentations in front of small and large audiences
 - · Identify ways to network and promote brand recognition
 - Volunteer my time to local charitable organizations

Analyst, Operations, Public Relations & Hospitality

- Dedicated to work as a Team Player with all departments to promote and protect the integrity of the Brand/Company. Always provide an exceptional Customer Service to demonstrate world class Hospitality & Concierge to provide the ultimate guest experience.

- · Ensuring that all documentation is both accurate and compliant
- Create print collateral: Ad Campaigns, Flyers, Quarterly Newsletter, etc.
- Create e-Blasts for special announcements, events & promotions
- Determine customer(s) needs & make expert recommendations
- Write press releases, develop press kits for wine panel submissions, and participate in trade shows and wine competitions
- Maintain website and social media sites
- Provide warm, memorable, and personalized customer experience
- Develop & maintain CRM database
- Process and coordinate multiple phone, e-mail & web sales orders daily
- Execute customer requests with accuracy & professionalism
- Implement customer loyalty programs, increase wine club membership & focus on customer retention
- Represent winery at onsite & offsite promotional events and tastings
- Strong presentation skills with the ability to relay knowledge of wine and the production process
- Provide wine and cheese pairings and VIP Private wine tastings & tours
- Determine effective ways to promote wine club and grow membership
- Identify ways to network to promote brand & expand recognition

Employment History

Real Estate Executive at Self Employed Business Owner, Napa

December 1999 — Present

Local & Global Advisor, Independent Contractor

I continue to manage a portfolio of clients with a net worth over \$20,000,000. I am consistently ranked within the **Top 10** within industry leaders. I have been featured on American Dream TV, a local and national real estate TV show. I made a guest appearance on TLC "My First Home," which featured a successful renovation project and also promoted Napa Valley Real Estate to home buyers. Appeared on ABC and BBC to promote The Village at Hiddenbrook, a new home community inspired by the artist, Thomas Kincade. Responsible for many successful Real Estate Development projects, representing developers of Major Subdivisions, Minor Subdivisions, and helping with project submissions through to the entitlement phase to obtain Tentative Map approvals.

http://1KeriRealtor.com

Design & Project Management at Consultant, Napa

January 2012 — Present

- · Visual brand design & consulting
- Website & Social Media Design, Re-design, optimization consulting
- Life coaching for personal or business
- Feng-shui & Green Design consultating to plan, arrange & organize
- Non-Profit & Business plan consulting
- · Business, Wineries event planning
- · Real Estate Partial, Full, Virtual Staging services
- Lifestyle Staging & Re-design

KRO Design

https://1kro.com/

Wine Industry at Consultant, Napa

June 2013 — Present

Consulting expertise:

While representing different winery clients and providing exceptional support with their content & digital Marketing, wine branding, web design & development, PR, Media & Strategy, TTB compliance, as well as DTC fulfillment, Account Management, Operations, Customer Service, Wine Club, Logistics, Tasting Room, and Special Events needs.

Accomplishments include:

- I coordinated with the Winemaking team to communicate real time information with all department leaders.
- I was responsible for processing operations for Wine Production, and Finance to ensure documentation was compliant and accurate.
- I was recognized as being a Strong Contributor; ensuring that all documentation is both accurate and compliant.
- I analyzed the Wine Production operations to managing juice to Bottled Blends, adhere to the Compliance regulations and assist with the required reports, reconcile monthly inventories, and track costs with the Finance department.
- Increased wine club memberships by 30%,
- Increased Visitor Traffic by **50**%, Collecting **\$500,000** in Accounts Receivables within 3 months.

Stewardship & Education Manager at (NCLT) Northern California Land Trust, Berkeley

July 2023 — Present

Oversees the stewardship of NCLT's homeownership projects, CalHome mortgage assistance program, as well as the education of NCLT renters interested in coop conversion. Coordinates education programming with various partner entities and projects and oversees NCLT communications. Collaborates with the Project Management and Project Development teams and reports to the Executive Director.

Stewardship

- Cultivates long-term relationships with and provide technical homeownership support to homeowners in CLT homes (in co-ops, condo associations and single-family detached homes), including some of the more self-managed NCLT rentals. NCLT includes 4 HOAs, 2 coops, 2 single family homes, and 2 more self-managed rental communities, and there are plans for future ownership developments.
- Coordinates homebuyer education for individual homeowners as needed.
- Conducts annual certification process of homeowners to ensure compliance with affordability & other covenants of their land leases.
- Provides and/or coordinate ongoing technical training for existing co-op and HOA boards, such as meeting facilitation & conflict resolution, budgeting & financial reporting, board elections, resident engagement, committees, regular updating of reserve studies, working with contractors, etc. Provides similar support, particularly budget and decision-making support, to the more-self managed NCLT rentals.
- Updates list of potential contractors for basic maintenance and capital improvements.
- Works with Project Development staff to provide advice on major rehab and financing needs of homeowners in CLT homes.
- Conducts annual reporting on CLT homeownership projects as required by local jurisdictions and other lending institutions.
- Oversees the resale process of existing CLT homes, including working with NCLT real estate broker or outside broker, determining maximum resale price, marketing and outreach, processing applications, certifying incomes and eligibility, and ensuring selection process complies with fair housing.
- Supports vacancy processes for NCLT rentals that include interview processes by residents, ensuring compliance with local law and fair housing requirements. Annually review vacancy processes across NCLT, including for NCLT rentals without interview processes, and update practices and manuals.
- Maintains resident files in google drive and Salesforce/Homekeeper database.

- Coordinates outreach efforts for the program, prioritizing CLT homes and other deed-restricted homes in Alameda & Solano County.
- Processes new CalHome loan applications, including applicant eligibility,
- Coordinates with the program's homebuyer education partner, and loan underwriting and processing (with potential contractor support).
- Oversees refinancing for existing CalHome borrowers.
- Coordinates annual compliance for CalHome borrowers.
- Completes and submits quarterly and annual reports to the California Department of Housing and Community Development.

Education & Outreach

- Oversees training for NCLT renters interested in coop conversion, including building out the curriculum and coordinating with NCLT staff or outside partners.
- Coordinates educational programming for community groups involved in CLT incubation projects (i.e. Vallejo CLT, POCSHN, Artists Space Trust), community partners (i.e. EBPREC), and other projects as possible.
- Sends out regular communications on NCLT activities and vacancies via email and social media. Updates NCLT website for these activities.

Funding

- Identifies funding sources and grant opportunities to fund Stewardship and Education activities, including long-term capital for NCLT ownership communities' reserve and energy transition needs.
- Supports fundraising/development staff in applications as needed.

Education

Napa Valley College

August 2012 — June 2016

Major: Business Administration.

Concentration: Business Management, Viticulture Wine Technology,

Wine Marketing & Sales.

Double Major: Spanish

Santa Rosa Junior College

August 2015 — June 2016

Major: Business Administration. Concentration in Business

Management, Double Major: Real Estate

Real Estate License 01273602, Chamberlin, Campbell

October 1998 — June 2002

Real Estate Broker Major: Real Estate, Finance, and Law. Real Estate

Certificate: Equivalent to AA Degree

California DRE License # 01273602

★ Community Service & Volunteer

Volunteer Service, Greater SF Bay Area

January 2000 — Present

VOLUNTEER AND COMMUNITY SERVICE

Napa County H.E.A.C. Co-Chair, 2022 to 2023

My role is to contribute to the current Housing Element Advisory Commission and when the Chair is not able to lead the meeting, to help facilitate the meeting. The California Housing Element Law mandates the local agencies develop plans to supply housing to current and future residents, as one of seven mandatory elements required of General Plans, the principle document guiding growth decisions for local agencies. During this current housing element, there is a focus to include considerations that intersect with Fair Housing, Language Justice and the pending County Islands and wildfire rebuild efforts.

Napa County Housing Commissioner, Chair, 2020 to 2024

As a Commissioner, I contribute in an advisory role to the Housing Authority and Board of Supervisors, that was reconstituted in late 2015 to expand its focus from overseeing the three migrant centers to including reviews of any project requesting funding from the County's Affordable Housing Fund.

Napa County Mental Health Board Member 2020 to 2023

As a Mental Health Board member, who serves as an oversight committee, by reviewing and evaluating the community mental health needs, services, and facilities, and advising the Napa County Mental Health Director and Board of Supervisors as to any aspect of the County's mental health programs.

Napa County Mental Health Cultural Competency Advisory Committee 06/2019 to Present

In collaboration with community leaders within the Napa County Mental Health System commitment to cultural competence Napa County Mental Health Plan and the commitment to ensuring the provision of county- wide mental health services are delivered in ways which recognize, are sensitive to, and respectful of individual, cultural and linguistic differences as illustrated throughout this updated

Cultural Competence Plan. The Mission Statement: to responsibly provide mental health services that promote individual strengths, inspire hope, and improve the quality of life for people within Napa County.

(NBOP) North Bay Organizing Project nominated:

Urban Habitat 2022 Cohort

(BCLI) Boards and Commissions Leadership Institute

I represent the first person from Napa County to network among leaders within the 9 Bay Area Counties. I am eager to sharpen my skills to develop more impactful leadership that is committed to advancing equitable policies, with individualized mentoring throughout my community service.

American Indigenous Business Leaders (AIBL), 2019 to Present California Chapter Development Liason, 2021 & 2022 Business Plan Conference panel Judge, Guest Speaker at National Conference

I am excited to announce that my efforts contributed to establishing the first 3 Chapters in California; at Napa Valley College, Sonoma State University, and San Francisco State University. I am honored to be invited to participate in the 2022 AIBL Business Plan Conference panel judge, and was a previous judge for 2021, as well as a guest speaker. AIBL is the only American Indigenous non-profit organization solely dedicated to empowering business students in the United States. As a Team Leader, I will manage all communications and logistics for the team, including any written, verbal, or electronic communications with the National AIBL staff.

Habitat for Humanity, Home Builder and Fundraising Volunteer, 01/2000 to Present

I volunteer to raise money and to build homes with Habitat for Humanity in Napa, Solano, Sonoma, Lake and Contra Costa counties for over 22 years. With Habitat for Humanity, we build. We build because we believe that everyone, everywhere, should have a healthy, affordable place to call home. More than building homes, we build communities, we build hope and we build the opportunity for families to help themselves.

U.S. Census Bureau, 2020 Enumerator

I helped collect demographic, economic and housing data on behalf to help my community. I was responsible for canvassing neighborhoods, then documenting and reporting the information. This information is critically important in gathering information to support local programs that will shape the future of our community by ensuring that they get their fair share of federal funds spent on schools, hospitals, roads, public works projects and other vital programs. Developers use the census to build new homes and revitalize old neighborhoods.

Solano & Napa Medical Society (SCMS/NCMS), 2019 to Present

Fundraising Chair and Event Sponsor

As the fundraising chair, I oversaw all fundraising efforts and coordinated all donations. The Solano County Medical Society and Napa County Medical Society Awards Gala is a celebration of physicians in the region, their many accomplishments in providing quality health care, and their leadership in organized medicine and within the community. Both NCMS and SCMS are affiliated with the California Medical Association and the American Medical Association.

Napa Valley Film Festival Educational Team & Outreach Member 2020

As a part of the educational team, I helped organize a special selection of festival films to screen in the classroom. I helped behind the scenes Q&A with Filmmakers, Actors to discuss their subjects while visiting students or engage in intimate small private community screenings. NVFF hosts and sponsors year-round film screenings for students, parents, and educators throughout the Napa Valley. These films seek to generate thought-provoking discussions across our diverse audiences, as well as to enrich the community by presenting an annual world-class festival and year-round education and outreach programs.

Class 30 Alumni with Leadership Napa Valley Class 30 01/2016

This has been a valuable networking experience that I continue to stay involved with. I am honored that I was selected out of 50 applicants, for one of 28 seats. I learned more about our local government and how to collaborate with local leaders within our community. The Leadership Napa Valley program's mission is to make the Napa Valley a better place to live, work and do business by involving, informing, and inspiring leaders to strengthen our community.

Former Public Relations, Communications Director, Co-Chair, Bi-National Health Alliance Napa County 01/2016 to 03/2019

As a volunteer with the Bi-National Health Alliance of Napa County I served as a Task Force Member. In 2017 to 2019, I was elected to serve as the Public Relations & Communications Director. In 2018 to 2019, I was elected as the Co-Chair for the Latina Women's Conference. I kept members informed about the Organization goals, events and success stories. I worked closely with other members of the team to develop, maintain, and implement marketing and public relations strategies that promote our mission, raise awareness, seek donations and increase our social media presence. Bi-National Health Alliance of Napa County is a collaborative effort of various Napa County Latino service providers and community members, whose goal is to bring awareness to and address the specific health needs of the Latino community living in Napa County. In partnership with the Health Initiative of the Americas, a program of the University of California at Berkeley School of Public Health, the Counsel General of Mexico in San Francisco, and other local, state and national organizations, Bi-National Health works to improve quality of life, promote positive

physical and mental health behaviors, provide opportunities to access resources in a culturally sensitive environment, and empower the Latino community overall. Mission: To improve the Latino's quality of life, by promote positive physical and mental health behaviors, and to address the need of culturally sensitive approaches.

Community Advocate, Napa Valley Dream Team and North Bay Rapid Response Network, 01/2014 to Present

I volunteer to participate in workshops and stay informed about community issues. The Napa Valley Dream Team supports students and community members to advocate for the rights of undocumented youth within the Napa Valley. We work together to change policies in order to support [im]migrant families and continue to self-empower ourselves in an effort to become a resource to those who need it.

National Communications Director, with Women for WineSense, 07/2013 to 07/2014

I was elected as a volunteer to serve as the National Communications Director for Women for WineSense. I will keep members informed about the Organization goals, events and success stories. I worked closely with other members of the team to develop, maintain and implement marketing and public relations strategies that promote our mission and expand Regional and National recognition.

Sunset Magazine, International Wine Competition Volunteer,

2013 to 2014

The Sunset Magazine International Wine Competition is one of the most ambitious and successful wine competitions where judges qualify wines to discern which wines are worthy of accolades and medals. I worked behind the scenes for the event to organize and categorize wine, as well as prepare tastings for the panel of judges.

Previous Fundraising Chair, with Suscol Intertribal Council, 01/2014 to 12/2016

I work with the members of Suscol Intertribal to seek fundraising within our community to support their programs. The Mission of Suscol Intertribal Council is to develop and maintain a Native American "Suskol House" in Chiles-Pope Valley, located in the Northeastern corner of Napa County, CA. The Land project is sustainable, environmentally-friendly open space, as well as preserving and protecting Native American sacred sites and traditions. The Suskol House project will host small groups of between 8 and 40 people for a spiritual healing retreat. The members also provide other resources to continue to support our local schools diverse Community cultural Education outreach programs. We are lucky to have an incredible asset in our own backyard and be able to share the beautiful traditions with our children.

Workshop Volunteer, Citizenship Legal Services, 01/2014 to 12/2016

I volunteered to assist citizens with forms and resources to complete their Citizenship application through monthly workshops. Citizenship Legal Services, formally Legal Aid of Napa Valley, provides bilingual assistance to immigrants on their path to Naturalization and United States Citizenship.

◄ References

References available upon request