SONOMA LOCAL AGENCY FORMATION COMMISSION

111 SANTA ROSA AVENUE, SUITE 240, SANTA ROSA, CA 95404
(707) 565-2577
www.sonomalafco.org

APPLICATION: PUBLIC MEMBER ALTERNATE

Candidates for the position of public member or public member alternate must complete this application and provide a current resume. If necessary, you may attach additional response pages. Please type or print in ink. All application materials must be received on or before **Monday, June 15th, 2026.**

Application For:
____ Public Member (Regular)
__✓__ Public Member – Alternate
____ Both

Date: May 20, 2026

Name: Michael F Martini

Mailing Address: [redacted]

Phone (1): [redacted]

Phone (2): [redacted]

E-mail: [redacted]

Length of residence in Sonoma County: Since 1982

Are you an officer or employee of the County, a city or special district within Sonoma County? No

Please describe your educational background: BS Georgetown University 1974
MS San Francisco State University 1979

Present occupation: Winery Owner

Employer Name: Taft Street Winery

Due to your current employment or occupation, do you anticipate any conflicts of interest regarding decisions you will be asked to make as a LAFCO member? If so, please explain.
None

List community service activities/memberships on boards, commissions, committees, including the names of organizations and dates of service. See attached Resume

Other interests:

Have you attended LAFCO meetings? If so, when? Yes, in my capacity as Santa Rosa Councilmember & Alexander Valley Water District application.

Please explain your qualifications for the position and reasons for serving on Sonoma LAFCO.
I have a long history of local and regional policy issues. As Planning Commissioner, Councilmember and Mayor for City of Santa Rosa, acted on multipe land use decisions and annexations. Chaired municipal water contracters organization dealing with Sonoma Water and was involved in regional solution of tertiary treated water to the Geysers. I was the Policy Chair for the Well Ordinance adopted for Sonoma County. Served on the Redistricting Committee for Sonoma County as well as regional boards including SMART and Golden Gate Bridge District. I want to use my experience in policy to help LAFCO deliver its mandate.

From your perspective, explain the purpose of LAFCO, its role and responsibilities.
I respect and suppoort the goals of LAFCO to encourage the orderly formation of local government; preserving agricultural land and open space resurces; and to promote orderly growth and discourage urban sprawl. The agricultural heritage of Sonoma County is a significant contributor to the local economy as well as it esthetic benefits.

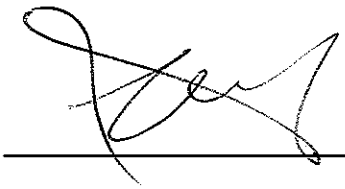
CERTIFICATION

I certify that I am a resident of Sonoma County.

I certify that I am not an officer or employee of the County of Sonoma, any city or any special district in Sonoma County.

I certify that the above information is true and correct, and I authorize the verification of the information in the application in the event that I am a finalist for the appointment.

I understand that, if appointed to Sonoma LAFCO, I will be required to comply with Fair Political Practice Commission disclosure requirements and file annual statements of financial interests.

Signature:  Date: 5/20/26

Mike Martini

[redacted]

PROFESSIONAL PROFILE

Accomplished winery executive, civic leader, and community advocate with over four decades of experience in California's wine industry and local government. Co-founder and General Manager of Taft Street Winery; former two-term Mayor of Santa Rosa; and active champion for Sonoma County agriculture, water policy, and multi-generational growers. Known for bridging business, policy, and community interests at the regional level.

WINERY & INDUSTRY EXPERIENCE

Taft Street Winery 1982 – Present

Co-Founder & General Manager

- Co-founded the winery in 1982; acquired majority ownership in 2013 and assumed role of General Manager.
- Oversees all winery operations including production, sales, marketing, and regulatory compliance.
- Guided the business through multiple economic cycles, establishing Taft Street as a recognized Sonoma County brand.

Sonoma Alliance for Vineyards & Environment (SAVE) Current

Executive Director

- Leads a regional advocacy organization promoting policies that protect multi-generational growers and wine producers.
- Works directly with county and state officials on land use, water, and agricultural sustainability policy.

INDUSTRY AFFILIATIONS

Sonoma County Vintners Cooperative – Member, Past Director and Board President

Sonoma County Vintners – Member and Past Director

Russian River Valley Winegrowers – Member

Sonoma County Farm Bureau – Member

PUBLIC SERVICE

City Council, City of Santa Rosa 1996 – 2008

Councilmember

- Served three terms representing constituents on land use, infrastructure, and economic development issues.
- Elected Mayor of Santa Rosa (2000–2002); presided over council and led city priorities during a period of significant regional growth.

Planning Commission, City of Santa Rosa 1991 – 1996

Commissioner and Chair

- Chaired the commission, guiding planning and zoning decisions affecting residential and commercial development.

Golden Gate Bridge District – Past Director

SMART (Sonoma-Marin Area Rail Transit) – Past Director

Water Advisory Committee – Sonoma County Water Agency – Chair, Municipal Water Contractors

Countywide Transportation and Safety (CTS) Task Force – Past Santa Rosa Representative

Sonoma County Redistricting Committee – Member 2020

Sonoma County Well Ordinance – Policy Sub-Committee – Chair 2022

COMMUNITY SERVICE

Sonoma County Alliance – Past Executive Director and Past President

Sonoma County Harvest Fair – Past Director and Past President

A Place To Play – Chair – led multi-year campaign to develop youth soccer and baseball fields in Santa Rosa

EDUCATION

Master of Science – San Francisco State University 1979

Bachelor of Science – Georgetown University 1974

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APPLICATION: PUBLIC MEMBER ALTERNATE

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Application For:
____ Public Member (Regular)
_X_ Public Member – Alternate
____ Both

Date: August 13, 2026

Name: Susan Gorin

Mailing Address: [redacted]

Phone (1): [redacted]

[redacted]

E-mail:

Length of residence in Sonoma County: 44 years

Are you an officer or employee of the County, a city or special district within Sonoma County? __

Please describe your educational background: Please see the attachment for information regarding Education, Employment and Community Involvement.

Present occupation: Retired

Employer Name: N.A.

Due to your current employment or occupation, do you anticipate any conflicts of interest regarding decisions you will be asked to make as a LAFCO member? If so, please explain.

No; as I have retired as a Sonoma County Supervisor as of January 7, 2025, I now have no restrictions in discussing public policy or planning and development issues involving the County, cities or other special districts.

List community service activities/memberships on boards, commissions, committees, including the names of organizations and dates of service. Please see the attachment for information on boards, Commissions And committees.

Other interests: Gardening, Duplicate Bridge, Long Range planning for Oakmont and surrounding areas.

Have you attended LAFCO meetings? If so, when? I have served as a member of LAFCO for 12 years during my three terms as a Sonoma County Supervisor (2013-2025)

Please explain your qualifications for the position and reasons for serving on Sonoma LAFCO.

Given my background serving on the BPU, Planning Commission, City Council and Board of Supervisors, as well as many regional a And subregional boards, commissions, and agencies, I look forward to serving once again on the LAFCO board.

From your perspective, explain the purpose of LAFCO, its role and responsibilities.

~~LAFCO was created by State law in 1963 to regulate the boundaries of cities and special districts. There is a LAFCO in each of the~~ 58 counties in California. It is an independent public agency with representatives from cities, county, special districts and the public. Each LAFCO works together with its staff to encourage orderly formation of local agencies and promote efficient public services. While doing so, it is the goal to preserve agricultural land and open space resources, promote orderly growth, discourage urban Sprawl and evaluate the adequacy of public services to accommodate any future growth.

Most recently Sonoma County LAFCO has completed multiple municipal service reviews, helped to consolidate fire districts In the County and considered the formation and dissolution of multiple special districts.

CERTIFICATION

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I certify that the above information is true and correct, and I authorize the verification of the information in the application in the event that I am a finalist for the appointment.

I understand that, if appointed to Sonoma LAFCO, I will be required to comply with Fair Political Practice Commission disclosure requirements and file annual statements of financial interests.

Signature: Susan Gorin Date: August 13, 2026

Susan Gorin

[redacted]

Education

- B.A. Sonoma State University - Political Science, Minor Economics (1991)
- Leadership Santa Rosa
- Leadership Institute for Ecology and Economy

Elected Positions

- Santa Rosa School Board (1996-2000)
- Santa Rosa City Council/Mayor (2006-2012)
- Sonoma County Board of Supervisors (2013-2024)

Appointed Positions

- Bay Conservation and Development Commission (2013-2025)
- North Bay Water Reuse Authority (2015-2025)
- North Bay Watershed Association (2022-2025)
- Santa Rosa Board of Public Utilities (2003-2004)
- Santa Rosa Planning Commission (2005)
- SC Water Advisory Committee/Chair (2006-2012)
- SMART – Sonoma Marin Area Rail Transit (2020-2021)
- Sonoma Clean Power (1st Chair) (2014)
- Sonoma County Transportation and Climate Change Authority (6 years)
- Sonoma Valley Groundwater Sustainability Agency (2019-2025)
- Zero Waste Sonoma (2019-2025)

- **Community Involvement**
- CASA – Court Appointed Special Advocates (1991-1995)
- Impact 100 Redwood Circle Grant Committee (2026)
- League of Women Voters of Sonoma County (1982-current)
- Sonoma County Library Foundation (1991-1995)

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Application For:
____ Public Member (Regular)
__X__ Public Member – Alternate
____ Both

Date: July 22, 2026

Name: Christopher A. Borr

Mailing Address: [redacted]

Phone (1): [redacted]

Phone (2):

E-mail: [redacted]

Length of residence in Sonoma County: 60+ I am a Sonoma County native

Are you an officer or employee of the County, a city or special district within Sonoma County? __ NPlease describe your educational background: I am a High School (St. Vincent's de Paul High School in Petaluma) and College Graduate (BS in Biochemistry from UC Davis). I have completed 3 years of graduate work. Additionally, I am Board Certified by the American College of Healthcare Executives in healthcare management and am a Fellow in the College.

Present occupation: Retired

Employer Name:

Due to your current employment or occupation, do you anticipate any conflicts of interest regarding decisions you will be asked to make as a LAFCO member? If so, please explain.

I do not anticipate any conflicts of interests due to my occupation or civic committee appointments. If a conflict should arise, I would consult with LAFCO's counsel to discuss the best course of action up to and including resigning from the conflicted position in order to maintain my commitment to LAFCO.

List community service activities/memberships on boards, commissions, committees, including the names of organizations and dates of service. Rohnert Park (RP) City Manager's Advisory Committee (2026 to present); Sonoma County (SoCo) Measure M Oversight Committee (2023 to present); SoCo Community Development Commission Vice-Chair (2022 to present); Community-based Transportation Plan Central RP Community Representation Committee (2025); RP Parks & Rec Commission member & 3x Chair (2008-24); Successfully led citizen's ballot measure to ban all fireworks in RP (2021); SoCo Redistricting Committee (2021); North Bay Officials (Football) Org Treasurer (2004-18)

Other interests: Social justice; Local, State, National, International politics; Sonoma County World Affairs Council member; Travel; Bird hunting; Performing Arts; Sports; Community volunteerism; Fiction writing; Returned Peace Corps volunteer (Kenya 1980-83)

Have you attended LAFCO meetings? If so, when? I have not attended a LAFCO meeting but have followed its actions by reading meeting minutes and following its actions in local news sources.

Please explain your qualifications for the position and reasons for serving on Sonoma LAFCO.

As a seasoned hospital & healthcare executive, I am very comfortable operating in large organizations in highly regulated environments. I have deep experience considering very complex issues and take multiple (sometimes divergent) stakeholders' points-of-view into consideration. Because I have been a lifelong Sonoma County native, I am very familiar with the diverse population and its distribution across the county's cities and rural locations and the inter-connected nature of the many agencies within it that residents rely on for services and overall quality of life. I am eager to bring my relevant experience and leadership skills to Sonoma LAFCO to support its focus on the orderly formation of local agencies, promote efficient delivery of agencies' services, and preserve ag and open space resources.

From your perspective, explain the purpose of LAFCO, its role and responsibilities.

LAFCO is tasked with ensuring the organization and delivery of government services meet the public's needs efficiently, while preserving ag and open space lands to discourage urban sprawl,and support housing for all income levels. In doing so, LAFCO focuses on 4 distinct areas: 1. Review and approve/ disapprove the boundaries and organization of existing or proposed cities and special districts; 2. Conduct studies, including municipal service reviews, of existing local government services with a focus on efficiencies; 3. Establish logical spheres of influence of county cities and agencies and update those spheres of influence every 5 years; 4. Assist the public and government agencies regarding changes in agencies' boundaries and organization.

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I understand that, if appointed to Sonoma LAFCO, I will be required to comply with Fair Political Practice Commission disclosure requirements and file annual statements of financial interests.

Signature: Date: July 22, 2026

CHRISTOPHER A. BORR, FACHE

[redacted]

EXECUTIVE HEALTHCARE STRATEGIC CONSULTANT
ACUTE CARE / LONG TERM CARE / ACO MARKETS • GLOBAL BUSINESS DEVELOPMENT • RISK SHARE PROGRAMS
EXECUTIVE ENGAGEMENT STRATEGY • EVENT & MEETING LEADERSHIP

Accomplished healthcare executive with proven capabilities to drive revenue and EBIT growth via new venture business development and new / existing product development & management; international experience in risk share program development & execution; track record of hospital executive engagement strategy success leveraging events (live & virtual) and communications. Demonstrated success in setting and achieving objectives requiring innovation, leading multi-disciplinary teams, and ability to influence internal and external stakeholders. *Key strengths include:*

- Board Certified in Hospital & Healthcare Management
- Hospital Management Best Practices
- Hospital Economic Drivers Expertise
- Market Strategy Development & Execution
- Value Based Health Care Expert
- Global Strategic Business Planning & Tactical Execution
- Global KOL / Think Tank Leadership
- Risk Share Program Design, Development, Execution
- Product Lifecycle & Portfolio Management
- Regional, National & Global Pricing Strategies
- Complex Organization Development & Leadership
- Organizational Change Management

PROFESSIONAL EXPERIENCE

Medtronic Corporation (Vascular Division – Santa Rosa, CA) **2013 – 2020**

Senior Program Manager, Global Healthcare Executive Strategy *(2014-retired 2020)*

Develops and leads engagement strategy targeting hospital and health system administrative customers. Sets annual & quarterly goals & ops plan and oversees budget & execution. Leads & collaborates with international teams. Inaugural lead for lean innovation New Venture global activities – identify, evaluate, recommend, and develop new revenue-generating offerings targeting administrative customers.

Selected Accomplishments:

- Led 10-month multi-disciplinary project team and consultant engagement to identify unmet administrative customer jobs and recommend 6 unique growth platforms representing $435M in new revenue. Required global market research in challenging locations, ideation processes, business & operational plan development oversight. Project completed on time and under budget.
- Led development and execution of Medtronic Coronary & Renal Denervation's first global Risk Share programs from 2017 to 2020. Successfully piloted 5 Risk Share programs in 12 countries between 2018-2019, leading to increased revenue and retention among strategic customers.
- Created and launched Global Pulse administrative customer newsletter. Grew distribution list from scratch to over 2500 via collaborative efforts with region leaders and internal network within a 3-month period.
- Directed and led 17 global and regional Executive Summits, impacting 350+ international hospital leaders.
- Revised and published 2nd Edition of Administrative Customer Playbook. Revised online and live training assets to support FY17 training initiatives.

Principal Economic Manager, Coronary Global Product Marketing *(2013-2014)*

Develops and leads global customer engagement strategies targeting hospital and health system administrative customers. Identifies, qualifies, and develops economic advantages intrinsic to Medtronic Coronary products & offerings and executes global sales & messaging strategies to leverage these advantages. Responsible for global customer engagement events targeting hospital administrators.

Selected Accomplishments:

- Led global qualitative and quantitative research to profile hospital administrative customer roles. Leveraged research results to develop and lead global sales & marketing training, reaching over 500 employees in over 85 countries.
- Reduced global price declines 30% by identifying, quantifying, and leveraging economic advantages associated with MDT Coronary products. Partnered with product teams to create global strategies & messaging to leverage advantages.
- Responsible for 3 global Hospital Executive Summits engaging more than 50 executives and deepening relationships and business commitments.

McKesson Corporation (San Francisco, CA) **2002 - 2012**

Vice President, Health Systems Marketing *(2007-2012)*

Successfully led development and execution of US marketing and sales strategies for a Six-Sigma driven Fortune 14 company's pharmaceutical distribution services for the Acute Care and Long Term Care (LTC) markets. Directed department of 12 (2 Directors, 6 Senior Managers) and set goals and activities for 115-person field sales organization. Required strong strategic visioning, exceptional analytic abilities and effective leadership, communication and executive sales skills to develop and implement market and demand generation strategy, all phases of product development, and influenced KOLs and external industry thought leadership.

Selected Accomplishments:

- Grew health systems distribution business from $9B to over $20B by consistent execution of successful strategies driven by segmentation & targeting discipline, value proposition development, and sales organization development.
- Drove $1B in direct new business via innovative Revenue Marketing approach, measuring demand generation efforts against new sales revenues, providing for tighter marketing spend control and ROI analysis.
- Created and executed new go-to-market strategy to expand target audiences to include C-suite members. Required extensive re-branding effort, value proposition development, sales education / training / readiness, strong organizational change management skills. Strategy has yielded consistent growth at 3x market rates.
- Responsible for development & launches of 3 new services, creating $600M in new revenue. Success hinged on inter-disciplinary team leadership, product development & lifecycle management experience, sales integration.
- Led sales organization transformation to solutions-based selling and adoption of disciplined sales processes supported by sales automation platform (salesforce.com). Success dependent on strong change management and internal communications skill sets.
- Led unique health system pharmacy think tank influencing US and international hospital-based pharmacy practice. Positioned McKesson as a thought leader, driving high credibility for sales organization to capitalize on.
- Developed and deployed "Business of Pharmacy" integrated campaign, winning 2010 Corporate Executive Board Best B2B campaign and 2011 Best in Class – Pharmaceuticals award from Web Marketing Association.

Senior Director, Strategic Health Systems Marketing *(2002-2007)*

Responsible for development / management of strategic offerings to attract & retain Acute Care and Long Term Care (LTC) US distribution customers. Oversaw execution of marketing and sales programs by 82 account managers and led 2 direct reports. Directed expansion of strategic product portfolio, initial market positioning strategy, development and execution of go-to-market sales tools achieving #1 share position in the acute care market.

Selected Accomplishments:

- Developed & launched 2 new services, delivering $200M in annual revenue. Products focused on acute care pharmacy operations and were enabled by sophisticated IT platform, increasing client efficiencies and clinical capacity.
- Developed, patented, and launched proprietary 340B program replenishment software, leading to 20% CAGR growth within existing 340B-eligible customer base and attracting $250M in new business at higher EBIT return.

CAB Market Strategy & Solutions Consulting (Rohnert Park, CA) **2002**

Principal & Owner

Healthcare consulting business focused on the design & execution of strategic marketing efforts for payers, providers, and pharmaceutical clients (BCBS plans, Providence Health System, Methodist Health System, Pfizer)

Selected Accomplishments:

- Strategic plan development for cardiac center expansion including: medical staff recruitment; referral base development; regulatory planning; launch, marketing, and communications planning.
- Physician targeting and call planning designed to bolster pharma client's sales force effectiveness.

Providence Health System (Seattle / Yakima, WA) **1998-2001**

Assistant Hospital Administrator

Administrator responsibility, as part of 5-member executive leadership team, for financial performance of 2 hospitals and 7 clinic facilities, totaling $600M in revenue with 1,400 employees and caring for over 500,000 lives. Developed and effected medical staff relations, all external & internal communications and marketing strategies and execution. P&L accountability spanning 6 costs centers, 42 FTEs, and $2.5M in revenue/expense.

Selected Accomplishments:

- Increased cardiac service line volume by 24% via program enhancements and new offerings.
- Comprehensive communications strategy supporting closure of 25-year old obstetrics unit yielding no negative impact in medical staff relations, media coverage, and favorable gain in public opinion.

- Crisis communication experience managing a contentious 18-month labor organizing effort. Required strong media and public relations (strategy and spokesperson roles), legal and NLRB considerations, negotiating skills.
- Grew market share within Providence's Central WA Service Area by over 10%, generating 12% additional revenue.

Age Wave Health Services (Emeryville, CA) **1996-1998**
Director of Business Development
Led start-up business development and marketing functions for healthcare industry client companies. Directed 11 FTEs.
Selected Accomplishments:

- Developed / managed client product strategy, development and marketing engagements, generating $10.5M in revenue.
- Designed and implemented integrated marketing and sales programs for initial Medicare Part C plan product launches. Budgets ranged from $350,000 to $4.1M, exceeded member acquisition targets by up to 20%.

Searle Pharmaceuticals **1992-1996**
Key Positions and Accomplishments:
Manager, Strategic Business Development (Skokie, IL; 1994-1996): Evaluated business opportunities (licensing, acquisition, divestitures) relating to Neuro, Ortho, and other therapeutic areas. Initiatives included licensing & launch of Ambien, Daypro, evaluation of Hormone Replacement therapy patch, start-up investment in Age Wave Health Services.

Academic Medical Center Representative (San Francisco, CA; 1992-1994): Created pull-through demand for Cardio and GI product lines at Stanford, UCSF, California Pacific Medical Centers and State Dept of Corrections.

EDUCATION & TRAINING

Board Certified in Hospital and Healthcare Management – American College of Healthcare Executives
Attained Fellow credential (FACHE) since 2008

Secondary School Teaching Certificate – Biological/Physical Sciences ● Memphis State University ● 1981
Bachelor of Science in Biochemistry / Biophysics ● UC Davis ● 1980

ACHE Seminars and CE Sessions:
The Process & Technique of Negotiating; Healthcare Technology Trends; Lessons from 100 Accountable Care Readiness Assessments; Global Innovations in Acute-Care Quality, Safety, Efficiency; Integrated Delivery Systems Forming, Storming & Performing; Secrets of the Hospital Supply Chain; The Risk and Value of the Hospital Supply Chain; Tools for Financial and Clinical Leaders; CEO's Role in Maximizing Patient Safety & Avoiding Litigation; Optimizing Performance in the Clinical Supply Chain

CIVIC ENGAGEMENT

Rohnert Park City Manager's Advisory Board (2026 to present)
Sonoma County Measure M "Parks for All" Oversight Committee (2023 to present)
Sonoma County Community Development Commission Vice-chair (2022 to present)
Rohnert Park Parks & Recreation Commissioner & three-times past Chair (2008-2024)
Community-based Transportation Plan Central Rohnert Park Community Representative Committee (2025)
Successfully led Rohnert Park Citizen Ballot Measure to ban all fireworks (2021)
Sonoma County Redistricting Commission (2021)
Fair and Inclusive Representation in Rohnert Park (FAIR-RP is an issues advocacy group) Founder (2020)
Sonoma County Democratic Party Endorsement Committee (2020)
Rohnert Park Democratic Club founding member (2019-Present)
North Bay Officials Organization Treasurer and High School & College Football Official (2003-2017)
Cotati-Rohnert Park Unified School District 7-11 Committee Chairman (2005-2006)

ASSOCIATIONS & AWARDS

Fellow, American College of Healthcare Executives (since 2008)
Member, American College of Healthcare Executives (since 2000)
Member, California Association of Healthcare Leaders (since 2000)

2013 B2B Marketing Executive of the Year
Wall Street Journal "Marketers that Matter" Award

Health System Pharmacy Resident (Honorary Title) – University of Wisconsin Hospital and Clinics ● 2012
One of only three honorary titles bestowed by University of Wisconsin Pharmacy Resident Program history

2011 Web Marketing Association "Best in Class – Pharmaceuticals" campaign award

2010 Corporate Executive Board Global Thought Leadership Award for Best B2B campaign

Recognized as one of the Best Bosses in the USA in 2001 on www.meaningatwork.com

Issued 1 Patent as Inventor

Published Author of 6 Articles

Legacy of a Leader (AJHP 2012 Vol 69 pgs 83-55)
Reform in the USA (Hospital Management.net, 2010 http://www.hospitalmanagement.net/features/feature91267/)
2009 Hospital Pharmacy Performance Index (white paper lead author)
Effective Hospital Pharmacy Leadership (Drug Topics, 2008, May 12)
Road to High Performance (Pharmacy Practice News, July 2008 Vol 35-07)
High Performance Pharmacy (AJHP 2007 Vol 64 pgs 1699-1710)

Frustrated Fiction Writer