

Michelle Norvell



October 12, 2018

Mayor Lindy Peters and
Members of the Fort Bragg City Council
416 North Franklin Street
Fort Bragg, CA 95437

Re: Application for Appointment – Noyo Harbor District Commission

Dear Mayor and Members of the Fort Bragg City Council:

Thank you for the opportunity to apply for one of the two City of Fort Bragg appointed seats to the Board of Commissioners of the Noyo Harbor District.

As a Commissioner, I will serve the District with dignity and with professionalism at all times. I will dedicate my skills, expertise and business relations to furthering the economic development of the harbor; I will ensure fiscal responsibility using sound judgment based on the best available information; and will minimize potential liability with the consistent and reliable application of board policies and implementation of best practices in the areas of human resources, planning, safety, and governance.

I look forward to answering any questions you may have regarding my application packet provided herein.

A handwritten signature in black ink, consisting of a large loop followed by a horizontal stroke that tapers off to the right.

Thank you,
Michelle Norvell

Enclosure: Application w/ attachment and Resume

APPLICATION FOR APPOINTMENT

The Noyo Harbor Commission, consisting of five members, is the governing body of the Noyo Harbor District; a special public district and political subdivision of the State of California organized under §6200, et seq. of the California Harbors and Navigation Code. The Commission has the ultimate authority of and directs all phases of operations of the Noyo Mooring Basin at Noyo Harbor; plans for the future use and development of Harbor District property and facilities; represents the Noyo Harbor District in contacts with Federal, State, County, City and other public and private agencies; supervises the preparation of and adopts the annual budget. The Commissioners are not compensated for their service to the Harbor District. The Commission meets regularly on the second Thursday of the month.

EDUCATION AND TRAINING

HIGH SCHOOL	LOCATION
Fort Bragg High	Fort Bragg, California

COLLEGES/UNIVERSITIES ATTENDED	Dates Attended	Course of Study/Major	Degree Awarded	Type of Degree	Date Degree Completed
1.					
2.					
3.					

OTHER RELEVANT COURSES AND TRAINING	Names/Locations of Institution	Length of Course	Date
1. Certified Paralegal	Empire School of Business & Law	18 months	1987
2. Non-profit Management Training	San Mateo Community College	6 mo (online)	2017
3.			
4.			

PROFESSIONAL LICENSE(S) OR CERTIFICATE(S)	Serial No.	Date Issued	Expiration Date
1.			
2.			
3.			

COMMUNITY SERVICE/ORGANIZATION(S):
1. Leadership Mendocino
2. Noyo Women for Fisheries
3. California Groundfish Collective
4. Seafood Harvesters of America
5. Council Advisory Board of the Pacific Fisheries Management Council (5-yr Review of Trawl IFQ Catch Shares)

EMPLOYMENT HISTORY (You may wish to attach a resume or other relevant documents to further describe your qualifications.)			
Mo. Yr.	TO: Mo. Yr.	Employer (Business or Agency Name)	Title of your position
2014	Present	Fort Bragg Groundfish Conservation Trust	President & Operations Mgr.
Describe the responsibilities you performed and/or the skills you acquired which may relate to this Committee or Board position		Goal setting, long-term strategic planning. Budgeting. Asset acquisition and quota share/pound management. Administer fiduciary and legal responsibilities. Create board policies, identify grant and asset opportunities and implement. Community outreach, support, education.	
Mo. Yr.	TO: Mo. Yr.	Employer (Business or Agency Name)	Title of your position
11/2009	Present	California Groundfish Collective	Founding member/Advisory Board
Describe the responsibilities you performed and/or the skills you acquired which may relate to this Committee or Board position		Develop & manage regional spatial fishing plans across 3 CA ports. Project & grant management. Contract & manage professional services. Spatial & harvest data collection for an annual report, marketing, SFW Assessment. On the dock working with fishing businesses to maximize harvest opportunities and meet environmental goals.	
Mo. Yr.	TO: Mo. Yr.	Employer (Business or Agency Name)	Title of your position
1993	2002	Law Office of John J. Ruprecth	Paralegal
Describe the responsibilities you performed and/or the skills you acquired which may relate to this Committee or Board position		Case management and client relations. Research, court filings, draft pleadings. All aspects of discovery and trial prep. Manage exhibits and evidence, expert witnesses, and depositions	
Mo. Yr.	TO: Mo. Yr.	Employer (Business or Agency Name)	Title of your position
Describe the responsibilities you performed and/or the skills you acquired which may relate to this Committee or Board position		Type text here	

Attachment to Noyo Harbor Commission Application for Appointment/Michelle Norvell

Brief Statement: 1

I would like to add my collaborative nature to the Board to serve and represent the Harbor District on all matters concerning its governance, management, education, and fiscal responsibilities.

I have witnessed the harbor's boom from overcapitalized fisheries, its decline from the 2002 fisheries disaster, and currently the Harbor's struggle to find its identity and rebuild. I am confident, I have the skills required to bring together diverse stakeholders in open and fair discussions to create a vision, and strategies for implementation of a long-term plan.

I see a vibrant working waterfront that includes providing essential marine services to commercial and recreational fishers and related marine business, safety and educational services to the public and fishing community alike, visitor amenities (shops, restaurants, lodging), and most importantly a culture in the harbor that embraces our proud heritage and inspires our community to partake in all activities, services, and amenities the port will have to offer.

PROFESSIONAL SUMMARY

I have over twenty years as a Paralegal working in civil litigation and criminal defense with a focus on research, trial preparation, client relations, discovery, and drafting court documents. My current focus is in the Federal fishery where I participate in the Pacific Fishery Management Council process and National Marine Fisheries Service to influence the development of regulations that affect commercial fishermen in the West coast. My emphasis is on sustaining small fishing port communities in California by easing overburdensome and archaic rules that impede the economic success of participants in working waterfronts; and by creating opportunity and access to fishery resources through the existing regulatory process to ensure the long-term stability of commercial fishing and business and in Fort Bragg.

EXPERIENCE

Fort Bragg Groundfish Conservation Trust (Trust)

Fort Bragg, California

A nonprofit organization with a mission to improve the social, economic and environmental values of the West Coast Groundfish fishery by securing, administering and managing fishing privileges for the long-term benefit of the Fort Bragg community.

President, 2014-Present

- Successfully launched the charitable Trust as a new California, public benefit nonprofit corporation
- Negotiated the grant, sale, and purchase of Quota Share equally over 4 million Quota Pounds in the West Coast groundfish fishery from The Nature Conservancy and secured funding through the California Fishery Fund
- Developed board policies and procedures for managing quota pounds and permits
- Prepare reports and packets for Board meetings and manage daily operations
- Currently working on purchasing additional quota acquisition, community outreach and long-term program and business strategy to improve access of fishery resources to local fishermen
- Manage grants and identify funding sources

California Groundfish Collective (CGC)

San Francisco/FB, California

I am one of the founding architects of the CGC - established in 2011 to address and mitigate the challenges faced by Fort Bragg fishermen transitioning to a new management structure (catch shares). The Collective is a group of like-minded fishermen in California who have teamed up to forge collaborative relationships with the NGO community and to adapt their fishing business to create healthier oceans, preserve fishery resources and habitat, and to maximize harvest opportunity to secure our local fishing heritage and working port community.

Project Manager & Advisory Board, 2011-Present

- Established Fort Bragg Groundfish Association, a California Fish Marketing Act Corporation (tax-exempt status)
- Brand Development, standards, licensing, communications/media strategies' & brand management
- Manage constraining species quota pounds at the Fort Bragg and Regional level
- Manage and participate in matters within the Pacific Fisheries Management Council (trailing amendments, Essential Fish Habitat, Rockfish Conservation Area, Exempted Fishing Permits, Re-allocation of fishery assets)
- Secure and administer grants. Issue RFP's, hire and manage consultants and manage budgets
- Collaborate with The Nature Conservancy on research and science related projects (e-logbooks, electronic monitoring, manage consultants)
- Secured endorsement for branding & marketing from The Nature Conservancy. Secured endorsement from Monterey Bay Aquarium SFW for a "Best Rating" of 8 species of trawl caught groundfish by fishermen in Fort Bragg in the CGC
- Grant Projects: National Fish and Wildlife Foundation, The Nature Conservancy, Black Dog, Environmental Defense Fund, Owen Jones

Law Offices of John J. Ruprecht**Fort Bragg, California**

The law office specializes in civil litigation and real property law. We handled both plaintiff and defense matters involving products liability, wrongful death, personal injury, contract law, and real property disputes

Paralegal, 1993-2002

- Trial preparation in civil litigation.
- Prepare trial binders, evidence, pleadings, and coordinated with expert witnesses.
- Prepare and managed pre-trial discovery, summarize medical records and depositions
- Legal research, draft correspondence, client relations.

EDUCATION

Empire College, School of Business & Law, S.R, CA: *Certified Paralegal - graduate with Honors.*

1987

San Mateo County Community College: *Non-Profit Management – Certification*

2017

AFFILIATIONS

- Board of Education – Fort Bragg Unified School District, Board of Directors 2012-2016
- Pacific Fisheries Management Council - Council Advisory Board (CAB)
 - 5-year review of the West Coast Groundfish Fishery. In progress 600-page report evaluating the program meeting its goals - 2016-Present
- Noyo Woman for Fisheries. 2016 - Present
- Leadership Mendocino Class of XXV
- Committee for REFI Pacific Act (Federal legislation on the buyback loan) 2014- Present
- Congressional testimony – House of Representatives, Appropriations (NOAA funding)
- MREP – Marine Resources Education Program (Fishery Science and Management) 2016
- Saltonstall-Kennedy - grant review

PUBLICATIONS

- Kate Kauer, Mary Gleason, Aliya Rubinstein, Joe Sullivan, Dwayne Oberhoff, Lisa Damrosch, Michelle Norvell, Michael Bell. *Reducing bycatch through a risk pool: a case study of the U.S. West Coast groundfish fishery.* Journal of Marine Policy 96 (2018) 90-99



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Monterey, CA 93940-2478
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info@mbfishtrust.org
www.montereybayfisheriestrust.org

Members of the Fort Bragg City Council
Fort Bragg City Hall
416 North Franklin Street
Fort Bragg, CA 95437

October 12, 2018

Dear Members of the Fort Bragg City Council:

I am writing to endorse the appointment of Mrs. Michelle Norvell to the Noyo Harbor Commission. I believe Michelle would be an important and valuable asset for the Commission, given her extensive experience with the local community, and her balanced, respected, and collaborative nature.

Michelle is presently the President in charge of operations of the Fort Bragg Groundfish Conservation Trust, Executive Director of the Fort Bragg Groundfish Association, Advisory Committee member of the California Groundfish Collective, and serves on the Pacific Fisheries Management Council's CAB (Council Advisory Board) for the five-year review of the Trawl IFQ Catch Share program.

As a partner organization, I have worked with Michelle on a number of issues related to the West Coast groundfish trawl fleet and individual fishing quota, and I have found her to be a trusted partner and leader among our organizations. She has a deep understanding of the history, goals, and complexities of the catch share program and the challenges facing small California fishing port communities.

She has worked closely with fishermen and non-governmental organizations, and has an informed and balanced perspective. She has been successful in bringing diverse and often adversarial groups together to form long-term working partnerships that have resulted in increased economic growth to businesses and advances in environmental stewardship and social gains in her community. Michelle's dedication to preserving the heritage of fishing as a way of life and her commitment to providing the opportunity for the next generation of fishermen to thrive in a robust working waterfront has been an inspiration to many. I am confident that she would be an excellent representative of Noyo Harbor.

In sum, I strongly encourage you to support the appointment of Mrs. Michelle Norvell for the Noyo Harbor Commission.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Sherry Flumerfelt". The signature is written in a cursive, flowing style.

Sherry Flumerfelt
Executive Director
Monterey Bay Fisheries Trust



October 11, 2018

Sent via e-mail: June Lemos, City Clerk
jlemos@fortbragg.com

Members of the Fort Bragg City Council
Fort Bragg City Hall
416 North Franklin Street
Fort Bragg, CA 95437

Re: Letter of Recommendation for Michelle Norvell, Noyo Harbor District Board of Commissioners

Appointee Evaluation and Selection Committee, City of Fort Bragg, Noyo Harbor Commission,

Please accept this letter of recommendation in strong support of Michelle Norvell for a Commissioner position on the Noyo Harbor Commission.

Like Michelle, I grew up in a commercial fishing family and have spent many years working with the commercial fishermen in my port in various capacities. Michelle and I have worked very closely in our roles as Executive Directors for our community fishing associations and fishery trust organizations since 2011 and serve together on the Advisory Committee for the California Groundfish Collective.

I am grateful for my opportunities to collaborate with Michelle, she has the ability to see multiple sides of an issue and to evaluate situations in a reasonable manner. She has a deep understanding of commercial fisheries past and present and is dedicated to the future of her port community. She believes in the importance of a durable, vibrant working and recreational waterfront in Fort Bragg.

Michelle has proven herself to be hardworking and creative at problem solving and highly capable of multitasking and working through challenging projects with tight deadlines. She is an excellent communicator, and listener and has proven herself to be reasonable, thoughtful, effective and successful at whatever she puts her mind to. These skills and traits have earned her the trust of commercial fishermen, managers and regulators up and down the West Coast and beyond.

I am confident that given her diverse background and considerable experience that Michelle will bring a collaborative and balanced perspective to the Noyo Harbor Commission. Please feel free to contact me directly with questions or comments.

Lisa Damrosch-Evon Consulting

Half Moon Bay Groundfish Marketing Association
Half Moon Bay Commercial Fisheries Trust
California Groundfish Collective

650.255.2063

LISADAMROSCH@GMAIL.COM

WWW.EVONHMB.COM

580 MYRTLE ST. HALF MOON BAY, CA 94019

October 11, 2018

Sent e-mail to: June Lemos, City Clerk
jlemos@fortbragg.com

The Honorable Lindy Peters, Mayor of Fort Bragg
and Members of the Fort Bragg City Council
416 North Franklin Street
Fort Bragg, CA 95437

RE: Supporting the appointment of Michelle Norvell as Commissioner for the Noyo Harbor District.

Dear Mayor Peters and Members of the Fort Bragg City Council:

My name is David Crabbe. I am a commercial fisherman and have been since 1977 and have participated in many different fisheries. I have represented fisherman, communities and conservation organizations on several different advisory committees and fishery management processes. Also I was the California obligatory Pacific Fishery Management Council member for 9 years and termed out in 2018.

I am writing to request that Ms. Michelle Norvell be appointed to fill the available Commissioner seat with the Noyo Harbor District Commission. In the seven years I have worked with Michelle, I have come to admire her strong work ethic, and have always been impressed with the immense pride she has taken in representing her fishing port community at industry stakeholder gatherings and National Marine Fisheries Service and Pacific Fishery Management Council meetings.

I have worked with Michelle in intense situations and she has always maintained a professional and open-mind while striving for consensus on emotionally charged issues. She has strong communication and people skills, which will serve the Noyo Harbor Commission well.

I am confident that Michelle's background and years of experience in the commercial fishing industry, through her engagement with the Council process, work on legislative initiatives, and the relationships developed through her successful collaboration among diverse stakeholders, will allow her to excel in bringing a thoughtful, collaborative, and balanced perspective to the Noyo Harbor Commission and the community it serves.

Michelle has a deep understanding of her community's needs including the challenges faced by marinas and working waterfronts dealing with aging infrastructure, loss of services, access to resources; and the importance of thriving local fisheries to coastal communities that support a balance of commercial and recreational activities, local and visitor services, and education.

I believe Michelle will bring a valuable perspective and fresh approach to the Noyo Harbor Commission, and with her broad understanding of the many aspects of a thriving working waterfront and her experience living and growing up in the fishing port community of Fort Bragg make her a uniquely qualified candidate. I strongly encourage you to appoint Ms. Norvell to the Noyo Harbor Commission.

Thank you for your consideration.

Sincerely,

DocuSigned by:

6C720ADCC910406...

October 11, 2018

Sent via e-mail: June Lemos, City Clerk
jlemos@fortbragg.com

Members of the Fort Bragg City Council
Fort Bragg City Hall
416 North Franklin Street
Fort Bragg, CA 95437

Re: Letter of Recommendation for Michelle Norvell, Noyo Harbor District Board of Commissioners

Appointee Evaluation and Selection Committee, City of Fort Bragg, Noyo Harbor Commission,

Please accept this letter of recommendation in strong support of Michelle Norvell for a Commissioner position on the Noyo Harbor Commission.

As the owner and Lisa Wise Consulting, Inc., I have worked closely with Michelle in her capacity as the Executive Director of the Fort Bragg Groundfish Association since 2011 and have found her to be an excellent communicator, insightful strategic planner and highly capable of managing multiple projects with tight deadlines. We also understand that Michelle is deeply committed to an efficient and resilient approach to working and recreational waterfront resources and equitable access for all citizens and visitors in Fort Bragg. As such, she is a perfect candidate for this opportunity.

My firm, Lisa Wise Consulting, Inc. (LWC) is an urban planning and land use economics firm with offices in San Luis Obispo, San Francisco and Los Angeles. We have a staff of 19 and are working on planning and economics projects across the country, including Austin, Texas, Las Vegas Nevada, and we are currently developing Community Sustainability Plans in Eureka and Shelter Cove. We worked directly with Michelle from 2011 through 2013 on the Central Coast Groundfish Project, part of The Nature Conservancy's (TNC) Oceans Program, where we relied on Michelle's input for reports, projections and collaboration on presentations to regulatory agencies and the TNC Oceans Program staff and leadership. This work also included close collaboration with economics and environmental management departments at the Bren School of Environmental Science and Management and California Polytechnic University. We also collaborated successfully with Michelle in 2013 in the pursuit of grant funding from Environmental Defense Fund which led to a detailed Market Assessment and Strategy for the Fort Bragg Groundfish Association. In 2016, we again worked closely with Michelle as LWC undertook research on the Economics and Organization of Community Quota Funds and Quota Banks for NOAA's Southwest Fisheries Science Center. On each of these projects, we found Michelle to be extremely conscientious, sensitive to a widely diverse perspective and capable of resolving contentious issues. She is also a high performer, capable of producing a lot of very high-quality work very quickly.

I strongly believe that all these qualities and capabilities make Michelle an excellent candidate for a Commissioner position on the Noyo Harbor Commission. Please feel free to contact me directly with questions or comments.



Henry Pontarelli
Vice President/Secretary, Lisa Wise Consulting, Inc.
henry@lisawiseconsulting.com
Cell: 805.801.9646



FORT BRAGG UNIFIED SCHOOL DISTRICT

Superintendent
Rebecca Walker

Board of Trustees
Kathy Babcock, Vice President
Jerry Matson
Jennifer A. Owen, President
Diana Paoli
Sydney Smith-Tallman

312 South Lincoln Street, Fort Bragg, California 95437-4416

Telephone (707) 961-2850

Fax (707) 964-5002

October 10, 2018

To Whom It May Concern:

I am pleased to submit this letter of recommendation for Michelle Norvell, a friend and former trustee for the Fort Bragg Unified School District school board.

I first worked with Mrs. Norvell a little over a decade ago when I was the Vice Principal of Fort Bragg High School and she was a newly elected school board member. Mrs. Norvell not only served as a trustee for two four-year terms, but was also the Board President for two years. As a school board member, she served with dedication and integrity. She represented the community with honor and respect and worked to focus the FBUSD trustees on student achievement and improving all aspects of the school district. I was always impressed with Mrs. Norvell's ability to maintain her calm and professional demeanor at school board meetings even when members of our community were unreasonable, irrational, and angry. She treated all people with dignity and respect and used her seat on the school board to improve the education in Fort Bragg schools.

During her time as a trustee, Mrs. Norvell was also dedicated to fiscal solvency and ensuring that the school district was managed within its financial means. With declining enrollment, a state budget in recession, and shifts in staffing, Mrs. Norvell was instrumental in leading our district through difficult financial times while not compromising the educational programs valued in FBUSD schools. She always remained focused on students and consistently ensured that all her decisions as a board member supported student achievement.

On a personal level, Mrs. Norvell is an incredibly professional, kind, caring, honest, and hard working individual. I have only known her to produce outstanding work and contribute ideas and suggestions that were insightful, articulated, and sound. She is reasonable, easy to work with, and maintains a positive attitude. Her approach to tackling tough decisions is fair, data driven, and transparent. When Mrs. Norvell chooses a path or direction, you can be assured that she has considered all possible options and has based her decision on pertinent data that supports the greatest good for all involved.

Please feel free to contact me if you have any questions regarding Mrs. Norvell's application. I have the utmost respect and admiration for Mrs. Norvell and would welcome the opportunity to discuss her application with you in greater detail. I know she will be an asset to any organization she joins.

Sincerely,

Rebecca Walker
FBUSD Superintendent

Kathryn Kauer
2 Forest Way
Mill Valley, CA

October 12, 2018

Mr. Lindy Peters
Mayor of Fort Bragg
416 North Franklin Street
Fort Bragg, CA 95437

Re: Letter of Support for Michelle Norvell, Noyo Harbor District Board of Commissioners

Dear Mr. Peters,

I am writing to strongly support the appointment of Mrs. Michelle Norvell for the Noyo Harbor District Commission. I have had the pleasure of developing a professional and personal relationship with Michelle over the last eight years through our mutual interests in supporting and promoting sustainable fisheries in California. I have partnered with Michelle to implement various projects such as developing an educational program to serve local, sustainable seafood in the Fort Bragg Unified School District and manage an insurance risk pool of fishing quota for commercial fishing vessels in the West Coast groundfish fishery. I am confident that Michelle will bring a collaborative, balanced and experienced perspective to the Harbor District Commission given her extensive experience serving the Fort Bragg community.

In her current roles as Executive Director of the Fort Bragg Groundfish Conservation Trust, Executive Director of the Fort Bragg Groundfish Association, and member of the Ad Hoc Community Advisory Board to the Pacific Fishery Management Council, Michelle continues to demonstrate her commitment to public service for her community. In leading the Fort Bragg Conservation Trust and the Fort Bragg Groundfish Association, Michelle has further developed and applied her common-sense approach to problem solving and collaboration. She is an adept communicator that is uniquely able to unify diverse stakeholders and develop solutions.

As a public servant and member of a third-generation California fishing family, Michelle has mastered a deep understanding of commercial and recreational fisheries management, coastal zone management, and the importance of key infrastructure and services to the economies of coastal communities and ports. Michelle is engaged across the Fort Bragg community and has been unwavering in her commitment to maintaining a vibrant working waterfront and port to provide continued opportunity for her community.

I believe Michelle would be an asset on the Harbor Commission and I strongly encourage you to support her appointment. Please feel free to contact me directly with any questions.

Thank you for your consideration.
Sincerely,

A handwritten signature in dark ink, appearing to read 'Kathryn Kauer', with a stylized, flowing script.