

**Brian J. Todd**

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**Position Sought:** Executive Director, Visit Visalia **Salary Requirement:** \$85,000/Year, plus Benefits

**Key Skills:** Excellent verbal and written communicator; community relations; public spokesman; have been a frequent guest on talk radio and television; coalition builder of like-minded organizations around issues of importance; public policy analyst; testifying, debating; leading and/or facilitating meetings; advisor and recruiter of members to serve on committees, PAC Trustees, and Boards.

Professional Experience

***Building Industry Association of Tulare and Kings Counties, Inc. – President and CEO.*** Managed government relations; manage legislative and regulatory advocacy; conducted regular coalition building; provide strategy, managed and raised contributions for non-partisan campaigns for public office, 5/06-Present. Clients included:

- Reinstated BIATKC Annual Meeting – keynote speakers included Victor Davis Hanson and KMJ's top-rated radio host Ray Appleton;  
100 percent success rate in prevailing against excessive/illegal fees and regulations in nine Tulare/Kings County cities;
- Recruited four new Builder members (assessments of \$35k each per year);
- Successfully orchestrated industry campaigns to bring political pressure necessary to replace anti-housing government staffers with motivated, customer-friendly professionals.
- Moved BIATKC office post-covid to ideal building and location;
- Re-staffed, hired office manager with the needed skills that enabled me to focus on my big picture responsibilities;
- Supervised total re-building of BIATKC Web Site, including retaining of new IT support contractor;
- Interviewed candidates for elective office, and recommended action for PAC Trustees.

***Todd Public Solutions Group – Principal.*** Government and community relations; designed and wrote direct mail pieces; managed legislative and regulatory advocacy at the state and national levels; perform coalition building; provide strategy, management and fundraising for non-partisan political campaigns. Clients included:

- Terry Maxwell for Bakersfield City Council, (elected), 9/12-11/17;
- Workman Brothers/Ennis Development Corp./Interstate Land Co., Delano, CA 5/06-1/07;
- VDC, LLC (land development project), McFarland, CA, 8/12-5/15;
- Re-election of Mayor Ruben Hill (independent expenditure funded by builders) Delano, CA 9-11/08;
- Reflective Floor Systems, Inc., VP of Strategic Marketing, 4/11-1/12;
- Harold Hanson for Bakersfield City Council, (incumbent), 2007-2011;
- WPR Builder Services, Bakersfield, CA (government and community relations), 6-11/09.

***Home Builders Association of Kern County and PAC – Executive Vice President.*** Represented a local trade association in government, PAC, community, and media, 4/1999 – 5/2006. Notable achievements:

- Fastest-growing California chapter five consecutive years during my tenure, 2002-2006;
- Chaired California Executive Officers Council, California Building Industry Assn., 2004;
- Received individual Executive Officer award for excellence from the National Association of Home Builders, 2004;
- Saved members approximately \$40 Million through negotiations and legal action resulting in fair and legal impact fees;

- Successfully advocated for the city council to repeal the City of Delano's Urban Growth Boundary, the first UGB to be formally abandoned in U.S. history;
- Collaborated for 2 years with our state senator and his senior capitol staff to obtain \$50 Million from the state legislature in down payment assistance for low-to-moderate new home buyers;
- Amended Federal law to allow use of FHA-insured mortgages for homes built east of Arvin, California, which had been incorrectly classified as a high flood-risk area;
- Defeated a proposed county "Rural Valley Lands Plan," a proposed moratorium on building in areas where 90 percent of new home construction was occurring;
- Successfully lobbied Board of Supervisors to shift all Planning Commission costs from project applicants to the county's General Fund;
- Negotiated the first-ever \$1.25 Million reduction in City of Bakersfield building permit fees;
- Association membership tripled, and cash reserve goals were exceeded;
- Kept organization within 1% tolerance of Board-approved budget all 7 years;
- Increased non-dues revenue to 15% of income.

***Bakersfield Association of REALTORS (CA) and PAC – Director of Government and Public Affairs.***

Represented REALTORS in government, political action, community affairs, and media, 1/1995 – 4/1999, including:

- Wrote and edited government affairs newsletter, increasing readership four-fold with allies, influencers, and elected officials outside the association's rank-and-file;
- Negotiated a "one fee pays all" transportation impact fee for Bakersfield;
- Founding member of a Development Streamlining Task Force for the City of Bakersfield;
- Negotiated an agreement with county school districts not to take private land for school sites;
- Collaborated with city staff to develop a flexible Historic Preservation ordinance;
- Chaired California Association of REALTORS Government Affairs Directors Committee, 1997;
- Organized an annual *Home Buyer's Expo*, the largest one-day HUD real estate event at that time with over 12,000 attendees and 110 exhibitor spaces;
- Member, *California Real Estate PAC* strategic planning Task Force;
- Kept department within ½ percent tolerance of annual budget;

Professional and Community Service

**1994-Present**

- Member, Visalia Unified School District Measure A Bond Oversight Committee;
- Chairman (two consecutive terms), Kern High School District construction Bond Oversight Committee, 2005-09;
- Member, Legislative Committees for Visalia and Tulare Chambers of Commerce;
- Member, Government Review Council, Bakersfield Chamber of Commerce, 2000-08;
- Bakersfield City School District construction bond oversight committee, 2007-11;
- Community Advisory Council, Southern California Gas Company, 2002-05;
- Volunteer Oral Interview Panelist, Bakersfield Building/Public Works Depts., 2002-06;
- Director, Kern County Taxpayers Association, 1995-2011;
- Director, National Forest Products Advisory Council 2000-04;
- Founding Director, Kern Citizens for Quality Transportation;
- Director, Kern Transportation Foundation, 1998-2004;
- Sponsor, Habitat for Humanity, 1995-2001;
- Director, Community Housing Resources Board, 1995-2000.

Education

**9/81-12/84     *California State University, Bakersfield***

- Communications, Minor in Political Science