

## Julia Sanchez

---

**From:** Tamisha Woods on behalf of CityClerk  
**Sent:** Friday, September 24, 2021 3:20 PM  
**To:** Julia Sanchez  
**Subject:** FW: City of Chula Vista: Health Advisory Commission Application

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

See below.

Tamisha Woods  
Sr. Records Specialist

**From:** webmaster@chulavistaca.gov <webmaster@chulavistaca.gov>  
**Sent:** Friday, September 24, 2021 12:17 PM  
**To:** CityClerk <CityClerk@chulavistaca.gov>; Stacey Kurz <SKurz@chulavistaca.gov>; Adrianna Hernandez <adhernandez@chulavistaca.gov>; Karla Mendez <KMendez@chulavistaca.gov>; Healthy Chula Vista Advisory Commission <HCVAC@chulavistaca.gov>  
**Subject:** City of Chula Vista: Health Advisory Commission Application

**Warning:  
External  
Email**

A new entry to a form/survey has been submitted.

**Form Name:** Healthy Chula Vista Advisory Commission Application  
**Date & Time:** 09/24/2021 12:16 PM  
**Response #:** 39  
**Submitter ID:** 98966  
**IP address:** 2600:1700:e540:b630:e130:94c5:7fdc:b3ce  
**Time to complete:** 53 min. , 0 sec.

---

### Survey Details

---

Page 1

#### Application for membership on the Healthy Chula Vista Advisory Commission

1. Prefix

(O) Ms.

2. First and Last Name

Monica Montano

---

---

**3. Email**

[REDACTED]

**4. Residence Address**

[REDACTED]

**5. City**

Chula Vista

**6. ZIP Code**

91913

**7. Primary Phone**

[REDACTED]

**8. Secondary Phone**

Not answered

**9. Are you registered to vote in Chula Vista?**

☐ Yes

**10. Do you live within the City limits of Chula Vista?**

☐ Yes

**11. How Long?**

34 years

**12. Employer**

Scripps Health

**13. Occupation**

Community and Government Relations

**14. Please indicate area(s) in which you have expertise and experience, or select None: (select as many as applicable)**

☒ Health Care

**15. If you selected one or more of the areas of expertise and experience above, please describe your expertise and experience that you would bring to the selected area(s). (250 words or less)**

Monica Montaño joined Scripps Health in 2002 where she first served as the Marketing and Communications Manager for Scripps Mercy Chula Vista. She became Director of Community Relations in 2010 where she is responsible for representing Scripps in business, industry, civic associations and local legislative offices as well as community organizations in San Diego County and northern Baja California. Prior to joining Scripps, Monica worked at Southwestern College for eight years holding different positions in the Community Relations department. She also worked for Chula Vista City Councilmember Jerry Rindone and formed part of the Assembly District office team for Assemblymember Denise Moreno Ducheny. Monica received a B.A. in Political Science and a B.A. in Journalism from San Diego State University. She then completed her Master's in Business Administration with an emphasis in Global Management. She is also a graduate of HOPE Latinas Hispanic Leadership Institute and the Scripps Leadership Academy. Monica has received several accolades throughout the years including 2016 Woman of the Year, 78th Assembly District on behalf of Speaker Emeritus Toni Atkins, Regional Leadership Award 2016 from the South County Economic Development Council and was named one of San Diego Magazine's 40 under 40 in 2008. Monica, her husband Luis and daughter Isabela reside in Chula Vista, CA.

- 16.
- (o) I understand if I am appointed to a seat that represents my district, I must maintain my residency and elector status throughout my terms to remain eligible.
17. **Have you previously served, or do you currently serve, on a Chula Vista Board, Committee or Commission**
- (o) No
18. **If yes, which one(s) and for what period of time?**
- Not answered
19. **Per Chula Vista Municipal Code Section 2.25.030, I understand:**
- If I am currently serving on a board or commission, I must resign from my current board or commission if I am appointed.
- I must have served at least 12 months on my current board or commission in order to be appointed to another board or commission.
- (o) I have read and acknowledged the above statement.
20. **Are you, or have you been, involved in any local, civic, service or community groups?**
- (o) Yes
21. **If yes, please list them**
- Have served in leadership roles including Past Chair, current Chair of the Public Policy Committee and Executive Board Member of the South County Economic Development Council, Executive Board Member for the Downtown San Diego Partnership, San Diego Regional Chamber of Commerce International Business Affairs Committee Member, board member of the Public Policy Committee of the SDSU Campanile Foundation and the San Diego Padres Hispanic Community Advisory Council. Also a member of the Chula Vista, Otay Mesa and San Ysidro Chambers of Commerce.
22. **What do you hope to accomplish in the role of a Healthy Chula Vista Advisory Commissioner? (250 words or less)**
- Promote the health and wellness of the Chula Vista community and ensuring access to safe and quality care for our community.
23. **You may upload a resume in addition to your application (optional).**
- MoniResume.pdf
24. **The City understands meeting schedules and individual's availability may change. We ask that you consider the meeting schedule when submitting an application.**
- (o) I have reviewed the Healthy Chula Vista Advisory Commission regular meeting date, time and frequency.
- 25.
- (o) I am familiar with the responsibilities of the Healthy Chula Vista Advisory Commission. I attest that the information I have provided is accurate and true.

Thank you,  
City of Chula Vista

This is an automated message generated by Granicus. Please do not reply directly to this email.

## MONICA MONTAÑO

---

### E D U C A T I O N

**University of Phoenix; Del Mar, CA**

MASTER OF BUSINESS ADMINISTRATION

GLOBAL MANAGEMENT EMPHASIS

**San Diego State University; San Diego, CA**

BACHELOR OF ARTS IN JOURNALISM

TELEVISION AND RADIO EMPHASIS

BACHELOR OF ARTS IN POLITICAL SCIENCE

---

### W O R K   E X P E R I E N C E

**Scripps Health, San Diego, CA***Oct 2010 - Present*

COMMUNITY RELATIONS DIRECTOR

Identify, plan and oversee community relations plan. Engage in community activities and negotiates strategic partnership opportunities with business and civic organizations in order to identify opportunities that promote Scripps Health, improve external impact, build relationships, garner project support, generate community goodwill, monitor issues, promote Scripps' programs and services, and support Scripps' advocacy goals. Build and maintain relationships with key stakeholder groups, business leaders and local legislative offices within the community. Serve as Scripps representative on strategic boards and panels throughout San Diego County. Educate lawmakers and regulators at all levels of government, community and business leaders across our region, on the issues facing healthcare. Develop annual community relations budget and negotiate packages. Enforces Scripps public relations strategy, business development goals and Scripps Foundation activities and identify additional opportunities. Spanish-language spokesperson for corporate issues.

**Scripps Memorial/Mercy Hospital Chula Vista, CA***May 2002-Oct 2010*

MARKETING AND COMMUNICATIONS MANAGER

Identify, develop and implement marketing and communications strategies in line with the hospital's Marketing and Communications plan. Develop a Community Relations strategy for South County. Plan promotions using advertising, special events, public relations, internet/intranet and collateral materials. Build relationships with community entities, dignitaries and local media to enforce hospital's mission. Work collaboratively with key Scripps customers to promote special services, develop internal hospital-based newsletters and submit materials for system wide publications. Develop annual marketing plan with budgets, themes and schedules. Coordinate co-op advertising opportunities with community businesses. Identify and execute promotional opportunities for Hispanic media. Spanish-language spokesperson for corporate issues.

**Southwestern College, Chula Vista, CA***March 2001 – August 2001*

BUILDING REGIONALISM DIRECTOR

Jointly administer a grant project in collaboration with San Diego Dialogue. Organize roundtable sessions with community leaders, concentrating on different industries to discuss and brainstorm opportunities for regionalizing the San Diego and Tijuana area. Produce invitations, programs and speeches to be given by dignitaries at the event. Handle logistics and host events. Co-author final report.

**Southwestern College, Chula Vista, CA***July 1998 – May 2002*

MARKETING COMMUNICATIONS ASSOCIATE

Develop and execute marketing and promotional campaigns. Develop promotional campaign budgets, themes and schedules. Develop advertising plan and execute all buys including print, radio and television. Coordinate co-op advertising opportunities with businesses and leaders in the community. Plan and prepare advertising content for multicultural media, including print, broadcast and Internet, and communicate with advertising representatives. Support the Community Relations program and serve on partner organizations' committees. Assist with press inquiries, prepare media kits.

## MONICA MONTAÑO

---

### **Southwestern College, Chula Vista, CA**

*March 1996 - July 1998*

EDITORIAL PUBLICATIONS ASSISTANT/WEB DEVELOPMENT TEAM

Develop publications to promote college programs. Assist in the coordination of co-op advertising for opportunities with businesses in the community. Coordinate and assist with special events. Produce ads for print media. Work with sales reps from local media. Write, research and program for Southwestern College website. Clerical duties.

### **OneWorld Entertainment, Chula Vista, CA**

*Per Project Basis*

PUBLICITY & SPECIAL EVENTS COORDINATOR

Develop promotional packages for artists in the United States and Mexico; produce press releases, biographies and other editorial publicity for artists in the music industry. Organize co-op events with entities in different communities. Assist in organization of special projects.

### **KBNT Channel 19, Univision, Kearny Mesa, CA**

*July 1997 - September 1997*

NEWS REPORTING INTERNSHIP

Field reporting, assist in writing/interviewing in Spanish, assist in filming video footage.

### **Office of Councilman Jerry Rindone, Chula Vista City Council**

*January 1997 - May 1997*

AIDE INTERN

Write press releases, attend functions/meetings in the community as representative, follow-up reports.

### **Office of Assemblywomen Denise Ducheny, National City, CA**

*March 1995 - August 1995*

MEDIA RELATIONS INTERN

Write press releases; assist special events coordinator specializing in border issues, build community relations, data entry, assist with constituent calls and complaints. Clerical duties.

### **Southwestern College, Chula Vista, CA**

*August 1994 - March 1996*

EDITORIAL PUBLICITY ASSISTANT

Write press releases, research information, coordinate special publication projects, conduct interviews, prepare media kits, and assist with special events and community relations. Clerical duties.

---

## S K I L L S

MICROSOFT OFFICE INCLUDING WORD 98, EXCEL, POWERPOINT, PUBLISHER, PROJECT AND ACCESS, WORD PERFECT, ADOBE PAGEMAKER, PHOTOSHOP

STRONG TEAM WORK SKILLS BUT ALSO ABLE TO WORK INDEPENDENTLY

EXCELLENT COMMUNICATION AND PRESENTATION SKILLS

PROFICIENT IN SPANISH (READING, WRITING AND CONVERSATIONAL TRANSLATION TO ENGLISH)

---

## P R O F E S S I O N A L   M E M B E R S H I P S

### A N D   P A S T   A F F I L I A T I O N S

**2016 WOMAN OF THE YEAR 78TH ASSEMBLY DISTRICT ON BEHALF OF OFFICE OF SPEAKER EMERITUS TONI ATKINS**

**SOUTH COUNTY ECONOMIC DEVELOPMENT COUNCIL'S REGIONAL LEADERSHIP AWARD 2016**

**UNITED STATES HOUSE OF REPRESENTATIVES PROCLAMATION 2016**

**CHULA VISTA CHAMBER OF COMMERCE'S OUTSTANDING SUPPORT AWARD 2010**

**COUNTY OF SAN DIEGO PROCLAMATION 2016**

**CERTIFICATE OF RECOGNITION ON BEHALF OF STATE SENATOR BEN HUESO 2016**

RECOGNITION CERTIFICATE CITY OF CHULA VISTA 2016

CITY OF IMPERIAL BEACH PROCLAMATION 2016

CITY OF NATIONAL CITY PROCLAMATION 2016

CERTIFICATE OF RECOGNITION CITY OF CHULA VISTA 2016

SAN DIEGO EAST COUNTY CHAMBER OF COMMERCE WOMEN IN LEADERSHIP AWARDEE 2015

CERTIFICATE OF SPECIAL CONGRESSIONAL RECOGNITION ON BEHALF OF CONGRESSMEMBER  
DUNCAN HUNTER 2015

SCRIPPS HEALTH VALUES IN ACTION NOMINEE 2008

CERTIFICATE OF RECOGNITION ON BEHALF OF SENATOR JOEL ANDERSON 2015

SAN DIEGO MAGAZINE'S 40 UNDER 40 2008

CALIFORNIA CHICANO NEWS MEDIA ASSOCIATION'S STUDENT OF THE YEAR 1994

AMERICAN COLLEGE OF HEALTHCARE EXECUTIVES - MEMBER

CALIFORNIA COMMUNITY COLLEGE PUBLIC RELATIONS ORGANIZATION – PAST MEMBER

CHULA VISTA CHAMBER OF COMMERCE - MEMBER

CHULA VISTA KIWANIS – BOARD MEMBER 2003 – 2005

GREATER SAN DIEGO BUSINESS ASSOCIATION - MEMBER

HEALTH CARE COMMUNICATORS - MEMBER

HILLCREST BUSINESS IMPROVEMENT ASSOCIATION – MEMBER

MANA DE SAN DIEGO - MEMBER

MEXICAN-AMERICAN BUSINESS & PROFESSIONALS ASSOCIATION - BOARD MEMBER 2007

NATIONAL COUNCIL FOR MARKETING AND PUBLIC RELATIONS – PAST MEMBER

NATIONAL SOCIETY OF HISPANIC MBAS – PAST MEMBER

OTAY MESA CHAMBER OF COMMERCE – MEMBER

POINT LOMA ASSOCIATION

SAN DIEGO COUNTY HISPANIC CHAMBER OF COMMERCE – PAST MEMBER

SAN DIEGO COUNTY TAXPAYERS ASSOCIATION – BOARD MEMBER

SAN DIEGO LGBT COMMUNITY CENTER - MEMBER

SAN DIEGO PADRES HISPANIC COMMUNITY ADVISORY COUNCIL – BOARD MEMBER

SAN DIEGO REGIONAL CHAMBER OF COMMERCE – INTERNATIONAL COMMITTEE MEMBER

SAN YSIDRO CHAMBER OF COMMERCE – MEMBER

SAN YSIDRO HEALTH CENTERS LEADERSHIP COUNCIL - MEMBER

SOUTH BAY COMMUNITY SERVICES GALA BOARD MEMBER

SOUTH COUNTY ECONOMIC DEVELOPMENT CENTER – CHAIR 2016, PAST CHAIR 2017,  
EXECUTIVE BOARD MEMBER

SOCIETY OF PROFESSIONAL JOURNALISTS – PAST MEMBER