Calendar, Notes, News

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Wednesday, August 6, 2008

Orinda

Calendar City Council 7pm Auditorium, Orinda Library 26 Orinda Way Tuesday, August 19

Planning Comm. 7:00pm Auditorium, Orinda Library 26 Orinda Way Tuesday, August 12 Traffic Safty Advisory Commitee Sarge Littlehale Community Room 22 Orinda Way

Monday, August 18 Public Safety Comm. 7pm Community Room at City Hall 22 Orinda Way

Thursday, August 14 Mayor's Com. Liaison 9am Community Room at City Hall 22 Orinda Way

Monday, September 8 (no Meeting in August) check online: Town of Orinda: http://www.ci.orinda.ca.us/

• all meeting notes

• calendar updates Chamber of Commerce: http://www.orindachamber.org/

 local businesses • upcomming events



Drunk driving, 8/01/08 A twentysomething white female was stopped for going 60 m.p.h in a 35 m.p.h. zone, at just after midnight. The ever-alert OPD officer on duty noticed her bloodshot eyes and the smell of alcohol, and gave her a field sobriety test. She preformed poorly on the test, possibly due to her blood alcohol level being more than twice the legal limit.

Fake moneygram, 7/31/08 An unknown black male passed a fraudulent moneygram for \$500 at Hediyeh gift boutique at Theatre Square. He "purchased" clothing with the money and walked out of the store. Does anyone know what an authentic money gram looks like anyway?

Spouse smackdown, 7/28/08 The wife of an Orinda Way restaurant employee became angry after hearing a rumor that her husband had been unfaithful. Wife went to his place of business and attacked him, causing a minor injury. The beat up husband is only 5' 3" tall and has a slim build. No medical attention was necessary. A woman scorned?

Beverli Marshall—Keeping Track of Orinda's Money and Much More By Andrea A. Firth



Beverli Marshall, Administrative/Financial Services Director for the City of Orinda Photo by Andrea A. Firth

also held other positions in Berke-

ley's city government. Having

come from Berkeley, she is accus-

tomed to "being under the micro-

scope." She is comfortable with

public scrutiny and feels commu-

nity input provides an essential

barometer for city government to

Orindans have high expectations

for the level of city services, she

finds their approach to city govern-

ment refreshing. "People in Orinda

take a balanced approach to how

much government needs to be in-

volved. There is a healthy barrier-

and it's a fine line-between

community involvement and hand-

ing it over for the work to be done,"

urban setting such as Berkeley to a

smaller, semi-rural city like Orinda,

Marshall has found that she prefers

being a bigger fish in a smaller

pond. "[In Orinda] I can really see

the impact of what I'm doing. I like

the immediate feedback," she states.

ally just reaching teenager status as

far as cities go," explains Marshall.

"It hasn't grown in size, but it's

starting to formalize things." These

structured processes are essential to

good business practice according to

"Orinda is a new kid. It's re-

With the move from a larger,

she explains.

Although Marshall feels

know what is and is not working.

s the Administrative/Financial A Services Director in Orinda, Beverli Marshall has a long title and a long list of responsibilities to go with it. To start, Marshall oversees the city budget and all things accounting related which includes accounts payable and receivable, payroll, and investments. To be sure, she has spent countless hours over the past few months working to finalize the city's budget for next fiscal year. This has required coordinating the needs and requests of the City Council and the new committees, commissions, and task forces that have been formed to help Orinda find financial solutions to their infrastructure woes.

But wait, there's more. Human resources, risk management, information and telecommunication systems, and general services are all part of Marshall's domain as well. Although she may not have to do everything herself, she does have to be sure it all gets done. "We contract out a lot to keep our agency size static," explains Marshall. "But the services still have to be delivered. It is a big job to manage."

A product of the state highereducation system, Marshall attended California State University Bakersfield and went on to obtain a Masters in Business Administration from the University of Alaska. Marshall moved to Anchorage seeking an experience different from her southern California roots. "It took three years to overcome the shock of the Alaskan winter on my system," recalls Marshall. "And I'm not sure that I ever really got used to the cold, and I still don't eat fish," she adds with a laugh.

City of Orinda Launches New Websitewww.cityoforinda.org By Andrea A. Firth



\$ 925-377-0977



he city of Orinda's website has a new name and a new look. Go to www.cityoforinda.org and you will find a user-friendly website with a sophisticated design reflective of the community it supports. "Our website is the electronic face of the City, and we are pleased at the exceptional progress we are making to create a better link between our friends and neighbors in town as well as those who are making a virtual visit," states City Council Member Steve Glazer.

"The old site was not that user-friendly," says Monica Pacheco, Assistant to the City Manager, who spearheaded the development of the new website over the past year. "The City Council has established outreach to the community as a priority, and the new website will serve as an important tool for communicating with the residents and business community," she adds.

Throughout the year-long process, significant time and thought went into understanding what information Orindans need and how they go about looking for it. "We tried to put ourselves in the user's position in planning every aspect of the website," states Pacheco. "Information is accessible from

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multiple links on the website. So you can get to the same place in several different ways," she explains.

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Vandalism at Wagner Ranch, sometime between 7/25/08 and 7/28/08 An unknown suspect damaged the roof of Wagner Ranch Elementary School, damaging a number of composite roof shingles, and smashing a roof vent. It didn't appear that the unknown suspect(s) were trying to gain entry into the library building. Estimated damage, \$1,000.

Marshall came to Orinda about a year ago from a similar post at the Berkeley Public Library. She

Marshall. "You need to have systems in place to make sure things are being taken care of. You need a checklist."

Marshall would like to see Orinda's designation as the city with the best schools and worst roads change. "Fixing the roads is Orinda's biggest challenge," states Marshall. "It will take community involvement and support and really looking at the problem from different perspectives," she adds. "We have to find more revenue."



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