

Date Received: 1/16/25
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On: 1/23/25
By: MH

Form Name: Boards and Commissions Application
Unique ID: 1306145788

Applicant Information

Name	Mar Junge
Are you a Sunnyvale resident?	Yes
Description Area	Residence Notice: Unless otherwise noted, your principal place of residence must be in Sunnyvale. You must live in Sunnyvale at the time of appointment and at all times during service on a board or commission.
Current Main Residence	[REDACTED] Sunnyvale, CA 94089
Email	[REDACTED]
Phone	[REDACTED]
Are you currently a registered voter in Sunnyvale?	Yes
When was the last time you voted? Month/Year	November 2024
Have you ever served on a City of Sunnyvale board or commission?	Yes
Check all that apply	Previously served
Name(s) of boards or commissions previously served with approximate dates	Public Art Selection Committee for Lakewood Branch Library & Learning Center, June-December 2023
Have you attended a meeting of the City Council, or a board or commission?	Yes
Briefly describe what you learned by attending a meeting of the City Council, board or commission. What improvements would you suggest?	On 10/24/23, I presented my objections to the installation of artificial turf in Lakewood Park. I learned that when enough concerned parties voice their concerns, the City Council listens. This agenda item wasn't heard until 8:30 pm. It was well past midnight before a vote on this issue was taken. It would be helpful to attendees if, when the Council knows an agenda item is contentious, it not be heard after presentations about which the majority of attendees are not interested. Perhaps, in this case, a special meeting is required. Thank you.
Have you attended meetings of the board(s) or commission(s) for which you are applying?	No

Board or Commission Selection

First Choice

Board of Library Trustees (R)

Applicant Qualifications

What motivated you to apply for this board or commission?

A neighbor alerted me to a vacancy, As a writer, I consider good libraries essential to education of our community. I spent numerous hours in the Sunnyvale Library with my three of my children. As a resident of Lakewood Village for 48 years, it wasn't easy driving across town to the main library. But it was worth it, as all three adult children are avid readers and have successful careers .

What skills or attributes can you bring to this board or commission?

The new Lakewood Library is a dream come true for Northside residents. I can think of no better way to thank the City for making this possible than to volunteer my time as a Trustee. As a member of the Lakewood Village Neighborhood Association, I can help promote this resource locally.

I'm also a prolific writer and marketer. As such, I can convey progress on the renovation of the main library to our neighborhood and provide feedback to my fellow Trustees..

The primary role of a board or commission member is to provide advice to City Council on policy issues that are within the scope of the board or commission. What steps would you take to effectively exercise this specific board or commission role?

I am the founder and principal of C3PR, a marketing and public relations agency based in Sunnyvale. In my 30 years as a PR professional, one of my key skills is being able to interpret data, listen to various opinions, negotiate solutions that are acceptable to all, and present these findings to various audiences.

Education – List college degrees, majors and any relevant training or experience that demonstrates your ability to effectively serve on this board or commission.

I graduated with honors from San Jose State University with a BA in Public Relations and a minor in Business.

As a member of the Public Relations Society's Silicon Valley Chapter for three decades, I've served on the board as chapter president, marketing chair and mentorship chair. In addition, as treasurer of PRSA's North Pacific District, I helped organize the District's first regional conference in 10 years.

I have been recognized as a Silicon Valley Woman of Influence, a Successful Woman Entrepreneur by Santa Clara University's Women in Business Network, and a Marketing Thought Leader by the Silicon Valley American Marketing Association.

Describe your involvement in community activities, volunteer and civic organizations.

When my children were in elementary school, I worked with the City to provide after-school activities to Lakewood Village, for which I received awards for leadership in community service from the Communitas Organization, the City of Sunnyvale, and the California Parks & Recreation Society.

Currently I am involved with the Lakewood Village Neighborhood Association and with the Little Mermaids Running Club for school age children.

I also attend many activities provided by the Sunnyvale Library, including Friends of the Library book sales, online book club meetings, and special events such as recent Bird Watching Tour in Alviso earlier this year.

Description Area

The City has a Code of Ethics and Conduct for Elected and Appointed Officials and an Attendance Policy (7.2.19), 2 G (II) that appointed members are required to follow.

Do you have any concerns related to the above code and policy?

No

Are you willing to accept a temporary appointment for the remainder of an unexpired term?

Yes

Board or Commission-Specific Questions

Board of Library Trustees

Community demographics and technology are constantly changing. What do you think are the principal issues the Sunnyvale Public Library may be addressing over the next few years?

- The responsible use of AI by students.
- Ensuring seniors are up to date with rapidly changing technology and are comfortable using it.
- Providing more community meeting space and areas for hands-on education.
- Addressing the misconception by many young people that everything relevant is digital and that "nobody reads books anymore."
- Keeping online resources up to date and easy to use.
- Ensuring there are enough librarians to serve our rapidly growing community.
- Helping our diverse community feel welcome at our two libraries with inclusive activities and multilingual resources.

Demographic Information

Your age

65 and up

Your gender

Female

Description Area LGBTQIA+ Identity (LGBTQIA+ stands for Lesbian, Gay, Bisexual, Transgender, Queer/Questioning, Intersex, Asexual, and the “+” is an all-inclusive way to include additional terms used to describe one’s gender, romantic, and sexual identities for those who do not identify with heterosexuality or the gender binary.)

Race or Ethnicity (select all that apply) White

Do you speak a language other than English? No

Household Income Over \$161,670

Residence - Are you a Homeowner

Do you live in a Single Family Home

Your Agreement

Description Area IMPORTANT NOTICE – READ BEFORE SIGNING:By selecting both “Yes” and “Submit Form” below I am adding my digital signature to this application. I am also agreeing with the following statements:All statements I have made on this application are true and correct.I authorize the City of Sunnyvale (City) to investigate the accuracy of this information.I release the City from all claims and liabilities arising from such investigation.I acknowledge that any false statement on this application will be grounds for the City to deny my appointment. A false statement discovered later, will be grounds to dismiss me from my appointment at any time.I acknowledge that any false statement on this application could lead to criminal charges. Charges could fall under California Penal Code, Section 115 or other applicable law.

I agree Yes

Your full name Martha (Mar) Frances Junge

Date Jan 16, 2025
