

NOMINATION FORM & APPLICATION FOR CANDIDACY TO THE BOARD OF DIRECTORS EL CORTEZ OWNERS ASSOCIATION

APPLICATION PAGE 1 OF 2 (CANDIDACY STATEMENT)

NAME: **Colm Plunkett**

**Candidacy statement needs to be kept to one (1) page.*

WHY WOULD YOU LIKE TO SERVE AS A BOARD MEMBER?

Bring stability and clear vision to the Board, which has been lacking for some time. If elected I will serve the entire community, follow governing documents and above all communicate openly and clearly to all members of the community.

WHAT IS YOUR BACKGROUND?

Over 30 years operating and running and more recently owning a company, all of which has thought me to listen to others, learn from others, make thoughtful decisions and communicate and operate with a strong sense of financial discipline and operational governance/

WHAT IS YOUR VISION FOR THE COMMUNITY?

To build a respectful, financially sound community where all homeowners are heard and listened to, property values are protected and a sense of pride and neighborhood premeates and grows throughout our community,

WHAT WOULD YOU LIKE TO ACCOMPLISH DURING YOUR TERM OF OFFICE?

Establish stability and community unity amongst the BOD
Strengthen communication and membership engagement so membership feel informed and heard
Build a 3 year Financial Plan that address the subject of operational needs and adequacy of reserves now and in the future

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Lilia Ramirez

Dear El Cortez Neighbors:

As a proud resident who moved into El Cortez about a year ago, I have developed a deep appreciation for our historic building, its vibrant history and the community that lives here. With our landmark reaching its 100th anniversary next year, I am eager to serve on the HOA Board Of Directors to help guide our community into its next chapter.

My professional background is rooted in federal administrative and legal operations. Day to day, my work revolves around regulatory compliance, precise documentation and navigating through complex rules with impartiality and attention to detail. While serving on the HOA board will be a new experience for me, I bring a commitment to doing the homework, understanding our governing documents inside and out, and making objective, well informed decisions.

If elected to the Board, my focus will be centered on two priorities:

1. - Financial clarity and allocation.
As homeowners we all deserve transparency regarding how our HOW fees are being allocated. I want to ensure clear communication regarding our budget, reserve funds and future planning so that we all can understand where and how our money is working for the building.
2. - Centennial beautification and preservation.
In preparation for our 100-year celebration, I want to champion initiatives to refresh and ELEVATE our communal spaces, ensuring that our common areas reflect the historic elegance of El Cortez, making our shared spaces places we're proud to live in every day while protecting our investment for the long haul.

I approach this role with eagerness to learn and serve the community. I would be honored to represent your interests on the board.

Respectfully,

Lilia Ramirez

Doron Rosenthal

WHY WOULD YOU LIKE TO SERVE AS A BOARD MEMBER?

I have been an owner at El Cortez for many years and care about our community. I believe it's important to give back, and I feel this is the right time for me to serve on the Board.

WHAT IS YOUR BACKGROUND?

I have 40 years of experience owning and managing properties throughout San Diego. I also previously served on the Board of Directors at Discovery, where I gained experience working with management and making decisions that benefit homeowners.

I believe one of the Board's most important responsibilities is making informed decisions by listening to the professionals it hires, including management, legal counsel, engineers, accountants, and other experts.

I have also been involved in community service for more than 40 years. I helped establish Mama's Kitchen and have continued to serve as a volunteer and Board member over the years. I have also volunteered, and served on the Board with the Cortez Hill Association helping improve and beautify Cortez Hill.

I have owned at El Cortez for about 15 years and have owned four units here. I care about protecting our investment and preserving what makes El Cortez a special place to live.

WHAT IS YOUR VISION FOR THE COMMUNITY?

To help keep El Cortez well-managed, financially responsible, and a place where owners feel respected and informed.

WHAT WOULD YOU LIKE TO ACCOMPLISH DURING YOUR TERM IN OFFICE?

If elected, I will work with my fellow Board members, management, and homeowners to make thoughtful decisions that protect our property values, preserve the character of our historic building, and strengthen our community.

I would appreciate your support and the opportunity to serve.

Board of Directors Application

Colleen Schuller

1. Why would you like to serve as a board member?

I'm running for the Board because I believe my professional background in leadership and organizational change can directly serve our community's needs right now. Over 20+ years leading enterprise transformations, I've developed strong skills in collaboration, de-escalation, and emotional regulation, navigating high-stakes, high-emotion environments and helping people find common ground even when they start from very different perspectives. I know how to listen first, separate facts from feelings, and guide groups toward decisions that hold up under scrutiny. I also bring disciplined problem-solving and a track record of turning complexity into clear, actionable plans. I want to put these skills to work for El Cortez, helping the Board make sound financial decisions, govern responsibly, and restore a sense of trust and calm within our community.

2. What is your background?

I bring 20+ years of executive leadership experience in large global organizations, most recently as Head of Change & Capability at BioMarin and in multiple VP roles at GSK, including Sales, DE&I, Employee Experience, and HR Transformation. I led enterprise-wide initiatives spanning tens of thousands of employees across dozens of countries, managing budgets, governance, risk, and change at scale. I'm now an executive coach, helping senior leaders strengthen decision-making, communication, and organizational effectiveness. My career has centered on translating strategy into results through clarity, capability, and accountability, exactly the skills I'd bring to Board service. I hold a BS in Agribusiness Management from Cal Poly and certifications in executive coaching, organizational development, and change management.

3. What is your vision for the community?

My vision for our community is one of healthy financial reserves, responsible governance, and strong Board oversight, grounded in transparency and accountability to owners. I want us to be a community defined by inclusiveness and collaboration, where members feel heard and respected, and where disagreements are resolved constructively rather than escalating into conflict. Above all, I envision a return to peace and harmony: a community culture built on mutual respect, open communication, and shared commitment to doing what's right for El Cortez, both financially and socially.

4. What would you like to accomplish?

I want to help restore peace and harmony to our community by rebuilding trust and improving how we communicate as a Board and with members. I'd focus on effective oversight and sound decision-making, ensuring the budget is managed responsibly and reserves stay healthy. I also want to actively counter misinformation and rumors by promoting clear, consistent, and transparent communication from the Board. Finally, I want to strengthen the partnership between the Board, the membership, and General Management, so we're working together, not against each other, toward the community's shared best interest.

Patrick Vinson

Subject: Application for El Cortez Owners Association Board of Directors

Introduction:

My name is Patrick Vinson, and I respectfully submit my candidacy for the Board. My wife, Betsy, and I purchased unit 401 in August 2026. We purchased at the El Cortez because of the buildings' history and our desire to be part of its continued legacy and current community.

Our plan is to eventually live there, currently one of our daughters lives in the unit. We are at El Cortez regularly.

Background:

Betsy and I have been married for forty-one years. We have three adult daughters. Betsy is a retired labor & delivery triage nurse. I retired after 40 years in local public service. My professional experience includes conflict resolution, managing critical incidents, planning & implementation for major events, managing a team and resolving personnel issues, accountability to communities served, grant writing, and budget management.

I have been a longtime volunteer with two organizations; The Logan Heights Library Friends and a board member of a local museum, currently serving as secretary and researcher.

Statement & Purpose:

Our board must have the ability to face challenges in a positive, problem-solving manner. Members should be able to have disagreements that do not escalate to the point of resignations and recalls.

I believe it is a necessity for board members, even those with strong opinions, to possess the ability to collaborate and form a consensus that is in the best interest of the El Cortez community.

Betsy and I have seen two issues we would like to have an opportunity to change:

1. Presentations during the monthly general meetings should be organized and presented clearly. Tell the community what we are facing and a clear path(s) to resolution.

Our current meetings seem to be a continuation of ongoing disagreements within the board and community. As a board we should come before the members we serve with a clear explanation of the challenge and solutions.

2. Accountability
Members with questions deserve prompt clear answers.

Agenda:

In addition to effectively performing the general responsibilities of an HOA, our Board should focus on fostering community.

Healthy neighborhoods share a sense of community. We need to have more social events, providing opportunities to bring us together.

The Centennial needs a celebration. El Cortez is an important part of San Diego history. We should explore capitalizing this event for the betterment of the building and community. The Centennial Committee should explore the possibility of community outreach, fund raising opportunities, partnership with historical organizations, and celebration events.

Thank you for your consideration.

Respectfully, Patrick Vinson

Kim Werner

Members of El Cortez Homeowners Association,

To serve on the ECOA Board of Directors is to accept a fiduciary duty: a strict legal commitment to protect our community's shared assets with care, transparency, and uncompromised loyalty. It is a promise of absolute trust. It means every decision made and every dollar allocated must strictly prioritize the financial security of our homeowners.

My name is Kim Werner. I am running for the board because, like you, I am an owner invested in this property. I want to get back to basics as a board. When the board makes a decision, it directly impacts my wallet and my home, just as it does yours. A board that fiercely guards its fiduciary duty is of the utmost importance to me—not just as a candidate, but as your neighbor.

Right now, our association faces two critical financial realities: balancing our budget and shoring up our dangerously low reserves. Leaving our reserves depleted risks sudden, expensive special assessments and deflated resale values. An 85-unit association is a major financial asset, and it must be managed with business discipline.

I am offering a firm approach backed by my professional background in law and research. I know how to dissect complex contracts, audit documents, and uncover the facts. If elected, I will use these skills to execute a straightforward agenda:

- **Rigorous Contract Audits:** I will analyze all current management contracts, vendor agreements and operational costs to eliminate waste and ensure we get maximum value for every dollar.
- **Structured Reserve Restoration:** I, along with the Budget and Finance Committee, will work to build a logical, safe strategy to rebuild our reserves so we are insulated from unexpected infrastructure failures.
- **Fact-Based Transparency:** I pledge to keep you fully informed with clear data and clear research before major financial crossroads are finalized. I also pledge to you to keep you informed of developments in litigation that the ECOA is involved in, as a named party or as a peripheral party. Every owner in our community deserves to be kept informed of any circumstance that affects their bottom line.

We can secure our financial future without losing our neighborly spirit. I am in this with you, and I ask for your vote to bring strong fiscal stewardship and analytical rigor back to our home.

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EL CORTEZ OWNERS ASSOCIATION

APPLICATION PAGE 1 OF 2 (CANDIDACY STATEMENT)

NAME: Thomas Wise

**Candidacy statement needs to be kept to one (1) page.*

WHY WOULD YOU LIKE TO SERVE AS A BOARD MEMBER?

I would like to be on the board because I feel as though I have the professional background to make a positive impact on the building's systems and our current budget.

WHAT IS YOUR BACKGROUND?

I've got almost 15 years of experience of designing, selling, and delivering energy efficiency and renewable energy projects for commercial and industrial buildings. I'm very familiar with building systems and how to get them to a state of high efficiency, therefore reducing our utility spend. Our utility spend is the second largest bucket in our annual budget every year. We can do more to reduce that.

WHAT IS YOUR VISION FOR THE COMMUNITY?

We need to stabilize our financial position first and foremost. From there we need a plan to modernize the building. I think if we can work on those two things, a greater sense of harmony within the community will follow. It would be great if we could improve our amenities and see more members using what the building has to offer.

WHAT WOULD YOU LIKE TO ACCOMPLISH DURING YOUR TERM OF OFFICE?

I would love to reduce our energy spend by 5% within 12 months. I would love to get us in a financial position where we understand our budget for the next three years. With that, we can plan if and when we need to issue assessments. Providing months of notice to the community is a reasonable course of action to provide. Finally, while it may be impossible, I would like to bring our dues down. Our dues are among the highest in San Diego and we don't have much in terms of amenities to offer. It's a detriment to each of our investments.

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