WHY WE GET THE TOWN WE GET: A CAUTIONARY TALE

JULY 21, 2019

KNOW BEFORE YOU GROW & PETALUMA URBAN CHAT
Rookie Developer
Jessica Justice

**Education:** Sonoma State, B.S., 2000

**Career:** Eight years as an assistant town planner, eight years at Snidely Investments as a project manager

**Current:** Sole full-time employee of Justice Town Builders, until the money runs out

**Hobbies:** Pointing out parking lots that are too big and bike lanes that are unsafe
Neighbor
Colin Colander

- **Education:** Culinary Institute of America, 2002

- **Career:** Begin as a sous chef, rose to executive chef at several acclaimed restaurants

- **Current:** Consulting for North Bay restaurants

- **Hobbies:** Whipping up chocolate cognac soufflés for neighborhood potlucks
Senior Developer
Sam Snidely

Education: Stanford, B.A. 1976, Never attended a football game.

Career: Built 20,000 apartment units in Houston suburbs, many of which recently flooded.

Current: Returned to California to wind down career. Still doesn’t attend Stanford football games.

Hobbies: Stacking old coins and taking his 1962 convertible Mercedes coupe to car shows.
Landowner
Carol Curmudgeon

*Education*: Lumapeta High School, 1979

*Career*: Forty years as property manager for Curmudgeon Family Trust

*Current*: Same

*Hobbies*: Meeting friends for breakfast at local diner to complain about the next generation, then meeting different friends for cocktails to complain about the City Council.
Town Planner
Patricia Perky

Education: University of Northern Iowa, B.A. 2007

Career: Began as Junior Town Planner in Bristow, Nebraska; moved to California after Bristow closed its doors

Current: Assistant Town Planner in Lumapeta

Hobbies: Hiking trips on the Pacific Coast Trail with her yogi boyfriend
Architect-Builder
Allison Archly

- **Education**: U.S. Military Academy, B.S. 1988
  University of Michigan, M.S. in Architecture, 1998

- **Career**: After two tours of duty in Iraq constructing bomb-proof shelters, became an architect

- **Current**: Principal of Arch Details, Lumapeta

- **Hobbies**: Field Docent at the M.C. Escher Labyrinth Gardens
Financial Analyst

Norma Numbers

Education: Oregon State University, B.A. 1985

Career: Controller at Snidely Investments before leaving to spend more time on hobbies

Current: sole employee of Do It By the Numbers Business Services

Hobbies: Dusting butterfly collection and playing accordion at senior living facilities
Nearby Resident #1
Holly Happy

- **Education**: Lomapeta High School, 1999
- **Career**: Still pondering options
- **Current**: Oldest Candy Striper at Lomapeta Valley Hospital
- **Hobbies**: Driving around Lomapeta, complaining about traffic
Nearby Residents #2-3

Sierra Club volunteers
Planning Commissioner
Dorothea Dour

- **Education:** Santa Rosa Junior College
- **Career:** Began as “grocery team member” at Whole Foods
- **Current:** Marketing Director for Lumapeta Luggage
- **Hobbies:** Reading General Plans and attending self-help workshops
Lumapetans

#1-4

Sierra Club volunteers
Future Observer #1
Gloria Galaxy

- **Education:** Sonoma State, B.A., 2058

- **Career:** Human Resources

- **Current:** HR Coordinator for robotic baristas

- **Hobbies:** Doing research for definitive biography of Elon Musk
Future Observer #2
Frederica Friendly

- **Education**: Lumapeta High School, 2054
- **Career**: Looking for the right opportunity
- **Current**: Playing video games in parents’ basement
- **Hobbies**: Working on cloaking devices for hoverboards; thinks Michael J. Fox is a god