

Chris Mann

Work Experience

City Manager, City of Yucaipa, CA 3/23-3/25

Served as Chief Executive Officer for the City of Yucaipa, CA. Appointed by, and reported directly to, the City Council. Managed the day-to-day operations of the City. Responsible for developing and administering the City's budget of more than \$130 million annually and managing a staff of over 80 full-time and 100 part-time employees. Responsible for the efficient administration of all affairs and departments of the City. Advised the City Council on matters of public policy. Served as the City's Treasurer and as Executive Director of the Successor Agency to the Yucaipa Redevelopment Agency and the Yucaipa Housing Authority. Represented the City on the Technical Advisory Committee of the San Bernardino County Transportation Authority/Council of Governments and the City Managers Department of the League of California Cities.

Major Accomplishments:

- Successfully achieved every goal set by the City Council.
- Drafted and implemented the Homeless Strategic Plan, including the creation of the Solutions Oriented Policing (SOP) Team, which reduced the number of unhoused individuals on the streets of Yucaipa by 82% in 15 months.
- Corrected a structural budget deficit and set the City's finances on a path toward fiscal recovery through the passage of Measure S (1% sales tax), a renegotiated solid waste hauling agreement, and cost recovery efforts related to Community Services and Development Services programs.
- Implemented police "Saturation Operations" and brought "Operation Consequences" to the City. In conjunction with the Homeless Strategic Plan, these programs resulted in drastically reduced crime. So much so that in January of 2025 Yucaipa was named the safest city of its size in California and the 9th safest in the entire nation.
- Drafted and implemented a "Sunshine Ordinance," making Yucaipa more transparent than ever by broadcasting the video of City Council and Planning Commission meetings, posting contracts, labor agreements, and other financial and planning documents on a new "Transparency Portal" of the City's website, and including the public in ethics trainings for public officials.
- Focused on economic development efforts, resulting in the passage of the award-winning Wine Country Specific Plan and the attraction of businesses such as Trader Joe's, Raising Cane's and others.
- Allocated a record \$4.1 million toward road repairs, the most in the City's history, by re-focusing restricted transportation dollars toward the maintenance and repair of existing roads.
- Modernized communications and public engagement, shifting away from traditional communications techniques toward creative video and graphic content, including the launch of the Yucaipa 360 podcast.

City Manager, City of Canyon Lake, CA 3/19-2/23

Served as Chief Executive Officer for the City of Canyon Lake, CA. Appointed by, and reported directly to, the City Council. Managed the day-to-day operations of the City. Responsible for developing and administering the City's budget and managing all departments, employees and contractors. Formulated, arranged and executed contracts on behalf of the City. Facilitated employee relations. Represented the City on the Western Riverside Council of Governments (WRCOG) Technical Advisory Committee (TAC), the League of California Cities City Managers' Department, and the Public Entity Risk Management Authority (PERMA) Board of Directors/Executive Board.

Major Accomplishments:

- Reversed a chronic budget deficit by increasing revenue (without increasing taxes), taking the General Fund from a deficit of over \$800,000 to a surplus of \$400,000 in just three years.

- Through the establishment of several creative new programs and the renegotiation of key contracts, increased General Fund revenue 31% in less than two years without raising taxes.
- Created and implemented a new Emergency Medical Services Subscription Program.
- Adopted and implemented an in-house Fire Life Safety Inspection Program, shifting responsibility for inspections from the County Fire Marshal to City Code Enforcement.
- Successfully re-negotiated contracts for City Attorney and Building Department services, saving the City over \$200,000 per year while maintaining service levels.
- Renegotiated the City's trash hauling agreement, increasing revenue to the City by 275%.
- Expanded the City's business licensing efforts, including the implementation of a new Residential Rental Registration, Inspection, and Crime-Free Rental Housing Program.
- Led several capital improvement projects, including the expansion of City Hall into new office space to house all administrative functions.
- Credited for repairing the relationship between the City and the Canyon Lake Property Owners Association, a large POA covering almost the entire city, after years of strained relations.
- Modernized office operations, including computer upgrades, moving to a cloud-based phone system, migrating servers to the cloud, digitizing files, and updating records retention.
- Launched a diplomatic outreach program to foster intergovernmental relations, to strengthen the City's image and reputation throughout the region, and to promote economic development.
- Spearheaded significant economic development initiatives, including the acquisition of investment property, initiation of transfer to the City of land managed by the Bureau of Land Management, and initiation of a mixed-use specific plan for the Canyon Lake Towne Center. Currently working with potential development partners on three separate development/ redevelopment projects.
- Established an in-house Building and Safety Department, shifting away from contracting out for the service, saving the City over \$100,000 per year and increasing counter hours.
- Established a municipal fire department, ending the City's 30-year practice of contracting with Riverside County Fire/Cal Fire, saving the City \$400,000 in the first year while increasing staffing and improving response times.

Principal, Mann Communications 5/05-3/19

Owned and operated a public affairs consulting firm focused on helping clients interface and do business with local government, and helping local government communicate effectively with the public. Specializations in land use entitlement and development consulting, political campaign strategy, and strategic communications and community outreach services for public agencies. Helped clients successfully navigate county, city, and special district processes to achieve project approvals throughout Riverside and San Bernardino Counties. Worked with public agency clients to communicate more effectively with the communities they serve. Developed and maintained positive relationships with elected officials, staff, labor groups, industry associations, non-profit organizations and other stakeholders at all levels of government throughout Southern California.

Deputy Chief of Staff / Admin Analyst, San Bernardino County Board of Supervisors 5/14-3/17

Directly managed a staff of 10, and a yearly budget of \$1.4 million. Came in under budget each year. Analyzed and recommended policy pertaining to the County's 22,000 employees and a budget of \$5.4 billion. Made human resources decisions resulting in a highly professional and cohesive team commonly accepted as the most effective Board of Supervisors office in the County. Developed positive labor relationships and helped negotiate the end to a year-long impasse situation with the Sheriff's Deputies. Led an overhaul of the office's communications strategy and tactics, including website, social media, emails and media relations. Responsible for researching and advising the Supervisor on a wide range of issues, including public works projects, transportation policies, planning and land use matters. Advised and represented the Supervisor on intergovernmental boards and commissions, such as SANBAG (now SBCTA), Inland Valley Development Agency, San Bernardino International Airport Authority and Omnitrans.

*Principal, ADR/Preferred Business Properties
Partner, Rotkin Real Estate Group 1/07-12/12*

Developed and managed commercial real estate in Southern CA, AZ & NV. Directed the entire development process, including land acquisition, entitlement, design, construction, leasing, management and sale of assets. Regularly worked with city and county planning and economic development staff, as well as water and transportation agencies. Met often with elected officials and interested community groups, managed multimillion-dollar project budgets and coordinated efforts of large project teams.

Senior Account Executive, O'Reilly Public Relations 9/04-5/05

Provided the following services while working for the largest and best-known public relations firm in the Inland Empire: government relations, legislative advocacy, policy development, media relations, community organizing and speechwriting. Specialization in land use entitlement, crisis communications, community outreach and political strategy.

Education

Master of Public Administration

San Diego State University, San Diego, CA (program in progress - completion expected Dec., 2025)

Bachelor of Science in Psychology / Bachelor of Arts in Political Science

California Lutheran University, Thousand Oaks, CA Graduated 5/99

High School Diploma

Chaminade College Preparatory High School, West Hills, CA Graduated 5/95

Community Involvement

Member of the President's Circle, Crafton Hills College Foundation 1/24-present

In an effort to extend educational opportunities to students, Crafton Hills College (CHC) established the Crafton Hills College Foundation in 1972. The Foundation is a nonprofit 501(c)(3) corporation devoted exclusively to raising funds for scholarships, grants, and other types of assistance for CHC students and faculty. For more than 50 years, the Crafton Hills College Foundation has supported CHC in advancing the educational, career and personal success of a diverse campus community.

President/Member of the Board of Directors, Yucaipa Valley Water District 12/16-2/23

Elected to the Board of Directors of the Yucaipa Valley Water District in November, 2016. Served as President of the Board from January, 2019 through January, 2023. Engaged and took a leadership role in the formation of the Yucaipa Sustainable Groundwater Management Agency. Served as an alternate on the San Geronio Pass Regional Water Alliance. Regularly attended and participated in policy discussions in relation to the Beaumont Basin Watermaster as well as the San Bernardino Valley Municipal Water District's Advisory Commission on Water Policy (on which I served as an alternate County representative while working for the San Bernardino County Board of Supervisors). Successfully advocated for District policies aimed at reducing reliance on imported water, including the expansion of the District's recycled water system, inclusion of indirect potable reuse facilities in development agreements, and a long-term strategic goal of being one of the first in California to implement direct potable reuse. In addition, originated policy to expand public education and community outreach programs, and to explore new options for generating renewable energy at the District's sewer treatment plant.

Member of the Board of Directors, San Geronio Pass Water Agency 12/04-12/08

Elected to the San Geronio Pass Water Agency in November, 2004, defeating a 12-year incumbent after garnering over 64% of the vote. Served four years as Chairman of the Finance and Budget Committee, guiding the management of a multimillion-dollar yearly budget. Evaluated and voted on policy issues. Conducted numerous public meetings each month, including public hearings. Handled media and public inquiries, issued press-releases, and represented the Agency in negotiations with other public and private organizations.

Mayor/City Councilman, City of Westlake Village, CA 12/99-12/03

Elected to the Westlake Village City Council in November, 1999. At the age of 23, defeated an incumbent to become the youngest elected official in CA at the time. Selected by the Council to serve as Mayor in December, 2002. Conducted numerous public meetings each month. Served as the City's official spokesperson and representative. Prepared press-releases and conducted interviews with the media. Maintained positive relations with neighboring cities and other governmental agencies. Sound fiscal policy led to largest budget surplus in City's history. Dedication to public safety and proactive approach to law enforcement led to decrease in City's crime rate of 20%. Supported business growth, and worked to diversify the City's revenue base. Spearheaded efforts to expand cultural and recreational programming. Worked with developers and other governmental agencies to encourage new housing and business development. Lobbied the California Legislature for and against legislation in the best interests of the City.