



Submitted application for ECONOMIC DEVELOPMENT COMMITTEE

Email *

This Form and its contents may be subject to the California Public Records Act, and as such may therefore be subject to public disclosure unless otherwise exempt under the act.

First Name *

MI

Last Name *

Address 1 *

City *

State *

Postal Code *

[REDACTED]

Some boards and commissions require membership to be racially, politically or geographically proportionate to the general public. The following information helps track our recruitment and diversity efforts.

Ethnicity

White

Gender

Male

What district do you live in? *

District 2

Primary Phone *

[REDACTED]

Alternate Phone *

[REDACTED]

Please identify how you prefer to be contacted.

Email

Are you currently serving on a County of Monterey Board, Commission, Committee or other Community Advisory Group? *

Yes

If yes, please list

Monterey County Convention & Visitors Bureau, Central Coast Community Energy Community Advisory Council

Interests & Experiences

Please tell us about yourself and why you want serve

Development of agricultural economy, recovery from pandemic impacts, synergy with Hospitality sector.

Please state the reason you would like to be a member of this board committee/commission/district.

Agriculture is #1 economic driver in Monterey County; impacts from pandemic and inflation have diminished capacity and financial stability - need public policies that support agricultural sector development and expansion.

Have you served on an advisory group before?

Yes

How did you hear about the position?

E-mail from Supervisor Adams

Monterey County Policy - states that Commissioners are required to attend meetings on a regular basis. If appointed, will you be able to attend meetings regularly and devote the time necessary to fulfill your duties as a member *

Yes

Background Information

Upload a resume with the names, addresses, and dates of employers for the last five (5) years.

View Resume (/BCAndCApply/Files/13060f47-9946-4f43-9030-b0d1ec94b650.Norm Groot resume 2022.pdf)

Employer

Monterey County Farm Bureau

Job Title

Executive Director

Occupation

Non-Profit Manager

Employer Address

[REDACTED]

Information Regarding Conflict of Interest and Filing of Statements of Economic Interests (Form 700)

State and local law requires that you abstain from participation in decisions that may affect your financial interest, including sources of income and interest in real property or investments. In addition, if appointed you may be required to fill out a disclosure statement that identifies certain of your financial interest beginning with the immediate 12 months period prior to your appointment.

In accordance with Government Code Sections 87313 and the County of Monterey's Conflict of Interest Code, this Board/commission/Committee/District, you may be required to file statements disclosing certain types of information so that the public can be made aware of potential conflicts of interest. The types of disclosures are:

- Investments
- Interests in Real Property Held by a Business Entity or Trust
- Investments Held by a Business Entity or Trust Income (other than loans and gifts)
- Income – Travel Payments, Advances, Reimbursements
- Income gifts
- Business Positions
- Commission Income Received by Brokers, Agents, and Salespersons
- Income and Loans to a Business Entity or Trust Income from Rental Property

If you have any questions regarding disclosure requirements, please contact the Clerk of the Board's office at 831-755-5066.

Please identify any specialized accommodations needed for equal participation:

N/A

I DECLARE, UNDER PENALTY OF DISQUALIFICATION AND TERMINATION, THAT ALL STATEMENTS IN THIS APPLICATION ARE TRUE AND COMPLETE TO THE BEST OF MY KNOWLEDGE.

Enter Your Initials *

NCG

Norman C. Groot

Employment History

Monterey County Farm Bureau
Salinas, CA
Executive Director, 2010- Present

Non-profit advocacy organization representing local farmers and ranchers; experienced involvement in land use, water sustainability management, labor and immigration policy, market access, and alternative energy programs. Completed real estate transaction moving office operations to improved location in 2015.

Monrovia Nursery Company
Azusa, CA
V-P of Production Planning, 2009-2010
V-P of Information Systems, 2004-2009
Director of Financial Services, 1993-2004

National horticultural producer with operations in multiple states. Successfully implemented company-wide ERP system; managed teams of up to 15 in various functions of finance and information departments; part of management team that developed strategic plan for expansion; participated in branding initiative over five-year implementation.

El Modena Gardens, Inc.
Irvine, CA
V-P of Finance, 1990-1992
Treasurer, 1986-1990
Comptroller, 1978-1986

Regional horticultural producer with multiple operations in California. Managed all aspects of financial and information systems; computerized entire operation by installing first-ever data collection devices for remote field operations; managed human resource policies and installed department; participated in sale of company to new ownership.

Education

University of Southern California
Los Angeles, CA

Bachelor of Science degree in Business, Accounting and Finance emphasis. Member of Delta Sigma Phi fraternity.

Organizational Affiliations

Central Coast Community Energy
Monterey, CA

Community Advisory Council since 2018; served as Chair of Community Advisory Council (public position) 2020-2022.

Boething Treeland Farms
Woodland Hills, CA

Wholesale horticultural producer with ten growing locations in California; joined Board of Directors in January 2021.

Salinas Valley Chamber of Commerce
Salinas, CA

Served six years on Board of Directors; Chairman in 2015. Developed strategic plan to bring relevance and financial stability to organization.

Salinas Valley Basin Groundwater Sustainability Agency
Salinas, CA

Public agency responsible for implementation of Sustainable Groundwater Management Act of 2015; serve on Advisory Committee where policy decisions are recommended to Board of Directors.

Salinas Valley Agricultural Water Assoc.
Salinas, CA

Non-profit formed to monitor sustainable groundwater management; conducts annual elections for agricultural directors; currently serve as founding President of Board of Directors.

Monterey County Convention & Visitors Bureau
Monterey, CA

Public agency engaged in promotion of tourism and hospitality; increased local utilization through successful renovation of Monterey Conference Center; serve on Board of Directors as advisor.

Monterey Regional Airport
Monterey, CA

Served on Team Fly Monterey, a community-based committee working to attract new flight destinations to the airport.

Central Coast Community Health Care
Monterey, CA

Visiting Nurses Association for Monterey County; monitored benefit programs and costs for hospice division; served as Director for 3 years.

Personal

Resident of Monterey County since 2010; native of Orange County, CA. Married to Marcha, a registered nurse and aquarium volunteer, with two married daughters residing in Oregon. Enjoys travel, an occasional golf game, history, and entertainment.