



JOSEPH HERTLEIN



March 27, 2026

Supervisor Kate Daniels
1200 Aguajito Road, Suite 1
Monterey, CA 93940

Re: Housing Authority Board Member

Dear Supervisor Daniels:

There appears to be a vacancy on the Board of Directors of the Monterey County Housing Authority as a representative for the 5th District.

I am applying for the position.

Attached is my career synopsis which outlines a multitude of experiences that I have had which I feel uniquely qualifies me to understand the work of the housing authority and the housing development corporation. I have a broad range of housing development experience in both the private and public sector. Having served for many years on the Monterey County Parks Commission I understand the role of serving on a public board and previously completed Brown Act and Ethics training seminars.

If I can be of assistance to you in serving on the Housing Authority board, please let me know.

Sincerely,

A handwritten signature in blue ink that reads "Joe".

Joseph Hertlein

JOSEPH HERTLEIN - CAREER SYNOPSIS

Joseph Hertlein

Education/Training: Mr. Hertlein's undergraduate degree is in Architecture from the Illinois Institute of Technology where he also did graduate studies in Urban & Regional Planning and Public Administration along with special courses in Planning at Cornell University and the University of Chicago. During his career he has attended numerous seminars and continuing education courses relating to planning, construction, redevelopment, economic development and CEQA. He attended workshops at the Rouse Institute in Columbia Maryland pertaining to New Town planning and development and has completed Zenger/Miller Frontline Leadership Training. He is currently taking courses in Real Estate finance and practice. He has been a Carmel Valley, CA resident for 29 years

Work Experience:

#1 Mr. Hertlein's initial work experience included being a Sr. Community Assistance Planner for Lake County Illinois where he completed housing studies, population forecasts, General Plans and development reviews for small municipalities who contracted with the County for planning services. He was promoted to Chief of Advance Planning for Lake County, where he administered a wide range of planning related assignments, and completed comprehensive 20-year General Plans for cities and for the County located directly north of Chicago. He was involved in numerous community outreach efforts to involve citizens in the planning process using the Nominal Group and Delphi Methods. At the time, Lake County was one of the fastest growing counties in the nation.

#2 Mr. Hertlein was the founder and President of the National Community Foundation in Evanston, IL. The Foundation developed community-based education for high school level students and neighborhood self-help programs which identified ways for people to become more aware of and involved in community issues. The goals and programs of the Foundation helped both students and community residents learn and accomplish ways to make their communities safer, more cohesive and better places to live. He also served for two years as a regional Vice-president of the National Association of Neighborhoods based in Washington DC.

#3. With an opportunity to take advantage of his architecture and building interests, Mr. Hertlein became the owner and President of Hertlein Construction Inc., a design-build construction firm, in Wisconsin Rapids, WI. His company pioneered the design and building of custom, energy efficient, passive solar and super-insulated homes, remodels and small commercial projects. He continued his interest in planning by providing planning consulting services for the Town of Grand Rapids and the Town of Hull with regard to feasibility of incorporating, researching growth issues and establishing a utility district. He served on the Planning Commission for the Town of Grand Rapids and then for the City of Wisconsin Rapids. He also provided consulting services to clients wishing to rezone, subdivide and develop land. Through his volunteer work with the local chamber of commerce he was involved with economic & business development efforts at a time when the community was trying to recover from a loss of nearly 10% of local jobs due to some plant closings. He was chosen to participate on a special 6-person task force of community leaders to generate new employment. He served as founding director of a successful business incubator program. He actively participated in the local chapter of the Statewide Builder's Association serving on both the local and state Board of Directors. He received numerous awards including Builder of the Year from the local chapter and was the first president voted to hold successive terms.

#4. Upon moving to California, in 1990, to have his three sons living closer to his wife's parents, Mr. Hertlein worked for the Monterey County's Chief Administrative Office – Intergovernmental Affairs. He administered programs in community and economic development in the unincorporated areas of the County specifically within the designated redevelopment areas of Boronda, Castroville & Pajaro. He was the staff liaison for Redevelopment Area Citizen Advisory committees and was staff secretary for the County's Overall Economic Development Commission. He was involved in the administration of millions of dollars in public works, roads and utility infrastructure projects, along with identifying the feasibility of and encouraging the development of low-income housing projects. He was involved with code enforcement efforts and programs to clean-up and beautify redevelopment areas. He administered the County's Housing Rehabilitation and First Time Homebuyer Programs. He also provided budget analysis for various County departments and wrote Federal and State grant applications awarded to the county for millions of dollars.

#5. Currently, Mr. Hertlein is an Independent Planning – Project Management Consultant. He works with community groups regarding community improvement projects and representing community interests. He initiated Carmel Valley Consensus to obtain broad community input on planning issues relating to changes in the Carmel Valley Master Plan. He administers and implements private foundation and Government contracts and grants. He represents private clients who seek to develop and/or subdivide vacant/under utilized property, specializing on in-fill projects. He serves as a project manager for clients building or remodeling residential and small commercial projects by coordinating design, permit approval, and construction. He is involved with the sale and promotion of solar photovoltaic systems, including Green Technology in new construction and assisting clients in making their homes more energy efficient. Mr. Hertlein also serves as the Trustee of a neighbor's estate looking after her welfare in assisted living and investing funds to provide for her long term care.

Professional Association: At various times Mr. Hertlein has been an active participant and member of professional associations including: the American Institute of Planners, the National Association of Home Builders – state and local chapters, the National Association of the Remodeling Industry, Energy Efficient Builders Association, American Solar Energy Society, the National Trust for Historic Preservation and the California Parks & Recreation Society.

Community Involvement: Throughout his career, regardless of where Mr. Hertlein has lived he has been an active participant in various community and philanthropic groups involving youth, scouting, sports, religion, business and community associations. Mr. Hertlein has been a YMCA soccer and little league coach. He has taught Sunday school classes. For twenty years he was actively involved with his sons in scouting. He has served on numerous school site councils, strategic planning teams and as a member of the Carmel Unified School District School Bond committee which passed a school bond referendum in 2001 by the highest percentage ever in California. He has served on Chamber of Commerce boards. He was a member of the Carmel Valley Forum, a group promoting the incorporation of the Town of Carmel Valley. He was Chair of the Friends of Rippling River, a community 501-c3 organization helping low income and handicapped residents who live in a Monterey County Housing Authority complex. He was a board member of the Monterey County Habitat for Humanity chapter. He served on the Monterey County Parks Commission, appointed by the Bd. of Supervisors for six, four-year terms half the time serving as Chair. He was an elected member of the Carmel Valley Park & Recreation District for eleven years. He was the former Chair of the C.V. Land Use Advisory Committee. He is a board member of Carmel Valley Scouting Inc. the chartering organization for Pack 127 and Troops 127 & 2127. He is the proud father of three Eagle Scouts. He is an active member of the Rotary Club of Carmel Valley. Serving many years on the board of directors, was the Youth Services Chair overseeing the Club's involvement in fifteen youth related programs, including an international exchange program for high-school aged youth. Mr. Hertlein initiated the creation of the Carmel Valley Rotary Club Foundation for the support of the club's educational, youth and health programs and has served as Board Secretary and Treasure for fourteen years.