

## Natalie Arroyo, County Supervisor, District 4 Candidate

### **1. What are your top three business related issues in the district you represent that you will prioritize and devote efforts to achieve?**

- 1) Supporting businesses to modernize and adapt to COVID, online retail prevalence, and shifting workforce priorities
- 2) Land use policies, transportation, storage, and infrastructure improvements
- 3) Improving the physical appearance of our business districts

### **2. What specific skills and background make you the most qualified candidate for this position to represent the business community?**

My experience provides the following expertise to support our business community:

- 1) Project management, grant writing, and planning - I have managed multimillion dollar projects, brought more than \$40 million in funding into our community, and am skilled in planning, permitting, implementing complex, large, multi-year projects
- 2) City Council - I have 8 years of government experience and relationship-building, and serve on a committee to collaborate with the Eureka Chamber of Commerce
- 3) US Coast Guard - Knowledge of maritime regulations and opportunities, and the needs of our large military family community; leadership within a hierarchical organization
- 4) Cal Poly Humboldt - I teach undergraduate students about environmental management and conflict resolution, and serve on a committee to promote diversity and inclusion
- 5) Family home-based business - I assist with my husband's home-based custom knifemaking business, including marketing, craft fair vending, packaging, and sales.
- 6) Humboldt Roller Derby - I am an athlete within an awesome league, which relies of local business support and provides entertainment, draws visitors, markets Humboldt County, and empowers people!

### **3. What are the most pressing current issues before the Board of Supervisors that require timely resolution?**

Prioritization and planning for development of more housing including permanent supportive housing for people with unmet behavioral and mental health needs; medical sector improvements and collaboration; governance matters and process improvements between departments; transportation safety and infrastructure improvements.