




THE CITY OF SAN DIEGO

TODD GLORIA
MAYOR

MEMORANDUM

DATE: March 13, 2025

TO: Honorable Council President Joe LaCava
Honorable Councilmembers

FROM: Mayor Todd Gloria 

SUBJECT: Appointments and Reappointments to the Balboa Park Committee

I am appointing Jake Banfield-Weir, David Baron, Mandy Brown and Dr. Patty Riddle to the Balboa Park Committee. I am also reappointing Makeda Cheatom, Michael Robinson, Tim Shields and Allison Soares to the Committee.

Mr. Banfield-Weir currently serves as the Director of Operations at UC San Diego's Sanford Stem Cell Institute, overseeing space planning, capital management, and strategic partnerships. He has held key roles on various boards, including the Eye Gnat Abatement Appeals Board, the City Heights Area Planning Committee, and the Community Forest Advisory Board, where he chaired the Finance and Partnerships Subcommittee. A former Treasurer for the San Diego Botanical Garden Foundation, Mr. Banfield-Weir also co-owns Poverty Mountain Farms, LLC, a grant-supported environmental venture recognized nationally for its sustainability efforts. He is being appointed to a two-year ending March 1, 2027, in the District 3 Representative Seat. I thank Councilmember Whitburn for this nomination.

Mr. Baron is the Chef and Owner of Jackie's Jams, where he and his wife have led daily operations for over 15 years, overseeing the crafting of jams, sourcing ingredients, sales, logistics, and social media. Prior to his entrepreneurial endeavors, Mr. Baron worked in Public Affairs and Government Relations, with an emphasis on gaming and hospitality on native lands. He has served on the Parks and Recreation Board and the Qualcomm Stadium Citizens Advisory Board. He holds a Bachelor of Science in Political Science from San Diego State University. He is being appointed to a two-year term ending March 1, 2026, in the Vice Chair Seat.

Honorable Joe LaCava, Council President
Honorable Councilmembers

Ms. Brown is an event planning, destination, and technology professional passionate about group engagement, innovation, mentorship, continuing education, and leadership. She holds an industry career position as AVP-Hybrid Production & Analytics at Within3, an innovative technology company providing an Insights Management Platform to the life sciences industry. At Within3, Ms. Brown leads global client success teams for several technology products. She teaches at the L. Robert Payne School of Hospitality at San Diego State University and covers the course topics of Destination Management Services and Virtual Meetings & Events in the undergraduate programs. She graduated from Missouri State University with a Bachelor of Science in Entertainment Management and a minor in Computer Information Systems from the College of Business and is pursuing a Master of Arts in Biology through Miami University's Project Dragonfly Global Field Program. Ms. Brown is being appointed to a two-year term ending March 1, 2027, in the District 3 Representative Seat. I thank Councilmember Whitburn for this nomination.

Dr. Riddle is a retiree from the County of San Diego Department of Health Services, where she served in multiple roles, including Health Educator and Health Analyst. Currently, she's the Chair of the Balboa Park/Morley Field Community Recreation Group. Prior to these roles, she taught extensively as a professor and coached volleyball and track. Dr. Riddle is an avid user of the sports facilities at Balboa Park and Morley Field, where she's played volleyball, badminton and cycled. She holds a Bachelor of Science from Trinity University, San Antonio, a Master of Science from the University of Illinois in Physical Education and a Ph. D from the University of Illinois in Health Education. She is being appointed to a two-year term ending March 1, 2026, in the Balboa Park/Morley Field Recreation Council Representative Seat.

Ms. Cheatom has served as the Executive Director and Founder of the WorldBeat Cultural Center in Balboa Park for over 30 years. She has produced programs and presented artists from wide cultural genres represented within the cultural center. She is the founder of her own radio show, Reggae Makossa, broadcast on Fusion Radio 102.5 FM and has been on the air for over 25 years. Ms. Cheatom is being reappointed to a two-year term ending March 1, 2027, in the Small or Mid-Size Institution in Balboa Park Seat.

Mr. Robinson is the Principal Architect of Robi4 Architecture and Planning Inc. and serves as the President of the San Diego chapter of the National Organization of Minority Architects (SDNOMA). He also serves on the

Honorable Joe LaCava, Council President
Honorable Councilmembers

American Institute of Architects San Diego Board of Directors as an Ex-Officio member, the Balboa Park Committee of 100, and the Alumni Advisory Board at the New School of Architecture and Design. Mr. Robinson is a member of the San Diego Alumni Chapter of Kappa Alpha Psi Fraternity, Inc., and is a graduate of the Executive Master of Architecture program at the New School of Architecture and Design. He is being appointed to a two-year term ending March 1, 2027, in the Vice-Chair Seat.

Mr. Shields is the Managing Director at the Old Globe. He serves as a board member of the San Diego Chamber of Commerce's LEAD program, an Advisory Board member of the San Diego Downtown Partnership, and as Vice President of the Balboa Park Cultural Partnership. Mr. Shields holds a Bachelor of Fine Arts in Drama Production from Carnegie-Mellon University. He is being appointed to a two-year term ending March 1, 2027, in the Large Institution in Balboa Park Seat.

Ms. Soares is a partner at Vanst Law LLP, where she provides information to clients regarding avoidance or resolution of tax problems with federal, state, and local taxing authorities. She has represented hundreds of individuals and entities before the Internal Revenue Services (IRS), Franchise Tax Board (FTB), Employment Development Department (EDD), and the California Department of Tax and Fee Administration (CDTFA). In addition to having a J.D. and Master of Laws in Taxation, Ms. Soares has an MBA in forensic accounting. She is being reappointed to a two-year term ending March 1, 2027, in the Park and Recreation Board Chair Seat.

MTG:cwd

cc: Honorable Heather Ferbert, City Attorney
Diana Fuentes, City Clerk
Charles Modica, Independent Budget Analyst