



THE CITY OF SAN DIEGO


**TODD GLORIA**

MAYOR

M E M O R A N D U M

DATE: April 3, 2025

TO: Honorable Council President Joe LaCava  
Honorable Councilmembers

FROM: Mayor Todd Gloria 

SUBJECT: Appointments and Reappointments to the Historical Resources Board

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I am appointing Eva Friedberg, Dr. Michael Provence, Melissa Sofia and Melanie Woods to the Historical Resources Board. I'm also reappointing Carla Farley, Joy Miller and Michael Taylor to the Board.

Ms. Friedberg serves as President of Evari GIS Consulting. She is qualified as an architectural historian under Secretary of the Interior standards and heads Evari's historic resource consulting arm. Previously, Ms. Friedberg served as adjunct faculty at both Woodbury University and the University of San Diego, where she taught courses in architectural history, urban studies, and landscape theory. She holds a Bachelor of Arts from the University of California, Berkeley, a Master of Arts and a PhD in Visual Studies from the University of California, Irvine. Ms. Friedberg is being appointed to a two-year term ending March 1, 2027, in the Architectural Historian Seat. Her appointment replaces Dr. Ann Woods, whose term has expired.

Dr. Provence is a professor in the Department of History at the University of California, San Diego. He holds a PhD in Modern Middle Eastern History from the University of Chicago and is being appointed to a two-year term ending March 1, 2026, in a General Seat. His appointment replaces Matthew Winter, whose term has expired.

Ms. Sofia has served as a REALTOR® for over 20 years and is the founder of The Avenue Home Collective. She is the Vice-President of the Asian Real Estate Association of America and helped create a \$10,000 homeowner grant for first-time buying families. She is being appointed to a two-year term

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ending March 1, 2026, in a General Seat. Her appointment replaces Tim Hutter, whose term has expired.

Ms. Woods is Vice President of Local Public Affairs for the California Apartment Association, with extensive experience in land use and urban planning. She has worked at the intersection of government, business, and community interests to advance thoughtful development and economic growth. Previously, Ms. Woods served as Director of Workforce Programs at the San Diego Workforce Partnership, where she managed a \$4 million budget, launched innovative workforce initiatives, and secured over \$1 million in funding to support job training programs. She serves as chair of the Scripps Ranch Civic Association and is involved with the Downtown San Diego Partnership, San Diego Regional Chamber of Commerce, and Asian Business Association. Ms. Woods holds a Master of Public Administration and a bachelor's in economics and political science from San Diego State University. She is being appointed to a two-year term ending March 1, 2026, in a General Seat. Her appointment replaces Courtney Coyle, whose term has expired.

Ms. Farley is the immediate past president of the Greater San Diego Association of REALTORS®, becoming the first African American woman to hold the position of president in the organization's 141 years. She is the broker/owner and president of Corban Realty Group Inc., a full-service sales and property management brokerage, and has served San Diego for more than 27 years. Through her studies at San Diego City College and Universal Accounting College, she worked in nursing and the accounting fields and with the Military Communications Center before entering the real estate industry. Ms. Farley is being reappointed to a two-year term ending March 1, 2027, in the At-Large Seat.

Ms. Miller is a doctoral student in history at the University of California, San Diego. She received her Master of Art in History, with a Digital History Concentration, and a Bachelor of Art in History from California State University San Marcos. She is being reappointed to a two-year term ending March 1, 2027, in the Historical Professional Seat.

Mr. Taylor is an archaeologist and President of NWB Environmental Services, LLC, a cultural resources management firm specializing in various archaeological services, including FAA complaint aerial services using drones. He is also the President of NWB Imaging, a cinematic film production company where he functions as a filmmaker, producer, writer, and director whose shows can be seen on KPBS. Mr. Taylor is a Marine veteran and an

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alumnus of San Diego City College with an associate degree in Anthropological Archaeology and a Bachelor of Arts in Anthropological Archaeology from Columbia University. Mr. Taylor is being reappointed to a two-year term ending March 1, 2027.

MTG:cwd

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