

My name is Danny Reber and I am honored to be a candidate for Scotts Valley City Council.

I previously served as the Executive Director for the Scotts Valley Chamber of Commerce for over a decade. Some of my accomplishments in that role included: building and fostering community relationships, spearheading the growth of the Scotts Valley Art Wine & Beer Festival, creating the Scotts Valley Economic Recovery Task Force, and providing community updates and behind-the-scenes support during the CZU Fires.

I currently serve as Executive Director for Valley Churches United, a 501(c)(3) nonprofit, that serves as a year-round food pantry and provides assistance to families in need during time of crisis. In addition, I have served as an elected official on the Scotts Valley Water Board since December 2012.

I am also a Past President of Scotts Valley Rotary and was named "Scotts Valley Man of the Year" in 2006. In addition, I also previously served on the Boards for Leadership Santa Cruz County, the Silicon Valley Chamber Coalition, the Chamber of Commerce, Valley Churches United, and the Scotts Valley Historical Society.

If elected, my primary goal will be to strengthen the City's relationships with our community stakeholders. Relationships and communication are key. Our city is at its best when we all work together, and the community feels that their voice matters.