This is your application for consideration of appointment of County Treasurer-Tax Collector until the election of a successor.

Read the tips below to make sure your application is complete.

Make sure you have all the pages.

There are nine (9) total pages that make up this application, including this page. The pages are numbered in the bottom right corners.

Initial the top right corner of pages 2-9 in the "Initial Here" box. This will make sure your application stays together.

Print clearly and legibly or type your application. Doing so will speed up processing time. Unclear handwriting may cause delays.

Questions? Learn more at www.sandiegocob.com or PublicComment@sdcounty.ca.gov.

This application must be received no later than Monday, September 22, 2025, at 12 noon. See page 9 for submittal instructions.

Christian

First Name

Peacox

Last Name

COSD CLERK OF THE BOARD
2025 SEP 18 PM2:39





Application Timeline

September 22, 2025	Applications must be submitted to the San Diego County Clerk of the Board of Supervisors no later than 12 noon.
September 30, 2025	Hearing on all applicants. Please plan to attend this meeting.

Important Things to Know

- The questions in this application ensure you are eligible to serve as Treasurer-Tax Collector if you are appointed.
- Answer the questions to the best of your ability.
- You must attach a current resume containing, at a minimum, all employment for the past five years and a completed Statement of Economic Interest (Form 700) with your application.

Additional Required Documents

The following additional materials are also included with this application for your reference:

- 1. Form of Notice
- 2. Minute Order and Board Letter "Filling the Vacancy of the San Diego County Elective Office of County Treasurer-Tax Collector" dated August 26, 2025
- 3. Board of Supervisors Policy A-105: Process to Fill Vacancies of Elected Offices other than Board of Supervisors
- County Charter to reference applicable provisions about the Office of the County Treasurer-Tax Collector
- Administrative Code Sections pertaining to the requirements to serve as a Treasurer-Tax Collector
- 6. Class Specifications of the County Treasurer-Tax Collector
- 7. Rules for County Treasurer-Tax Collector Regarding Incompatible Activities
- 8. Conflict of Interest Code for the Office of the Treasurer-Tax Collector
- 9. Statement of Economic Interest Form (Form 700)

How This Application Will Be Used

I understand the contents of this application will be made available to the public.	✓ Yes, I understand
I understand that while this application is a public document, my personal e-mail address, street address, and phone number(s) will be kept confidential to the extent authorized by law.	☑ Yes, I understand



A. Tell us	About Yourself				
First Name:	Christian	Last Name:	Peaco	X	
Current A	ddress (where you are registered to vote)				
Street Addre	ess:				
City:					
State:		Zip Code:			
Current N	failing Address (if different than the add	dress listed above)			
Street Addre	ess:				
City:					
State:		Zip Code:			
Contact I	nformation				
Phone 1:		Тур	e: Mot	oile	
Phone 2:		Тур	e:		
E-mail:					
*	ed at your current address for more than list your previous addresses on page 4.	five years?		✓ Yes	□ No



If you have not lived at your current address for more than five years, please list your addresses for the past five (5) years:

Date From:	Date To:	
Street Address:		
City:		
State:	Zip Code:	
Date From:	Date To:	
Street Address:		
City:		
State:	Zip Code:	
·		
Date From:	Date To:	
Street Address:		
City:		monotonical and a second of the
State:	Zip Code:	
Date From:	Date To:	
Street Address:		
City:		
State:	Zip Code:	
Date From:	Date To:	
Street Address:		
City:		
State:	Zip Code:	



B. Questions to Determine Eligibility

		e appropriate box for each question. Applicants may be asked to veri various points in the process.	ify and upo	date
1.	1 am	a registered voter of the County of San Diego.	✓ Yes	□ No
2.	1 am	a citizen of the United States and of the State of California.	✓ Yes	□ No
3.	Colle	et at least one of the following criteria to serve as the Treasurer-Tax ctor (pursuant to Administrative Code Section 840): t all that apply and attach appropriate verification.	✓ Yes	□ No
		Served in a senior financial management position in a county, city, or other public agency dealing with similar financial responsibilities for a continuous period of not less than three years, including, but not limited to, treasurer, tax collector, auditor, auditor-controller, or the chief deputy or an assistant in those offices.		
	V	Possess a valid baccalaureate, masters, or doctoral degree from an accredited college or university in any of the following major fields of study: business administration, public administration, economics, finance, accounting, or a related field, with a minimum of 16 college semester units, or their equivalent, in accounting, auditing, or finance.		
		Possess a valid certificate issued by the California State Board of Accountancy pursuant to Chapter 1 (commencing with Section 5000) of Division 3 of the Business and Professions Code, showing that I am permitted and authorized to practice as a certified public accountant.		
		Possess a valid charter issued by the Institute of Chartered Financial Analysts showing that I am designated a Chartered Financial Analyst, with a minimum of 16 college semester units, or their equivalent, in accounting, auditing, or finance.		
		Possess a valid certificate issued by the Treasurer Management Association showing that I am designated a Certified Cash Manager, with a minimum of 16 college semester units, or their equivalent, in accounting, auditing, or finance.		
4.	elect	e not been convicted of a crime that disqualifies me from holding ed office. If no, please explain (attach additional sheets if ssary):	✓ Yes	□ No

necessary):



5.	I am able to formally assume the position not later than twenty (20) business days following the selection by the Board of Supervisors.	¥ Yes	□ No
6.	I am not involved in outside activities that may be in conflict with the functions and responsibilities of the County Treasurer-Tax Collector as	✓ Yes	□ No
	listed in the Rules for Incompatible Activities for the County Treasurer-		

Tax Collector. If no, please explain (attach additional sheets if



C. Experience Qualifications

- 1. Attach a current resume containing, at a minimum, all employment for the past five years.
- Provide a written statement outlining the qualifications to serve as Treasurer-Tax Collector (500 words maximum).

I am honored to submit my qualifications for consideration to serve as San Diego County Treasurer-Tax Collector. My background combines professional finance expertise, entrepreneurial leadership, and public service as an elected municipal treasurer, providing the experience and perspective necessary to safeguard and manage the County's funds with integrity, transparency, and accountability.

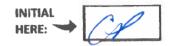
I graduated magna cum laude from the University of Southern California with a degree in Business Administration and an emphasis in International Finance. This education, combined with decades of financial leadership, satisfies the requirements of San Diego County Administrative Code Section 840 and equips me with the analytical skills, financial acumen, and disciplined judgment required for the role of Treasurer-Tax Collector.

Since December 2024, I have had the privilege of serving as the elected Treasurer for the City of Carlsbad. In this capacity, I serve in a fiduciary role, making all investment decisions for the City's portfolio and guided by the statutory objectives of safety, liquidity, and yield, in that order. Upon assuming office, I identified provisions in the City's investment policy that were inconsistent with Government Code §53601 and led an update to ensure full compliance. I also established an Investment Review Board to provide independent oversight and increase transparency. In furthering transparency, I identified and disclosed impermissible investments in Canadian banks that had been purchased prior to my tenure and am actively working to close those positions without a loss to the City. In recognition of my commitment to professional development, I earned the designation of California Certified Municipal Treasurer (CCMT) through the California Municipal Treasurers Association (CMTA), reflecting my expertise in cash management, investing, and public fund stewardship.

Prior to my election in Carlsbad, I founded and led an eCommerce company serving consumer, business, and government clients. Over a twenty-year period, I managed all aspects of operations—including finance, sales, logistics, and customer service—while maintaining direct responsibility for financial management and reporting, including budgeting, cash flow, and vendor relationships. I successfully exited the business through a strategic sale in 2022. In addition, as Co-Founder and Chief Financial Officer of a private healthcare company in Poway, I directed financial operations for a licensed facility, overseeing budgeting, compliance, and capital allocation in a regulated environment. Earlier in my career, I held corporate finance roles with several companies, including The Walt Disney Company, where I gained valuable experience in financial analysis, forecasting, and treasury operations.

Throughout my career, I have demonstrated consistent strengths in fiscal discipline, policy compliance, and financial transparency. I believe these are essential qualities for the next Treasurer-Tax Collector. San Diego County residents deserve a Treasurer who will protect public funds, ensure legal compliance, and communicate clearly and openly with both the Board of Supervisors and the public.

I am committed to bringing these values and experiences to the Treasurer-Tax Collector's Office and would be honored to serve the people of San Diego County in this role.



3. Please explain the reasons for wishing to be appointed to the office of County Treasurer-Tax Collector.

I am seeking appointment to the office of County Treasurer-Tax Collector because I want to continue my public service on a broader scale and put my experience to work for the benefit of San Diego County residents. Having worked in both the private sector and now as an elected city treasurer, I understand the importance of managing public funds with transparency, accountability, and efficiency.

In Carlsbad, I have been directly responsible for all investment decisions in a nearly \$1 billion portfolio and have worked to ensure compliance with state law, strengthen oversight, and increase public transparency. This has deepened my belief that residents deserve clear communication about how their tax dollars are collected, safeguarded, and invested.

I am impressed by the accomplishments of the Treasurer-Tax Collector's Office, including its consistently high tax collection rate and AAA investment pool rating for 25 consecutive years. My intention is not to politicize this position or suggest that something needs fixing, but to build on this legacy of excellence. Drawing on my background in business and public service, I would focus on using technology and process efficiency to continue providing unparalleled service while carefully managing taxpayer resources.

The Treasurer-Tax Collector's office is a vital institution, and this unexpected mid-term vacancy presents an opportunity to ensure continuity and stability in the County's financial operations. I am motivated by the chance to use my experience to protect taxpayer funds, strengthen trust in county government, and ensure the County's financial systems continue to operate with the highest standards of professionalism and integrity. My goal is to bring the same diligence, transparency, and public focus I have demonstrated in Carlsbad to serve the broader community at the County level.

You are encouraged to limit your response to one page, however if more space is needed, you may attach an additional page.



D. Signature
1, Christian Pencoy as a candidate for appointment of
the County of San Diego Treasurer-Tax Collector declare that all information provided on this form by me, including all attachments, is true and correct. If requested, I agree to provide written responses to any questions.
I have received the application packet and have read and understand Board of Supervisor's Policy A-105, which establishes the procedures for appointment to fill vacancies of elected offices other than Board of Supervisors, as well as the other codes and rules applicable to the County Treasurer-Tax Collector.
I understand that finalists will be subject to a full background investigation and the selected candidate will be required to pass the County's standard medical exam and full background investigation.
I certify under penalty of perjury that the foregoing is true and correct.
Executed on this 18 day of SaptenSet, 2025, at, California.
Signature:
E. Submittal
Completed applications must be received by the Clerk of the Board of Supervisors no later than Monday,

Completed applications must be received by the Clerk of the Board of Supervisors no later than Monday, September 22, 2025, at 12 noon. Double check your answers in the application; once submitted, applications cannot be amended. Remember that you must answer <u>all questions</u> on this application to be considered and must attach the following additional documents:

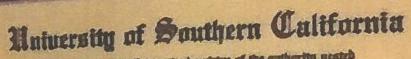
- Current resume containing, at a minimum, all employment for the past five years; and
- ☑ Completed Statement of Economic Interest Form (Form 700).

Pursuant to Board Policy A-105, all applicants must personally appear to submit the required application forms. Please submit your completed application in person to:

County Administration Center Clerk of the Board of Supervisors 1600 Pacific Highway, Room 402 San Diego, CA 92101-2471 (619) 531-5434

Incomplete applications and applications submitted by e-mail or USPS will not be considered.

Applications must be received by Monday, September 22, 2025, at 12 noon.



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CHRISTIAN PEACOX

Objective

To serve as San Diego County Treasurer-Tax Collector, applying my municipal treasury leadership, financial management expertise, and commitment to transparency to safeguard public funds and strengthen the County's financial stewardship.

Professional Experience Treasurer – City of Carlsbad, CA

Elected, Dec 2024 - Present

- Serve as the elected Treasurer overseeing the City's ~\$1 billion investment portfolio.
- Updated investment policy to ensure compliance with California Government Code §53601, closing gaps that previously allowed impermissible investments.
- Established an Investment Review Board to strengthen oversight and increase transparency.
- Earned the California Certified Municipal Treasurer (CCMT) designation through CMTA.
- Increased transparency by identifying and reporting impermissible investments in Canadian banks made prior to my tenure; currently working to close out the positions to ensure no loss to the City.
- Provided input and oversight in the City's Banking and Merchant Services RFP process, including reviewing drafts, assessing proposals, and participating in vendor interviews to ensure alignment with the City's financial priorities.

President & Founder - Sundaes Novelty, Inc.

May 2002 - Nov 2022 | Northern California & Carlsbad, CA

- Founded and led an eCommerce company with multiple consumer-facing and B2B websites serving household, business, and government customers.
- Managed all aspects of operations—including sales, logistics, and customer service
- Managed all financial operations, including budgeting, cash flow, credit, vendor payments, and capital allocation.
- Negotiated B2G contracts, ensuring compliance with procurement and financial standards.
- Oversaw corporate governance, tax compliance, and reporting requirements over 20 years of operations.
- Scaled operations across multiple markets, building sustainable revenue streams and customer relationships.
- Successfully exited the business in 2022 through a strategic sale, demonstrating long-term financial stewardship and sustainable business growth.

Chief Financial Officer & Co-Founder - Restore Detox Centers, LLC

Jan 2018 - Dec 2020 | Poway, CA

- Co-founded and served as CFO for a private inpatient drug and alcohol treatment facility.
- Directed all financial operations, including budgeting, accounting, payroll, and vendor management.
- Managed compliance with state licensing and healthcare financial regulations.
- Oversaw financing and capital allocation during startup and growth phases.

Earlier Career (1993 - 2005)

- Senior Financial Analyst Keynote Systems (2004–2005)
- Senior Financial Analyst Clarify (1996-2001)
- Sales Forecast Analyst The Walt Disney Company (1995–1996)
- Financial Analyst Clothestime (1993-1995)

Gained broad corporate finance experience across forecasting, budgeting, and strategic planning in both Fortune 500 and growth-stage companies. Developed expertise in financial analysis, cash management, and revenue forecasting that laid the foundation for later leadership in public and private financial stewardship.

Education

University of Southern California (USC) – Los Angeles, CA B.S. in Business Administration, Emphasis in International Finance Graduated Magna Cum Laude

Certifications

California Certified Municipal Treasurer (CCMT) - California Municipal Treasurers
Association

Professional Affiliations

California Municipal Treasurers Association (CMTA)

Please type or print in ink.

NAME OF FILER (LAST)

STATEMENT OF ECONOMIC INTERESTS COVER PAGE

(MIDDLE)

Date Initial Filing Received

FAIR POLITICAL PRACTICES COMMISSION

A PUBLIC DOCUMENT

(FIRST)

Christian Peacox 1. Office, Agency, or Court Agency Name (Do not use acronyms) San Diego County Treasurer-Tax Collector's Office Division, Board, Department, District, if applicable Treasurer-Tax Collector ▶ If filing for multiple positions, list below or on an attachment. (Do not use acronyms) 2. Jurisdiction of Office (Check at least one box) Judge, Retired Judge, Pro Tem Judge, or Court Commissioner State (Statewide Jurisdiction) County of San Diego Multi-County _____ 3. Type of Statement (Check at least one box) Annual: The period covered is January 1, 2024, through Leaving Office: Date Left ____/_ (Check one circle below.) December 31, 2024, -01-The period covered is January 1, 2024, through the date of The period covered is ______ through December 31, 2024. -Or-The period covered is _______, through Assuming Office: Date assumed _________ the date of leaving office. Candidate: Date of Election 9/30/2025 and office sought, if different than Part 1:__ 4. Schedule Summary (required) ► Total number of pages including this cover page: Schedules attached Schedule C - Income, Loans, & Business Positions - schedule attached Schedule A-1 - Investments - schedule attached Schedule D - Income - Gifts - schedule attached Schedule A-2 - Investments - schedule attached Schedule E - Income - Gifts - Travel Payments - schedule attached Schedule B - Real Property - schedule attached -or- None - No reportable interests on any schedule 5. Verification ZIP CODE CITY MAILING ADDRESS STREET (Business or Agency Address Recommended - Public Document) EMAIL ADDRESS DAYTIME TELEPHONE NUMBER I have used all reasonable diligence in preparing this statement. I have reviewed this statement and to the best of my knowledge the information contained herein and in any attached schedules is true and complete. I acknowledge this is a public document. I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct. Signature **Date Signed** filing official.)

SCHEDULE A-1 Investments

Stocks, Bonds, and Other Interests (Ownership Interest is Less Than 10%)

Investments must be itemized.

Do not attach brokerage or financial statements.

CALIFORNIA FORM 700 FAIR POLITICAL PRACTICES COMMISSION
Name

NAME OF BUSINESS ENTITY	► NAME OF BUSINESS ENTITY
Morgan Stanley	NVIDIA CORPORATION
GENERAL DESCRIPTION OF THIS BUSINESS	GENERAL DESCRIPTION OF THIS BUSINESS
Financial Services	Technology
FAIR MARKET VALUE	FAIR MARKET VALUE
\$2,000 - \$10,000	\$2,000 - \$10,000
\$100,001 - \$1,000,000 Over \$1,000,000	\$100,001 - \$1,000,000 Over \$1,000,000
NATURE OF INDEPTATALE	NATURE OF INVESTMENT
NATURE OF INVESTMENT Stock Other	Stock Other
(Describe)	(Describe) Partnership Income Received of \$0 - \$499
Partnership Income Received of \$0 - \$499 Income Received of \$500 or More (Report on Schedule C)	Income Received of \$500 or More (Report on Schedule C)
IF APPLICABLE, LIST DATE:	IF APPLICABLE, LIST DATE:
	9 26 24
ACQUIRED DISPOSED	ACQUIRED DISPOSED
NAME OF BUSINESS ENTITY	► NAME OF BUSINESS ENTITY
GENERAL DESCRIPTION OF THIS BUSINESS	GENERAL DESCRIPTION OF THIS BUSINESS
FAIR MARKET VALUE	FAIR MARKET VALUE
\$2,000 - \$10,000 \$10,001 - \$100,000	\$2,000 - \$10,000 \$10,001 - \$100,000
\$100,001 - \$1,000,000 Over \$1,000,000	\$100,001 - \$1,000,000 Over \$1,000,000
NATURE OF INVESTMENT	NATURE OF INVESTMENT
Stock Other (Describe)	Stock Other (Describe)
Partnership Income Received of \$0 - \$499 Income Received of \$500 or More (Report on Schedule C)	Partnership Income Received of \$0 - \$499 Income Received of \$500 or More (Report on Schedule C)
IF APPLICABLE, LIST DATE:	IF APPLICABLE, LIST DATE:
ACQUIRED DISPOSED	ACQUIRED DISPOSED
► NAME OF BUSINESS ENTITY	► NAME OF BUSINESS ENTITY
	GENERAL DESCRIPTION OF THIS BUSINESS
GENERAL DESCRIPTION OF THIS BUSINESS	GENERAL DESCRIPTION OF THIS BUSINESS
FAID MADKET VALUE	FAIR MARKET VALUE
FAIR MARKET VALUE \$2,000 - \$10,000 \$10,001 - \$100,000	\$2,000 - \$10,000 \$10,001 - \$100,000
\$100,001 - \$1,000,000 Over \$1,000,000	\$100,001 - \$1,000,000 Over \$1,000,000
NATURE OF INVESTMENT	NATURE OF INVESTMENT
Stock Other	Stock Other (Describe)
Partnership Income Received of \$0 - \$499 Income Received of \$500 or More (Report on Schedule C)	Partnership Income Received of \$0 - \$499 Income Received of \$500 or More (Report on Schedule C)
IF APPLICABLE, LIST DATE:	IF APPLICABLE, LIST DATE:
/ /24//24	
ACQUIRED DISPOSED	ACQUIRED DISPOSED
	••
Comments:	

SCHEDULE A-2 Investments, Income, and Assets of Business Entities/Trusts

(Ownership Interest is 10% or Greater)

CALIFORNIA FORM 700 FAIR POLITICAL PRACTICES COMMISSION
Name

▶ 1. BUSINESS ENTITY OR TRUST	► 1. BUSINESS ENTITY OR TRUST
Peacox Charitable Remainder Trust	
Name	Name
Carlsbad, CA 92009 Address (Business Address Acceptable)	Address (Business Address Acceptable)
Check one	Check one
Trust, go to 2 Business Entity, complete the box, then go to 2	☐ Trust, go to 2 ☐ Business Entity, complete the box, then go to 2
GENERAL DESCRIPTION OF THIS BUSINESS	GENERAL DESCRIPTION OF THIS BUSINESS
FAIR MARKET VALUE IF APPLICABLE, LIST DATE: \$0 - \$1,999 \$2,000 - \$10,000 \$10,001 - \$100,000 S100,001 - \$1,000,000 Over \$1,000,000	FAIR MARKET VALUE IF APPLICABLE, LIST DATE: \$0 - \$1,999 \$2,000 - \$10,000 \$10,001 - \$100,000 ACQUIRED DISPOSED Over \$1,000,000
NATURE OF INVESTMENT Partnership Sole Proprietorship Öther	NATURE OF INVESTMENT Partnership Sole Proprietorship Other
YOUR BUSINESS POSITION	YOUR BUSINESS POSITION
 2. IDENTIFY THE GROSS INCOME RECEIVED (INCLUDE YOUR PRO RATA SHARE OF THE GROSS INCOME <u>10</u> THE ENTITY/TRUST) 	 2. IDENTIFY THE GROSS INCOME RECEIVED (INCLUDE YOUR PRO RATA SHARE OF THE GROSS INCOME TO THE ENTITY/TRUST)
\$0 - \$499 \$10,001 - \$100,000 \$500 - \$1,000 OVER \$100,000	\$0 - \$499 \$10,001 - \$100,000 \$500 - \$1,000 OVER \$100,000 \$1,001 - \$10,000
➤ 3. LIST THE NAME OF EACH REPORTABLE SINGLE SOURCE OF INCOME OF \$10,000 OR MORE (attach a separate sheet it necessary) None or Names listed below	None or Names listed below None or Names listed below
► 4. INVESTMENTS AND INTERESTS IN REAL PROPERTY HELD OR LEASED BY THE BUSINESS ENTITY OR TRUST Check one box: INVESTMENT REAL PROPERTY	➤ 4. INVESTMENTS AND INTERESTS IN REAL PROPERTY HELD OR LEASED BY THE BUSINESS ENTITY OR TRUST Check one box: REAL PROPERTY
Name of Business Entity, if Investment, or Assessor's Parcel Number or Street Address of Real Property	Name of Business Entity, if Investment, or Assessor's Parcel Number or Street Address of Real Property
Description of Business Activity or City or Other Precise Location of Real Property	Description of Business Activity or City or Other Precise Location of Real Property
FAIR MARKET VALUE IF APPLICABLE, LIST DATE: \$2,000 - \$10,000 \$10,001 - \$100,000 \$100,001 - \$1,000,000 Over \$1,000,000 NATURE OF INTEREST	FAIR MARKET VALUE IF APPLICABLE, LIST DATE: \$2,000 - \$10,000
Property Ownership/Deed of Trust Stock Partnership	Property Ownership/Deed of Trust Stock Partnership Leasehold Other
Leasehold Yrs. remaining Other Check box if additional schedules reporting investments or real property are attached	Check box if additional schedules reporting investments or real property are attached

Comments: __