

INCORPORATED

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2017 OHIO CITY INCORPORATED BOARD OF TRUSTEES APPLICATION

ELIGIBILITY:

Thank you for your interest in serving on the Ohio City Incorporated Board of Trustees.

To apply for one of the Ohio City Incorporated Board of Trustees seats, you must be a Resident Member of Ohio City Incorporated on or before submitting your application and a member of Ohio City Incorporated for a minimum of 30 days. Visit www.ohiocity.org to print your membership form. Please include the membership form with your application. If you are unsure about your membership status, contact Agnes Akite at Ohio City Incorporated: aakite@ohiocity.org.

In order to be considered a candidate, a signed copy of the *Ohio City Incorporated Board Expectations* document must be submitted with this application.

All Ohio City Incorporated Board of Trustees Candidates are encouraged to attend the 2017 Annual Meeting on Tuesday March 21st 2017 and the Ohio City Incorporated Meet the Candidates Night on April 25th from 6:00pm to 7:00pm.

We look forward to reviewing your complete application on or before March 10th, 2015 by 5:00pm.

CHECKLIST

Please ensure the following items below are included with your application. Personal information including address, email, and phone number will not be shared but the rest of your application will be posted on the Ohio City Inc website and at relevant candidate events.

☑Part 1: Caradidate Information

☑Part 2: Experience & Professional Expertise

☑Part 3: Personal Statement

- Why do you wish to serve on the Ohio City Incorporated Board of Trustees?
- Please describe your experience in the areas checked in Part 2. Include any special achievements and/or any experiences that you feel would enhance the organization.
- Describe your involvement in Ohio City neighborhood organizations or Ohio City Incorporated sponsored committees, projects, or block clubs.
- Describe your involvement in non-Ohio City neighborhood organizations/activities.

☑Application Signed & Dated

☑Ohio City Incorporated Board Expectations Document

☑Resume or Curriculum Vitae

Applications must be received on or before March 10th, 2016 by 5:00pm

Email to: Alex Frondorf- Governance Chair frondorf@gmail.com

Carrie Miller-Director of Neighborhood

Services

cmiller@ohiocity.org

Applications can also be mailed to:

Attn: OCI Governance Committee Ohio City Incorporated 2525 Market Avenue, Suite A Cleveland, Ohio 44113 I Spoke w Agnes who confirmed my mumbering she said not to wary about printing the OHIO CITY INCORPORATED BOARD OF TRUSTEES APPLICATION form.

Part 1: Candidate Information

Please fill out your contact information below. Personal information including address, email, and phone number will not be shared.

Name: LIES Macke		
Address: 4300 Brage Ave	City: Chuland State: OH Zip: 44113	
Phone:	Email:	
Ohio City Incorporated Membership:	XII am currently a Resident Member in-good-standing	
Onto City incorporated Membership:	☐My Resident Membership form is attached to this application ———	
Length of Ohio City residency?	45 years	

Part 2: Experience & Professional Expertise

Please check the areas in which you have experience and/or professional expertise. Responses to Part 2 will be made available to Ohio City Incorporated membership prior to the election.

□Accounting	□Developer/Builder	□Human Resources	
□Bilingual	□Education □Legal		
□Community Activist	□Finance/Lending		
□Community Connections	□Fundraising □Outreach		
□Construction Contractor	□Grant Writing	□Real Estate	
□Design/Architecture	☐Historic Preservation	☐Strategic Planning	

Part 3: Personal Statement

Please answer the following questions & attach with your application. Limit 1 page, single-spaced. Responses to Part 3 will be made available to Ohio City Incorporated membership prior to the election.

- 1) Why do you wish to serve on the Ohio City Incorporated Board of Trustees?
- 2) Please describe your experience in the areas checked in Part 2. Include any special achievements and/or any experiences that you feel would enhance the organization.
- 3) Describe your involvement in Ohio City neighborhood organizations or Ohio City Incorporated sponsored committees, projects, or block clubs.
- 4) Describe your involvement in non-Ohio City neighborhood organizations/activities.

Applicant Signature			
This application was completed to the best of m	y knowledge and in goo	od faith:	
Somane	Lig M	alle	3/10/17
Signature	Print		Date

Liesl Macke Ohio City Incorporated Board Application 3/10/17

Question One

I wish to serve on the Ohio City Incorporated Board of Trustees so that I can have a more active role in my community. I have lived in Ohio City for almost five years and realized that I no longer wish to passively watch the change happening around me. I recently attended an event where Tom McNair spoke and I felt so rejuvenated and optimistic for what the future holds for Ohio City and couldn't help feeling that I wanted to be a part of it.

Question Two

I am account executive at a marketing and communications agency in downtown Cleveland. My role primarily focuses on account service (strategic marketing communications planning and relationship development) and project management (estimating, resource allocation, timeline and budget management). My day-to-day activities in the workplace lend itself to organizational, planning and project management skills that could be a service to Ohio City Incorporated and the events it produces.

Question Three

My participation in the Ohio City neighborhood extends to attendance and participation in community events (Hingetown Market, Ohio City Stages, Street Festival, etc.) and supporting neighborhood businesses. I have had little structured participation in Ohio City committees and block clubs but am hoping to become more involved through this process whether I am elected to the board or not.

Question Four

I am not an active member of any other organizations at the time.



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OHIO CITY INCORPORATED 2017 BOARD OF TRUSTEES STATEMENT OF EXPECTATIONS AND COMMITMENT

The following responsibilities are specific to Ohio City Incorporated ("OCI") and are articulated for the purpose of complementing or clarifying certain expectations for the traditional governing responsibilities of Board of Trustees.

Please return a signed copy of this form. This acknowledges that you have read the statement and understand the expectations and commitment being asked of you as a member of the Board of Trustees.

- 1. Commit to the mission and goals of OCI, as stated in the Bylaws, strategic plan or other initiatives agreed upon by the Board.
- 2. Attend meetings of the Board of Trustees: Up to twelve (12) meetings are scheduled each year. Board members are expected to attend all meetings of the Board during their term. Board members who must miss an occasional meeting are expected to inform the Board President. Chronic absence may lead to removal from the Board.
- 3. Serve on at least one committee and attend committee meetings. Meeting dates and times are established by the chairman of each committee.
- 4. Observe the parliamentary procedures and display courteous conduct in all Board and committee meetings.
- 5. Prepare for meetings by reviewing agenda materials in advance of meetings.
- 6. Contribute your expertise through participation in Board meetings and strategic development of the Board and OCI. As a Board of Trustee it is your duty to be informed about matters pertaining to OCI and to vote on resolutions affecting the organization. Participation requires active engagement, which includes articulating and responding to alternative viewpoints through effective, respectful communication, and voting on record when resolutions are brought up for Board vote.
- 7. Attend and/or volunteer for OCI-sponsored events. Board of Trustees are encouraged to attend as many events as possible, but must attend as a guest or volunteer for at least two major events coordinated by OCI each year. Your attendance as a guest at events requires the purchase of a ticket, the cost of which is either fully or partially tax deductible.
- 8. Make a personal financial contribution to OCI each year, which is then either donated to the Ohio City Improvement Fund or to a separately funded Board-sponsored neighborhood project. A gift of at least \$100.00 is suggested. Gifts In-kind will not substitute for the minimum contribution. This amount is not inclusive of any membership dues that the Board may elect to require. The Board contribution and any dues are 100% tax deductible.

- 9. Commit to uphold and comply with fiduciary duties of care, loyalty, compliance, and to maintain accounts as provided under Ohio law.
- 10. Disclose any potential conflict of interest with OCI and possess the ability to make independent decisions, unencumbered by material conflict of interest.
- 11. Refrain from discussing or sharing confidential Board business with non-board members in accordance with our confidentiality policies.
- 12. Be willing to participate in periodic Board of Trustee self-evaluations and annual board evaluations, and be open to constructive feedback on performance as a board member.
- 13. Support in a positive manner all actions taken by the Board of Trustees even when in a minority position on such actions. Recognize that decisions of the Board can be made only by a majority vote at a Board meeting and respect the majority decisions of the Board, while retaining the right to seek changes through ethical and constructive channels.
- 14. Exercise authority as a Board of Trustee only when acting in a meeting with the full board or as delegated by the Board.
- 15. Refrain from intruding on administrative and personnel issues that are the responsibility of the Executive Director, except to monitor the results of the organization.
- 16. Represent OCI in a positive and supportive manner at all times.

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17. Abide by this Statement of Expectations, the Confidentiality Agreement, the Conflict of Interest Agreement, and all other Board operating policies and procedures.

I understand that as a member of the Board of Trustees for Ohio City Incorporated, I will be held accountable to the expectations above on an annual basis.

I agree to the above statements and will comply with the requirements

☐ I cannot meet these expectations	
Signature:	Date: 3)10 17
Print Name: US MUU	

Liesl Macke

4300 Bridge Avenue, Cleveland, OH 44113 •

Current Experience

The Adcom Group; Cleveland, Ohio (August 2014 – Present) Account Executive

- Manage and support client's day-to-day activities, particularly for Daimler Trucks North America and GetGo.
- Investigate client's business and marketing challenges to create strategic marketing communications plans that outline target audiences, objectives and the strategies and tactics necessary to achieve them.
- Execute marketing communication projects from start to finish:
 - <u>Client Development</u>: Develop meaningful relationships with new and existing clients, anticipate client needs and act as their voice and advocate within the agency.
 - o <u>Project Management</u>: Develop creative briefs, client to creative liaison, timeline management.
 - o <u>Internal Collaboration</u>: Organize and manage teams of subject matter experts (PR, social media, technology, media, paid search, etc.) and creative (copywriting, design and studio) to develop and execute creative ideas, assets and campaigns.
 - Preparation of Client Deliverables: Maintain and run status reports, create client presentations and recommendations and deliver final project assets.
 - Financial Management: Create detailed estimates, manage budgets, billing reporting and invoicing.

Previous Experience

Sherwin Williams; Brecksville, Ohio (April 2012 – August 2014) Manager, Paint Stores Group

- Responsible for the P&L of a Sherwin-Williams paint store with yearly sales over \$900,000 through the
 development of a strategic, bi-yearly business plan.
- Perform management duties including new business and customer growth, expense control, inventory analysis, employee management and customer trouble shooting.
- Promote the Sherwin-Williams brand image by appearing on-screen in Pottery Barn's online campaign which
 has over 100,000 views on YouTube and participating in recruiting events and tradeshows.
- Train candidates in the Sherwin Williams Manager Training Program on product knowledge and store and business operations.

Sherwin Williams; Rocky River, Ohio (May 2010 – March 2012) Assistant Manager, Paint Stores Group

- Supported the management and operation of a paint store with yearly sales over \$1 million after successfully completing the Sherwin Williams Manager Training Program.
- Completed weekly sales calls to varying market segments to sustain active account growth.

Education

Miami University; Oxford, Ohio (Graduated May 2010)

- Major: Organizational Speech Communications
- Minors: Marketing, English Literature
- Accolades: Dean's List: Fall 2008, Spring and Fall 2009, Spring 2010

Interests

- Entertainment: Reading novels by Donna Tart and other thrillers, seeing movies at The Capitol Theater, listening to NPR and Podcasts on road trips, and keeping a close eye on trends in fashion blogs.
- Exercise: Running, spinning, crossfitting and walking my (adorable) sheepadoodle Teddy.
- Wannabe Foodie: Trying new Cleveland restaurants, reading foodie blogs and trying my best not to mess up their recipes.