

I spoke w/ Agnes who confirmed my membership. She said not to worry about printing the form.

OHIO CITY INCORPORATED BOARD OF TRUSTEES APPLICATION

Part 1: Candidate Information

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

Name:	Liesl Macke				
Address:	4300 Bridge Ave.	City:	Cleveland	State:	OH
Phone:		Email:		Zip:	44113
Ohio City Incorporated Membership:	<input checked="" type="checkbox"/> I am currently a Resident Member in-good-standing				
	<input type="checkbox"/> My Resident Membership form is attached to this application				
Length of Ohio City residency?	4.5 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.

<input type="checkbox"/> Accounting	<input type="checkbox"/> Developer/Builder	<input type="checkbox"/> Human Resources
<input type="checkbox"/> Bilingual	<input type="checkbox"/> Education	<input type="checkbox"/> Legal
<input type="checkbox"/> Community Activist	<input type="checkbox"/> Finance/Lending	<input checked="" type="checkbox"/> Marketing
<input type="checkbox"/> Community Connections	<input type="checkbox"/> Fundraising	<input type="checkbox"/> Outreach
<input type="checkbox"/> Construction Contractor	<input type="checkbox"/> Grant Writing	<input type="checkbox"/> Real Estate
<input type="checkbox"/> Design/Architecture	<input type="checkbox"/> Historic Preservation	<input type="checkbox"/> Strategic Planning

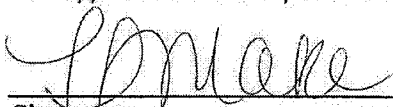
Part 3: Personal Statement

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 my knowledge and in good faith:


Liesl Macke
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.

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.
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:

Wes Macke

Date:

3/10/17

Print Name:

Wes Macke

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:
 - Client Development: Develop meaningful relationships with new and existing clients, anticipate client needs and act as their voice and advocate within the agency.
 - Project Management: Develop creative briefs, client to creative liaison, timeline management.
 - Internal Collaboration: 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.