

OHIO CITY INCORPORATED BOARD OF TRUSTEES APPLICATION

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Part 1: Candidate Information

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

Name:	Chris Schmitt				
Address:	1826 W. 26 th	City:	Cleveland	State:	OH
Phone:		Zip:	44113		
		Email:			
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?	8 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 checked="" type="checkbox"/> Education	<input checked="" type="checkbox"/> Legal
<input type="checkbox"/> Community Activist	<input type="checkbox"/> Finance/Lending	<input checked="" type="checkbox"/> Marketing
<input checked="" type="checkbox"/> Community Connections	<input checked="" type="checkbox"/> Fundraising	<input checked="" type="checkbox"/> Outreach
<input type="checkbox"/> Construction Contractor	<input checked="" type="checkbox"/> Grant Writing	<input type="checkbox"/> Real Estate
<input type="checkbox"/> Design/Architecture	<input type="checkbox"/> Historic Preservation	<input checked="" 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.

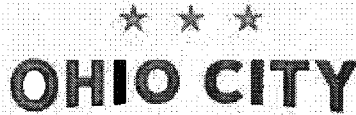
Applicant Signature

This application was completed to the best of my knowledge and in good faith:


Signature

Christopher Schmitt
Print

2/24/17
Date



INCORPORATED

1836

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.
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: _____

Print Name: _____

Christophe Schmitt

Personal Statement -- Chris Schmitt

1. I want to retain my position on the Ohio City Inc. Board of Trustees to continue to guide the impressive growth and development of our neighborhood in a formal capacity. These continue to be exciting times in the history of our city and our neighborhood and I feel strongly that I am an ideal candidate in terms of skills, relevant experience, and energy to help lead our neighborhood forward. Ohio City is on a great trajectory and I am committed to helping that trend line continue. I look forward to continuing to help Ohio City become the most complete urban neighborhood in the Country. I've lived on West 26th Street with my wife Melissa and our son for the past 7 years. We're expecting a daughter in April of this year and cannot wait to raise her in Ohio City!

My interest in the Board is related to 3 issues:

- **Growth:** To continue to fulfill our potential, we need to invest our time and resources on sustainable, community focused growth that includes a wide variety of businesses and housing. I promise to be an advocate for strategic, sustainable growth that compliments our existing infrastructure while diligently maintaining our core identity as a walkable, affordable, family centric, and diverse urban neighborhood.
- **Communication:** The staff of OCI, along with the Councilman and other community advocates, has done a great job of informing the community of happenings and promoting the community to the wider region. That said, there's still more to do. I promise to use my professional marketing experience and passion for the neighborhood to empower others to market Ohio City to their neighbors, to visitors, and to the world as a great place to live, work, visit, worship, and play.
- **Safety:** As a transitioning urban community, we must remain ever aware of the safety challenges that are facing our neighborhood. We need to make sure that our safety efforts are targeted at protecting residents and visitors and are accurately communicated to those fully shun our (largely misinformed) reputation as a dangerous place to be. I promise to make all decisions with community safety fully in mind as a top priority for homeowners, renters, business owners, community institutions, and visitors.

2. I am a professional marketer and lawyer with a passion for community service and a history of non-profit leadership and consensus building. I believe that the collective sum of my education and my global experience will be a great benefit to the Ohio City Board. Here are some details (please see my resume for a full description of these activities):

- **Professional Work:** Global Marketing Director, Pentair (2013-Present); Director of Marketing and General Counsel, American Roll Form (2011-2013); Chief Operating Officer and General Counsel, Insivia Strategic Marketing (2009-2011)
- **Education:** Juris Doctor with Honors, Case Western Reserve University School of Law (2009); Masters of Business Administration with Honors, Weatherhead School of Management, CWRU (2009) Bachelor of Arts Cum Laude, Hiram College (2004)
- **Community Involvement:** Past President of the Hiram College Alumni Executive Board; Past Vice President of the West Shore Chorale Board of Trustees; Board Consultant and Senior Staff Counselor of the American Legion Buckeye Boys State

3. I have been an active Trustee for the Ohio City Board for the past five years and have had the honor of being elected President in 2016 following a year as the Board Secretary. I Co-Chaired our most recent Strategic Planning Committee, was the former Chair of the Governance Committee, and served on the Marketing and Safety Committees. My wife and I are active in the BCJ Block Club and have participated many times in the Ohio City Shines Program. We have been active organizers and participants in the major Ohio City events including Evening in Ohio City and the Street Festival over the past eight years and look forward to continuing our service in the future. Plus we fly our Ohio City flag with pride!

4. My ongoing service to the community is one of the great joys of my life. I have served for the past 18 years as a Senior Staff Counselor and Consultant for the American Legion Buckeye Boys State Program, a leadership and community engagement program that draws 1,500 high school students each summer. I'm the immediate Past President of the Hiram College Alumni Executive Board and the immediate past Vice President of the West Shore Chorale. I also assist numerous non-profit organizations as pro-bono legal counsel.

Christopher G. Schmitt

1826 West 26th Street, Cleveland, Ohio 44113

Professional Summary

JD/MBA qualified professional with significant leadership experience in the marketing and non-profit sectors. Proven track record of business leadership, brand development, strategic research, process improvement, project management, public speaking, and organizational expansion. Widespread professional positions and volunteer work in the areas of:

- Marketing & PR
- Executive Leadership
- Strategic Planning
- Tracking & Measurement
- Fundraising & Grant Writing
- Event Planning & Management
- Budgeting & Accounting
- Team Building
- Education

Experience

Pentair (formerly ERICO International), *Solon, Ohio*

Global Marketing Director, ERICO and ERIFLEX, 2015-Present

- Responsible for the global marketing strategy and execution for a \$600m+ platform within a \$7B Global 1000 manufacturer
- Leading a direct and indirect team of 26 marketers located on 4 continents in the completion of projects in 12 core languages
- Overseeing the implementation and use of Hubspot Marketing Automation across platform to provide departmental accountability and drive qualified sales leads to the global sales team resulting in an incremental 2%+ growth in business
- Leader of a global team responsible for a data clean-up project that ensured accurate and accessible data for 28,000 SKU's
- Partnering with Product Development, Product Management, and Sales to offer our global end-users a complete solution
- Responsible for function P&L, lead generation and nurturing, brand management and standardization, value messaging, corporate communications, website performance, social media, and over 120 tradeshows annually.
- Selected by the executive team to become a certified cultural trainer to educate business unit employees on company values
- Member of the Global Leadership Team reporting to the business unit President

Worldwide Manager of ERICO Marketing, 2013-2015

- Led the creation of the brand's first comprehensive marketing plan including individual plans for 6 diverse technical business segments across 4 global regions supporting over 250 sales representatives in 32 nations
- Lead a team of 8 seasoned professionals located in 3 global offices
- Implemented marketing tracking analytics to prove out the ROI of all marketing spending online and offline
- In-house legal counsel for legal matters related to trademark law, product liability, copyright
- Member of the Global Strategic Management Team and 3 cross-functional Presidential Project Teams

American Roll Form Products, *Painesville, Ohio*

Director of Marketing and In-House Counsel, 2011-2013

- Responsible for corporate marketing strategy, research, analysis, and implementation for \$35m+ custom manufacturer
- Reinvented the American Roll Form Brand starting with the company's first comprehensive marketing plan and culminating with a new brand messaging guide, revamped website, tradeshow presence, and corporate identity package
- Developed and implemented a complete overhaul of sales and marketing team structure and procedures to support rapid growth
- Selected, implemented, and trained staff on a new Customer Relationship Management Platform and Marketing Analytics Tool
- Directly led the start-up, project management, and completion of \$5m+ projects for two Fortune 500 organizations
- Developed a corporate market expansion plan for a new manufacturing facility in Las Vegas to support new business
- In-house legal counsel for corporate matters
- Member of the Management Team and direct report to the CEO

Insivia Strategic Marketing, *Cleveland, Ohio*

Chief Operating Officer and General Counsel, 2009-2011

- Helped guide the strategic, operational, and sales growth of a fast-rising full-service Cleveland marketing agency
- Responsibilities included marketing strategy, sales, hiring, performance reviews, client management, project management, process development and management, and all firm legal work
- Helped lead the agency to 325% growth and the addition of 11 new staff members over 2 years
- Managed the day-to-day operations of a 16 member full-time staff and a stable of 8-10 freelancers
- Directed 35+ active clients and 70+ active projects over a range of activities including strategy, lead development, web, print, social media, search engine optimization, video, photography, media buys, measurement/analytics, and mobile applications
- Major Client Sectors Included: Manufacturing, Non-Profits, Professional Services, Biotech, Retail, and Public Sector

Independent Marketing Consultant, Shaker Heights, Ohio

Consultant, 2007-2009 (While in Graduate School)

- Provided strategy, sales, and marketing research, analysis, and guidance to two local \$25m+ fast growth companies
- Reported directly to the CEO and worked alongside executive level employees to create dynamic solutions
- Developed a corporate market expansion plan for a new facility and sales operation on the Florida East Coast

Entrepreneurs EDGE, Independence, Ohio

CEO's for NEO Consulting Fellow, 2008 (While in Graduate School)

- Assisted three Northeast Ohio entrepreneurs in the research and development of business plans and feasibility studies
- Served as lead marketer and lead strategist on a three-member consulting team
- Aided in the creation of a projected 278 new jobs and \$27 million in new revenues for Northeast Ohio within 5 years

Education

Case Western Reserve University, Case School of Law and Weatherhead School of Management, Cleveland, Ohio

- J.D./M.B.A., Strategic Management Concentration and Marketing Focus, GPA 3.94
- Allan C. Holmes Community Economic Development Fellowship recipient
- Dean's Community Service Award Recipient and four time CALI Top Legal Scholar Award Winner
- Executive Treasurer & Senator: Student Bar Association, Chairman of Community Service and Financial Aid Committees
- Three time Spring Break Service Trip to New Orleans organizer

Hiram College, Hiram, Ohio

- B.A., *cum laude*, 2004, Major: Political Science, Minors: Philosophy and History
- President and Senator: Hiram College Student Senate
- Student Representative on the College Executive Steering Committee and College Master Planning Committee
- Over 1750 hours of community service during undergraduate studies
- 2002 "Student of the Year" Award recipient
- Full Academic Scholarship recipient

Community Involvement

Ohio City Incorporated Board of Directors, Cleveland, Ohio

President, 2016-Present, Secretary, 2015-2016, Director, 2012-Present

- Elected President of a fast growing CDC charged with leading one of the premier communities in the City of Cleveland
- Responsible for guiding a professional Board of 19 Directors and a 9 person full time staff as we work to improve the quality of life for the ~10,000 residents of the Ohio City Service Area
- Serving the community by providing assistance to neighborhood residents, businesses, and institutions through the vehicles of advocacy and outreach, community building, marketing, special events, neighborhood planning and housing assistance.

American Legion Buckeye Boys State, Delaware/Oxford, Ohio

Senior Staff Counselor and Board Consultant, 1999-Present

- Serving as counselor to 1300 high school juniors each summer in ten day, hands-on government experience
- Managing an 85 member staff to instill programmatic values and vision
- Volunteered over 4,000 hours to teach leadership and civic responsibility
- Elected to the Buckeye Boys State Hall of Fame in 2014 for "Outstanding Service, Dedication, and Leadership"

Hiram College Alumni Executive Board, Hiram, Ohio

President, 2013-2016, Secretary 2011-2013, Trustee 2010-2016

- Nominated and elected by the alumni body-at-large to represent alumni interest at Hiram and help the institution thrive
- Elected by the Board to serve as President despite being one of the youngest members of the multi-generational group
- Represented the AEB at Hiram Board of Trustee Meetings and to the larger Hiram community throughout the year
- Led the overhaul of the AEB Bylaws to better define the role of the group and position it for annual success and stability

Other Involvement

- Member of the American Marketing Association and Chair/Host of annual "Super Bowl Ad Review"
- Volunteer legal work including start-ups for three non-profit corporations