



2017 BOARD OF TRUSTEES CANDIDATE

NAME: Priscila A. Rocha

LENGTH OF OHIO CITY RESIDENCY: 4 years

EXPERIENCE & PROFESSIONAL EXPERTISE:

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| <input type="checkbox"/> ACCOUNTING | <input type="checkbox"/> DEVELOPER/BUILDER | <input checked="" type="checkbox"/> HUMAN RESOURCES |
| <input type="checkbox"/> BILINGUAL | <input type="checkbox"/> EDUCATION | <input checked="" type="checkbox"/> LEGAL |
| <input checked="" type="checkbox"/> COMMUNITY ACTIVIST | <input checked="" type="checkbox"/> FINANCE/LENDING | <input checked="" type="checkbox"/> MARKETING |
| <input type="checkbox"/> COMMUNITY CONNECTIONS | <input type="checkbox"/> FUNDRAISING | <input checked="" type="checkbox"/> OUTREACH |
| <input type="checkbox"/> CONSTRUCTION CONTRACTOR | <input type="checkbox"/> GRANT WRITING | <input type="checkbox"/> REAL ESTATE |
| <input type="checkbox"/> DESIGN/ARCHITECTURE | <input checked="" type="checkbox"/> HISTORIC PRESERVATION | <input type="checkbox"/> STRATEGIC PLANNING |

PERSONAL STATEMENT:

Why do you wish to serve on the Ohio City Incorporated Board of Trustees?

I believe civic engagement matters, plain and simple. I've committed myself to this belief in many ways: bettering Northeast Ohio through efforts as an attorney with Cleveland Metroparks, volunteering in my community with Operation Legal Help Ohio, the Red Line Greenway, Literary Lots, Legal Aid Society of Cleveland, Neighborhood Housing Services of Greater Cleveland, College Now, my Franklin/Clinton Block Club as well as fighting for equality with the Human Rights Campaign. My passion to serve others, though, compels me to seek ways to make a greater difference. A Board of Trustees role with Ohio City Incorporated is an excellent opportunity for me to achieve the next level of civic engagement in my own community.

I have spent a number of years as an Ohio City resident and what initially drew me to this neighborhood was the diversity, the strong sense of community, and the solidarity amongst neighbors. I've seen the strength of this neighborhood on display while I've volunteered with neighbors in many ways over the years. I've grown to truly love this community and I passionately believe it's my civic responsibility to do more than just volunteer. As a resident, I deeply care about safety in our neighborhood, historic preservation, responsible and equitable development, community engagement, and supporting local businesses.

I want to deepen my commitment to public service and affect tangible, positive change in Ohio City. And, simply stated, I want to make a difference in the lives of others through my service to Ohio City Incorporated.

Please describe your experience in the areas checked in Part 2. Include any special achievements and/or experiences that you feel would enhance the organization.

As Assistant Legal Counsel for Cleveland Metroparks, I provide legal advice and counsel on various legal matters relating to operations, including but not limited to procurement of goods and services, financial matters, ethics, regulatory and statutory compliance, risk management, human resource counsel and support, and public records analysis. Additionally, I provide contract drafting, negotiation, and review with a particular emphasis on grants, marketing, software, zoological, procurement, natural resource, recreation, and human resource related agreements. I can assist Ohio City Incorporated in any number of these areas.

With respect to historic preservation, my fiancé and I have been renovating a century home on W.38th Street and Clinton Ave. for the past year. We have first-hand knowledge of both the challenges and opportunities of historic home preservation which we hope to use to benefit others who seek to restore homes in the neighborhood.

Also, as it pertains to marketing and fundraising, I am on the Board of the Cleveland Lakefront Collaborative. The Cleveland Lakefront Collaborative grew out of an effort by lakefront stakeholders to develop and promote Cleveland's lakefront and boost the local economy by attracting businesses and residents. I worked with the Collaborative to fundraise for the implementation and creation of two websites to promote our Great Lake. At the same time, I also worked with our team to develop a Lakefront Visitors Guide. Furthermore, I was a member of the Human Rights Campaign ("HRC") Planning Committee in 2013 and then a volunteer in 2015. In this role, I volunteered my time to connect with the Cleveland business community and encourage companies to increase corporate sponsorships and table/ticket sales for HRC's annual fundraising gala.

Lastly, I am an active member of the Franklin/Clinton Block Club where I interact with my neighbors to stay informed of new developments, events, and volunteering opportunities in the Ohio City neighborhood.

Describe your involvement in Ohio City neighborhood organizations, or Ohio City Incorporated sponsored committees, projects, or block clubs.

Volunteer: Franklin/Clinton Block Club, Red Line Greenway, Literary Lots, Neighborhood Housing Services of Greater Cleveland, Legal Aid Society, West Side Catholic Center, Near West Recreation recruiter (I recruited my fiancé to volunteer as head coach); Attendee: Station Hope, Ohio City Stages, Cleveland Flea, Ohio City Street Festival, Harvest Moon Potluck, Open Air in Market Square, Creative Fusion, Community Safety Meetings.

Describe your involvement in non-Ohio City neighborhood organizations/activities.

I am on the Board of the Cleveland Lakefront Collaborative. I also work to help revitalize urban core neighborhoods through my role at Cleveland Metroparks. Each day I work to further Cleveland Metroparks' mission of conservation, education, and recreation and, amongst other things, assist with developing and maintaining communities where people want to live, work, and play. A 2013 Trust for Public Land Study found that the high quality of life provided by parks and recreational activities plays a critical role in the county's economic development by attracting businesses and residents and increasing nearby residential property values. I hope to use my experience at Cleveland Metroparks to benefit Ohio City Incorporated. I am also a volunteer mentor with College Now where I help to increase college attainment in the Greater Cleveland area.