Monroe County
Clerk of the Legislature

Nayeliz Santiago
Clerk

Isabela Mulcahy
Deputy Clerk

Hugh Smyth
1st Asst. Deputy Clerk

MEMORANDUM

TO: **Legislators, Directors, Staff and Media**

FROM: **Nayeliz Santiago, Clerk of the Legislature**

DATE: **November 10, 2026**

RE: **Matters of Urgency – File Nos. 26-0402 and 26-0403**

Matters of Urgency:

26-0402 **Confirmation of Appointments to the Greater Rochester Visitors Association, Inc. Board of Directors** – As a Matter of Urgency – County Executive Adam J. Bello and President Yversha Román

26-0403 **Confirmation of Appointment to the Monroe County Library System Board of Trustees** – As a Matter of Urgency – Legislature President Yversha Román

Per President Yversha Román, the attached communications have been declared to be Matters of Urgency pursuant to Section 545-24(A)(3) of the Rules of the Monroe County Legislature and will be considered at the November 10, 2026 regular meeting of the Monroe County Legislature.

Attachments.

Office of **the County Executive**

Monroe County Legislature

Monroe County, New York

Adam J. Bello
County Executive

Yversha Román
President of the Legislature

OFFICIAL FILE COPY
No. 260402
Not to be removed from the Office of the Legislature Of Monroe County
Committee Assignment
URGENT -L

November 9, 2026

To The Honorable
Monroe County Legislature
39 West Main Street
Rochester, NY 14614

RE: Confirmation of Appointments to the Greater Rochester Visitors Association, Inc. Board of Directors

Honorable Legislators:

We, Yversha Román, President of the Monroe County Legislature, and Adam J. Bello, County Executive, in accordance with Local Law No. 4 of 1997, do hereby submit to this Honorable Body for your confirmation the following appointments. The terms will begin immediately, and expire on November 10, 2029.

County Executive Appointment
Naomi Silver
Rochester Red Wings
58 Holley Ridge Cir
Rochester, NY 14625

President of the Legislature Appointment
Kelly Carr
Joseph A. Floreano Rochester Riverside Convention Center
48 Erion Crescent
Rochester, NY 14607

The specific legislative action required is to confirm the appointment by the County Executive of Ms. Naomi Silver and by the President of the Monroe County Legislature of Mr. Kelly Carr to the Greater Rochester Visitors Association, Inc. Board of Directors, for terms to commence immediately and expire on November 10, 2029, in accordance with Local Law No. 4 of 1997.

The legislative action requested in this referral is not an "Action" as that term is defined in 6 NYCRR § 617.2(b), and is not subject to review under the State Environmental Quality Review Act.

This action will have no impact on the revenues or expenditures of the current Monroe County budget.

Sincerely,

Adam J. Bello
County Executive

Yversha Román
President of the Legislature

110 County Office Building • 39 West Main Street • Rochester, New York 14614
(585) 753-1000 • *fax:* (585) 753-1014 • *www.monroecounty.gov* • *e-mail* countyexecutive@monroecounty.gov

NAOMI SILVER

Rochester, New York
(585) 729-5499
nsilver@redwingsbaseball.com

PROFESSIONAL SUMMARY

President, Chief Executive Officer, and Chief Operating Officer of Rochester Community Baseball, Inc., with more than 35 years of involvement in the management and governance of the Rochester Red Wings.

Responsible for the organization's overall direction, including financial management, business operations, stadium operations, corporate relationships, and community engagement.

Professional experience includes stadium development, lease negotiations, hospitality operations, and management of professional baseball franchises. Has served on numerous boards supporting Rochester's healthcare, education, tourism, entertainment, and community organizations.

PROFESSIONAL EXPERIENCE

Rochester Community Baseball, Inc. — Rochester Red Wings

- President, Chief Executive Officer & Chief Operating Officer | 2010–Present
- Chairman of the Board | 2000–2010
- Vice President | 1989–1999

RCB Enterprises, Inc.

- Chief Executive Officer | 1995--Present
- Concessions and catering subsidiary of Rochester Community Baseball, Inc.

Red Wings Management, LLC — Batavia Muckdogs

- Manager | 2008–2018

RELEVANT PROFESSIONAL EXPERIENCE

- Overall management and strategic direction of Rochester Community Baseball, including its financial operations, business development, and community relationships.
- Preservation of the Rochester Red Wings' longstanding community ownership structure.
- Participation in the planning and operational design of the current ballpark, now known as ESL Ballpark.

- Principal negotiator representing Rochester Community Baseball in the original stadium lease and the subsequent 2018 lease with Monroe County.
- Involvement in preserving professional baseball in Batavia, New York, through the organization's operation of the Batavia Muckdogs.
- Established in-house food and beverage operations at Silver Stadium in 1994, continuing through the organization's current operations.
- Established the Red Wings Community Foundation and the Silver Family Scholarship.

BOARD MEMBERSHIPS & PROFESSIONAL AFFILIATIONS

Current and Upcoming

- Rochester Riverside Convention Center — Board Member, 2011–Present
- Rochester Broadway Theatre League — Board Member, 2019–Present
- Rochester Downtown Development Corporation — Board Member, 2017–Present
- Monroe Community College Foundation — Board Member since 2012; President-Elect, 2027
- Farash Foundation — Board Member-Elect, 2027
- Strong Hospital — Board Member, 2020–Present
- Monroe County Sheriff's Foundation — Board Member, 2020–Present
- Boys & Girls Clubs of Rochester — Board Member since 1996; Former President, six years
- University of Rochester Strong Musculoskeletal Council — Member, 2019–Present
- International League of Professional Baseball Clubs — Director, 1993–Present
- Major League Baseball / Minor League Baseball — Social Responsibility Committee, since 2021
- Major League Baseball — Stadium Compliance Committee since 2024

Previous Service

- United Way — Board Member, 2009–2025; Former Governance Committee Chair and current member
- United Way Women's Leadership Giving Campaign — Chair, 2010–2013
- Monroe County Executive Transition Committee — Co-Chair, 2019
- New York–Penn League — Director, 2008–2018
- Special Olympics State Games, Brockport — Chair, 2014–2016
- Hillel Community Day School — President, 2010–2014
- Jewish Community Federation — Board Member, 2010–2014
- Lifetime Care — Cabinet Member, 2010–2011
- City of Rochester 175th Anniversary — Advisory Committee Member, 2009
- KeyBank — Former Advisory Board Member
- Genesee Country Village & Museum Silver Ball Tournament — Honorary Chair, 2005–2008
- March of Dimes Mother of the Year — Event Chair, 2001–2004

- Wesley Community of Nursing Homes — Former Board Member

AWARDS & RECOGNITION

- **2026** — ATHENA Award Recipient, presented by Greater Rochester Chamber of Commerce
- **2024** — United States President's Lifetime Achievement Award
- **2017** — Young Women's College Prep Leadership Award
- **2016** — Nazareth College Woerner Kollmorgen Community Service Award
- **2012** — PRISM CEO of the Year
- **2010–2011** — American Diabetes Association Tour de Cure Chairman
- **2009** — Juvenile Diabetes Research Foundation Honoree
- **2009** — Hillel Community Day School Honoree
- **2008** — St. John Fisher College Sport Manager of the Year
- **2008** — Baseball America Minor League Executive of the Year
- **2007** — Rochester Red Wings Hall of Fame
- **2007** — Ambassador of Humanity Award
- **2007** — ALS Honoree
- **2005** — March of Dimes Volunteer Leadership Award
- **2004** — Rochester Press-Radio Club Morrie Silver Award
- **2004** — Frontier Field Walk of Fame
- **2003** — Sports for Israel Hall of Fame
- **1998** — High Falls Honoree
- **1997** — National Association of Women Business Owners, Woman of the Year in Community
- **1994** — Rawlings Woman Executive of the Year

KELLY CARR

EXECUTIVE DIRECTOR / VENUE & DESTINATION LEADERSHIP

Rochester, NY • 315.317.1132
Kellycarr8088@gmail.com
linkedin.com/in/kelly-carr-249ba913



EXECUTIVE PROFILE

Convention center and public assembly executive with more than 20 years of experience leading complex venues, developing teams and strengthening destination economies. Brings a rare combination of venue operations, strategic sales, public-sector partnerships, labor relations and capital planning. Known for building collaborative organizations and connecting the success of a facility to the success of the community around it.

BUILDING ORGANIZATIONS / CREATING DESTINATIONS / DELIVERING RESULTS

DESTINATION BUILDER

Created the Fresno Sports Council, helping attract nearly 200 new sporting events and generate more than $850,000 in hotel room tax revenue.

STRATEGIC COLLABORATOR

Established the Syracuse Alliance, aligning the convention center, county, Visit Syracuse and headquarters hotel around destination sales.

VENUE LAUNCH LEADER

Led the opening and early operations of the 20,000-seat Lakeview Amphitheater alongside Live Nation and Aramark.

ORGANIZATIONAL LEADER

Guided Santa Clara Convention Center through pandemic closure, reopening and operational improvements that reduced public subsidy.

PROFESSIONAL EXPERIENCE

Executive Director | Joseph A. Floreano Rochester Riverside Convention Center | Rochester, NY
August 2025 – Present

- Lead Rochester Convention Center Management Corporation, with executive responsibility for operations, financial performance, sales, event services, food and beverage, labor relations and long-term strategy.
- Partner with the City of Rochester on planning and operational priorities for a $66.3 million convention center modernization initiative, including strategies to minimize event disruption.
- Restructure departments and strengthen budgeting, labor management, contracting, purchasing, service standards and accountability.
- Work with government, tourism and business leaders on hotel capacity, transportation, downtown investment and Rochester's competitiveness as a meetings destination.

General Manager | Santa Clara Convention Center | Santa Clara, CA
February 2019 – August 2025

- Directed a major unionized convention center with annual sales and operating budget exceeding $20 million and a team of more than 100 employees.
- Improved operational efficiencies and reduced public subsidy; generated more than $6 million in cumulative profitability following reopening.
- Negotiated collective bargaining agreements with four unions and developed annual operating plans and a 10-year strategic capital plan.

- Led pandemic response and comprehensive reopening strategy while advancing capital improvements, partnerships and client experience.

General Manager | The Oncenter & Lakeview Amphitheater | Syracuse, NY

December 2012 – June 2018

- Led a convention, arena, theater and amphitheater portfolio, including a 66,000-square-foot convention center, 6,000-seat arena, three theaters and 20,000-seat outdoor venue.
- Opened and operated Lakeview Amphitheater, working with Live Nation and Aramark; negotiated major entertainment and institutional agreements.
- Established the Syracuse Alliance with Onondaga County, Visit Syracuse and the convention center hotel to coordinate destination-wide convention sales.
- Negotiated new commercial revenue agreements including Pepsi pouring rights and Solvay Bank box office naming rights.

Director of Sales & Events | Albuquerque Convention Center | Albuquerque, NM

July 2010 – December 2012

- Directed sales strategy and Event Services, connecting business development with event planning, operational execution and the client experience.
- Built strategic service-provider relationships and customized packages to strengthen competitive positioning and revenue opportunities.

Sports Council Manager / Sales | Fresno Convention & Entertainment Center | Fresno, CA

April 2004 – June 2010

- Created the Fresno Sports Council to attract regional and national sporting events through partnerships with universities, hotels, businesses and sports organizations.
- Helped generate nearly 200 new events and more than $850,000 in hotel room tax revenue for the City of Fresno between 2004 and 2010.
- Developed business for arena, theater, exhibit hall and meeting facilities while expanding community partnerships.

ADDITIONAL PERSPECTIVE

BROADCASTING & MEDIA | 1991–2009

Sports anchor, reporter, producer and radio host | ESPN Radio, Fox Sports Radio, KSEE-TV, KBAK-TV and KIFI-TV | 1991–2009. More than 15 years in television and radio developed strengths in public speaking, media relations, interviewing, storytelling and clear communication under pressure.

BOARD-RELEVANT EXPERTISE

Destination partnerships • Convention sales strategy • Visitor economy • Public-sector governance • Financial oversight • Capital development • Labor relations • Community engagement

EDUCATION University of Utah | Communications / Journalism

By Legislators ____ and ___

Intro. No.

RESOLUTION NO. ____ OF 2026

CONFIRMING APPOINTMENTS TO GREATER ROCHESTER VISITORS ASSOCIATION, INC. BOARD OF DIRECTORS

BE IT RESOLVED BY THE LEGISLATURE OF THE COUNTY OF MONROE, as follows:

Section 1. In accordance with Local Law No. 4 of 1997, the following appointments made by Monroe County Legislature President Yversha Román and County Executive Adam J. Bello to the Board of Directors of Greater Rochester Visitors Association, Inc., from the Visitors' Industry and the Non-Visitor Businesses, are hereby confirmed:

- Ms. Naomi Silver, of 58 Holley Ridge Cir, Rochester, NY 14625, by the County Executive for a term to begin immediately and expire on November 10, 2029.
- Mr. Kelly Carr, of 48 Erion Crescent, Rochester, NY 14607 by the President of the Monroe County Legislature for a term to begin immediately and expire on November 10, 2029.

Section 2. This resolution shall take effect immediately.

Matter of Urgency
File No. 26-0XXX

ADOPTION: Date: _____ Vote: ____

Monroe County Legislature

YVERSHA M. ROMÁN
President

OFFICIAL FILE COPY
No. 260403
Not to be removed from the Office of the Legislature Of Monroe County
Committee Assignment
URGENT -L

November 10, 2026

To The Honorable
Monroe County Legislature
39 West Main Street
Rochester, NY 14614

RE: Confirmation of Appointment to the Monroe County Library System Board of Trustees

Honorable Legislators:

I, Yversha Román, President of the Monroe County Legislature, in accordance with Article 5 of the Education Law of New York State and Section C7-4 of the Monroe County Charter, do hereby submit to this Honorable Body for confirmation, the appointment of Ms. Stephanie Woodward, Esq., 67 Firestone Drive, Rochester, NY 14624 to the Monroe County Library System Board of Trustees for a term to commence immediately and expire on June 30, 2028.

The specific legislative action required is to confirm the appointment of Ms. Stephanie Woodward, Esq. to the Monroe County Library System Board of Trustees, for a term to commence immediately and expire on June 30, 2028 pursuant to Article 5 of the Education Law of New York State and Section C7-4 of the Monroe County Charter.

The legislative action requested in this referral is not an "Action" as that term is defined in 6 NYCRR § 617.2(b), and is not subject to review under the State Environmental Quality Review Act.

This action will have no impact on the revenues or expenditures of the current Monroe County budget.

Sincerely,

Yversha Román

Yversha Román
President of the Legislature

Stephanie Woodward, Esq.

Rochester, New York | 585-269-9184 | Stephanie@DisabilityEmpowHerNetwork.org

SUMMARY

Experienced in organizational strategy, fiscal oversight, board relations, government partnerships, policy development, and building programs that expand access to education and community resources. Founder and leader of organizations serving people with disabilities locally and nationally, with extensive experience collaborating with public institutions, nonprofit organizations, educational institutions, government agencies, and community partners. Committed to equitable access to information, education, public resources, and full participation in community life.

EDUCATION

SYRACUSE UNIVERSITY COLLEGE OF LAW — Syracuse, NY
Juris Doctor, magna cum laude; Certificate in Disability Law and Policy — *May 2013*

SYRACUSE UNIVERSITY — Syracuse, NY
Master of Science in Education, Cultural Foundations of Education;
Certificate of Advanced Study in Disability Studies — *May 2013*

ST. JOHN FISHER COLLEGE — Rochester, NY
Bachelor of Science in Management and English, magna cum laude — *May 2010*

CORNELL UNIVERSITY COLLEGE OF HUMAN ECOLOGY — Ithaca, NY
Certificate in Financial Success for Nonprofits — *December 2017*

EXPERIENCE

Founder & Chief Executive Officer — November 2020 – Present
DISABILITY EMPOWHER NETWORK — *Rochester, NY*

- Founded and lead a nonprofit organization that connects, motivates, and guides disabled girls and women to grow, learn, develop leadership skills, and reach their highest potential.
- Provide executive leadership for organizational strategy, program development, fundraising, staffing, fiscal management, board relations, partnerships, and long-term sustainability.
- Grew Disability EmpowHer Network from concept into a fully operational nonprofit offering programming for disabled youth and adults, including leadership development, mentoring, self-advocacy, emergency preparedness, transition, employment readiness, and community engagement.
- Oversee an annual operating budget exceeding $400,000 and work closely with the Board of Directors on organizational governance, financial stewardship, strategic priorities, and sustainability.
- Develop partnerships with government agencies, educational institutions, libraries, foundations, corporations, and community organizations to expand access to programming and resources for people with disabilities.
- Lead Rochester-based and national programs designed to increase leadership, confidence, community participation, education, and employment opportunities for people with disabilities.
- Recognized nationally for the organization's work, including selection as a L'Oréal Paris Women of Worth honoree and recipient of the Elevate Prize Get Loud Award.

Founder & Principal — January 2014 – Present
STEPHANIE WOODWARD CONSULTING, LLC — *Rochester, NY*

- Advise municipalities, educational institutions, hospitals, corporations, elected officials, and other entities on disability inclusion, accessibility, ADA compliance, policy development, and organizational culture.
- Conduct accessibility assessments and advise organizations on identifying and removing physical, communication, programmatic, and policy barriers to participation.
- Develop policies, accessibility plans, trainings, and long-term strategies to improve equitable access to programs, services, facilities, employment, and community resources.

Adjunct Faculty
MONROE COMMUNITY COLLEGE *Rochester, NY*

- Teach college students in an inclusive educational environment and bring professional experience in law, public policy, disability rights, advocacy, and community engagement into higher education.

Director of Advocacy June 2014 – September 2019
CENTER FOR DISABILITY RIGHTS *Rochester, NY*

- Directed local, state, and national public-policy and advocacy initiatives for a major independent living organization and supervised advocacy and policy staff.
- Led work addressing accessible housing, transportation, healthcare, community integration, and civil rights.
- Drafted and advanced disability-rights legislation at municipal, state, and federal levels and authored amicus briefs for state and federal courts, including the United States Supreme Court.
- Collaborated with government officials, community organizations, advocates, and members of the public to identify barriers and develop policy solutions.
- Educated communities about disability rights and public policy through trainings, public meetings, lectures, community events, webinars, media interviews, and other outreach.

Attorney August 2013 – June 2014
DISABILITY INDEPENDENCE GROUP *Miami, FL*

- Practiced disability and civil-rights law, including litigation and appeals in local, state, and federal courts.
- Collaborated with partners to advance accessibility, integration, & equal participation for disabled people.

CIVIC, GOVERNANCE & COMMUNITY LEADERSHIP

NEW YORK STATE REHABILITATION COUNCIL — Chair - 2024 – Present

- Lead the federally required state council that advises New York State's vocational rehabilitation program, ACCES-VR, regarding policies, programs, and services supporting employment and transition outcomes for people with disabilities.
- Work with council members, state government, community stakeholders, and people with disabilities to strengthen access to vocational rehabilitation services, including services supporting youth with disabilities as they transition from school to employment and higher education.

NEW YORK STATE INDEPENDENT LIVING COUNCIL – Treasurer – 2024 – Present

- Help develop, monitor, and evaluate New York's Statewide Plan for Independent Living to strengthen opportunities for people with disabilities to live and participate fully in their communities. - Provide organizational governance, fiscal oversight, strategic guidance, and leadership during periods of organizational and funding transition.
- Served as Treasurer and provided financial leadership during a significant state funding disruption, helping safeguard organizational stability and continuity.

SELECTED HONORS

Women of Worth Honoree, L'Oréal Paris | 2023 - One of ten national honorees recognized for leadership of Disability EmpowHer Network.

Elevate Prize Get Loud Award | 2024 - Recognized for work empowering disabled girls and women.

The Changemakers: Rochester Women Who Changed the World, Rochester Museum & Science Center | 2020 - Recognized for disability-rights advocacy and leadership.

David Veatch Advocacy Achievement Award, New York Association on Independent Living | 2017

Corey Rowley National Advocacy Award, National Council on Independent Living | 2016

Finn Bullers Advocate of the Year, United Spinal Association | 2016

By Legislators _____ and _____

Intro. No.

RESOLUTION NO. ____ OF 2026

CONFIRMING APPOINTMENT TO MONROE COUNTY LIBRARY SYSTEM BOARD OF TRUSTEES

BE IT RESOLVED BY THE LEGISLATURE OF THE COUNTY OF MONROE, as follows:

Section 1. In accordance with Article 5 of the Education Law of New York State and Section C7-4 of the Monroe County Charter, the following appointment to the Monroe County Library System Board of Trustees is hereby confirmed:

- Ms. Stephanie Woodward, Esq., 67 Firestone Drive, Rochester, NY 14624, for a term to commence immediately and expire on June 30, 2028.

Section 2. This resolution shall take effect immediately.

Matter of Urgency
File No. 26-

ADOPTION: Date: _____ Vote: _____