MEMORANDUM

TO: Legislators, Directors, Staff and Media

FROM: Jack Moffitt, Clerk of the Legislature

DATE: February 10, 2020

RE: Matters of Urgency – File Nos. 20-0035 & 20-0036

20-0035 Appointments to the 911 Operating Practices Board, Action for a Better Community Board, Agricultural and Farmland Protection Board, Audit Committee, Cornell Cooperative Extension – Monroe County, Council of Governments, County Fire Advisory Board, County Planning Board, County of Monroe Industrial Development Agency, Fishery Advisory Board, Genesee/Finger Lakes Regional Planning Council, Monroe Community College Board of Trustees, Monroe Community Hospital Board, Monroe County Emergency Medical Services Advisory Board, Monroe County Library System Board of Trustees, Monroe County Soil and Water Conservation District, Parks Advisory Committee, Rochester-Monroe County Youth Board, Seneca Park Zoo Society, and Vietnam Veterans of Greater Rochester Memorial Board – As a Matter of Urgency – Dr. Joe Carbone, President of the Legislature

20-0036 Appointments to the Rochester-Genesee Regional Transportation Authority – As a Matter of Urgency – Dr. Joe Carbone, President of the Legislature

Per President Dr. Joe Carbone, the attached communications are 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 February 11, 2020 meeting of the Monroe County Legislature.

Attachments
Re: Appointments to the 911 Operating Practices Board, Action for a Better Community Board, Agricultural and Farmland Protection Board, Audit Committee, Cornell Cooperative Extension – Monroe County, Council of Governments, County Fire Advisory Board, County Planning Board, County of Monroe Industrial Development Agency, Fishery Advisory Board, Genesee/Finger Lakes Regional Planning Council, Monroe Community College Board of Trustees, Monroe Community Hospital Board, Monroe County Emergency Medical Services Advisory Board, Monroe County Library System Board of Trustees, Monroe County Soil and Water Conservation District, Parks Advisory Committee, Rochester-Monroe County Youth Board, Seneca Park Zoo Society, and Vietnam Veterans of Greater Rochester Memorial Board

Honorable Legislators:

I, Dr. Joe Carbone, President of the Monroe County Legislature, in accordance with the Rules of the Monroe County Legislature, do hereby submit the following appointments to this Honorable Body for confirmation:

911 Operating Practices Board
• Legislature Minority Party Member: The Honorable John F. Lightfoot for a term to begin immediately and expire on February 10, 2023.

Action for a Better Community
• Legislature Majority Party Member: The Honorable George J. Hebert for a term to begin immediately and expire on December 31, 2023.
• Legislature Minority Party Member: The Honorable Sabrina LaMar for a term to begin immediately and expire on December 31, 2023.

Agricultural and Farmland Protection Board
• Legislature Member: The Honorable Jackie Smith, whose term shall coincide with her elected term of office.

Audit Committee
• Legislature Majority Party Member: The Honorable Mike Zale for a term to begin immediately and expire on December 31, 2021.
• Legislature Minority Party Member: The Honorable Howard S. Maffucci for a term to begin immediately and expire on December 31, 2021.
Cornell Cooperative Extension – Monroe County
- Legislature Member: The Honorable Steve Brew for a term to begin immediately and expire on December 31, 2023.

Council of Governments
- Majority Party’s Liaison: The Honorable Joe Carbone, whose term shall coincide with his elected term of office.
- Minority Party’s Liaison: The Honorable Justin Wilcox, whose term shall coincide with his elected term of office.

County Fire Advisory Board
- Majority Party Member: The Honorable Paul Dondorfer, for a term to begin immediately and expire on December 31, 2021.
- Minority Party Member: The Honorable Ernest Flagler-Mitchell, for a term to begin immediately and expire on December 31, 2021.

County of Monroe Industrial Development Agency
- Legislature Liaison: The Honorable Sean M. Delehanty whose term shall coincide with his elected term of office.

Fishery Advisory Board
- Majority Party Member: The Honorable Frank X. Allkofer, whose term shall coincide with his elected term of office.
- Minority Party Member: The Honorable Ernest Flagler-Mitchell, whose term shall coincide with his elected term of office.

Genesee/Finger Lakes Regional Planning Council
- Legislature Member: The Honorable Tracy DiFlorio, for a term to begin immediately and expire on December 31, 2021.

Monroe Community College Board of Trustees
- Legislature Member: The Honorable Joe Carbone, for a term to begin immediately and expire on June 30, 2025.

Monroe Community Hospital Board
- Legislature Majority Party Member: The Honorable R. Edwin Wilt, for a term to begin immediately and expire on December 31, 2022.
- Legislature Minority Party Member: The Honorable Linda Hasman, for a term to begin immediately and expire on December 31, 2022.

Monroe County Emergency Medical Services Advisory Board
- Legislature Member: The Honorable Paul Dondorfer, for a term to begin March 1, 2020 and expire on February 28, 2022.

Monroe County Library System Board of Trustees
- Legislature Liaison: The Honorable Matthew Terp, whose term shall coincide with his elected term of office.
County Planning Board
- Legislature Majority Party Member: The Honorable George J. Hebert, whose term shall coincide with his elected term of office.
- Legislature Minority Party Member: The Honorable Joseph D. Morelle, Jr., whose term shall coincide with his elected term of office.

Monroe County Soil and Water Conservation District
- Legislature Majority Party Member: The Honorable Steve Brew, for a term to begin immediately and expire on December 31, 2020.
- Legislature Minority Party Member: The Honorable Michael Yudelson, for a term to begin immediately and expire on December 31, 2020.

Parks Advisory Committee
- Majority Party Liaison: The Honorable Tracy DiFlorio, whose term shall coincide with her elected term of office.
- Minority Party Liaison: The Honorable John B. Baynes, whose term shall coincide with his elected term of office.

Rochester-Monroe County Youth Board
- Legislature Liaison: The Honorable Mike Zale, whose term shall coincide with elected his term of office.

Seneca Park Zoo Society
- Legislature Liaison: The Honorable Matthew Terp, whose term shall coincide with his elected term of office.

Vietnam Veterans of Greater Rochester Memorial Board
- Legislature Liaison: The Honorable Frank X. Allkofer, whose term shall coincide with his elected term of office.

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

Sincerely,

Dr. Joe Carbone
Monroe County Legislature
President
CONFIRMING APPOINTMENTS TO 911 OPERATING PRACTICES BOARD, ACTION FOR A BETTER COMMUNITY BOARD, AGRICULTURAL AND FARMLAND PROTECTION BOARD, AUDIT COMMITTEE, CORNELL COOPERATIVE EXTENSION – MONROE COUNTY, COUNCIL OF GOVERNMENTS, COUNTY FIRE ADVISORY BOARD, COUNTY PLANNING BOARD, COUNTY OF MONROE INDUSTRIAL DEVELOPMENT AGENCY, FISHERY ADVISORY BOARD, GENESEE/FINGER LAKES REGIONAL PLANNING COUNCIL, MONROE COMMUNITY COLLEGE BOARD OF TRUSTEES, MONROE COMMUNITY HOSPITAL BOARD, MONROE COUNTY EMERGENCY MEDICAL SERVICES ADVISORY BOARD, MONROE COUNTY LIBRARY SYSTEM BOARD OF TRUSTEES, MONROE COUNTY SOIL AND WATER CONSERVATION DISTRICT, PARKS ADVISORY COMMITTEE, ROCHESTER-MONROE COUNTY YOUTH BOARD, SENeca PARK ZOO SOCIETY, AND VIETNAM VETERANS OF GREATER ROCHESTER MEMORIAL BOARD

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

Section 1. In accordance with the Rules of the Monroe County Legislature and appropriate New York State law, the following appointments made by Monroe County Legislature President Dr. Joe Carbone, are hereby confirmed:

911 Operating Practices Board

Action for a Better Community
- Legislature Majority Party Member: The Honorable George J. Hebert for a term to begin immediately and expire on December 31, 2023.
- Legislature Minority Party Member: The Honorable Sabrina LaMar for a term to begin immediately and expire on December 31, 2023.

Agricultural and Farmland Protection Board
- Legislature Member: The Honorable Jackie Smith, whose term shall coincide with her elected term of office.

Audit Committee
- Legislature Majority Party Member: The Honorable Mike Zale for a term to begin immediately and expire on December 31, 2021.
- Legislature Minority Party Member: The Honorable Howard S. Maffucci for a term to begin immediately and expire on December 31, 2021.

Cornell Cooperative Extension – Monroe County
- Legislature Member: The Honorable Steve Brew for a term to begin immediately and expire on December 31, 2023.
Council of Governments
- Majority Party’s Liaison: The Honorable Joe Carbone, whose term shall coincide with his elected term of office.
- Minority Party’s Liaison: The Honorable Justin Wilcox, whose term shall coincide with his elected term of office.

County Fire Advisory Board
- Majority Party Member: The Honorable Paul Dondorfer, for a term to begin immediately and expire on December 31, 2021.
- Minority Party Member: The Honorable Ernest Flagler-Mitchell, for a term to begin immediately and expire on December 31, 2021.

County of Monroe Industrial Development Agency
- Legislature Liaison: The Honorable Sean M. Delehanty whose term shall coincide with his elected term of office.

Fishery Advisory Board
- Majority Party Member: The Honorable Frank X. Allkofer, whose term shall coincide with his elected term of office.
- Minority Party Member: The Honorable Ernest Flagler-Mitchell, whose term shall coincide with his elected term of office.

Genesee/Finger Lakes Regional Planning Council
- Legislature Member: The Honorable Tracy DiFlorio, for a term to begin immediately and expire on December 31, 2021.

Monroe Community College Board of Trustees
- Legislature Member: The Honorable Joe Carbone, for a term to begin immediately and expire on June 30, 2025.

Monroe Community Hospital Board
- Legislature Majority Party Member: The Honorable R. Edwin Wilt, for a term to begin immediately and expire on December 31, 2022.
- Legislature Minority Party Member: The Honorable Linda Hasman, for a term to begin immediately and expire on December 31, 2022.

Monroe County Emergency Medical Services Advisory Board
- Legislature Member: The Honorable Paul Dondorfer, for a term to begin March 1, 2020 and expire on February 28, 2022.

Monroe County Library System Board of Trustees
- Legislature Liaison: The Honorable Matthew Terp, whose term shall coincide with his elected term of office.

County Planning Board
- Legislature Majority Party Member: The Honorable George J. Hebert, whose term shall coincide with his elected term of office.
- Legislature Minority Party Member: The Honorable Joseph D. Morelle, Jr., whose term shall coincide with his elected term of office.
Monroe County Soil and Water Conservation District
- Legislature Majority Party Member: The Honorable Steve Brew, for a term to begin immediately and expire on December 31, 2020.
- Legislature Minority Party Member: The Honorable Michael Yudelson, for a term to begin immediately and expire on December 31, 2020.

Parks Advisory Committee
- Majority Party Liaison: The Honorable Tracy DiFlorio, whose term shall coincide with her elected term of office.
- Minority Party Liaison: The Honorable John B. Baynes, whose term shall coincide with his elected term of office.

Rochester-Monroe County Youth Board
- Legislature Liaison: The Honorable Mike Zale, whose term shall coincide with his elected term of office.

Seneca Park Zoo Society
- Legislature Liaison: The Honorable Matthew Terp, whose term shall coincide with his elected term of office.

Vietnam Veterans of Greater Rochester Memorial Board
- Legislature Liaison: The Honorable Frank X. Allkofer, whose term shall coincide with his elected term of office.

Section 2. This resolution shall take effect in accordance with Section C2-7 of the Monroe County Charter.

Matter of Urgency
File No. 20-___

ADOPTION: Date: ___________ Vote: _______
To the Honorable
Monroe County Legislature
407 County Office Building
Rochester, New York 14614

RE: Appointments to the Rochester-Genesee Regional Transportation Authority

Honorable Legislators:

I, Dr. Joe Carbone, President of the Monroe County Legislature, in accordance with Article 5, Section 1299-dd of the Public Authorities Law of the State of New York, do hereby recommend this Honorable Body submit the following names to Governor Andrew M. Cuomo, from among whom the Governor will select four (4) appointees to the Rochester-Genesee Regional Transportation Authority.

Mr. Donald E. Jefferies, 75 N. Danbury Circle, Rochester, New York 14618.

Ms. Mary L. Meisenzahl, 2 Rittenhouse Drive, Honeoye Falls, New York 14472.

Mr. Terrence J. Rice, 38 Bending Oak Drive, Pittsford, New York 14534.

Ms. Judith A. Seil, 9 Little Spring Run, Fairport, New York 14450.

Ms. Mary Ellen Guon, 9 Apple Cross Lane, Fairport, New York 14450.

Ms. Mary A. Valerio, 43 Da Vinci Drive, Rochester, New York 14624.

Ms. Laura A. Stradley, 16 Stone Hollow Drive, Penfield, New York 14526.

Mr. Daniel J. Kuntz, 11 Trails End, Rochester, New York 14624.

The specific legislative action required is to adopt a resolution, pursuant to Article 5, Section 1299-dd of the Public Authorities Law of the State of New York, submitting the names of Mr. Donald E. Jefferies, Ms. Mary L. Meisenzahl, Mr. Terrence J. Rice, Ms. Judith A. Seil, Ms. Mary Ellen Guon, Ms. Mary A. Valerio, Ms. Laura A. Stradley, and Mr. Daniel J. Kuntz to Governor Andrew M. Cuomo, from among whom, the Governor will select four (4) appointees to the Rochester-Genesee Regional Transportation Authority.

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

Sincerely,

[Signature]

Dr. Joe Carbone
Monroe County Legislature
President

410 County Office Building · 39 West Main Street · Rochester, New York 14614
Phone: (585) 544-3620 · Business: (585) 753-1922
E-mail: legislatorcarbone@gmail.com
By Legislators ______ and ________

Intro. No.

RESOLUTION NO. ___ OF 2020

APPOINTMENTS TO ROCHESTER-GENESEE REGIONAL TRANSPORTATION AUTHORITY

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

Section 1. In accordance with Article 5, Section 1299-dd of the State Public Authorities Law of the State of New York, this Honorable Body hereby submits the following names to Governor Andrew M. Cuomo, from among whom the Governor will select four appointees to the Rochester-Geneese Regional Transportation Authority:

Mr. Donald E. Jefferies, 75 N. Danbury Circle, Rochester, New York 14618;
Ms. Mary L. Meisenzahl, 2 Rittenhouse Drive, Honeoye Falls, New York 14472;
Mr. Terrence J. Rice, 38 Bending Oak Drive, Pittsford, New York 14554;
Ms. Judith A. Seil, 9 Little Spring Run, Fairport, New York 14450;
Ms. Mary Ellen Guo, 9 Apple Cross Lane, Fairport, New York 14450;
Ms. Mary A. Valerio, 43 Da Vinci Drive, Rochester, New York 14624;
Ms. Laura A. Stradley, 16 Stone Hollow Drive, Penfield, New York 14526;
Mr. Daniel J. Kuntz, 11 Trails End, Rochester, New York 14624.

Section 2. This resolution shall take effect immediately.

Matter of Urgency
File No. 20-____

ADOPTION: Date: ________ Vote: ________
Donald E. Jeffries
75 Danbury Circle North
Rochester, NY 14618
H: 585-461-1446 C: 585-732-6875
don@rbtl.org

SUMMARY

Don joined VisitRochester in 2013. In his role, he is tasked with driving the organization to higher levels of business growth through convention bookings, tourism marketing and event promotion to visitors. He is known as one of Rochester’s chief cheerleaders, and is an ardent supporter of the community.

PROFESSIONAL HIGHLIGHTS

Rochester Broadway Theatre League (RBTL), Rochester, NY – 2002 to 2013
President & CEO
Assumed leadership of organization during a long-running financial crisis. Successfully parlayed business background to implement new operating model and spearhead a significant and lasting fiscal turn-around. Negotiated with community leaders for RBTL’s improved fiscal strength.
• As a business entity, the RBTL is now a solvent $13 million agency.
• As a Rochester destination, the RBTL stages 200 shows and events annually, drawing 200,000 people to the community, with a $30 million economic impact.
• As President & CEO, key function is marketing, promotion and presenting shows, services and products, and operation of the Auditorium Theatre.
• Agency has operated in the black from 2005 to present.

Dollinger Travel, Rochester, NY – 1982 to 2001
President & CEO
Purchased existing $2.5 million travel agency with three employees
• Through the application of solid business principles, creative and aggressive marketing strategies, build to a $50 million business with 150 employees and 17 offices, nationally.
• Brought in and managed Fortune-level accounts such as Eastman Kodak and Xerox; coordinated major corporate events including travel for B&L’s sponsorship of 8 consecutive US Olympic Games.
• Oversaw 7 full-time staff dedicated to promoting and booking meetings and conventions, worldwide, representing approximately 25% of total business revenue.
• Gained invaluable experience in the convention, meetings and tourism market.
COMMUNITY INVOLVEMENT

In conjunction with a long-term and successful career based in Rochester, Jeffries has found a rewarding balance in giving back to the community.

Current Involvement:
Chairman of the Board, Rochester Genesee Regional Transportation Authority
Board Member, Monroe Community College Foundation
Trustee, St. John Fisher College; Chair, Student Affairs Committee
Active Member, Town of Brighton Fire Department
Fire Commissioner, Town of Brighton Fire District
Advisory Board, Canandaigua National Bank
CEO Board, Arts Council of Greater Rochester-Genesee Regional Transportation Authority Rochester Rotary Club
Board Member, Rochester Area Crime Stoppers
Board Member, Rochester Friendly Home

Previous Involvement:
Board Member, Visit Rochester, 2008 through 2012 (Chair of Marketing Committee)
Board President, Oatetiana Council, Boy Scouts of America
Board Member, Hunt Hollow Ski Club
Board Member, United Way of Greater Rochester
Alumni Board, St. John Fisher College
Board Member, Friends of the Finger Lakes Performing Arts Center

EDUCATION

Bachelor of Business Administration
St. John Fisher College, Rochester, NY

Associate in Applied Science
Monroe Community College, Rochester, NY

High School Diploma
Brighton High School, Rochester, NY
Mary Louise “Muffy” Meisenzahl  
2 Rittenhouse Drive  
Honeoye Falls, NY 14472  
(585) 624-3194  
muffy.meiz@gmail.com

OBJECTIVE

To continue in public service that utilizes my education, government experience, and professional skill sets.

BACKGROUND SUMMARY

Management experience demonstrating more than forty years of public service through:

- inclusive leadership, team building
- strategic program planning and development
- effective and efficient resource utilization
- professional initiative

ACCOMPLISHMENTS

Public service – in the classroom, in local municipal and county government, and in state-based forums – have each contributed to a collaborative leadership style, a working knowledge of public administration, and the practical application of reasonable solutions to policy and program challenges.

PROFESSIONAL EXPERIENCE

**Monroe County**

Administrator, Office of Emergency Management  
(by Executive appointment)  
1992 – 2010

911 Program Analyst  
1985 – 1989

**Town of Mendon**

Town Council (appointed to fill vacancy)  
2012 (9 months)

**Village of Honeoye Falls**

Mayor (elected)  
1981 – 1990

Trustee (elected)  
1979 – 1981

**Rochester Institute of Technology**  
1975 – 1979

Physical Education Faculty & Coach

Physical Education Faculty & Coach, Eastridge High School

PROFESSIONAL AFFILIATIONS & AWARDS

President, Emergency Managers Association of Western New York 1999 – 2010

Instructor: NYS Department of State: Weapons of Mass Destruction 1999 – 2010
NYS OEM: Incident Command System 2005 – 2010
Professional Development 2007 – 2010

Member: SUNY Brockport, Department of Public Administration, Advisory Board 2000 – 2017
Monroe Community College, Law & Criminal Justice Department Advisory Committee 2004 – 2010
NYS Interoperability Executive Committee (NY SIEC) 2007 – 2010

Certified Emergency Manager® conferred by the International Association of Emergency Managers: Lifetime Status awarded after retirement 1998 – present

Adjunct Faculty, Monroe Community College: Law & Criminal Justice Dept. 2005 – present

“Special Recognition of support and improvement of the 9-1-1 Program” awarded 1997
NYS DPC, David Axelrod Award “Excellence in Emergency Management” awarded 2007

EDUCATION

Bachelor of Science in Education, SUNY Cortland 1974
Master of Public Administration, SUNY Brockport 1999

COMMUNITY AFFILIATIONS & AWARDS

Town of Mendon Records Management Advisory Board 1992 – present
Canandaigua National Bank, Honeoye Falls Branch Advisory Board 2002 – 2004
Various Special Projects and Ad Hoc Committees for local governments 2010 – present

Honeoye Falls-Lima Central School Alumni Hall of Fame inducted 2000
Honeoye Falls Rotary “Citizen of the Decade” awarded 1990

References available upon request

February, 2020
PROFESSIONAL EXPERIENCE

**Barton & Loguidice, D.P.C**

**Senior Managing Engineer**  
2017-present

Responsible for technical oversight and guidance, project management, QA/QC on highway, bridge, and traffic engineering projects in western New York. Mentors and develops the Rochester office staff sharing 40 years of administrative and management experience over staff and the planning, design, and construction on hundreds of highway, bridge, and traffic engineering projects. Responsible for developing opportunities for business growth and servicing new and existing clients.

**Monroe County Department of Transportation, Rochester, New York**

**Director of Transportation**  
2000-2017

Responsible for the proper operation and maintenance of County highways, bridges, and traffic control. Served as the County Superintendent of Highways and supervised and directed the department staff of over 70 individuals in the planning, design, construction, maintenance, and operation of the county road network. Responsible for the design, installation, and maintenance of traffic control devices for both the County and the City of Rochester roadways. Prepared and managed an annual operating budget of over $30 million and a capital budget in excess of $15 million. Advocated for federal and state transportation funding.

**Chief Transportation Engineer**  
1995-2000

Responsible for the administration, management, and engineering of the department’s Transportation Engineering Division. Directed a staff of 40+ individuals in the review and approval of traffic impact reports; highway permit review and issuance; traffic engineering studies; the planning, design and construction of City and County capital highway projects; sign fabrication; traffic signal and highway lighting systems. Managed an annual operating budget of $4 million and a capital budget in excess of $10 million.

**Associate Engineer**  
1988-1995

Supervised the Analysis, Design, and Permits Division. Responsible for conducting traffic studies; reviewing and approving traffic impact reports; capital highway design and construction for City and County projects; approving permit projects; and overseeing the design section.

**Senior Traffic Engineer**  
1986-1988

Supervised the Analysis section; reviewing and approving traffic reports, traffic impact reports, and coordinated the review of contract plans for City and County highway projects.
Terrence J. Rice P.E.  

Los Angeles County Department of Public Works, Los Angeles, California

Supervising Civil Engineer I 1985-1986

Supervised the preparation of the Department of Transportation’s $100 million capital budget, reviewed and approved proposed design and construction projects for budget impacts, and prepared estimates.

Supervising Civil Engineer Assistant 1983-1985

Planned, designed, and supervised the installation of the maintenance and protection of traffic plans for highway and bridge projects and emergency operations activities.

Civil Engineer Trainee 1980-1983

Designed and checked highway plans, including the preparation of profiles, cross sections, drainage structures, and cost estimates; resident engineer responsible for the inspection of highway and bridge projects; conducted traffic engineering studies to determine the justification of traffic control measures and regulations; reviewed conditions of existing highways for maintenance purposes.

EDUCATION

California State University at Northridge, Northridge, California 91330
Completed 21 credits toward a Master’s Degree in Business Administration

Clarkson University, Potsdam, New York 13676
B.S. in Civil and Environmental Engineering, 1980

Cayuga Community College, Auburn, New York 13021
A.S. in Engineering Science, 1978

LICENSE

Professional Engineer, New York State, #063221

PROFESSIONAL ACTIVITIES

- Fellow of the Institute of Transportation Engineers (ITE), held both section and district offices.
- New York State County Highway Superintendent Association (NYSCHSA), previously holding positions of President, Treasurer, Chair of several committees, including the Legislative Committee
- American Public Works Association (APWA) member.
- New York State Association of Transportation Engineers (NYSATE) member
- American Council of Engineering Companies (ACEC)

REFERENCES

Available upon request.
JUDITH AHLFELD SEIL
Judyseil77@gmail.com
(585)781-4236

PROFESSIONAL EXPERIENCE

Five Star Bank
1st Vice President: Commercial Credit Services Manager
July 2016- present

Monroe County
Director: Planning and Development
August 2008-June 2016
Manager of Economic Development
May 2005-July 2008
Senior Economic Development Specialist
1991- April 2005

Marine Midland Bank, NA
Assistant Vice President – Commercial Lender
1986-1991

Key Bank
Credit Analyst - Commercial Loans
Assistant Vice President – Commercial Lender
1983-1986

Central Trust Company
Assistant Branch Manager
1981-1983

Education
Nazareth College – 1981 B.S. Business Administration
1994 - Certification Program – Economic Development Finance Professional
1997 - Graduate of Leadership Rochester

Professional Activities and Interest
Board Seats
Dress for Success
YWCA
Five Star Bank Community Development Grant Committee
Mary Ellen Brothers Guon

9 APPLE CROSS LANE,
FAIRPORT, NEW YORK 14450

Experience

2005 - PRESENT
Marlin Brothers, LLC - Owner

2005 - PRESENT
McDonald's Restaurants of Penfield, Webster and Baytowne - Owner

2010 - 2019
Seneca Park Zoo Society, Board of Trustees - Member

2007 - 2014
Ronald McDonald House Charities of Rochester, Grants Committee - Member

Education

State University of New York College at Geneseo
MARY A VALERIO

43 Da Vinci Drive, Rochester, NY 14624
(585)729-2970  marevee@aol.com

GOVERNMENT EXPERIENCE


COMMITTEES AND ADVISORY BOARDS

- Monroe County Board of Ethics - 2016-present
- Monroe County Recreation and Education Committee, Chair (oversees funding of projects concerning the Monroe County Parks Department, the Monroe County Public Library System, Monroe Community College, as well as various arts and conservation programs sponsored by Monroe County.
- Vice-Chair of Intergovernmental Relations Committee
- Human Services
- Transportation
- Agenda Charter
- Public Safety

Monroe County Legislature liaison to Monroe County Parks Advisory Committee

Monroe County Legislature liaison to the MC Environmental Management Council

Monroe County Legislature liaison to the MC Youth Board

Professional Experience

Spanish Teacher (1995-2016) Twelve-Corners Middle School in Brighton.

Member of the Brighton Teachers’ Association (NYSUT/BTA)

NYSAFLT (NYS Association of Foreign Language Teachers)

Served on several district and school-based committees.

Gates-Chili Middle School
Pittsford Middle School
Spencerport High School
EDUCATION

SUNY Brockport- B.A. in Spanish
SUNY Albany -Madrid, Spain Program 1973-74
SUNY Brockport- NYS Professional Certification in Spanish K-12

VOLUNTEERISM

St. Pius X Church- Parish Life, Funeral Ministry, CCD
Chili Baseball Board, Secretary
Roberts Wesleyan Community Orchestra Board of Directors
Rochester Area Preschool Board of Directors

Family- Husband: James J.
Sons: James V., Marc, Matthew, & Samuel.
LAURA A. STRADLEY

16 Stone Hollow Drive ◆ Penfield, NY 14526 ◆ (585)752-9852 ◆ laurastradley@hotmail.com

EDUCATION/TRAINING

Master of Science, Business Administration, Baker College, Flint, MI
Bachelor of Arts, Business Administration, Baker College, Flint, MI, Magna Cum Laude
Associate of Arts, General Studies, City Colleges of Chicago, Germany

Received Alex Hildebrand Mathematics Scholarship for outstanding academic achievement

Accredited Veterans Service Officer, American Legion (since 2012), NY State Division of Veterans Affairs (since 2013), and Vietnam Veterans of America (since 2014), VFW (since 2015)

Certification, Fundamentals of Fundraising, Indianapolis University, 1 week, 2019

Monroe County Leadership Academy, Monroe County, NY, 2013

Leadership Training Course, US Army, Norfolk, VA, 12 weeks

Primary Leadership Training Course, US Army, Germany, 4 weeks

Equal Opportunity Course, US Army, Korea, 2 weeks

Honor Graduate

Drug and Alcohol Prevention Leader's Course, US Army, Fort Benning, GA, 1 week

PUBLICATIONS


PROFESSIONAL EXPERIENCE

Executive Director, Veterans Outreach Center, Rochester, NY 2017 – present

• Communicate effectively with the Board of Directors and provide monthly progress reports to the Executive Committee and Board of Directors.

• Enhanced fiscal management, creating three annual budgets which yielded positive revenue at the end of each year despite more than a million dollars of funding loss that occurred simultaneous to my arrival at VOC. Also implemented a new financial operating system (Sage Intacct) and outsourced primary finance functions to an award-winning firm; the result is tremendously improved reporting, accuracy, and internal connectivity between VOC programs and the finance team.

• Completely renovated an 8-apartment transitional living facility for veterans called Otto House. VOC has owned and operated this facility for nearly 20 years; the completed renovation (which were paid for with cash through the fundraising efforts of my team and I) cost nearly $725,000, and is now an example to other organizations statewide.
• Collaborate with and motivate key community partners and other organizations in support of veterans and their families. One result of these efforts is an entirely new service line called “the Morale Center.” The Morale Center includes chiropractic care, licensed massage therapy, a hydromassage chair (valued at $20,000), a barbershop / salon, laundry services and much more. These services are all donated to VOC and therefore provided at no cost to veteran clients.

• Oversee marketing and other communications efforts, including online and advertising campaigns. Created new social media strategies, billboard usage on Interstates 490 and 390, and much more. The result is improved exposure of agency mission and services.

• Create and execute a strategic plan to ensure long-term growth and viability of the organization and its mission. Also created an annual operating plan, and initiated a $4,000,000 capital campaign which will conclude in 2022 and is on target to achieve goals.

• Identify and explore emerging funding opportunities in support of Veterans Outreach Center’s mission, which has resulted in new government grants, the highest net revenue for special events in agency history, and funding for the region’s first Permanent supportive housing complex for veterans called VOC Liberty Landing. This project includes 33 brand-new apartments units with a total cost of more than $10,000,000. Through fundraising efforts, the cost to VOC was $0.00.

• Actively engage and build coalitions with community leaders to influence public policy in support of veterans and their families, completing multiple written campaigns, physical trips to Albany, and State of the Agency addresses annually to lawmakers.

• Oversee and promote regular training and education for veterans and staff, implementing brand new case management software, new staff performance appraisal system, and monthly merit awards for staff who demonstrate VOC values and enhance agency culture.

• Serve as Veterans Outreach Center’s primary spokesperson to the media and general public, participating in 194 media and outreach events in 2019 alone.

**Director, Monroe County Veterans Service Agency, Rochester, NY**

• Manage an on-time, on-target budget of approximately $750,000 (including a grant from NY State), as well as a staff of five county employees and two subcontracted employees, all without injury or incident.

• Developed an on-going partnership with the Monroe County Department of Human Services to ensure veterans obtain their earned VA benefits whenever possible in place of temporary financial assistance, resulting in recoupment of $860,153 in VA dollars for clients since 2014; such collaboration also demonstrates creativity for budgetary funding sources, better service to constituents, and a sense of fiscal responsibility.

• Accredited Service Officer with three Veterans Service Organizations, managing a substantial client caseload of veterans in pursuit of a plethora of state and federal benefits; Conduct dozens of presentations annually to keep veterans informed of agency functions and new laws affecting their benefits; Help veterans obtain their Monroe County veterans Discount card, etc.
• Actively seek out technological solutions to enhance customer service, including the following:
  o Gaining access for all staff to the VA’s web-based automated benefits system, which provides a full view of the entire electronic claim file for each client, as well as status updates entered by VA claims adjudicators, copies of all rating decisions, compensation exam reports, and much more.
  o Implementing a new operating system that offers much more modern reporting mechanisms and case management functions, including detailed staff production data, client claims information, VA awards, etc.
  o Partnering with the Rochester Health Information Organization (RHIO), enabling staff to pull veterans’ medical records from civilian providers instantly, thereby reducing aggravation for the client and expediting claim processing for the VA.
  o Creating a cybercafé within the VSA to encourage social networking amongst veterans; this effort is in keeping with grant-funded guidelines to develop peer support for veterans in this region.
• Requested to speak at hundreds of events throughout tenure as director, including educational forums, legislative meetings, patriotic celebrations, media interviews, conferences, etc.

Program Manager, Veterans Outreach Center, Rochester, NY 2011 – 2012
• Managed $987,000 grant program in support of the Department of Veterans Affairs’ strategic plan to prevent and end veteran homelessness, totaling nearly 1/3 of agency operating budget.
• Managed subcontracting relationship with five partner agencies across a five county geographic region, ensuring grant compliance and programmatic performance goals were met.
• Supervised paid employees and numerous volunteers; completed extensive monthly and quarterly reports for the Department of Veterans Affairs (VA); operated in tandem with several local and national VA teams for grant execution; conducted regular outreach to promote program to local judges, attorneys, homeless coalitions, colleges, etc; provided case management to clients within the homeless program; made all decisions as they related to the expenditure of program funds, temporary financial assistance for clients, partner performance and policies.
• Created initial policy and procedure manual, all program documents, filing system, and reporting structure for collaborative partners
• Managed the Veteran Education Specialist/Program, ensuring solid partnerships with are institutions of higher learning, assistance with student questions and applications, etc.

Military Coordinator, Bryant & Stratton College, Rochester, NY 2008 - 2011
• Established and maintained a military friendly atmosphere at both Rochester campuses; projected this tone to the general public, veteran’s organizations, and local service members through a combination of internal and external outreach efforts.
LAURA A. STRADLEY

- Advocated for veteran students, assisted them with issues regarding education benefits, created a culture of camaraderie and support, and hosted regularly scheduled events; such initiatives resulted in six out of seven semesters of retention figures that exceeded overall market retention goals.

- Created, wrote, and circulated a monthly veteran’s newsletter for military students; Designed presentations for local veteran-owned businesses to promote education benefits for National Guard soldiers, Reservists and veterans; Provided instruction to colleagues regarding military transcript translation, veteran’s education benefits, military jargon, and participation in military educational programs.

- Assisted Admissions staff with prospective veteran students during initial and follow-up appointments, growing military student body by 321% cumulatively over first three semesters of initial hire.

- Led conference calls with representatives from eight campuses in the system of colleges on a bi-weekly basis, providing guidance and training to fellow associates; Coordinated and led meetings of the Rochester Regional Veteran’s Consortium of Colleges, serving as subject matter expert for peers at St. John Fisher College, Monroe Community College, Roberts Wesleyan College, Empire State College, Keuka College, and several other schools in the Rochester area.

Instructor, Business Department, Bryant & Stratton College, Rochester, NY 2008 - 2011
- Provided classroom instruction for one-two undergraduate courses per semester in the field of Business Administration, to include Introduction to Management Principles, Law and Ethics in Business, Human Resource Functions, Compensation and Benefits, Employee/Labor Relations, Training and Development, etc.

- Created supplemental syllabuses, tracking calendars, lesson plans and other course materials utilizing the Seven Principles of Learning and Required Course Outcomes.

- Lauded for classroom performance and teaching ability by both Academic Program Directors and students, consistently receiving high numeric evaluations, as well as positive student comments.

- Conducted small group briefings and large group workshops for the US Army, teaching clients about the job search process, informing them of their benefits, and providing the necessary resources to facilitate their transition from soldier to civilian.

- Provided individual career counseling to hundreds of individuals, instructing and assisting with resumes, job search skills, interviewing techniques, etc.

- Utilized training and resources to help individuals perform essential transition tasks, such as setting a career objective; assessing possible occupations and job markets; evaluating individual skills, aptitudes, experience, education, and training; teaching networking skills; providing instruction on salary and benefits negotiations, etc.
• Assisted with planning, set-up, operation, and follow-up for annual job fair, contacting dozens of employers to request participation; attendance exceeded 1500 individuals annually.

• Directed and coordinated all Human Resource activities for more than 40 employees, resolving issues associated with compensation/benefits, promotions, annual evaluation reports and vacation/sick leave.
• Planned and conducted quarterly training regarding Equal Employment Opportunity practices and Sexual Harassment to 30+ individuals; utilized multiple audiovisual aides, role play, small group exercises, etc.
• Supervised, counseled and managed 21 personnel on a daily basis, ensuring compliance with organizational policies and individual professional growth.
• Trained new personnel on workplace tasks, ensuring thorough knowledge of techniques and regulation adherence.
• Conducted meetings for a association of approximately 2,000 in an effort to improve quality of life and promote activities for single soldiers; Selected as President of this organization over several hundred peers and lauded for excellence during tenure.
• Conducted weekly training meetings for senior management to communicate schedule and receive recommendations and feedback as Training Manager.

MAJOR PRESENTATIONS
• Speaker for Female Veterans Celebration in the Capitol building, Albany, NY 2019
• Testified before Assembly Veterans Affairs Committee regarding veteran employment issues on three occasions, 2017 – 2020
• Speaker at National Medal of Honor Celebration hosted regionally and sponsored by Merrill Lynch, Rochester, NY 2019
• Featured speaker at Veterans Outreach Center charity Gala annually, 2017-2020
• Member of panel discussion at Roberts Wesleyan College’s Leadership Breakfast, 2017
• Featured speaker at Greater Rochester Area Partnership for the Elderly Legislative Breakfast, Rochester, NY, 2014 & 2015
• Presenter at NY Public Welfare Conference, Saratoga, NY, 2014
• Speaker for at Conference on Military Sexual Trauma, Nazareth College, Rochester, NY, 2014
• Speaker for NY State Gold Star Mothers Convention, Rochester, NY, 2013
• Featured speaker for National HR Association, Genesee Valley Chapter, 2013
• Co-presented during multiple press conferences with Senator Schumer, Senator Gillibrand, and Congressman Morelle, Rochester, NY, 2013 - present
• Speaker for V-WISE (Veteran Women Igniting the Spirit of Entrepreneurship), Syracuse, NY, 2013
• Presented to NY State Association of Financial Aid Administrators, Turning Stone Casino, 2011
• Participated in quarterly panel discussions at Fort Drum for education benefits, 2009 – 2011
• Presentation at Army’s Accession Zone Conference, Syracuse, NY, 2011
• Created and delivered full-day training seminar for all nine NY Bryant & Stratton College campuses regarding military students, including enrollment management, retention, leadership roles in the classroom, and unique challenges associated with this particular demographic, 2009

PROFESSIONAL ORGANIZATIONS, VOLUNTEERISM AND RECOGNITION

2019 RBJ Woman of Excellence Award
2017 Vietnam Veterans Chapter 20 Service Award
2015 Inductee for the NY State Senate Veterans Hall of Fame

Roc EmployABILITY Task Force Member since 2019
Veterans Outreach Center past Board Member, 2014 - 2017, past Secretary for Executive Board
Finger Lakes Veterans Advocacy Council since 2015, past Secretary
St. John Fisher College’s SBIRT Council of Directors since 2015
Girl Scouts, Inc., Troop Leader for Webster Service Unit since 2013
  (volunteer an average of 20 hours per month)
Member American Legion, Post #942, Webster, NY
Member VFW, Post #8495, Fairport, NY
Member Disabled American Veterans Chapter 15, Rochester, NY
Webster Athletic Association Baseball Head Coach (boys 8-10 years old) 2014 season
Daniel J. Kuntz
585.737.8896
Dan.Kuntz@local435.org

Leadership:
- Secretary Treasurer, Rochester Building and Construction Trades
- Board Chair of UNICON
- Vice President, WIT Federal Credit Union
- Secretary/Treasurer, Rochester Careers and Construction
- Multi-Craft Minority Preparedness Program
- Sergeant at Arms, Rochester Labor Council
- Vice President, Upstate Laborers’ District Council
- Member, Rochester Rotary Club
- Board Member, COMIDA 2016
- Former Board Member, Mary’s Place
- Volunteer: Camp Good Days and Special Times, Mary’s Place, Rochester Day of Caring and Rochester Rotarians

Professional Experience

Laborers’ Local 435
Business Manager/Secretary Treasurer
2012 - Present
- Oversee daily operation of union in representation of 1100 members
- Manage operations to remain in compliance with federal and state labor laws, and working to support construction contracts
- Work with local community leaders to develop and support infrastructure and community projects
- Responsible for negotiating, enforcing, and representing collective bargaining agreements
- Support labor construction needs within nine counties supporting local work for local labor
- Responsible for overseeing and managing funds and annual budget for union, as well as preparing and distributing annual financial report
- Trustee to Rochester Laborers’ Pension and Welfare fund, Annuity fund, as well as Training, Apprentice and LECET funds
- Oversee and direct mandatory training and development for members

Secretary/Treasurer
2008 – 2012
- Responsible for overseeing financial well-being of union
- Work with accounting staff to be sure funds are allocated appropriately
- Trustee to Rochester Laborers’ Pension and Welfare fund, Annuity fund, as well as Training and Apprentice funds
Laborers' Local 435
Regional Organizer
September 2001 – April 2008
- Attended various trainings to support labor organizing funds
- Ensured enforcement of federal and local labor laws
- Worked in support of construction projects in forty county region
- Organized labor efforts in the Rochester and surrounding areas, and collaborated with other construction projects

Crane Hogan
Labor Foreman
May 1995 to September 2001
- Oversaw the day to day operations on lead abutment and other construction projects in the Rochester and surrounding areas
- Ensured work was completed on-time, safely and within allocated budget
- Coordinated work between various projects

Laborers' Local 435
Laborer
June 1983 – May 1995
- Worked to support various construction projects within and around surrounding areas of Rochester
- Supported various labor functions within construction

Education:
- Cornell, Labor Series
- American Alliance Conferences, annually
- American Labor Law Conferences, annually
- International Foundation Conferences, annually
- NCCMP Conferences, annually
- Attend various training sessions annually to support all areas served as a trustee

Awards:
- United Way, Spirit Award, 2019
- Working Family Award Recipient, 2014
- Coalition of Black Trade Unionists, Terry Melvin Award Recipient, 2011