

To: Carrie Hartman, President and Members of City Council
 From: Wade Kapszukiewicz, Mayor
 Subject: Re-appointment to the Toledo City Historic District Commission
 1/8/2024

I Recommend the Following Re-appointments to the Toledo City Historic District Commission

Appointee	Appointee Replaced	Proposed Term of Office	Section 61 waiver as a special engagement	Reserved Slot / Type	Recommended by (if applicable)	Attendance Record	Resume attached
James Roseland	Re-appointment	3 years expiring, 01/10/2024	no	Special Interest	TLCPC		yes
Rachel Freeman	Re-appointment	3 years expiring, 01/10/2024	no	Westmoreland Birchhead and Bronson Place Landmarks	TLCPC		yes
Alex Armstrong	Re-appointment	3 years expiring, 01/10/2024	no		TLCPC		yes
Danielle Steinhauer	Re-appointment	3 years expiring, 01/10/2024	no		TLCPC		yes

Wade Kapszukiewicz

Wade Kapszukiewicz
 Mayor

James M. Roseland
2110 Scottwood Avenue
Toledo, Ohio 43620

EXPERIENCE

- Lucas County Land Bank Feb. 2018 - present
Projects Specialist, Jan. 2021 - present
Projects Coordinator, Feb. 2018 - Dec. 2020
- Co-manage the Home Preservation Initiative program, which gives property owners impartial advice to maintain their home.
 - Process, vet, and manage workflow of RISE Neighborhood matching grants to assist homeowners with maintenance projects.
 - Prepare legal documentation related to the licensure and disposition of residential vacant land under the Side Lot Program.
 - In-house photographer for move-in ready listings, and LCLB storytelling opportunities for website, newsletter & print media.
 - Develop signature marketing recommendations for Development Revolving Fund projects to coordinate color and finishes.
- Toledo Revival Sep. 2017 - Dec. 2017
Preservation Intern Toledo, Ohio
- Conducted in-depth research for historic properties to be listed on the National Register of Historic Places.
 - Explore avenues of online advocacy and community outreach to develop new citywide non-profit organization.
- The RealReal Oct. 2012 - Aug. 2016
Lead Photographer, Mar. 2016 - Aug. 2016 San Francisco, Calif.
Photographer, May 2013 - Mar. 2016
Photo Retoucher, Oct. 2012 - May 2013
- Trained all new photographers and interns on optimal standard operating procedures and styling guidelines.
 - Supervised team of thirteen photographers, fielding any troubleshooting issues they had with the camera, lighting, etc.
 - Participated in candidate interviews with Studio Manager, and co-managed studio goals, workflow, and department efficiency.
 - Lit, styled, and photographed luxury apparel, accessories, fine jewelry, art and home decor (average 150 unique items per day).
 - Photographer's 1st Assistant for creative lookbooks, editorial campaigns, and marketing collateral.

VOLUNTEER EXPERIENCE

- Toledo City Historic District Commission Feb. 2019 - present
Special Interest Commissioner Toledo, Ohio
- Preserve Toledo Aug. 2017 - present
Vice-President and Co-Founder Toledo, Ohio
- Preserve Toledo advocates for the preservation of Toledo's built environment through advocacy, education, and the facilitation of resources. Empowering people to help save the places that matter to them.
- Victorian Alliance of San Francisco Feb. 2015 - Apr. 2017
- Served on various committees to support the preservation and restoration of Victorian-era historic structures in San Francisco

PROFESSIONAL DEVELOPMENT

- Nov. 2017 "PastForward" National Trust for Historic Preservation Annual Conference Chicago, Ill.
- Tiny Jane Jacobs Scholarship for "Emerging Preservation Professionals"
- June 2016 Newport Summer School, Victorian Society in America Newport, R.I.

EDUCATION

- 2007 - 2011 B. F. A. in Photography, Academy of Art University San Francisco, Calif.

Rachel Freeman

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New

Marketing Communications and Events Leader

- Enthusiastic marketing and events professional with over 10 years of experience in marketing and sales enablement for global, publicly traded companies
- Proactive and creative marketer with experience conceptualizing and orchestrating marketing communication campaigns that effectively generate leads and build a positive brand image
- Experienced working with Fortune 500 clients and complex organizations; known for an ability to develop and maintain strong relationships with employees, shareholders, suppliers, and clients

Professional Experience

- Volunteer** 2020-Current
Focused efforts on housing, historic preservation, and education
- Contracted to manage the 2023 Maumee Valley Country Day School Annual Fundraiser, Head of Lower School Parent Association
 - Chair of 2022 Maumee Valley Country Day School Annual Gala that raised over 200k with dozens of community partners and volunteers, MVCDS Volunteer of the Year Award winner, 2022
 - Human Relations Commission Neighborhoods and Community Board Member, 2022-Current
 - Westmoreland Historic District Board Member 2021-Current
 - Toledo Ambassador Academy Graduate, 2021
 - SEED (Seeking Education Equity and Diversity) seminar, 2020
- Certified Foster Parent** March 2015-2018
Managed up to 12 medical appointments in addition to visits per week.
- Annual Early Intervention Fundraiser - Keynote parent speaker, 2019
 - 80+ hours of training, including additional NAMI Training classes, hundreds of hours sitting in on and learning childhood therapies
- ADP** January 2015 - March 2016
Sr. Marketing Analyst
Responsible for strategy and execution of marketing campaigns and project management for all ADP Talent Acquisition Solutions products and services
Key responsibilities included:
- Executed marketing campaigns that enable sales and grow market share. Key wins include a client-specific marketing campaign that had a 70% success rate of gaining access
 - Managed ADP RPO website and global social media initiatives which saw a 100% increase in engagement in the first six months
 - Major project management; oversaw rebranding initiative, video production, and CRM system transitions. Managed complicated client communication initiative that involved thousands of clients upgrading to new technology. Transitioned marketing technology platforms that saved ADP thousands of dollars annually
 - Served as point person for thought leadership, sales presentation content, and analyst relationships
- Aimia (now One10 Marketing)** November 2011 - December 2014
Product Marketing Manager
Responsible for strategic marketing campaigns with quantifiable metrics and production of promotional support materials for sales channel management technology

Key responsibilities included:

- All product marketing initiatives including marketing strategy and research, market positioning, price modeling, competitive analysis, creative development, trade show event management, and reporting
- Implemented successful multi-channel online and print marketing campaigns that maximized ROI
- Sales enablement including lead generation, client presentations, and product-specific RFP responses
- Hired and managed technical writer, public relations agency, market research firm, and design agency

Excellence in Motivation, Inc. (now One10 Marketing)

January 2010 – October 2013

Events Manager, Travel

Planned and operated global sales incentive events for up to 500 participants for Fortune 500 accounts including Toyota, GSK, Bob Evans, and Graybar

Key responsibilities included:

- Oversaw client-branded event campaign including custom websites, digital communications, and print materials
- Negotiated contracts and managed vendors including charter jets, luxury hotels, AV and DMCs
- Led a team of up to 10 trip directors onsite for events domestically and internationally
- Worked closely and traveled with client VIPs including CEOs
- Managed complex budgets and supervised work in several departments

Trip Director / Travel Staff Coordinator

August 2008 – January 2010

Led on-site operations for domestic and international incentive travel events for Fortune 500 clients for groups of 100 to 2,000 with budgets up to \$5 million. Contracted event staff for over 100 events annually.

ZipSetGo.com (an Excellence in Motivation subsidiary)

January 2009 – July 2013

Social Media Sales and Marketing

Managed social media marketing and content development of a newly launched travel website.

Key responsibilities included:

- Developed online advertising and marketing strategy that resulted in a three-year profit increase of 267%
- Managed a highly successful social media community to leverage sales with global PR firms and internationally recognized brands including National Geographic, Hilton, and American Express
- Strategy and execution of all marketing functions; brand awareness, digital analytics, market segmentation, and content creation
- SMITTY Award Winner for Social Media Campaign by Travel and Leisure Magazine

Education

University of Dayton

B.A., Public Relations, Minor in Psychology

Completed three summer study abroad programs in Rome, Dublin, and Florence, Member of Student Leadership, Spring Break Social Justice Trip to El Salvador, PRSA Student Award Winner for Donate Life Ohio campaign

Pragmatic Marketing Certification (PMC)

Previous Philanthropic Work

- 10-year mentor and fundraiser with Big Brothers Big Sisters
- YWOA Dayton Board Member and Development Committee Member
- Alma Charly Committee Member and Annual Fundraising Chair

Alex Armstrong
4 Bronson Place
Toledo, Ohio 43608

Mobile: 419-283-0435
Office: 419-729-9756

Email: alex@sterlingpipeandtube.com

Employment:

Year 2000 to present:
VP/ CIO: Sterling Pipe & Tube, Inc. and Subsidiaries.
5335 Enterprise Blvd.
Toledo, Ohio 43612

Education:

St. John's Jesuit High School: Class of 1984
Miami University: BSBA, Class of 1988
The University of Toledo: MSMM, Class of 1998
Currently enrolled in classes at Harvard University in "religious literacy."

Memberships/ Interests/ Boards:

Equestrian: Miami Valley Hunt
Trustee: The Bronson Place Company
American history
Collector of early 19th century American furniture.

Danielle M. Steinhauser
2331 Eversham Court, Toledo, OH 43617
Home: (419) 841-7365, Cell: (419) 351-7436
daniellesteinhauser@gmail.com

Objective To increase and hone my skills as a downtown and economic development professional and preservationist

Work Experience *Poggenmeyer Design Group, Inc. - Bowling Green, OH*
Community Development Specialist & Project Manager, February 2004 - Present
Responsible for downtown planning, project implementation grant writing, grant administration, and technical support for clients, downtown marketing and client development. Managed comprehensive downtown planning projects, and assisted with economic development projects. Regularly represented the firm at interviews, developed proposals and qualifications statements. Helped complete CLG applications and regularly coordinated with OHPO in compliance with Section 106 regulations. Trained local design review boards and helped develop local protective legislation and guidelines.

Toledo CDC Alliance's Central City Main Street Program - Toledo, OH
Program Manager, June 2001 - June 2004
First manager of the coordinating Main Street program. Responsible for overseeing individual Main Street program efforts and providing technical assistance to both program managers and committed members. Established a lending library of historic preservation and economic development texts and materials. Piloted several multi-district business assistance programs. Established relationships with major stakeholders in Toledo to further the revitalization efforts in multiple historic commercial corridors.

Village of Genoa, OH
Downtown Manager, April 1999 - March 2000
Coordinated Community Development Block Grant (CDBG) program for the Village of Genoa. Acted as liaison between local business owners, contractors, the Village and Ohio Development Services Agency and Historic Preservation offices. Prepared all documentation needed for comprehensive file. Worked with business owners and contractors to make sure all local, county and state requirements were met regarding the rehabilitation of their buildings.

Center for Historic Preservation - Murfreesboro, TN
Graduate Research Assistant, August 1995 - September 1996; Internship, Summer 1996
Worked with Center staff to produce heritage education packages, brochures for local historic organizations, structural reports, needs assessment report and CAD drawings outlining space allocation of a new facility for a small historic society, reorganized Heritage Education materials and formulated beginning documents for a Heritage Education resource listing on the Center's home page. Also daily administrative and office tasks.

Professional Training Annual CDBG training through ODSA (formerly ODOD), 2008 - present
Form Based Code Institute 2012, Classes 101 & 301
National Main Street Institute 2002 & 2003, Certified Main Street Manager
LISC Neighborhood Business District Revitalization Training Institute; "Arts & Culture in Your Business District," June 2003; "Business Recruitment in Your Neighborhood District," November 2002; "How to Provide Effective Business Assistance and Market Your Business District," June 2001
National Town Meeting, 2003 & 2004
LISC Urban Forum I, May 2002 & LISC Urban Forum II, October 2003

Professional Training (continued) Downtown Ohio, Inc. Board Development Seminar, March 2002
 The Grantsmanship Center Training Institute, February 2002
 Program Manager Trainings sponsored by Heritage Ohio June 2001 – present

Professional Activities ODSA OCD Advisory Committee (formerly ODOB OHCP, 2005 – present)
 Toledo Citywide Historic District Commission (2012 – present)
 Vista Historic District Commission member (2005 – 2012)
 Heritage Ohio Annual Conference (2004 – present)
 Presenter at Heritage Ohio DART Visits (2001-2006), Main Street 101 (2002), Annual Conference (2006, 2012)
 Toledo City-wide Design Standards Committee member (2003)
 Detroit LISC presenter, Volunteer Management (2003)
 National Register Preliminary Questionnaire - Forrest Cemetery, Toledo, OH (1997)
 National Register Nomination -- Thomason House, Dayton, TN (1995-1996)
 National Register Nomination -- Clarksville Train Station, Clarksville, TN (class project, 1995-1996)

Education Bachelor of Arts, Magna Cum Laudo; Muskingum College, May 1995
 Majors: History & International Affairs; Minors: French, Political Science, Religion, Theatre
 One Year post-graduate work, Middle Tennessee State University, 1995-1996
 Public History Program, Historic Preservation Track
 Post-graduate classes taken in Public History, University of Toledo

References Available upon request