



**Special Study Session City Council Meeting
6:00 PM, MONDAY, MARCH 18, 2013
Conference Room A
Farmington City Hall
23600 Liberty St
Farmington, MI 48335**

SPECIAL STUDY SESSION MEETING AGENDA

1. ROLL CALL

Roll Call

2. APPROVAL OF AGENDA

3. BOARD AND COMMISSION INTERVIEWS

A. Jennifer Stacey - Historical Commission

B. Janet Macdonald - Historical Commission

C. Sean Murphy - Downtown Development Authority

4. PUBLIC COMMENT

5. COUNCIL COMMENT

6. ADJOURNMENT

**Farmington City Council
Staff Report****Council Meeting Date:**
March 18, 2013**Reference
Number
(ID # 1183)****Submitted by:** Vincent Pastue, City Manager**Description:** Jennifer Stacey - Historical Commission**Requested Action:****Background:****Agenda Review****Review:****Vincent Pastue Pending**
City Manager Pending
City Council Pending



APPLICATION FOR
BOARDS, COMMISSIONS AND COMMITTEES

Thank you for your interest in serving the City of Farmington as an appointed public representative.
Applications will be maintained on file for future consideration

Date: 12-16-12

Name: STACEY JENNIFER LEIGHT
Last First Middle

Home Address: 31721 Sherwood Street Farmington MI 48336
Number & Street City Zip

Home Telephone: 248 888-7495 Voting Precinct: _____

Email: JLSTACEY@SBCGLOBAL.NET

Employer: N/A

Business Address: N/A
Number & Street City Zip

Business Telephone: N/A

Have you been a resident of Farmington for the past 12 months? Yes

Please state your reasons for volunteering to serve our community as an appointed public representative..

I have a passion for history, historic preservation and being involved in my community.

EDUCATION ACHIEVEMENT

Eastern Michigan University	Master's of Science	grad 2011
Indiana University	Bachelor of Arts	grad. 1993
Carmel High School (Carmel, Indiana)		1989

Name of College/University Degree Year Attained

Name of College/University Degree Year Attained

Name of Institution/High School Diploma/Certificate Year Attained

(Degree or advance education is not required for appointment consideration)

EMPLOYMENT/PROFESSIONAL EXPERIENCE

Please describe your professional qualifications and/or employment experience.

- Volunteer, Edsel & Eleanor Ford House, Collections
- Volunteer, Historic Greenmead, projects
- Graduate Assistant, First Congregational Church of Detroit, Living History Museum
- volunteer Docent, Henry Ford Estate
- 15 years in the Finance Industry beginning with college internships at a bank, ending in compliance at an investment management firm.

COMMUNITY/PUBLIC SERVICE EXPERIENCE

Please describe your previous experience with community-based organizations or other volunteer activities.

See above,

- volunteer at Longacre and Gill Elementary Schools
- Short term volunteering at Yankee Air Museum and The Henry Ford.

Jennifer L. Stacey

31721 Sherwood Street, Farmington, MI 38336
(248) 259-1632, JLSTACEY@SBCGLOBAL.NET

OBJECTIVE

In search of a challenging position utilizing my passion for preservation and conservation of historic buildings and artifacts.

EDUCATION

Eastern Michigan University, Ypsilanti, MI
Masters of Science in Historic Preservation, 2011
Project: Preventive Conservation Plan at Edsel & Eleanor Ford House

Indiana University, Bloomington, IN
Bachelor of Arts in French, 1993

CAPABILITIES

- Preventive Conservation
- Accessioning
- PastPerfect
- Conditions Assessment
- Historic Structure Reports
- HABS reports
- Architectural History
- Museum Practices
- Experience with Handling Artifacts
- Low-level Conservation
- Experience with museum-appropriate artifact storage techniques and conditions
- Excellent organization skills
- Experience with Microsoft Office Suite

PROFESSIONAL EXPERIENCE

Historic Preservation

EDSEL & ELEANOR FORD HOUSE, GROSSE POINTE SHORES, MICHIGAN

Intern/ Final Project in Preventive Conservation, 2010-2012

Collaborated with Ford House conservator on condition assessment of interior spaces and objects of main house. Analyzed assessment data against preventive conservation standards and objectives to create a visual and textual assessment of condition, as well as recommendations for improvement.

Jennifer L. Stacey

31721 Sherwood Street, Farmington, MI 38336
(248) 888-7495, JLSTACEY@SBCGLOBAL.NET

HISTORIC GREENMEAD, CITY OF LIVONIA, LIVONIA, MICHIGAN

Projects Volunteer, 2005-Present

Accessioned and researched depression glass collection, non-commission member of Operations Committee and photo-documented buildings.

FIRST CONGREGATIONAL CHURCH, DETROIT MICHIGAN

Graduate Assistantship, 2005

Performed research for grant proposals, researched curatorial database systems, curatorial procedures, conservation standards and museum collection display standards for Underground Railroad collection display.

HENRY FORD ESTATE, DEARBORN, MICHIGAN

Volunteer Docent, 2003-2004

Conducted tours of house and powerhouse.

Investment Management and Systems Development Experience

MUNDER CAPITAL MANAGEMENT, BIRMINGHAM, MI

Senior Compliance Analyst, April 2006 -April 2009

Programmer/Systems Analyst, January 1999- March 2003

Application Development Coordinator, October 1997- December 1998

Fixed Income Trade Clearing Assistant, February 1996-October 1997

EXCHANGE CAPITAL MANAGEMENT, ANN ARBOR, MI

Systems Analyst, August 2003-August 2004

Other Experience

MEMORYSMITHS, ONLINE STORE

Owner, September 2004- July 2006

**Farmington City Council
Staff Report****Council Meeting Date:**
March 18, 2013**Reference
Number
(ID # 1184)****Submitted by:** Vincent Pastue, City Manager**Description:** Janet Macdonald - Historical Commission**Requested Action:****Background:****Agenda Review****Review:****Vincent Pastue Pending**
City Manager Pending
City Council Pending



APPLICATION FOR
BOARDS, COMMISSIONS AND COMMITTEES

Thank you for your interest in serving the City of Farmington as an appointed public representative.
Applications will be maintained on file for future consideration

Date: 2/28/13

Name: Macdonald, Janet Marie
Last First Middle

Home Address: 3321 Oakland Avenue, Farmington, MI 48336
Number & Street City Zip

Home Telephone: 248-880-3115 Voting Precinct: Precinct 1

Email: janmac34@att.net

Employer: American Express, Global Business Travel
HQ office: 200 Vesey Street, New York, NY 10285

Business Address: Virtual office: 3321 Oakland Avenue, Farmington, MI 48336
Number & Street City Zip

Business Telephone: 248-888-0903

Have you been a resident of Farmington for the past 12 months? yes

Please state your reasons for volunteering to serve our community as an appointed public representative..

I have always had a love for history and architecture having studied abroad focusing on European Cultural history, to living in historic areas for many years. Being a 'new' homeowner of a 165 year old home in Farmington's Historic District has brought me much joy. I've come to understand and greatly appreciate what an incredibly close-knit community Farmington is with rich history to preserve. I would like to offer my skills to the Farmington Historical Commission and feel that I could bring my strong background in marketing, project management, research, graphic design to aid the commission with new ideas and bringing them to fruition.

PLEASE CIRCLE YOUR PREFERENCE(S)

- A. Aging Commission
- B. Arts Commission
- C. Beautification Awards and Committee
- D. Board of Review
- E. Charter Review Committee
- F. Commission on Children, Youth & Families
- G. Construction Board of Appeals
- H. Downtown Development Authority*
- I. Historical Commission
- J. Library Board of Directors
- K. Southwestern Oakland County Cable Commission
- L. Traffic & Safety Board
- M. Zoning Board of Appeals

*City of Farmington residency not required

EDUCATION ACHIEVEMENT

Name of College/University	Degree	Year Attained
Eastern Michigan University	Bachelor of Fine Arts - Graphic Design	1992

Name of College/University	Degree	Year Attained
North Farmington High School	Four-year Diploma/Certificate	1987

(Degree or advance education is not required for appointment consideration)

EMPLOYMENT/PROFESSIONAL EXPERIENCE

Please describe your professional qualifications and/or employment experience.

Please see attached resume which highlights my qualifications and experience over the course of my 20-year career in Marketing, advertising, communications, analytics, and project management.

COMMUNITY/PUBLIC SERVICE EXPERIENCE

Please describe your previous experience with community-based organizations or other volunteer activities.

I have been an active volunteer in the communities that I've lived in through the following organizations:

- Farmington Hills Good Fellow's volunteer (holiday gift sorting/delivery)
- Farmington Historical Commission volunteer (Gov. Warner Mansion, Founders Festival)
- American Red Cross Philadelphia volunteer
- Haddonfield Plays & Players, New Jersey, volunteer Stage Manager/co-set designer
- Collingswood Theater, New Jersey, set designer volunteer
- Gilbert & Sullivan Society, New York, NY, volunteer set crew member
- U of M Gilbert & Sullivan Society, Ann Arbor, volunteer co-set designer, set crew member
- U of M Turner Geriatric Center, Ann Arbor, volunteer
- Greater Faith Baptist Church, Philadelphia, Nurses Ministry

- Current member of Farmington Historical Society
- Currently active in Farmington Historic District Ladies Book-Club
- Supporters of many charities including Wounded Warriors, MI Humane Society & others

SPECIAL SKILLS AND ABILITIES

Please describe any special skills, abilities, talents, etc., that you are willing to share.

- Graphic design, presentation development, photography
- Proficient in Microsoft Office (Word, Power Point, Excel)
- Communications and writing skills
- research and analytics
- Project management
- artistic talent (painting, drawing, picture framing, sculpture)



 Applicant signature

Please attach any additional pages or documents and return completed application to:

City of Farmington
 c/o City Manager's Office
 23600 Liberty Street
 Farmington, Michigan 48335
 (248) 474-5500 extension 2221

(resume enclosed including
 Snapshot of photos from my
 involvement in Farmington
 history this past year.)

JANET MACDONALD

33221 Oakland Avenue, Farmington, MI 48336 • (248) 888-0903 (O) • (248) 880-3115 (C) • janmac34@att.net

Twenty years of business experience within sales strategy/analytics, marketing/communications, advertising/brand management, and project management.

- Excellent written, communication and graphic design skills.
- Highly organized with the ability to manage large-scale projects with a multitude of deadlines.
- Strategic and analytical with ability to understand needs and determine a resolution/creative solution.
- Strong work ethic combined with a commitment to excellence in all projects undertaken.
- Builds and leverages relationships cross-organizationally at all levels including Senior leader collaboration.
- Results driven individual with exceptional leadership qualities.

PROFESSIONAL EXPERIENCE

AMERICAN EXPRESS, GLOBAL BUSINESS PARTNERSHIPS, Current, Virtual Office / Prior - Philadelphia, PA **Senior Manager, Marketing & Insights** (current); Senior Manager, Field Enablement (2010-2013), Manager, Sales & Planning (2004-2010); Project Coordinator (2003-2004) Supported Global/Americas Sales, Field Enablement, EMEA Sales/CM. Functions spanned across sales planning, process improvements, marketing, communications, and leadership.

Sales Strategy and Planning / Field Enablement

- Designed Learning Program for GBT's instance of Salesforce.com (2K users) including 18 e-Learning modules (partnering with L&D), global Open Office Hour calls, and certification/communication strategy.
- Oversaw GBP Client Management segmentation alignment, hierarchy structure rebuild, and SFDC GBP Dashboard project including design of data integrity Task Guide.
- Developed EMEA industry split study to demonstrate how we could leverage internal insight to tailor messaging or speak industry language to clients/prospects. Designed survey to collect internal industry information from Client Managers to aid in the Sales and Retention efforts of clients/prospects by industry.
- Created annual business plans and quarterly BURs for Global Sales and Americas (all segments.)
- Completed stratification analysis which resulted in new segmentation alignment (NA Large Market/MM Select.)
- Produced weekly/monthly sales team reports on account activity for Senior Leadership and key stakeholders.
- Coordinated sales efforts with deal captains in Global Sales/LM-MN, MM segments including senior leaders, pricing, bid writing, service delivery, client management, advisory services, implementations and technology.
- Created 'Win Strategy Overview' and led sales training on how this tool supports developing sales strategies.
- Developed 'Deal Captain Toolkit' with capture of best-in-class deal management processes. Toolkit launched by SVP/GM Business Travel North America to Band 45+ globally.
- Managed lead generation campaign called 'iSell2Win' resulting in \$232M in new leads.
- Conducted individual territory overviews for 60+ MM Select/MM Direct Sales Managers with analysis on key pipeline indicators (industries, incumbents, decision-makers, cycles, volume, and card relationships.)
- Collaborated on design of recommendation for improved global client references process.
- Improved Salesforce.com premium revenue price-books review process to ensure products were accurately represented. Developed WWS global hierarchy training and conducted Sales Pipeline Management training.
- Coordinated and led project for Americas New Hire program by managing agendas/budget/logistics. Developed new, custom training modules. Provided project plan and other templates for EMEA/JAPA.

Marketing/Communications / Presentation Development

- Managed Client Engagement Survey (CES) Salesforce.com project (3 years) from global contact list management, market summaries, training, field support and communications.
- Developed presentations delivered at Global Sales Summit, strawman/shirtsleeve decks, and confidential topics such as WWS investment recommendation to secure funding for sales expansion of FTEs globally.
- Designed client-facing materials with strategic messaging (executive summaries, RFP responses, B&F presentations, financial proposals, and follow-up clarification documents) for Global, LM and MM prospects.
- Created first SFDC campaign called 'My CRM Tool' (2 years in existence) and managed core team to support campaign. Coordinated SFDC 'Headlines' newsletter and homepage announcements.
- Created email communication and direct mail postcard to support launch of Travel Lab Opportunity Forecaster

and complimentary Travel Program Assessment for MM Select.

- Developed 'Office BTC' profiles which became a client-facing standard to use for U.S. BTC site visits.
- Managed product/services webinars for MM Select and received above 10% return response rate.
- Developed content for RFP library and coordinated with various SME's within GBT.
- Created 'AmexOne' standard client-facing PowerPoint template with new visual identity and branding.

Leadership/Employee Engagement

- Managed four direct reports and all performance management responsibilities for EMEA-based team.
- Care Coordinator for Field Enablement/Knowledge Management Team for U.S. Give2Gether Campaign.
- Mentor for B30 employee based in LAC to support in career growth and understanding of Blue Box.
- Project manager for GFE Employee Engagement Team including design of initiatives (100 employees.)
- Acted as 'Employee Appreciation Month' ambassador for NA Sales/GFE for two years (200 employees.)
- Created recognition letter campaign for Global and NA Sales new GBT wins.

Team Leader, Sales and Marketing ROSENBLUTH INTERNATIONAL, Philadelphia, PA 2002-2003

Supported Vice President of Sales and Global/Large/Middle Market travel sales teams.

- Developed sales analysis presentations/reporting on team performance and tracking performance against targets, team successes, win/loss, industry, and competitive intelligence findings.
- Collaborated with marketing team to ensure sales was aligned with their current initiatives.
- Worked directly with sales field on prospects and supported bid process when necessary.
- Managed performance of Sales Project Coordinator (direct report.)

Marketing Specialist PRUDENTIAL-DOUGLAS ELLIMAN, New York, NY 1999-2002

Supported Vice President of Marketing and managed areas such as advertising, communications and events.

- Managed direct mail/collateral for residential, retail, new developments, condominium and rental segments.
- Consulted on \$1.5M corporate branding/advertising campaign (concept, focus groups findings, photography.)
- Collaborated with variety of vendors (graphic designers, ad agencies, photographers, printers.)
- Oversaw ad displays for walk-in offices, managed advertising for national relocation and suburban teams.
- Maintained marketing collateral inventory and distribution for internal staff and 800+ sales brokers.
- Coordinated logistics and management of special events, fundraisers, and trade show conventions.
- Supported CEO and CFO with special requests such as design of company September 11th memorial mailer.
- Supported Public Relations team with corporate press releases, maintained press contact database, press-release library, and production of internal newsletters.

Office Manager CONSULTING PROFESSIONALS OF ANN ARBOR, Ann Arbor, MI 1997-1998

Managed small business office and supported Owners/Vice Presidents of consulting firm.

- Managed accounting, corporate tax preparation, correspondence, and facilities.
- Prepared executive level resumes, cover letters, and scored/processed Meyers-Briggs tests.

Executive Assistant, Research and Strategic Planning BBDO-DETROIT, Southfield, MI 1995-1997

Performed administrative and support functions for Vice President/Directors of advertising research team.

- Created presentations of analytical research findings obtained from focus groups for internal and client meetings on advertising strategy for auto client (Dodge Car & Truck.) Managed library of research/photos.
- Supported leadership with administrative and special project requests.

EDUCATION

Eastern Michigan University, Bachelor of Fine Arts, Graphic Design (1992); included semester abroad studying History, Arts and Humanities in 19 European and Middle East countries (1989.)

Continuing Professional Education/Training: Presentation Skills (2012); Leader as Coach (2011); Amex Sales Management/Presentation Development (2006); North American Business Travel Sales Training (2004-2005); Rosenbluth International Travel Sales Training (2002); SKILLPATH Management Skills (1999.)

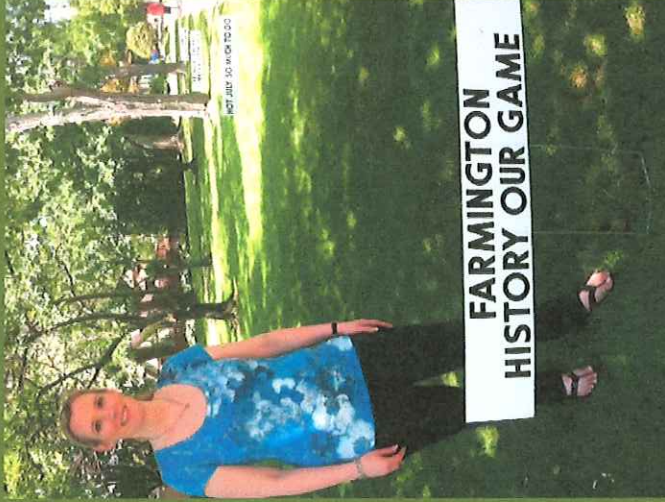
AWARDS

American Express – GBP Global Town Hall Quarterly Award (2013), Star Performer (2006), Pacesetter (2003), Circle of Excellence (2003.) **Prudential Douglas Elliman** – #1 booth design at national 'RELO' convention (2001.)

- Janet Macdonald -



The day that I received the keys to my historic home in Farmington, February 2012



On the way to volunteer for the Farmington Historical Commission at the Gov. Warner Mansion for Founders Festival, July, 2012



Presenting "Forging, Finding and Farmington – a Tribute to John Jackson, Blacksmith, 1831-1905" at the Farmington Historical Society Meeting, January 2013

Farmington, Michigan

**Farmington City Council
Staff Report****Council Meeting Date:**
March 18, 2013**Reference
Number
(ID # 1185)****Submitted by:** Vincent Pastue, City Manager**Description:** Sean Murphy - Downtown Development Authority**Requested Action:****Background:****Agenda Review****Review:****Vincent Pastue Pending**
City Manager Pending
City Council Pending



APPLICATION FOR
BOARDS, COMMISSIONS AND COMMITTEES

Thank you for your interest in serving the City of Farmington as an appointed public representative.
Applications will be maintained on file for future consideration

Date: 12/28/12

Name: Murphy Sean P
Last First Middle

Home Address: 33731 Shiawassee Farmington 48335
Number & Street City Zip

Home Telephone: (248) 763-6644 Voting Precinct: #1

Email: seanmurphyesq@gmail.com

Employer: Law Offices of Jason A. Waechter

Business Address: 19080 W. 10 Mile Rd. Southfield 48075
Number & Street City Zip

Business Telephone: (248) 355-4701

Have you been a resident of Farmington for the past 12 months? Yes.

Please state your reasons for volunteering to serve our community as an appointed public representative..

I have enjoyed living in Farmington my entire life and have chosen to remain here, recently purchasing a home in the Historic District. I'm looking for an opportunity to become more involved in helping ensure the continued growth and success of this great town.

PLEASE CIRCLE YOUR PREFERENCE(S)

- A. Aging Commission
- B. Arts Commission
- C. Beautification Awards and Committee
- D. Board of Review
- E. Charter Review Committee
- F. Commission on Children, Youth & Families
- G. Construction Board of Appeals
- H. Downtown Development Authority*
- I. Historical Commission
- J. Library Board of Directors
- K. Southwestern Oakland County Cable Commission
- L. Traffic & Safety Board
- M. Zoning Board of Appeals

***Visioning Task Force

*City of Farmington residency not required

EDUCATION ACHIEVEMENT

Wayne State Univeristy Law School	Juris Doctor	2007
Name of College/University	Degree	Year Attained
Univ. of Michigan - Ann Arbor	Bachelor of Arts	2004
Name of College/University	Degree	Year Attained
Farmington High School	Diploma	2000
Name of Institution/High School	Diploma/Certificate	Year Attained

(Degree or advance education is not required for appointment consideration)

EMPLOYMENT/PROFESSIONAL EXPERIENCE

Please describe your professional qualifications and/or employment experience.

I have been a practicing civil litigation attorney for five years, with experience focused in tort and contract law.

COMMUNITY/PUBLIC SERVICE EXPERIENCE

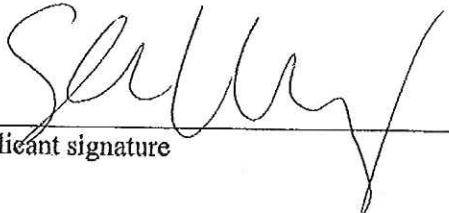
Please describe you previous experience with community-based organizations or other volunteer activities.

I have been active in the Farmington community since my days at Farmington High School, have served in a non-greek community service fraternity at the University of Michigan, was president of a marketing organization supporting the U of M women's basketball team, and have served as a volunteer for local events, including the Harvest Moon Celebration. I have been appointed as Farmington's representative to the Millennial Mayors Congress and have been involved in a regional vibrancy mapping initiative as well as a mixer for civic-minded "millennials" in Farmington and Farmington Hills.

SPECIAL SKILLS AND ABILITIES

Please describe any special skills, abilities, talents, etc., that you are willing to share.

Legal expertise, writing and communication skills. Some experience with "visioning" ideas and programs through my involvement with Millennial Mayors Congress.



Applicant signature

Please attach any additional pages or documents and return completed application to:

City of Farmington
c/o City Manager's Office
23600 Liberty Street
Farmington, Michigan 48335
(248) 474-5500 extension 2221