

**\*\*\*ATTACHMENTS\*\*\***



APRIL 20, 2021

TO THE HONORABLE MEMBERS OF THE COMMON COUNCIL:

I hereby submit the following appointments for your confirmation:

**FINANCE AND PERSONNEL**

TREY MITCHELL, CHAIRMAN  
ROBERTA FILICKY-PENESKI, VICE CHAIRWOMAN  
GRAZIA PERRELLA  
BETTY ACKLEY  
BARB FELDE

**LICENSING, HEARINGS, AND PUBLIC SAFETY**

BARB FELDE, CHAIRMAN  
BETTY ACKLEY, VICE CHAIRMAN  
DEAN DEKKER  
AMANDA SALAZAR  
VACANT

**PUBLIC WORKS**

DEAN DEKKER, CHAIRMAN  
GRAZIA PERRELLA, VICE CHAIRMAN  
MARKUS SAVAGLIO  
AMANDA SALAZAR  
JIM BOHREN

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Ryan Sorenson, Mayor

OFFICE OF MAYOR

CITY HALL  
828 CENTER AVE.  
SHEBOYGAN, WI  
53081

920-459-3317  
sheboyganwi.gov

April 21, 2021

TO THE HONORABLE MEMBERS OF THE COMMON COUNCIL:

I hereby submit the following appointments for your confirmation:

### **ARCHITECTURAL REVIEW BOARD**

NAME	APPOINTED	EXPIRES
Aldersperson Markus Savaglio	04/20/2021	04/18/2022
Joesph Clarke - Architect	04/20/2021	04/19/2024
Richard Linde - Architect	04/20/2021	04/19/2024

### **BOARD OF LICENSE EXAMINERS**

NAME	APPOINTED	EXPIRES
Markus Savagilo (Chairperson)	04/20/2021	04/18/2022
Andy Hopp	04/20/2021	04/17/2023
Kyle Kaboord (2 <sup>nd</sup> Alternate)	04/20/2021	04/17/2023

### **HOUSING REHABILITATION LOAN COMMISSION**

NAME	APPOINTED	EXPIRES
Aldersperson Grazia Perrella	04/20/2021	04/18/2022

### **BOARD OF MARINA, PARK, AND FORESTRY COMMISSIONERS**

NAME	APPOINTED	EXPIRES
Aldersperson Dean Dekker – Chair of Public Works	04/20/2021	04/18/2022

### **BOARD OF POLICE & FIRE COMMISSIONERS**

NAME	APPOINTED	EXPIRES
Larry Samet	04/20/2021	04/22/2026

### **CAPITAL IMPROVEMENTS COMMISSION**

NAME	APPOINTED	EXPIRES
Nicholas Dussault	04/20/2021	04/21/2024
Sarah Harrison-Ruiz	04/20/2021	04/21/2024

## CITY PLAN COMMISSION

NAME	APPOINTED	EXPIRES
John Motiska	04/20/2021	04/19/2024

## HISTORIC PRESERVATION

NAME	APPOINTED	EXPIRES
Travis Gross	04/21/2020	04/21/2023

## HOUSING AUTHORITY

NAME	APPOINTED	EXPIRES
Dean Bogenschuetz	04/21/2020	04/21/2025

## MAYOR'S NEIGHBORHOOD LEADERSHIP CABINET

NAME	APPOINTED	EXPIRES
Aldersperson Betty Ackley	04/20/2021	04/18/2022

## REDEVELOPMENT AUTHORITY

NAME	APPOINTED	EXPIRES
Aldersperson Trey Mitchell	04/20/2021	04/18/2022

## SENIOR ACTIVITY CENTER COMMISSION

NAME	APPOINTED	EXPIRES
Aldersperson Barb Felde	04/20/2021	04/19/2021

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Ryan Sorenson, MAYOR



# John Motiska

COMMUNITY BRANDING SPECIALIST

john@motiska.com

motiska.com

920 400 2755

## My Profile

Versatile digital communications leader with 15+ years of hands-on experience planning and executing highly successful creative marketing initiatives. Innovative and proactive thought leader with a proven history of developing cutting-edge branding, marketing, and advertising strategies that engage audiences and drive consistent organizational growth.

## Work Experiences

**2018 - CURRENT**

**PRINCIPAL**

**Motiska Design, LLC - Sheboygan, WI**

Collaborates with a diverse clientele to develop visual branding assets including logos, signage, print, and digital communications materials to aid communities, campuses, and organizations achieve long-term growth objectives. Utilize creative problem-solving skills to address the unique challenges and requirements of a diverse client base. Applied keen analytical skills to identify potential growth obstacles to develop custom-tailored community branding solutions, providing each client with a unique competitive image.

**2019**

**EXECUTIVE DIRECTOR**

**Harbor Centre BID - Sheboygan, WI**

Provided hands-on leadership to support the economic development of Sheboygan's Business Improvement District (BID) by developing and implementing strategic measures in alignment with board objectives. Pioneered the development and implementation of new policies, programs, and action plans to plan and execute growth strategies according to a unified organizational vision. Directed key marketing events to support business development and evaluated performance of efficacy.

**2007 - 2019**

**SENIOR MANAGER, MULTI-MEDIA DESIGN**

**11Giraffes - Charlotte, NC**

Managed the design and development of the User Interface for an innovative web-based Software as a Service digital signage system for a variety of businesses and applications. Led the creation of concepts and initiatives, allowing expansion into key global markets including Canada, Hong Kong, Egypt, and Australia. Developed versatile software featuring customizable content including templates, schedule players & playlists, overview system networks, and more.

**2003 - 2007**

**MULTI-MEDIA DESIGNER**

**11Giraffes - Charlotte, NC**

Collaborated with clientele in diverse industries to develop narrowly targeted advertisements for skyscraper elevator displays in Charlotte's competitive downtown. Developed concepts, designs, and video animations using software including Photoshop, Flash, After Effects, and audio programs for 500+ advertisements in hospitality, retail, and commercial clients.

## Expertise

Digital Communications

Digital Media Marketing

Project Management

Branding

Marketing

Community Engagement

Wayfinding Sign Design

Visitor Experience Development

## Skills

Photoshop ●●●●●

Illustrator ●●●●●

After Effects ●●●●●

Squarespace ●●●●●

Flash ●●●●●

Mail Chimp ●●●●●

Keynote ●●●●●

Creative ●●●●●

Passion ●●●●●

Innovation ●●●●●

Social ●●●●●

Energizing ●●●●●

## Education

Associates of Applied Science  
Multimedia & Web Design

The Art Institute of Charlotte  
Charlotte, NC

April 22, 2021

Mayor Ryan Sorenson  
City of Sheboygan  
828 Center Ave.  
Sheboygan, WI 53081

Re: Larry M Samet – Resume Information

Dear Mayor Sorenson,

You requested my resume information to share with the alder who requested additional materials in considering my reappointment to the Police and Fire Commission. I have put together the following information in response to your request:

**Employment:**

1984-2014 Social Worker III/Wraparound Coordinator Sheboygan County Health and Human Service Department, Division of Social Services.

Awards earned during this time:

2003 Family-Based Services Social Worker of the Year; 2013 State of Wisconsin Caring for Kids Award.

1974-1984 – Willowglen Academy Residential Treatment Center, Plymouth, WI

1971-1974 – Owner One Octave Lower Record Store, Sheboygan, WI

**Education:**

1967-1971 – Lakeland College (University) B.A. Sociology 1971

Many Graduate credits and Training Hours attained through over 40 years in the Human Services Field.

**Community Service:**

1996-2021 – Sheboygan Area School District Board of Education; served as Treasurer, Finance Chairperson, Facilities Chairperson

2019–Present – Sheboygan Senior Community Board; currently Board Treasurer

2017-Present City of Sheboygan Police and Fire Commission

2016-Present – Citizen Representative Sheboygan County Health and Human Services Department Committee

2016-Present - Camp Evergreen Board

2010-Present – Hearthstone Board; served as Vice President

1998-2000 - Above and Beyond Children's Museum Board

1998-2000 - Domestic Violence Task Force; Founding Board Member of Safe Harbor

1992-1994 - Founded Grant School Father's Council

Community Service Award: 2017 Sheboygan Press Citizen of the Year Recipient

**Family:**

Married to Mary Kay Vincent for 34+ years

Two daughters - Dr. Lauren Tschida and Leah Samet; son-in-Law Ashton Tschida;  
grandchildren Harper and Grayson Tschida

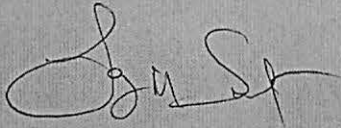
**Other:**

First Congregational Church United Church of Christ; served on Church Council, Christian Service Board, Funding Raising Committee, Chaperon of two Youth Mission Trips

Kiwanis Club of Greater Sheboygan President Elect, Chairman of the Concert Fundraising Committee, member of Kiwanis for 20 years

I look forward to continuing to serve our community on the Police and Fire Commission.  
Please let me know if you need additional information.

Sincerely,

A handwritten signature in black ink, appearing to read 'Larry M Samet', with a stylized flourish at the end.

Larry M Samet

715 Pershing Ave.  
Sheboygan, WI 53083

## **Sarah Ruiz-Harrison**

1517 Illinois Ave 414-795-4789

Sheboygan, WI 53081 [sheboygansarah@gmail.com](mailto:sheboygansarah@gmail.com)

### **SUMMARY**

Motivated, Bilingual, self-starter with staff management and training experience. A consistent and ethical leader who knows how to motivate a team to exceed goals at multiple branch locations.

- Bilingual, English/Spanish • Veteran trainer & facilitator for all tellers and member service reps
- Proven record of sales goal excellence • Seasoned metrics driven professional
- Experienced managing tellers & service reps • Comfortable working in high stress & fast pace environments
- Strong History of product/service recommendations • Proficient in Microsoft Office & 90 WPM typist

### **ACCOMPLISHMENTS**

- 2020 Young Professional of Year Finalist for Manitowoc County.
- Board held seat for Salvation Army Manitowoc County.
- Government Affairs conference activist
  
- 15 Million in closed loan dollar amount for 2020.
  
- Board held seat for Eastern Shores Chapter Wisconsin Credit Union League.
  
- Financial literacy instructor/advocate in several middle and high schools in Sheboygan County.
  
- Over 64 hours of volunteer hours given back to the community.

### **PROFESSIONAL EXPERIENCE**

#### **Branch Manager, Fox Communities Credit Union, 06/2018**

- Manage 2 branch locations: Manitowoc and Two Rivers Locations.
- Oversee 18 employees.
- Meet goals and metrics.
- Engaged and network thru community engagement.

#### **Assistant Branch Manager, Kohler Credit Union, 06/2012 to 06/2018**

- Direct operational aspects including distribution operations, customer service, human resources, administration and sales.
- Meet goals and metrics.
- Bring out the best of branch's personnel by providing training, coaching development and motivation.
- Address customer and employee satisfaction issues promptly.
- Network to improve the presence and reputation of the branch and company.

#### **Receiving Clerk, Piggly Wiggly Midwest, 9/03 to 06/2013**

- Assist vendors, customers and co-workers with product knowledge.
- Maintain on a daily basis an organized receiving office and receiving dock.
- Communicate accurate information with customers and buyers.
- Multi-task emails, phone calls and work orders in timely fashion.

#### **Sales Associate, Bath and Body Works, 11/11 to 06/2013**

- Assist customers with product knowledge.
- Manage and delegate work for employees timely and efficient.
- Strive and exceed daily sales plans.

## **EDUCATION**

**Cardinal Stritch University**, Glendale, WI May 2010

- B.S. Business Administration

**Western Technical College**, La Crosse, WI May 2001

- Associate in Applied Science in Human Resources Management

**SHRM National Conference** Orlando, FL June 2003