



City Council Agenda Item Report

FROM: Jamie Wolters

MEETING DATE: 07/27/2026

SUBJECT: Historic District Commission Appointment

DESCRIPTION:

The City Clerk provided notice that applications are being accepted for the Historic District Commission on July 13th. Two applications were received. Mayor Anderson is recommending that Leah Root and John Cannarsa be appointed to the Historic District Commission.

BUDGET ACTION REQUIRED:

N/A

COMMITTEE/COMMISSION REVIEW:

Yes

LEGAL REVIEW:

N/A

SAMPLE MOTION:

Motion to appoint Leah Root and John Cannarsa to the Historic District Commission with a term ending 08-01-2029.

July 8, 2026

To City Council & members of the HDC selection committee-

I am writing to express my interest in being reappointed to the Saugatuck Historic District Commission. Preserving historic homes and neighborhoods has long been a passion of mine, and I would be honored to continue serving our community in this role.

Before moving to Saugatuck, I lived in an 1883 workman's cottage in Chicago that was listed on the National Register of Historic Places. I was actively involved with the Wicker Park Committee for more than ten years, including two years as President and 8 years on the board. I also served on the Wicker Park Preservation and Development Committee, where we worked with community leaders, Preservation Chicago, and elected officials on development, renovation, and preservation matters in one of Chicago's most historic neighborhoods.

Since moving to Saugatuck full-time, my appreciation for our community's history has only grown. My family and I own an 1870s farmhouse on the Hill, and I have made it a priority to become involved in organizations that celebrate and preserve Saugatuck's heritage. I have been a member of the Saugatuck-Douglas History Center and regularly participate in its events and programs. I also serve on the board of the Saugatuck Women's Club, an organization that has helped shape Saugatuck since its earliest days.

During my current term on the Historic District Commission, I have gained a much deeper appreciation for the thoughtful and balanced process involved in preserving Saugatuck's historic character. Reviewing projects, considering the needs of property owners, and applying the Commission's guidelines has reinforced the importance of protecting the architectural and cultural heritage that makes Saugatuck such a unique and desirable place to live and visit. The experience has strengthened my commitment to preservation while helping me better understand how the Commission can support responsible improvements that respect the integrity of our historic districts

I believe Saugatuck's historic character is one of its greatest assets. It deserves thoughtful stewardship that balances preservation with the needs of a vibrant and evolving community. I have enjoyed serving on the Historic District Commission and would welcome the opportunity to continue contributing my experience, perspective, and enthusiasm to its important work.

Thank you for your consideration.

Sincerely,

Leah Root

Leah Root

Saugatuck, MI

Revsight.com

linkedin.com/in/leah-root

Professional Experience

RevSight

Owner/CEO

2020 – Present

Full Service media & marketing firm helping clients drive revenue & build impactful brand partnerships

- Clients include Fortune, Trusted Media Brands, The Guardian, Sensical, Toss & Spin, Pickleball Magazine, Teads, Westminster Kennel Club and more
- Drive millions in revenue every year for traditional media clients and influencer & experiential brands
- Specialties include advertising, media, communications, digital, experiential, marketing
- For more information visit Revsight.com

TIME

VP Sales, Midwest (2018-2020_

Sales Director (2016-2017)

Account Director (2013-2016)

Integrated Sales Manager (2010-2013)

2010 – 2019

Chicago, IL

Driving millions in revenue by building cross platform partnerships around big ideas

- Strategically sell digital, native, social, experiential and print media.
- Manage over \$5M in revenue annually, surpassed sales goal 7 out of 8 years.
- Cultivate and lead day-to-day relationships with client and agency partners which resulted in multiyear partnership deals.
- Sold and executed 2019 TIME 100 partnerships including Cadillac (presenting) and United (supporting). Generated over \$1.3M in media across event, digital, social and print.
- Broke new digital business in 2019 including: Equality Can't Wait, BCBS, and Susan G. Komen.
- Closed 2020 State Farm "United We Rise" partnership for \$1.8M (event, digital, social, PR)
- Proven self-starter through continuous prospecting/planning and growing existing/new business.

Publishing Group of America

Midwest Manager, American Profile, Relish & Spry

2006 - 2010

Chicago, IL

Excelled in revenue generation, and launched two new media brands

- Launched Relish & Spry brands in the Midwest market and closed inaugural advertising packages.

Leah Root

- Developed, sold and executed the “Fruit of the Loom - Emerging Artist Concert Tour” at Walmart retail stores.
- Trained and mentored junior sales staff through the sales process.
- Cultivated and grew top-level accounts including: Walmart, P&G, Kimberly-Clark and McDonald's.
- Broke Shopper brands including SC Johnson and executed their #1 best redeeming coupon at Walmart.

PEOPLE en Español

Sales Manager

2003 - 2006

Chicago, IL

Broke new business, increased sales and launched digital site

- Increased revenue by 67% for my account list in the Midwest territory.
- New business wins included: Kohl's, American Family Insurance, Kleenex, JCPenney and Midol.
- Launched digital site in the Midwest market and secured two launch partners.
- Garnered expertise in the influence and consumer habits of the rapidly growing Hispanic market.

Starcom

Media Associate

2001 - 2003

Chicago, IL

Strategic Media Buyer & Planner for P&G and Delta Airlines

- Created and executed media plans for P&G brands including Cover Girl, Pantene, Olay, Tide and Old Spice that resulted in sales and awareness brand lift.
- Negotiated corporate rates, brand programs, merchandising, advertorial programs, added value and makegoods that resulted in over \$2M in savings.
- Developed P&G planning tools which were used when creating all brand media plans.
- Built strategic media plans for Delta airlines. Planned local and national television, print, outdoor and digital media.
- Analyzed competitive data and developed strategic media plans.
- Provided media insight/support to Delta Market Managers relating to media and sponsorships.

Education

B.S. in Advertising University of Florida

Starcom-Mediavest University, Graduate level Media Training

Internet Advertising Bureau (IAB) Digital Media Certification

Community Involvement

Wicker Park Committee, Membership Director (2018-2024) President (2014, 2015) Secretary (2017, 2013)

Wicker Park Advisory Council Member (2016-2024)

Wicker Park Committee, Preservation & Development Board (2013-2024)

Chicago Media Association, Director of Events (2014, 2015)

Saugatuck Woman's Club (2024)

You've just received a new submission to your [Application for Boards & Commissions](#).

[Mark as Spam](#)

Submitted Information:

Name

Leah Root

Email

[REDACTED]

Home Phone Number

[REDACTED]

Mobile Phone Number

[REDACTED]

Address

[REDACTED]

Saugatuck, Michigan United States 49453

Current Employer

RevSight

Occupation/Position

owner / sales

Business Phone Number

[REDACTED]

Business Reference Name

Tim Schlax

Business Reference Phone Number

[REDACTED]

Business Reference Email

[REDACTED]

Does your employer have any business dealings with the City which might present a conflict of interest

No

If yes, please explain:

Are you a City of Saugatuck resident?

Yes

Are you a registered City of Saugatuck voter?

Yes

Serving on a board or commission can be time-consuming. Are you committed to attending all regularly scheduled meetings?

Yes

On which boards and/or commissions would you be willing to serve? .Historic District Commission

1

Please describe any qualifications, expertise or special interests that relate to your possible appointment:

See cover letter!

Digital Signature

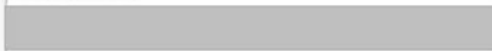
Leah Root

Submitted Files

Cover Letter



Resume



Subject:

FW: New Form Entry: Application for Boards & Commissions

You've just received a new submission to your [Application for Boards & Commissions](#).

[Mark as Spam](#)

Submitted Information:

Name

John Cannarsa

Email

[REDACTED]

Home Phone Number

[REDACTED]

Mobile Phone Number

[REDACTED]

Address

[REDACTED]

Saugatuck, MI United States 49453

Current Employer

Self

Occupation/Position

Designer Firm Owner

Business Phone Number

[REDACTED]

Business Reference Name

Jefrey Bianchi

Business Reference Phone Number

[REDACTED]

Business Reference Email

[REDACTED]

Does your employer have any business dealings with the City which might present a conflict of interest

Yes

If yes, please explain:

There is always a possibility that one of my clients may have an application that could come before the HDC. In those cases, I would make the relationship known, and recuse myself if necessary.

Are you a City of Saugatuck resident?

Yes

Are you a registered City of Saugatuck voter?

Yes

Serving on a board or commission can be time-consuming. Are you committed to attending all regularly scheduled meetings?

Yes

On which boards and/or commissions would you be willing to serve? .Historic District Commission

1

Please describe any qualifications, expertise or special interests that relate to your possible appointment:

Licensed Builder. Owner of a Design Firm. Years of experience on HDC. Doing this because I think preserving the remaining historic fabric of Saugatuck is extremely important to the community.

Digital Signature

John Cannarsa