



## City Council Agenda Item Report

**FROM:** Luke Thompson Director of Planning and Zoning

**MEETING DATE:** 02/24/2025

**SUBJECT:** Historic District Commission Appointment

**DESCRIPTION:**

The City Clerk provided notice that applications are being accepted for the Historic District Commission. Applicant met with City Manager Ryan Cummins, Historic District Commission Chair Tim Straker and Mayor Anderson. After deliberation it is unanimously recommended that Leah Root be appointed to the Historic District Commission.

**BUDGET ACTION REQUIRED:**

N/A

**COMMITTEE/COMMISSION REVIEW:**

Historic District Commission Chair Tim Straker was provided with a copy of the applications and interview questions, participated in the interviews, and provided his recommendations to Mayor Anderson.

**LEGAL REVIEW:**

N/A

**SAMPLE MOTION:**

Motion to appoint Leah Root to the Historic District Commission with a term ending 08-01-2025.

**Name**

Leah Root

**Email**

[REDACTED]

**Home Phone Number**

[REDACTED]

**Mobile Phone Number**

[REDACTED]

**Address**

[REDACTED]

Saugatuck, Michigan United States 49453-8607

**Current Employer**

RevSight

**Occupation/Position**

Owner/CEO

**Business Phone Number**

[REDACTED]

**Business Reference Name**

Chris Clark

**Business Reference Phone Number**

**Business Reference Email**

**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? .Board of Review**

1

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

1

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

1

**On which boards and/or commissions would you be willing to serve? .Zoning Board of Appeals**

1

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

I served as President of my neighborhood group in Chicago (Wicker Park Committee) for 2 years and served as various positions on the board for over 10 years. I sat on the Preservation & Development committee for over 10 years (Historic/Landmark and Zoning) and was a member of the Wicker Park Advisory Council for many years. I love to volunteer and find joy in giving back to my community to make it a better place.

I have a passion for Historic Preservation and believe that is what makes towns unique and attracts visitors and residents. We bought an 1870's farmhouse on the hill in Saugatuck and I'm eager to continue to preserve Saugatuck's historic charm.

# Leah Root

Saugatuck, MI

## 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, 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](https://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)

Dear Saugatuck city leaders:

I'm submitting my application to join one of Saugatuck city boards. I'm very interested in giving back to the city and community and have a long background of community service & leadership. I served as President of my neighborhood group in Chicago (Wicker Park Committee) for 2 years and served as various positions on the board for over 10 years. I sat on our Preservation & Development committee for over 10 years (Historic/Landmark and Zoning) and was a member of the Wicker Park Advisory Council for many years. I have a passion for Historic Preservation and believe that is what makes towns unique and attracts visitors and residents. We bought an 1870's farmhouse on the hill in Saugatuck and I'm eager to continue to preserve Saugatuck's historic charm.

I'm an active volunteer and since moving to Saugatuck have volunteered at Venetian Days, Mt Baldy Challenge, DES and decorating the city for Fall. I've joined the Saugatuck Woman's Club as well. My professional background is in media and advertising, the last 20 years in media sales with the last 4 as the owner of my own media company. I work well with others and like to maintain an open mind. I try to focus on common sense solutions and compromises and I'm excited to help continue to make Saugatuck the best place to live and visit.

Thank you for your consideration.

Sincerely,

Leah Root

[REDACTED]

[REDACTED]

**Name**

Helen Baldwin

**Email**

[REDACTED]

**Home Phone Number****Mobile Phone Number**

[REDACTED]

**Address**

[REDACTED]

Saugatuck, Michigan United States 49453

**Current Employer**

n/a

**Occupation/Position**

CPA (retired)

**Business Phone Number****Business Reference Name****Business Reference Phone Number**

## **Business Reference Email**

**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

**On which boards and/or commissions would you be willing to serve? .Parks and Public Works Committee**

1

**Please describe any qualifications, expertise or special interests that relate to**

**your possible appointment:**

Former Council member and mayor pro tem

Former Chair of PPW

previously served on Board of Review for City of Pleasant Ridge



**FROM:** Jamie Wolters

**MEETING DATE:** February 24, 2025

**SUBJECT:** Board and Commission Appointments

**DESCRIPTION:**

A vacancy notice was sent out on November 25, 2024, for Board of Review and on December 9, 2024 for Board of Review. Mayor Anderson, staff and Deputy Assessor Jollay have conducted interviews, and the mayor is recommending the following appointments:

- Kathleen Quick to the Board of Review with said term expiring January 1, 2026.
- Mark Bekken, Diana Decker and Kathleen Quick to the Compensation Commission with said terms expiring February 24, 2028.

**BUDGET ACTION REQUIRED:**

N/A

**COMMITTEE/COMMISSION REVIEW:**

YES

**LEGAL REVIEW:**

N/A

**SAMPLE MOTION:**

Motion to appoint the following:

- Kathleen Quick to the Board of Review with said term expiring January 1, 2026.
- Mark Bekken, Diana Decker and Kathleen Quick to the Compensation Commission with said terms expiring February 24, 2028.



P.O. Box 86, Saugatuck, MI 49453  
Phone: 269.857.2603 Fax: 269.857-4406  
Website: [www.saugatuckcity.com](http://www.saugatuckcity.com)

## APPLICATION FOR APPOINTMENT TO BOARDS/COMMISSIONS/COMMITTEES

Name: Kathleen T. Quick Home Phone: [REDACTED]  
Home/Mailing Address: [REDACTED], Saugatuck, MI  
E-mail Address: [REDACTED]  
Employer: \_\_\_\_\_ Occupation/Position: \_\_\_\_\_  
Business Phone: \_\_\_\_\_ Business Reference: Daikin - Janet Maxwell  
et al  
Are you a Saugatuck City resident? \_\_\_\_\_ Are you a registered Saugatuck City voter? \_\_\_\_\_

Do you or your employer have any business dealings with the City which might present a conflict of interest? No If yes, explain \_\_\_\_\_

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?

|                                |                                 |                                             |
|--------------------------------|---------------------------------|---------------------------------------------|
| <u>Board of Review</u>         | Kalamazoo Lake Harbor Authority | Planning Commission                         |
| Fire District Board            | Kalamazoo Lake Sewer & Water    | Tri-Community Non-Motorized Trail Committee |
| Historic District Commission   | Library Board                   | Tri-Community Wildlife Committee            |
| Interurban Board               | Parks & Public Works Committee  |                                             |
| <u>Compensation Commission</u> |                                 | <u>Zoning Board of Appeals</u>              |

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

Planning @ Ford M Co & Daikin Inc. Total 35 years  
"Corporate" Planning 6 years, Market Research Asia 4 years, Purchasing (2)

You may wish to submit a cover letter with your application. Please return the original to the City Clerk's office at the above address for processing. The City of Saugatuck recognizes and supports the concept of balanced representation in regard to filling vacancies on Boards and Commissions. To this end, every effort is made to appoint members who represent Saugatuck's diverse community, including citizens of all ethnic groups as well as people with disabilities. Reasonable accommodations and equal access to communication are provided upon request.

Signature: Kathleen T. Quick Date: Feb 6, 2025

**\*\*Disclaimer:** Per the City of Saugatuck's retention schedule this application will be kept on file for twelve months, unless you are chosen to serve on a board, then this application is kept on file for the duration of your term.

**Jamie Wolters**

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**From:** no-reply@weebly.com  
**Sent:** Thursday, December 12, 2024 11:35 AM  
**To:** Jamie Wolters  
**Subject:** New Form Entry: Application for Boards & Commissions

**Caution:** This email originated from outside of the organization. DO NOT click on links or open attachments unless you recognize the sender and know the content is safe.

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

**Submitted Information:**

**Name**  
Diana Decker

**Email**  
[REDACTED]

**Home Phone Number**  
[REDACTED]

**Mobile Phone Number**  
[REDACTED]

**Address**  
[REDACTED]  
:Saugatuck, MI United States 49453

**Current Employer**

Century 21 Affiliated

**Occupation/Position**

Associate Broker

**Business Phone Number**

[REDACTED]

**Business Reference Name**

Bill Underdown

**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? .Board of Review**

1

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

1

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

Associate Broker

Former elected Township Treasurer, served 8 years

Born in Douglas

Owner of a Commercial Building in Douglas

Family Business Farm in Glenn

**Digital Signature**

Diana Decker

Jamie Wolters

---

**From:** no-reply@weebly.com  
**Sent:** Friday, September 20, 2024 2:28 PM  
**To:** Jamie Wolters  
**Subject:** New Form Entry: Application for Boards & Commissions

**Caution:** This email originated from outside of the organization. DO NOT click on links or open attachments unless you recognize the sender and know the content is safe.

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

**Submitted Information:**

**Name**  
Auston Marineau

**Email**  
[REDACTED]

**Home Phone Number**  
[REDACTED]

**Mobile Phone Number**  
[REDACTED]

**Address**  
[REDACTED]  
Saugatuck, Michigan USA 49453

**Current Employer**

Michigan Supreme Court

**Occupation/Position**

Judicial Law Clerk

**Business Phone Number**

[REDACTED]

**Business Reference Name**

Chief Justice Elizabeth Clement

**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

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Yes

**On which boards and/or commissions would you be willing to serve? .Board of Review**

1

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

1

**On which boards and/or commissions would you be willing to serve? .Interurban Board**

1

**On which boards and/or commissions would you be willing to serve? .Kalamazoo Lake Harbor Authority**

1

**On which boards and/or commissions would you be willing to serve? .Parks and Public Works Committee**

1

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

1

**On which boards and/or commissions would you be willing to serve? .Zoning Board of Appeals**

1

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

**Digital Signature**

Auston Marineau

**Submitted Files**

**Cover Letter**

[REDACTED]

**Resume**

[REDACTED]

# Auston (AJ) Marineau

[REDACTED] Saugatuck, MI 49453  
[REDACTED]

September 20, 2024

Saugatuck City Council  
102 Butler St,  
PO Box 86  
Saugatuck, MI 49453

Dear Members of the Saugatuck City Council,

I am writing to express my interest in serving on one of the city's boards or commissions—or frankly anywhere the city may have a need. Having recently returned to Saugatuck, the community where I grew up, I feel deeply connected to its history, values, and future. Although I may not have traditional qualifications for board and commission positions, I believe my diverse experiences can offer meaningful contributions to the city.

This past May, I graduated with honors from the University of Michigan Law School, and shortly after began clerking for the Chief Justice of the Michigan Supreme Court. This role has given me substantial exposure to legal research, drafting key legal documents, and understanding the inner workings of our state's legal system. During my time at the University of Michigan Law School, I held positions in both the private sector at some of the world's largest law firms and in public service, including working in Governor Whitmer's Office of Legal Counsel during the duration of my second year. Each of these roles honed my ability to approach complex issues from multiple perspectives and work collaboratively to find solutions.

Before beginning my legal career, I served as an infantry officer in the U.S. Army for seven years, with deployments to Afghanistan, Iraq, and Syria. Leading teams in high-pressure environments taught me to manage large groups, coordinate efforts across diverse organizations, and make strategic decisions in dynamic situations. I believe these skills, along with my strong sense of duty and love for this community, can support Saugatuck's continued success.

Growing up in Saugatuck, I had the privilege of being involved in various roles within the community—attending Saugatuck Public Schools, working in local restaurants, at the Saugatuck/Douglas Convention and Visitors Bureau, and as a tour guide for Saugatuck Dune Rides, among others. All of these experiences provided me with an intimate knowledge of our local history, natural beauty, and what makes Saugatuck such a special place. My personal experiences, combined with my family's longstanding connection to the area—my grandfather having served as the town doctor for over 40 years—have helped me build a strong connection with residents and visitors alike, a connection that I would like to deepen by giving back to the community that shaped me.

Thank you for considering my application. It would be an honor to contribute to Saugatuck's continued growth and success, and I look forward to the opportunity to serve in any capacity the council finds appropriate.

Very Sincerely,

Auston Marineau

# Auston (AJ) Marineau

Saugatuck, Michigan 48104

## EDUCATION

### UNIVERSITY OF MICHIGAN LAW SCHOOL

Ann Arbor, MI  
May 2024

*Juris Doctor*

- Honors: Graduated *Cum Laude*; Pro Bono Pledge; Dean's Scholarship Recipient
- Activities: Michigan Journal of International Law – Executive Editor; Michigan Law Veterans Society – Co-President; National Security Law Society – Co-President; Syrian Accountability Project – Chief Investigator; Michigan Law Softball Team Member

### INDIANA UNIVERSITY

Bloomington, IN  
May 2014

*Bachelor of Arts* in History

- Activities: Men's Soccer Varsity Letterman (Lake Forest College)
- Worked 25-40 hours per week in restaurant and tourism industries during undergraduate studies

## EXPERIENCE

### MICHIGAN SUPREME COURT

*Judicial Law Clerk to Chief Justice Elizabeth T. Clement*

Lansing, MI (August 2024 – Present)

- Responsible for researching and drafting all manners of memorandum, opinions, and orders; assist in coordinating the Chief Justice's communications within the court and assist with her administrative responsibilities and taskforce work

### COOLEY LLP

*Litigation Summer Associate* (received offer of employment; will begin as associate in Chicago following clerkship)

Boston, MA (May – July 2023)

- Conducted legal research and drafted memoranda on complex litigation matters, providing critical support in case preparation, strategy development, and legal analysis
- Drafted and reviewed various legal documents, including motions, briefs, and discovery requests, ensuring accuracy, adherence to procedural requirements, and alignment with client objectives

### OFFICE OF LEGAL COUNSEL FOR THE OFFICE OF THE GOVERNOR OF MICHIGAN

*Senior Law Clerk*

Lansing, MI (August 2022 – May 2023)

- Analyzed legislation for regulatory, constitutional, and other legal and policy deficiencies; delivered legal research, analysis, and memoranda regarding a variety of legal and policy issues concerning both the state of Michigan and the Office of the Governor

### MILLER, CANFIELD, PADDOCK AND STONE, P.L.C.

*Summer Associate* (received return offer for 2L summer)

Detroit, MI (May – July 2022)

- Drafted a \$5 million bond purchase agreement; created a 50-state survey regarding the implications of remote work on various state tax and employment laws and regulations; managed two expungement cases in coordination with the City of Detroit's Project Clean Slate
- Authored 10+ memoranda on topics including commercial litigation, guaranties, labor and employment, immigration, and real estate

### UNITED STATES ARMY

(November 2014 – August 2021)

Infantry Officer, Honorably Discharged at the rank of Captain

*Aide-de-Camp to Deputy Commanding General*

Iraq; Syria; Fort Hood, TX (April 2019 – August 2021)

Assistant to a Two-Star British General charged with oversight of Coalition Forces in Iraq and Syria and ~95,000 U.S. soldiers

- Planned, facilitated, and prepared the General for engagements with a variety of entities, including the United Nations, NATO, and senior Defense and State department representatives from over 40 countries
- Managed the efforts of a 500 person staff tasked with preparing in-depth analysis and presenting options to shape the future of the mission to defeat ISIS, affecting the interests of 83 countries and ~20,000 military personnel
- Prepared speeches and official correspondence for the General; assisted with drafting whitepapers regarding Coalition and U.S. policy in Iraq and Syria which were routinely distributed to heads of state and top U.S. officials

*Executive Officer*

Iraq; Kuwait; Fort Hood, TX (June 2017 – March 2019)

Second-in-command of an 850-person multinational company focused on logistics during a 13-month combat deployment

- Ranked in the top 1% of Army Officers in formal evaluation
- Designed and implemented company accountability program to secure ~3,000 pieces of highly sensitive military equipment valued at \$200 million across 11 bases, spanning three countries, without any loss

*Platoon Leader*

Afghanistan; Fort Hood, TX (January 2016 – May 2017)

- Planned and conducted ~90 combat missions, synthesizing complex information and competing priorities into coherent and understandable orders; ranked as the #1 officer over 22 officers in formal evaluation
- Directed the daily operations of a 45-person team with military experience ranging from 1-17 years

### SAUGATUCK DUNE RIDES

*Tour Guide*

Saugatuck, MI (May 2013 – October 2014; May – September 2024)

- Operated a 20-seat dune buggy, providing one-hour guided tours filled with local history, folklore, and a bunch of corny jokes

## ADDITIONAL

**Volunteer:** Service to School Undergraduate and JD Ambassador

**Interests:** Playing all sports, trail running, Detroit professional sports teams, long walks and frequent beverage stops with my wife and dog

**Security Clearance:** Top Secret / Sensitive Compartmentalized Information Security Clearance

Jamie Wolters

---

**From:** no-reply@weebly.com  
**Sent:** Wednesday, December 4, 2024 9:02 PM  
**To:** Jamie Wolters  
**Subject:** New Form Entry: Application for Boards & Commissions

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[Mark as Spam](#)

**Submitted Information:**

**Name**  
Leah Root

**Email**  
[REDACTED]

**Home Phone Number**  
[REDACTED]

**Mobile Phone Number**  
[REDACTED]

**Address**  
[REDACTED]  
Saugatuck, Michigan United States 49453-8607

**Current Employer**

RevSight

**Occupation/Position**

Owner/CEO

**Business Phone Number**

[REDACTED]

**Business Reference Name**

Chris Clark

**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:**

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Yes

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I have a passion for Historic Preservation and believe that is what makes towns unique and attracts visitors and residents. We bought an 1870's farmhouse on the hill in Saugatuck and I'm eager to continue to preserve Saugatuck's historic charm.

**Digital Signature**

Leah Root

**Submitted Files****Cover Letter**

[REDACTED]

**Resume**

[REDACTED]

Dear Saugatuck city leaders:

I'm submitting my application to join one of Saugatuck city boards. I'm very interested in giving back to the city and community and have a long background of community service & leadership. I served as President of my neighborhood group in Chicago (Wicker Park Committee) for 2 years and served as various positions on the board for over 10 years. I sat on our Preservation & Development committee for over 10 years (Historic/Landmark and Zoning) and was a member of the Wicker Park Advisory Council for many years. I have a passion for Historic Preservation and believe that is what makes towns unique and attracts visitors and residents. We bought an 1870's farmhouse on the hill in Saugatuck and I'm eager to continue to preserve Saugatuck's historic charm.

I'm an active volunteer and since moving to Saugatuck have volunteered at Venetian Days, Mt Baldy Challenge, DES and decorating the city for Fall. I've joined the Saugatuck Woman's Club as well. My professional background is in media and advertising, the last 20 years in media sales with the last 4 as the owner of my own media company. I work well with others and like to maintain an open mind. I try to focus on common sense solutions and compromises and I'm excited to help continue to make Saugatuck the best place to live and visit.

Thank you for your consideration.

Sincerely,

Leah Root

[REDACTED]

[REDACTED]

# Leah Root

MI

[Revsight.com](http://Revsight.com)

## **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, 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](http://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.
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- 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)