



Request for City Council Committee Action from the Department of Community Planning & Economic Development—Planning Division

Date: February 2, 2012

To: Council Member Gary Schiff, Chair, Zoning & Planning Committee and Members of the Committee

Referral to: Zoning & Planning Committee

Subject: Appointments to the Zoning Board of Adjustment

Recommendation: Approve the following Council appointments:

Appointee Name and Category if any	Appointed by Council	Ward	Number of terms served to date	Term beginning and ending	Replacing or fulfilling the term of another member: Name, Expiration Date
Matt Perry (Re-appointment)	Council	13	4	01/01/2012 - 12/31/2014	
Matthew Ditzler (Re-appointment)	Council	5	4	01/01/2012 - 12/31/2014	
Pamela Meier	Council	13	0	01/01/2012 - 12/31/2014	Replacing Souliyahn Keobounpheng whose term ended 12/31/2011

Wards: All

Prepared by: Shanna Sether, Senior Planner (612-673-2307)

Approved by: Hilary Dvorak, Interim Planning Manager

Presenters in Committee: Hilary Dvorak, Interim Planning Manager

Zoning Code: Section 525.110

Supporting Information

The Board of Adjustment has three open seats. After solicitation of resident nominees and interest by current members, the City Planning Commission submits the following advisory list for consideration to serve a three-year term on the Board of Adjustment:

Name	Appointing Agency	Date of appointment	Expiration of term	Ward
Matt Perry	City Council	01/01/2012	12/31/2014	13
Matthew Ditzler	City Council	01/01/2012	12/31/2014	5
Pamela Meier	City Council	01/01/2012	12/31/2014	13



Application for re-appointment to a Board, Committee, Commission, or Task Force

DATA CLASSIFICATION ADVISORY

Some of the information on this form is public data under the Minnesota Government Data Practices Act, Minn. Stat. Chapter 13. The data is being requested so that the appointing authority can make an informed decision as to the appointment to the relevant board, commission, committee or task force. An applicant is not required to provide any information; however, failure to answer any of the questions on this application may cause the appointing authority to reject the application or to select another candidate. The data on this form will be maintained by the City of Minneapolis in accordance with the Minnesota Government Data Practices Act and the non-public portions of the form, if any, will be available to individuals working for the City whose work assignments reasonably require access.

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Title of the Board, Commission, Committee, or Task Force this application is for

City of Minneapolis Zoning Board of Adjustment

Name: Matt Perry	Ward: 13
City of residence: 4205 Colfax Avenue South, Minneapolis, MN 55409	

Occupation: President	Employer: Twin Cities PC MD, Inc.
Employer's Address: 4205 Colfax Avenue South	

Reasons for seeking reappointment:

I am seeking reappointment to the Zoning Board of Adjustment because I believe I can continue to serve the city well through an approach that brings good analytical skills, extensive public meeting management experience and an understanding that the spirit and intent of an ordinance cannot be written to cover every eventuality.

For many coming before the Zoning Board of Adjustment, this is likely the first and last formal encounter they will have with the city in a public forum. It is critical the city be seen as having transparent and predictable processes, hearing each person's testimony in a respectful and unbiased manner and having the public leaving the experience with the knowledge decisions were based on fair, thorough and thoughtful deliberation. It has been my mission to make sure every item coming before the Zoning Board of Adjustment meets these standards.

In each of the last two years I have been elected by my peers to serve as the chair of the Zoning Board of Adjustment. Working with my colleagues and Staff I have introduced changes to align the board's processes with those of the City Planning Commission so the public will have a similar procedural experience when coming before either body. Changes have also been made in the meeting proceedings to supplement information provided by Staff to applicants and others so the public has a better understanding of the process in which they are participating. Lastly, I have introduced process changes that streamline the approval process of consent items.

The manner in which meetings are conducted in combination with the process changes high caliber board members and superb Staff has made an impact. The general feedback from the public has been they feel the proceedings have been fair, thoughtful and understandable. This has come from both those who felt a decision was favorable to their position as well as those who felt otherwise.

My commitment to this position can be measured empirically as well. Since 2009 I have missed only two (2) meetings both due to illness. I have been present for the entirety of each meeting I attended. As I did when I first became a board member, I still visit the properties of every item not on the consent agenda to personally see the subject property and get a hands-on sense of the character of the locality. In 2010 I completed my certification in public participation through the International Association of Public Participation (IAP2).

I believe I have a unique set of skills and view point that have served the public and the city well as a member of the Zoning Board of Adjustment these past three years. I would like to continue my public service as a member of the Zoning Board of Adjustment for another three years.

Thank you for your consideration in my request to be reappointed to the board.

Matt Perry
Zoning Board of Adjustment
Reappointment Application 2011



Application for appointment to a Board, Committee, Commission, or Task Force

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Title of the Board, Commission, Committee, or Task Force this application is for

Name: Matthew Ditzler	Ward: 5
City of residence: Minneapolis	

Occupation: Real Estate Broker	Employer: Re/Max Results
Employer's Address: 1221 West Lake St – Suite 209, Minneapolis MN 55409	

Describe your background related to any required or desirable qualification listed in the Notice. Include applicable experience with civic, professional or volunteer organizations and other city boards or commissions. List any awards or special recognition.

I have served on the zoning variance board since June of 2005. Being a north side resident has given me a unique perspective on the challenges our city faces. In the past I have served as a block club leader, and also currently work hand in hand with the Minneapolis police department to improve troubled rental properties through the property management company I currently own. My business takes me into all areas of the city, both residential and commercial, and has provided me an excellent working knowledge of the city geography and demographic make-up. I have been selling property in Minneapolis for almost 10 years, and I feel my back ground as well as previous experience on the board gives me a wealth of information regarding land use and development.



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<u>Title of the Board, Commission, Committee, or Task Force this application is for</u>	
Board of Adjustments	
Name: Pamela Ann Meier	Ward: 13
City of residence: Minneapolis	
Occupation: Retail Consultant	Employer: Self-Employed
Employer's Address: 4322 Lyndale Avenue South, Minneapolis, MN 55409	

Describe your background related to any required or desirable qualification listed in the Notice. Include applicable experience with civic, professional or volunteer organizations and other city boards or commissions. List any awards or special recognition.

VOLUNTEER EXPERIENCE – COMMUNITY ENGAGEMENT & LEADERSHIP

Housing, Zoning and Business (HZB), East Harriet Farmstead Neighborhood Association (EHFNA)

- Positions: Committee Chair (2009 – present); Committee Member (2008-2009)
- Responsibilities:
 - Led HZB committee in the development of HZB strategy & tactics, led monthly committee meetings, and managed budget on projects impacting quality of housing, living and business in East Harriet.
 - Facilitated community engagement and increased relevancy of EHFNA through partnerships with residents & business owners, elected officials, government and community leaders.
 - Revitalized organizational strength of HZB through enhancing the professionalism and quality of committee structure, broadening involvement in citywide programs, and leveraging committee talent as project leads.
- HZB Projects: Led EHFNA volunteer tornado cleanup crew for North Minneapolis, assisted with community engagement during Lyndale Avenue Reconstruction, development of Business Design Guidelines, restructuring Home Improvement Loan Program, implementing Community Energy Services Program, participation in city-wide B.L.E.N.D. Award, developing EHFNA Renter Survey, facilitating EH variances, conditional use, and beer/wine licensing requests with residents and EHFNA Board.

Community Building Committee (CBC), East Harriet Farmstead Neighborhood Association (EHFNA)

- Positions: Committee Chair (2008-2009)
- Responsibilities:
 - Development of strategies to increase community involvement, sense of neighborhood and pride of place.

- Led event planning, budget and communication of annual neighborhood events through eNews and website.
- CBC Projects: RoseFest, KiteFest, Annual Meeting. Developed proposal for Adopt-A-Block and EHFNA Board Member Election Reinvention.

EHFNA Board Member (2008-2009)

- Active participant in East Harriet's governing board.
- Parks, Schools & Environment (PES) Committee Member (2008-2009)

VOLUNTEER EXPERIENCE – YOUTH EDUCATION

Tibetan Video Workshop Series (2002)

- Designed and implemented a 16-week video workshop series for Tibetan youth. Included hands on experience with studio production, exposure to industry experts, and student run video shoot at Marshall Field's Studio 11. Partnered with Minneapolis Telecommunications Network, the Tibetan American Foundation of America, and Marshall Field's.

VOLUNTEER EXPERIENCE – PROJECT MANAGEMENT

Steering Committee and Ticketing Manager

Visit of His Holiness the Dalia Lama, University of Minnesota (1999-2001)

- Responsible for pricing, seating charts, report analysis, customer service, and volunteer training. Assisted with design and development of marketing collateral. Partnered with Steering Committee, Tibetan community, U of M, the US State Department and event volunteers.

WORK EXPERIENCE – RETAIL CONSULTING

Self-Employed (August 2010 – present)

- Recent Projects:
 - **LYON Cookware National Launch** Development and implementation of national launch of high-end gourmet cookware. Included marketing/packaging/POS support, training for retail and field teams, consumer website, recipe development, and in-store event program.
 - **Gourmet Espresso/Coffee Machine Launch** Currently working on consumer feedback sessions, retail and field training strategy, social networking, and other consumer marketing initiatives. Spring 2012 launch.

WORK EXPERIENCE – RETAIL SALES & MANAGEMENT (Training, Human Resources, Sales, Marketing)

Stores Training Consultant, Organizational Effectiveness, Target (2004-2010):

Developed branded guest service, product and operational training materials for exempt and non-exempt team members. Areas supported included Food Safety, Grocery, Photo Lab and Guest Service. Worked with senior leaders and cross-company task force to develop corporate guest service expectations, remodel/new store training strategies, and store leadership training.

Training Consultant, Organizational Development, Marshall Field's (1997-2004)

Developed guest service, professional selling, clientele and product training for exempt and non-exempt team members. Worked with VPs, Sr. Management, Buyers and vender partners to develop training strategies for each business category and guest lifestyle, focused on luxury and exclusive lines. Negotiated vender support, planned and implemented training initiatives that utilized a wide-variety of technical, on-the-job and experiential methods.

Corporate Gift Registry Manager, Dayton's/Hudson's/Marshall Field's (1994-1997)

Responsible for driving profitable sales, increasing market share and development of consistent bridal and baby registry strategies across three companies. Managed regional and headquarters support teams.

Training Associate, Dayton's/Hudson's/Marshall Field's (1990-1994)

Designed new team member orientation and training on guest service and selling skills for store team members.

Human Resources Manager, Dayton's, Bismarck ND (1988-1990)

Hired, coached and trained 200 store executives and hourly team members. Oversaw administrative functions associated with scheduling, payroll, benefits and disciplinary guidelines. Managed in store support team.

Customer Service Manger, Dayton's, Bismarck ND (1985-1988)

Drove profitable sales through customized business strategies, special events and professional selling. Managed sales manager team. Prior to this position, held variety of retail sales positions at Dayton's (1977-1988), including Sales Manager, Asst. Sales Manger and Sales Associate.

EDUCATION

Bachelor of Arts, Historic Costume, North Dakota State University, Fargo, ND