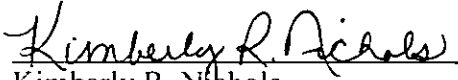


RESOLUTION NO. 2482

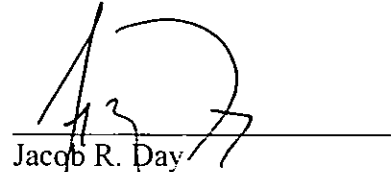
BE IT RESOLVED by the City of Salisbury, Maryland that the following individual is appointed to the Ethics Commission for the term ending as indicated:

<u>Name</u>	<u>Term Ending</u>
Maureen McNeill	3/1/2019

The above resolution was introduced, read and passed at the regular meeting of the Council of the City of Salisbury held on the 9 day of March 2015.

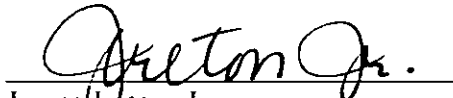


Kimberly R. Nichols
CITY CLERK



Jacob R. Day
COUNCIL PRESIDENT

APPROVED BY ME THIS
18th day of March 2015.



James Ureton, Jr.
MAYOR

INTER

OFFICE

MEMO

OFFICE OF THE MAYOR

To: Tom Stevenson
From: Sherrell McBride
Subject: Appointment to the Ethics Commission
Date: March 2, 2015

Mayor Ireton would like to appoint the following person to the Ethics Commission:

<u>Name</u>	<u>Term Ending</u>
Maureen McNeill	3/1/2019

Attached you will find Ms. McNeill's letter of interest and the Resolution necessary for her appointment. Please forward this information to the City Council so it may be placed on the agenda for the next meeting. Please let me know if you have any questions.

Attachments

cc: Dr. Francis Kane
Tom Stevenson

Maureen McNeill

507C South Boulevard
Salisbury, Maryland 21801

410.603.0384
m_e_mcneill@hotmail.com

February 10, 2015

Mr. James Ireton, Mayor
City of Salisbury
125 North Division Street, Room 304
Salisbury, Maryland 21801-4940

Dear Mayor Ireton:

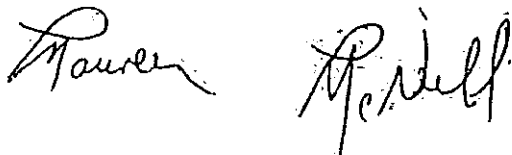
Timing is a wonderful thing.

Lately, I've been thinking about a way to serve Salisbury and the community in a way that is nonpartisan and impartial. And then Fran Kane called, offering to nominate me for the City of Salisbury Ethics Commission.

At his suggestion, I have attached my résumé in hopes it includes the information you need to know about me as you consider that nomination. I was surprised by Fran's call and feel humbled by his offer. I hereby leap at this chance.

It would be a privilege and an honor to serve. Please contact me if I can be helpful in any way.

Sincerely,

Handwritten signature of Maureen McNeill in cursive script.

Maureen McNeill

507C South Boulevard
Salisbury, Maryland 21801

410.603.0384
m-e_mcneill@hotmail.com

MANAGEMENT PROFILE

Writer:

- Accomplished writer of books, campaign case statements, grant proposals promotional brochures and award-winning news and feature articles for television and print media
- Agile and effective public speaker with a talent for developing relationships with participants
- Experienced negotiator and facilitator of panel discussions and workshops

Development Professional:

- Fundraiser, successful with local and regional donors in vibrant and depressed economies, trained and experienced in securing major individual and corporate gifts, foundation grants and planned gifts
- Director of Development Program for \$9 million nonprofit organization, managing Development and Community Relations programs, an annual department budget of \$225,000 and an array of fundraising programs that produces \$1 million in annual revenue
- Innovator and coordinator of a university outreach team that raised a \$1.6 million endowment

Team Leader:

- Educator and author in leadership, mission-based culture and organizational communications
- Leading a team of development and public relations professionals and volunteers, maximizing social, broadcast and print media for successful fundraising and community relations
- Consensus-builder among diverse teams to develop and deliver successful proposals and programs

EXPERIENCE

Director of Development 2007 to present

Coastal Hospice & Palliative Care, Salisbury, MD *Named Non-Profit of the Year in 2013 by 3 regional organizations*

Achievements still in progress:

- Empowered Board to launch Coastal Hospice at the Ocean capital campaign without external consultant or additional FTEs; \$3 million of \$5 million goal raised to date
- Introduced successful innovations to long-standing fundraising and community relations program, including streamlining of Raiser's Edge database, updating outreach programs, from web site and social media to Speakers Bureau and advertising
- Developed reporting structure that measures and has improved effectiveness of events and appeals

Writer 2004 to present

Collaborated with Mark Sasscer, CEO, Leadquest Consulting, LLC, on two books, the third is in progress

- Accountability Now! published in 2010
- The Change Agent (as ghost writer) published in 2007

Owner/Writer/Nonprofit Consultant 2004 to 2007

m²power Salisbury, MD

- Wrote grant proposals and articles for Advancement team at the University of Maryland Eastern Shore
- Led four different nonprofit Boards of Directors in board development, creating and initially implementing strategic plans.

Lecturer: Communication Arts 2002; 2004 to 2007

Feature Writing, Writing for Broadcast, Advanced Public Speaking
Salisbury University (SU) Salisbury, MD

Maureen McNeill

507C South Boulevard
Salisbury, Maryland 21801

410.603.0384
m_e_mcneill@hotmail.com

Director, Corporate and Foundation Relations 1998 to 2004

Salisbury University (SU) Salisbury, MD

- Wrote successful grant proposals and negotiated roughly \$2.4 million in endowment and capital gifts and an estimated \$1 million in operating funds for programs and scholarships.
- Led teams of faculty, staff, board members, community leaders and students to develop proposals – from budget development to measurable outcomes
- Created and led partnership of outreach organizations in creating a \$1.6 million endowment.

Free-lance Writer/Producer 1990 to 1998

- Eastern Shore Correspondent for the Baltimore *Sun* and Maryland Public Television (MPT)
- Emmy nomination: "Poverty in Maryland: Breaking the Cycle" for MPT. June 1996.
- Finalist: Outstanding Achievement in the International Competition for Television, Film and Video Communication. "Poverty in Maryland." New York Festivals. 1995.
- Part-time member of Public Relations team at Salisbury University, producing Admissions view-book and Career Services brochure and contributing to annual reports, newsletters and other publications.

Managing Editor, Assignment Editor 1988 to 1990, 1985 to 1988, respectively
WBOC-TV Salisbury, MD

Editor 1983 to 1985

The Salisbury News & Advertiser (No longer in publication) Salisbury, MD

EDUCATION

Bachelor of Arts, cum laude, The Catholic University of America. English Literature 1979

COMMUNITY SERVICE

Secretary, Lower Shore Land Trust, present

Secretary, Wicomico County Commission for Women, 2013, 2014

Secretary, Women's Fund, Community Foundation of the Eastern Shore, 2012 to present

Editorial Board Member, The Daily Times, 2014

Board Member, Kids of Honor 2004 to 2009, 2013 to present

Legislative Committee, Hospice & Palliative Care Network of Maryland 2012 to present

Member, Board of Directors, Center for Conflict Resolution, Salisbury University 2004

Secretary, School Board, St. Francis de Sales School. Three-year term 2002 to 2005

President, Home School Association, (equivalent of PTA), St. Francis de Sales School 2002

Secretary, Home School Association, St. Francis de Sales School 1997 to 2002

Board Member, Life Crisis Center Mid to late 1980s

REFERENCES

"She embodies a 'here to serve' attitude. Maureen is a role model to others in her professionalism and demeanor. She fosters good relationships on behalf of Coastal Hospice." Alane K. Capen, President, Coastal Hospice & Palliative Care, 410.742.8732

"I couldn't ask for a better collaborator and communicator than Maureen McNeill. I value her clear thinking and analysis and her creative flair as a writer." Mark Sasscer, CEO at Leadquest Consulting, LLC, 443.664.2474

"Maureen's excellent communication and interpersonal skills allowed her to build and nourish community relationships with confidence and ease." Sonya M. Sperry, Legislative Assistant, Rep. William R. Keating (D-MA), 202.731.1374