



Chartered 1708

Office of the Mayor
Gavin Buckley, Mayor
160 Duke of Gloucester Street
Annapolis, MD 21401-2517

October 4, 2019

To: Alderpersons, City of Annapolis

From: Mayor Gavin Buckley

Re: Transportation Board appointment

Pending your approval, I would like to appoint Ms. Cara Plewinski to the Transportation Board. Ms. Plewinski is a resident of Ward 7. This appointment fills a vacancy on the board. Her term will end 6/30/2022

Cara Plewinski
1903 Towne Centre Boulevard, Apt. 308
Annapolis MD 21401

A copy of her resume is attached.

Thank You.

GB/hrr

Reviewed by: <u>Transportation Committee</u>	
<u> </u> Favorable	<u> </u> Unfavorable
_____	_____
Committee Chair	Date

CARA FLECK PLEWINSKI

1045 HYDE PARK DRIVE · ANNAPOLIS, MD 21403 · 443.621.9343 · FLECK1225@GMAIL.COM

MARKETING AND COMMUNICATIONS EXPERIENCE:

SEPT 2017-CURRENT: ASSISTANT DIR. MARKETING & COMMUNICATIONS, UMD DEPT OF TRANSPORTATION (DOTS)

- Develops, directs and assesses integrated marketing and communications strategies that enhances the DOTS brand and promotes all aspects of DOTS operations: Shuttle-UM, BikeUMD, sustainable transportation programming and parking.
- Directs a communications strategy that informs the university community about DOTS policies.
- Strengthened DOTS' social media presence by developing a content creation and customer response strategy.
- Builds trust with the constituents by conceptualizing and implementing community outreach initiatives.
- Led the implementation of a new website, which generated a 10% increase in organic search traffic, a 438% increase in social media traffic, a 20% decrease in bounce rate and increased session duration by 130%.
- Directs a marketing team of four full-time employees and nine student employees.

AUG 2012 -SEPT 2017: ASSISTANT DIR. OF MARKETING & EXTERNAL RELATIONS, UNIVERSITY OF MD (UMD) SCHOOL OF MUSIC

All duties of the Marketing and Communications Coordinator position, as well as the following:

- **Recruitment Strategy:** Conceptualize, write, and oversee the production of all SOM digital and print admissions materials; develop and implement admissions marketing strategy with SOM Assistant Dir. of Admissions.
- **Email Marketing:** Launched, wrote, and delivered the quarterly School of Music Alumni e-newsletter, bi-weekly event emails, and quarterly prospective student emails.
- **Relationship Management/Outreach:** Cultivate relationships with key members of the community, including music educators and youth orchestra directors, to generate interest in SOM programs for prospective students.
- **Development:** Engage SOM scholarship donors through regular e-newsletters and semesterly meetings, and assist in planning board cultivation events.
- **Special Projects:** curated, branded, and marketed a chamber music concert series featuring SOM students at popular Hyattsville restaurant and performance venue, Busboys and Poets.

AUG 2010 – AUG 2012: MARKETING & COMMUNICATIONS COORDINATOR, UMD SCHOOL OF MUSIC

- **Concert Marketing:** Liaise with The Clarice marketing team to convey SOM concert priorities and programming concepts and ensure events are promoted appropriately.
- **Messaging Strategy:** Identify and develop press priorities that exemplify SOM and University messaging in collaboration with Director; collaborate with Clarice, College of Arts and Humanities and UMD Central Communications to ensure the SOM's stories are pitched to the media and shared throughout campus.
- **Brand Management:** Ensure that the SOM and University brands are clear and consistent throughout SOM print and digital media.
- **Content Creation/Curation:** Manage and create content for all SOM digital assets, including the website, e-newsletters and social media; created all social media accounts.
- **Copywriting & Editing:** Edit all print and digital promotional materials media created by The Clarice for SOM performances; write copy for SOM public events.
- **Supervision:** Supervises marketing graduate assistant who creates and deploys weekly internal emails and manages content for SOM concert programs.

AUG 2015 – MARCH 2016: SOCIAL MEDIA & MARKETING, SEOULSPICE (FREELANCE CONTRACT, PART-TIME)

SEOULSPICE is a fast-casual restaurant in NoMA, D.C.

- **Email marketing:** Devised digital marketing strategy that built customer email list in advance of restaurant grand opening; wrote, designed and deployed emails.
- **Social Media Strategy:** Created and built audiences for SEOULSPICE social media accounts; wrote content that generated excitement around the restaurant grand opening date; replied to customer inquiries received through social media.

- **Outreach/Partnerships:** Partnered with other businesses located near the restaurant to promote grand opening; launched UberEATS account.
 - **Copywriting:** Wrote SEOULSPICE web copy and tagline.
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OTHER EXPERIENCE:

AUG 2014 -SEPT 2017: PROGRAM MANAGER, UMD HIGH SCHOOL MUSIC ACADEMY (HSMA), UMD SCHOOL OF MUSIC
Administers all aspects of the program, including:

- **Scheduling & Events:** Determine daily schedule and camp events and in collaboration with Program Director. Reserve rooms and determine production needs with Operations Manager.
- **Budget:** Create and manage annual HSMA budget.
- **Hiring & Training:** Contract and manage a team of 23 staff and faculty; ensure all staff and faculty are trained and contracted in compliance with state and university risk management requirements.
- **Risk Management:** Write and enforce camp emergency policy and medical plan that comply with state and risk management requirements.
- **Evaluation & Development:** Assess effectiveness of program and recommend program improvements to Program Director.
- **Marketing:** Develop HSMA brand and marketing strategy that successfully recruits the target number of 70 program participants per summer.
- **Auditions & Registration:** Oversee HSMA audition process, including audition registration, audition weekend logistics, audition decisions, camp chamber group assignments and camp registration process for accepted students.
- **Program Logistics:** Make on-campus living arrangements, plan student arrival and departure, write student and faculty handbooks that outline program details and policies.
- **Supervision:** Supervises admissions coordinator who assists with program logistics; answers inquiries for participants and their families; manages score scanning and distribution; and completes other duties as assigned.

FEB 2016 - PRESENT: ARTISTIC ADMINISTRATOR, GOURMET SYMPHONY (PART-TIME)

- **Curation:** develops concert themes and repertoire with GS Artistic Director; facilitates programming and culinary discussions between musicians, chefs and GS staff; outlines concert concepts and key messaging points for GS Communications Director.
- **Budget:** creates concert budgets for Saloon Series, assists Artistic Director with budget creation for other GS events.
- **Personnel Management:** maintains list of GS musicians; sends parts, seatings, concert logistics and contracts to musicians hired for all GS-produced engagements; coaches musicians on talking points as needed for Saloon Series concerts; plans activities for GS musicians that cultivate high morale and investment in the organization.
- **Operations:** creates event timelines; for events where GS curates for other ensembles works with operations and personnel management to clarify complex concert logistics and identify musicians who will mingle with guests.
- **Season Planning:** leads evaluation and programming exercise for GS team to initiate season planning.

2000 - PRESENT: PROFESSIONAL FREELANCE HARPIST (PART-TIME)

Appears in Washington, D.C. and Baltimore as a soloist, chamber and orchestral musician. Principal harpist with the Grammy-nominated Inscape Chamber Orchestra. Interested in interdisciplinary performance and has an affinity for working with composers and premiering new works. Recent appearances at venues such as the Kennedy Center and Strathmore.

EDUCATION:

AMERICAN UNIVERSITY, WASHINGTON, DC
Master of Arts in Arts Management

UNIVERSITY OF MARYLAND, COLLEGE PARK, MD
Bachelor of Music in Harp Performance



City of Annapolis
Office of the Mayor
160 Duke of Gloucester Street
Annapolis, MD 21401-2517

Mayor@annapolis.gov • 410-263-7997 • Fax 410-216-9284 • TDD use MD Relay or 711 • www.annapolis.gov

Boards and Commissions Application

Personal information

Name Cara Fleck Plewinski

Address 1045 Hyde Park Drive

City Annapolis ST MD Zip 21403

Phones Home 443-621-9343 Other _____

E-mail fleck1225@gmail.com

Statement of interest – Why should you be appointed to this board/commission?

I would like to participate on the transportation board to improve the City of Annapolis' mobility options. I'm particularly interested in seeing the expansion of an expanded cycling network and more efficient transit options. I also believe that my professional experience makes me uniquely suited for the a position on the transportation board. I am the Assistant Director for Marketing and Communications for the University of Maryland Dept. of Transportation Services, and as a member of the senior team, I regularly sit at the table with those who plan our parking, transit and sustainable transportation programming. I am attuned to the complexities involved in changing policies and implementing new mobility systems (ex. bike and electric scooter share). I also understand how liaising with the community is critical to the success of any transportation program. I would look forward to introducing new ideas for improving mobility in Annapolis if selected to serve on the board.

Are you a resident of the City of Annapolis? Yes No

Are you an employee of the City of Annapolis? Yes No

If yes, please state your job title, department & duties.

Do you do business with the City of Annapolis? Yes No

If yes, please detail.

Are you currently serving on any city boards or commissions? Yes No

If yes, please list board(s).

Work experience (titles and duties)

Please refer to resumé.

Educational background (certificates, diplomas, degrees, seminars, etc)

Please refer to resumé.

Other experience (volunteer experience, memberships etc)

Volunteer at the SPCA of Anne Arundel County

References

Name J. David Allen, Executive Director, UMD DOTS Phone 301-314-4532

Address jdallen@umd.edu

Name Anna McLaughlin, Assist. Dir. for Sustainable Transportation, UMD DOT Phone 301-314-0183

Address annamc@umd.edu

Name Valerie Goubeau, Assist. Dir. for Special Projects, UMD DOTS Phone 301-314-0178

Address vgoubeau@umd.edu

Appointees are subject to the provisions of the City of Annapolis Ethics Code, Annapolis City Code Chapter 2.08. Appointees are strongly encouraged to review this Code and contact the City of Annapolis Office of Law and/or City of Annapolis Ethics Commission with all inquiries.

Signature *Cara Fleck* Date _____

E-mail electronically completed form to boards@annapolis.gov. Paper copies may be faxed to 410-216-8284 or mailed to the Mayor's Office address above, attention Boards and Commissions Coordinator.

