

Home Phone

Work Phone

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Email address

Yes

Years of residence in Lafayette

Are you a registered voter?

Please answer the following questions. You may attach additional sheets if necessary

Why are you interested in serving on the Lafayette City Council?

It is a dream of mine to serve on City Council. I strongly believe in the democratic system of government, in which the community is governed by the people and for the people. I value the role residents serving on City Council play in listening to public input and data and evaluating issues in order to make decisions for the greatest community benefit. I would like to contribute the knowledge I have gained throughout my life to help make decisions that are in the best interest of Lafayette.

In what ways have you been an active and/or contributing member of our Lafayette Community (Participation on Boards, Committees, Commissions, Volunteer)

A "contributing member of the Lafayette community" can be defined in different ways: I am a homeowner and a neighbor who has hosted neighborhood block parties. I am a parent who has contributed many volunteer hours and in-kind donations to Lafayette schools. I have served as a board member of Arts Village Colorado and Boulder County Arts Alliance. I am a supporter of Lafayette businesses by choice, not out of convenience. I am a library card holder and a recreation center member. I am voter and consider it my duty to vote in every election and encourage others to do so as well. There are many active roles to play in making the community successful. This opportunity would allow me to contribute to the community in a different way.

What unique perspective will you bring to the Lafayette City Council?

While, my background spans the private, nonprofit and government sectors, it is my knowledge and experience in city government that will be the greatest benefit to City Council. As you can see by my resume, I have held a position in city government for the past 13 years and have experience in economic development, city development (planning, engineering, permitting), affordable housing, federal grant administration, and infrastructure projects. I am familiar with how ordinances are amended and adopted. I am aware of state and federal programs and regulations that impact local government. With this knowledge and experience, I have a

basic foundation in many local government topics that allows me to ask questions to understand how an issue might specifically affect the residents, businesses and community of Lafayette. My questions may prompt important questions from other Council members. Not only will my experience bring a different perspective to the Council, it will be beneficial since this is a limited five-month appointment and the City, community members and Council need someone who can step into the vacancy and assimilate quickly.

Upload a Current Resume [NSamson Resume 2019.doc](#)

File Upload #2 [NSamson Lafayette City Council.docx](#)

File Upload #3 *Field not completed.*

Email not displaying correctly? [View it in your browser.](#)

NICOLE RAQUEL SAMSON

WORK EXPERIENCE

City of Thornton

- **Neighborhood Services Manager** 2008-Present
Established the mission, operational structure, strategic plan for new division. Direct the activities of the division. Coordinate plans, such as the South Thornton Revitalization Plan, Southwest Thornton Neighborhood Study, and Housing Needs Assessment. Oversee administration and projects of the Community Development Block Grant as well as affordable housing projects. Developed City's first affordable housing policy. Write incentive agreements, contracts, memorandums of understanding, intergovernmental agreements, ordinance amendments, news articles, response letters, procedures, speaking points for Mayor and annual legislative briefs. Partnered with Economic Development and other City departments on efforts redevelop the south Thornton area. Facilitate the Thornton Revitalization Advisory Board, Thornton Assistance Funds Committee and Balanced Housing Task Force. Present at public meetings. Manage a staff of 16 employees and budgets over \$4 million.
- **Business Development Analyst/Coordinator - Marketing** 2006-2008
Cultivated new commercial development and fostered relationships with existing businesses. Represented Thornton Business Development to the public, media, business owners, commercial developers and brokers. Implemented marketing strategy and created materials, including web pages, newsletters, brochures, PowerPoint presentations, and other promotional information to entice new business. Coordinated the annual business expo, small business education programs, and presentations for industry trade shows. Maintained strong relationships with key partners, such as the Metro North Chamber of Commerce.

ArtReach

- **Interim Executive Director** 2006
Appointed Interim Executive Director to resolve immediate fiscal crisis and to develop a long range strategic plan. Obtained \$27,000 of immediate funding. Identified and found solutions to issues. Due to efforts, ArtReach's financial status stabilized and they had a positive audit result. Developed a realistic annual budget, created a corporate sponsorship plan, established potential new fundraising mechanisms, and met with major donors on the new fundraising direction of organization. Facilitated potential merger discussions. Managed staff of five.
- **Programs and Marketing Manager** 2005-06
Managed community relations programs. Advanced the marketing strategy to support new business goals. Developed individual/workplace giving materials and new website. Increased member retention rate by 40%. Cultivated more than \$1 million in in-kind ticket donations. Increased scope of collaborations. Garnered national coverage for programs. Supervised one full time staff member, five part time assistants and 30 program volunteers.

Samson Design Associates

- **Business Manager and Strategic Communications Director** 1998-05
Managed operations, finances, human resources and marketing of design and engineering firm. Annual budget \$1 million. Cultivated prospective clients such as 3M and Schlage. Increased the number of returning clients by 20% and new projects by 60%. Created

company's first marketing strategic plan. Established web site, brochure, direct mail campaign. Managed product idea and innovation sessions.

University of Denver/Houston Fine Arts Center

- **Public Relations Director** 1995-98
Directed marketing and public relations for the Houston Fine Arts Center and the Lamont School of Music. Organized and advertised approximately 300 concerts annually. Marketed undergraduate, graduate and apprentice programs. Doubled admissions to the school in one year through new marketing efforts – meeting the Chancellor's challenge two years early and prompting the capital campaign for the Newman Center. Managed one staff member and four work study students.

JOURNALIST

- ESPN – Assistant Producer of Ski Prime, ESPN 2 1995
- KNOP-TV, North Platte, Nebraska – News Anchor & Reporter 1994
- City of Boulder Channel 8 – News Program Producer & Production Assistant 1992-93

CONSULTING WORK

- Mosaic Movement Arts – Development Direction 2005
- Boulder Bach Festival – Marketing, Fundraising, Community Outreach 2005
- Boulder Chorale – Managing Director 2000-01
- SummerStage Theatre Company – Public Relations & Grants 2001
- Imagination Makers Theater Company – Grants & Media Relations 2000
- Colorado Commission on Higher Education – Media Relations 1995
- Industrial Designers Society of America – Western Conference Coordination 1995

BOARDS AND ACTIVITIES

- City of Thornton Safety Committee 2014-2015
- Keep Thornton Beautiful – Board Member 2008-2012
- Metro North Chamber of Commerce Leadership Class 2007-08
- Boulder County Arts Alliance – Executive Board Member, Secretary 2005-06
- Education Commission of the States – Policy Research & Analysis 2005
- Arts Village Colorado – Board Member, served as Secretary and President 2000-05

EDUCATION

- Masters of Public Administration, University of Colorado-Denver 2005
- Certificate in Marketing, University of Denver 1998
- Bachelor of Science: Communications, University of Utah 1992
- Bachelor of Fine Arts: Modern Dance, University of Utah 1992

NICOLE RAQUEL SAMSON

June 29, 2019

Dear Mayor and Council:

I would love to serve with you on City Council for the next five months. It would be a great opportunity to give back to the community.

I have several key strengths that would help me take on this position immediately:

- 20 years of experience in leadership roles
- 13 years in public administration
- Knowledge of various state and federal programs and regulations that impact local government
- Experience in the public, private and nonprofit sectors that helps me understand various stakeholder concerns
- Familiarity of the public meeting process
- Strong belief in the democracy system

Unfortunately, I will be out state June 12th through June 16th. If I am lucky enough to be selected to interview, I would need to do the interview through Skype or I could meet with City Council prior to June 12th.

Sincerely,

Nicole Samson