

AGENDA ITEM NUMBER 6**REQUEST FOR MAYOR & COUNCIL ACTION**

Session of: October 6, 2026

☒ Regular ☐ SpecialDATE ACTION SUBMITTED: September 30, 2026REGULAR ☒ CONSENT ☐

TYPE OF ACTION:

RESOLUTION ☐ ORDINANCE ☐ FORMAL ACTION ☒ OTHER ☐

SUBJECT: Discussion and Possible Appointment of the following seven individuals to the Tourism Marketing Advisory Committee, including designation of the term for each appointment.

FROM: Ken Budge, Mayor

RECOMMENDATION: Approve

PROPOSED MOTION: I move to approve the following individuals to serve on the Tourism Marketing Advisory Committee for the terms indicated:

- Ward I – Sonia Allen – 2yr Term
- Ward I – Sarah Prochnau – 1yr Term
- Ward II – Douglas Dunn – 2yr Term
- Ward II – Stephen Moramarco – 1yr Term
- Ward III – Sherri Morgan – 2yr Term
- Ward III – Jeremy Fricke – 1yr Term
- At Large Member – Susan Underhill – 2yr Term

The appointments shall be effective as of October 7, 2026, and shall expire on the terms specified above.

DISCUSSION:

The Council will discuss the proposed appointments of the seven members to the Tourism Marketing Advisory Committee. The discussion will include the individuals reviewed for appointments and the proposed term of service for each member appointed.

FISCAL IMPACT: N/A**DEPARTMENT LINE-ITEM ACCOUNT:** N/A**BALANCE IN LINE ITEM IF APPROVED:** N/A

Prepared by:

Nina Williams
Nina Williams,
Acting City Clerk

Reviewed by:

Ashlee Coronado
Ashlee Coronado,
City Manager

ORDINANCE O-26-19

A ORDINANCE OF THE MAYOR AND COUNCIL OF THE CITY OF BISBEE, COCHISE COUNTY, STATE OF ARIZONA, ESTABLISHING A TOURISM MARKETING ADVISORY COMMITTEE AND DEFINING ITS PURPOSE, MEMBERSHIP, AND DUTIES.

WHEREAS, pursuant to Article V of the City Charter and Article 2.8 of the City Code, the City Council may, by ordinance, create committees to assist the Council in making decisions concerning the complex issues that face the community; and,

WHEREAS, The City of Bisbee recognizes tourism as a significant contributor to the local economy and seeks to promote and enhance Bisbee as a destination for visitors; and,

WHEREAS, the City desires to receive input from community stakeholders regarding tourism marketing initiatives, visitor attraction strategies, and related tourism promotion activities; and,

WHEREAS, The Mayor and Council find that the creation of a Tourism Marketing Advisory Committee will provide a valuable forum for stakeholder engagement and recommendations regarding tourism marketing efforts.

NOW, THEREFORE, BE IT RESOLVED by The Mayor and Council of the City of Bisbee, County of Cochise, State of Arizona, that:

SECTION 1. Establishment

The Tourism Marketing Advisory Committee ("Committee") is hereby established as an advisory body to the Mayor and Council. The Committee shall be subject to the standard provisions as provided for in Section 2.8.2 of the City Code, except as otherwise amended herein.

SECTION 2. Purpose

The purpose of the Committee shall be to provide input, recommendations, and feedback regarding:

- Tourism marketing strategies and initiatives;
- Tourism promotion and advertising campaigns;
- Opportunities to increase overnight visitation and visitor spending;
- Partnerships with local businesses, organizations, and tourism stakeholders;
- Tourism-related community events and promotional opportunities;
- Review of quarterly reports and updates provided by the City's tourism marketing contractor and providing feedback and recommendations to the Mayor and Council regarding such reports; and
- Other tourism-related matters referred to the Committee by the Mayor and Council.

SECTION 3. Advisory Capacity

The Committee shall serve in a strictly advisory capacity. The Committee shall have no authority to:

- Direct City staff;
- Direct or supervise any contractor, consultant, or marketing firm retained by the City;
- Commit or expend City funds;
- Approve budgets, contracts, or expenditures;
- Participate in the selection of vendors or procurement decisions;
- Establish City policy; or
- Bind the City in any manner.

All final decisions regarding tourism marketing programs, budgets, expenditures, contracts, and policy matters shall remain solely with the Mayor and Council.

SECTION 4. Membership

The Committee shall consist of seven (7) members appointed by the Mayor and Council. To the extent practicable, appointments should include representatives from the following stakeholder groups:

- Hotel and/or lodging industry;
- Restaurant and food service industry;
- Arts, gallery, museum, or cultural organization;
- Recreation, tourism attraction, or event organization; and
- At-large residents.

To ensure broad community representation, appointments should, to the extent practicable, include at least one member residing in each of the City's three wards. The Mayor and Council may consider additional tourism-related experience, community involvement, and stakeholder perspectives when making appointments.

SECTION 5. Terms of Office

Committee members shall serve two-year terms and may be reappointed. Initial appointments may be staggered to promote continuity. Vacancies shall be filled by appointment of the Mayor and Council for the remainder of the unexpired term. The initial appointments shall be as follows as designated by the Mayor:

1. Three (3) members with terms beginning on _____, 2026 and expiring on _____, 2027 (1 year);
2. Four (4) members with terms beginning on _____, 2026 and expiring on _____, 2028 (2 years).

SECTION 6. Meetings

The Committee shall meet at least quarterly, or more frequently as needed. All meetings shall be conducted in compliance with Arizona Open Meeting Law. The Committee shall annually elect a Chair and Vice Chair from among its members.

SECTION 7. Reports and Recommendations

The Committee may review reports and presentations related to the City's tourism marketing activities and may provide comments, feedback, and recommendations regarding tourism marketing priorities, initiatives, and performance. All direction to the City's tourism marketing

contractor shall come solely from the City. All recommendations of the Committee shall be advisory only and shall not be binding upon the City.

SECTION 8. Staff Support

The City Manager or designee shall provide administrative support to the Committee as needed.

SECTION 9. Severability

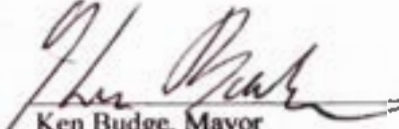
If any section, subsection, sentence, clause, phrase, or portion of this Ordinance is for any reason held to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions thereof.

SECTION 10. Repeal

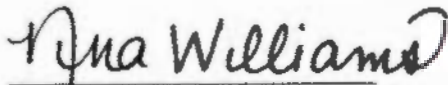
All City of Bisbee resolutions, or motions and parts of resolutions or motions of the Council in conflict with the provisions of this Ordinance are hereby repealed.

PASSED, ADOPTED, AND APPROVED by the Mayor and Council of the City of Bisbee on this 1st day of September 2026.

APPROVED:


Ken Budge, Mayor

ATTEST:


Nina Williams, Acting City Clerk

APPROVED AS TO FORM:


Joseph Estes, City Attorney

Final Appointments:

1. Sonia Allen	TERM: 2 yr
2. Sarah Prochnau	TERM: 1 yr
3. Douglas Dunn	TERM: 2 yr
4. Stephen Maramarco	TERM: 1 yr
5. Sherri Morgau	TERM: 2 yr
6. Jeremy Fricke	TERM: 1 yr
7. Susan Underhill	TERM: 2 yr - At - Large



BOARD / COMMISSION MEMBERSHIP APPLICATION

PLEASE PRINT CLEARLY IN INK OR TYPE

Date of Application: Sept 22, 2026

RECEIVED

SEP 22 2026

City Clerk's Office
City of Bisbee

* Board interested to serve:

☐ Airport Advisory Commission	☐ Charter Review Committee	☐ Civil Service Commission
☐ Building Advisory Board of Appeals	☐ Design Review Board	☐ Evergreen Cemetery Committee
☐ Library Advisory Board	☐ Parks and Recreation Committee	☐ Planning and Zoning Commission
☐ Police and Fire Advisory Committee	☐ Public Safety Personnel Retirement Board	☐ Transit Advisory Committee
☐ Bisbee Arts Commission	☐ Board of Adjustment	☒ Tourism Marketing Advisory Committee

* Complete One (1) Application for each Board / Commission you wish to serve.

Allen

Sonia

Last Name

First Name

Middle Initial

Mailing Address

Number

Street

City

State

Zip Code

Residential Street Address:

Telephone Number(s):

Email Address:

* I have been a resident of Bisbee for 14 years

* Are you currently on any Boards? No

* (Less than one-year residency or serve on more than one City of Bisbee Board or Commission, please complete Waiver Portion of this Form)

Please provide a brief summary of Education and Employment Experience (Employer, Job Titles, Dates

Employed): Chico College Associates Degree 2011

Bisbee Hospitality: Table & Settings 2011-2014, Juan's Sausal Kitchen 2014-2018 (Server/Host/Manager)

Freelance Weightlifting Coach 2018-present

Bisbee Grand Hotel & Saloon (Bar/Lounge) 2019-present

Grand Burlesque: 2019-present (Event Planning/Producer/Emcee/Coach)

Please provide a brief summary of Civic/Volunteer Experience:

Copper Queen Library: early childhood literacy volunteer since 2022

Bisbee Parade: Lead Organizer since 2023

Misc: Friends & the Community, esp. art events & nonprofits know I'll always help out. In the one folder, call to do to make fireproof with kids, hot air event or just help clean up for Bisbee, I'm in!

See References: Jason Macovick 520 432-4232 (Copper Queen Library)

Marilyn Mueller 520-249-9670 (Bisbee Foundation)

Other Background Information Relevant to Serving in this Position:

Making professional graphics, videos & collaborating with influencers, businesses, events & locals since 2016
Known for informative reels on Bisbee events and understanding our market.
10.8k on TikTok 8.9k on IG

I am qualified and interested in serving on this Board because:

My parents & family raised me in Douglas but I have always been in love with the character of Bisbee. Knowing the local mining side and being actively involved and passionate about our tourism makes me bridge the gap Bisbee can sometimes have. As a full-time Bisbee local, advocate and influencer it'll be great to work with the city.

Have you ever been convicted of a felony or misdemeanor by any court, or do you have any pending criminal charges against you? ☐ Yes ☒ No If yes, please Explain: _____

WAIVER REQUEST (If Applicable):

I am requesting that the following rule(s) be waived in order to serve on the Commission:

_____ Residency Requirement (Bisbee Resident for less than 1 year)
_____ Length of Service (I have served _____ terms)
_____ Number of Commission Memberships currently served. I also serve on the:

I am requesting this/these waivers for the following reasons for consideration:

I hereby certify and affirm that all the information contained in this application is true, complete and correct. I understand that false or misleading statements or the omission of important information made on this application or any time during the process may disqualify me from volunteer work with the City of Bisbee. I understand that the Mayor and Members of the Council must approve any waiver request.

Signature: _____

Sam Allen

Date: _____

Sept 22, 2026

When complete, please return to:

City Clerk Office 118 Arizona Street, Bisbee, AZ 85603

E-mail: nwilliams@bisbeeaz.gov



BOARD / COMMISSION MEMBERSHIP APPLICATION

PLEASE PRINT CLEARLY IN INK OR TYPE

Date of Application: 9/16/26

*** Board interested to serve:**

☐ Airport Advisory Commission	☐ Charter Review Committee	☐ Civil Service Commission
☐ Building Advisory Board of Appeals	☐ Design Review Board	☐ Evergreen Cemetery Committee
☐ Library Advisory Board	☐ Parks and Recreation Committee	☐ Planning and Zoning Commission
☐ Police and Fire Advisory Committee	☐ Public Safety Personnel Retirement Board	☐ Transit Advisory Committee
☐ Bisbee Arts Commission	☐ Board of Adjustment	☒ TOURISM ADVISORY BOARD

*** Complete One (1) Application for each Board / Commission you wish to serve.**

Prochnau Sarah E
Last Name First Name Middle Initial

[REDACTED] Bisbee AZ 85603
Mailing Address Number Street City State Zip Code

Residential Street Address: [REDACTED]

Telephone Number(s): [REDACTED]

Email Address: [REDACTED]

* I have been a resident of Bisbee for 6 years * Are you currently on any Boards? Bisbee Forward

**(Less than one-year residency or serve on more than one City of Bisbee Board or Commission, please complete Waiver Portion of this Form)*

Please provide a brief summary of Education and Employment Experience (Employer, Job Titles, Dates

Employed): 2021 - Current Self-Employed (Bitchin Pickins, Lunar Studio Bisbee, Bisbee Pythian LLC)

2015-2021 TwispWorks - Director of Marketing & Partnership

Education - Masters in History - Kings College, University of London

Bachelors in History - Queen Mary & Westfield College, University of London

Please provide a brief summary of Civic/Volunteer Experience:

Member of the Bisbee Woman's Club since 2021, Chair of the Home Tour 2024, 2025, 2026

Founding memeber of the Pirates of the Sky Islands, producer of Bisbee Pirates Weekend 2023, 2024, 2025 & 2026

Member of Bisbee Forward since 2025, Board member since 2026

Other Background Information Relevant to Serving in this Position:

Member of the Okangocan County Destination Marketing Organization 2016-2021

I am qualified and interested in serving on this Board because:

I am deeply committed to ensuring Bisbee succeeds as a place to live, work, and thrive and I strongly believe that fostering a thoughtful and strategic relationship with the Gordley Group is fundamental to that goal. Not only do I have extensive destination marketing experience, event planning and organizational experience, as a resident & business owner in an area of Old Bisbee that is not Main Street I will bring a unique perspective to the Board.

Have you ever been convicted of a felony or misdemeanor by any court, or do you have any pending criminal charges against you? ☐ Yes ☒ No If yes, please Explain: _____

WAIVER REQUEST (If Applicable):

I am requesting that the following rule(s) be waived in order to serve on the Commission:

_____ Residency Requirement (Bisbee Resident for less than 1 year)
_____ Length of Service (I have served _____ terms)
_____ Number of Commission Memberships currently served. I also serve on the:

I am requesting this/these waivers for the following reasons for consideration:

I hereby certify and affirm that all the information contained in this application is true, complete and correct. I understand that false or misleading statements or the omission of important information made on this application or any time during the process may disqualify me from volunteer work with the City of Bisbee. I understand that the Mayor and Members of the Council must approve any waiver request.

Signature: _____

Date: 9.16.26

When complete, please return to:
City Clerk Office 118 Arizona Street, Bisbee, AZ 85603

E-mail: acoronado@bisbeeaz.gov
nwilliams@bisbeeaz.gov

Mayor Budge and Council Members

Thank you for allowing me the opportunity to submit this letter of interest and application to sit on the Tourism Advisory Board.

I made the move to Bisbee five years ago. Like so many other folks I fell in love with the town and surrounding area during a road trip and just knew that this was the town I wanted to call home.

In my five years here, I have been a full-time resident, a committed community volunteer, an employee, an employer and an event producer. I have started four businesses spanning the retail, lodging, hospitality, and services sectors. As a member of the Bisbee Woman's Club I have served as the Chair of the Home Tour and Art Auction for the past three years and last year delivered one of the most successful Home Tour and Art Auctions in the Club's history. Since 2023, I have been a member of the volunteer Pirates of the Sky Islands Board, reviving a flagging one-day event in August and growing it into a signature three-day event that draws attendees from all over our region and provides a much-needed economic boost to the local economy during one of the slowest months of the year.

Before moving to Bisbee, I lived in North-Central Washinton where I served for six years as the Director of Partnership and Marketing for TwispWorks, a non-profit focused on ensuring the cultural and economic vitality of the Methow Valley. My contributions to the organization included developing a strategic marketing plan to promote the organization and working closely with the town council and chambers of commerce to execute events to draw visitors to the town. During those years I also served on the Board of the Okanogan County Tourism Council, the DMO responsible for developing marketing strategies to promote tourism throughout Okanogan County. This Board reported directly to the Lodging Tax Advisory Commission (the Commission responsible for ensuring that the Bed Tax collected by the towns and County were used for marketing focused on driving overnight stays in the area).

I am deeply invested here, emotionally and financially, and I believe that, if appointed to the Tourism Advisory Board, I can help to ensure that Bisbee is represented in such a way as to highlight what make us so unique and authentic - our cultural and historical significance, our weird and wonderful personality, our natural beauty, and our generous hospitality.

Thank you for your consideration and your time.

Sarah Prochnau





BOARD / COMMISSION MEMBERSHIP APPLICATION

PLEASE PRINT CLEARLY IN INK OR TYPE

Date of Application: September 7, 2026

RECEIVED

SEP 08 2026

City Clerk's Office
City of Bisbee

*** Board interested to serve:**

☐ Airport Advisory Commission	☐ Charter Review Committee	☐ Civil Service Commission
☐ Building Advisory Board of Appeals	☐ Design Review Board	☐ Evergreen Cemetery Committee
☐ Library Advisory Board	☐ Parks and Recreation Committee	☐ Planning and Zoning Commission
☐ Police and Fire Advisory Committee	☐ Public Safety Personnel Retirement Board	☐ Transit Advisory Committee
☐ Bisbee Arts Commission	☐ Board of Adjustment	☒ Tourism Marketing Advisory Committee

*** Complete One (1) Application for each Board / Commission you wish to serve.**

Dunn	Douglas	T.
Last Name	First Name	Middle Initial
[REDACTED]		
Mailing Address	Number	Street
		Bisbee
		AZ
		85603
		State
		Zip Code

Residential Street Address:

Telephone Number(s):

Email Address:

* I have been a resident of Bisbee for 27 years * Are you currently on any Boards? Planning & Zoning
* (Less than one-year residency or serve on more than one City of Bisbee Board or Commission, please complete Waiver Portion of this Form)

Please provide a brief summary of Education and Employment Experience (Employer, Job Titles, Dates

Employed): Masters in Economics from Cornell University.. Employed by the University of Arizona Cooperative Extension

as Community Development Specialist, 1970-1999 where I was involved in conducting research in rural tourism and worked with various communities in assessing and implementing tourism programs Served as County Director for Cooperative Extension (Willcox).

Please provide a brief summary of Civic/Volunteer Experience:

Served on the Bisbee City Council, representing Ward 2, for 6 years, February 2013-December 2018. I was on the Bisbee City Council when the City of Bisbee implemented.

its very successful Discover Bisbee tourism program with Dog, Cat, Mouse consultants. I am currently a member of the Bisbee

Planning & Zoning Commission, serving as Chair. I have served 20+ years on The Bisbee Foundation Board of Directors,

serving 10+ years as President.

Other Background Information Relevant to Serving in this Position:

This will be my 27th year as a Main Street merchant, associated with Acacia Collectibles, 69 Main Street. I am currently Vice President of the Bisbee Restoration Museum Board of Directors.

I am qualified and interested in serving on this Board because:

I have specific suggestions for expanding our tourist attractions to attract overnight visitors and extend their stay in Bisbee during the week.

Have you ever been convicted of a felony or misdemeanor by any court, or do you have any pending criminal charges against you? ☐ Yes ☒ No **If yes, please Explain:**

WAIVER REQUEST (if Applicable):

I am requesting that the following rule(s) be waived in order to serve on the Commission:

_____ Residency Requirement (Bisbee Resident for less than 1 year)
_____ Length of Service (I have served _____ terms)
☒ _____ Number of Commission Memberships currently served. I also serve on the:
Planning and Zoning Commission.

I am requesting this/these waivers for the following reasons for consideration:

To provide further service to Bisbee.

I hereby certify and affirm that all the information contained in this application is true, complete and correct. I understand that false or misleading statements or the omission of important information made on this application or any time during the process may disqualify me from volunteer work with the City of Bisbee. I understand that the Mayor and Members of the Council must approve any waiver request.

Signature: Douglas Dunn

Date: September 7, 2026

When complete, please return to:

City Clerk Office 118 Arizona Street, Bisbee, AZ 85603

E-mail: pwilliams@bisbeeaz.gov



BOARD / COMMISSION MEMBERSHIP APPLICATION

PLEASE PRINT CLEARLY IN INK OR TYPE

Date of Application: 8/31/2026

*** Board interested to serve:**

☐ Airport Advisory Commission	☐ Charter Review Committee	☐ Civil Service Commission
☐ Building Advisory Board of Appeals	☐ Design Review Board	☐ Evergreen Cemetery Committee
☐ Library Advisory Board	☐ Parks and Recreation Committee	☐ Planning and Zoning Commission
☐ Police and Fire Advisory Committee	☐ Public Safety Personnel Retirement Board	☐ Transit Advisory Committee
☐ Bisbee Arts Commission	☐ Board of Adjustment	

*** Complete One (1) Application for each Board / Commission you wish to serve.**

Moramarco

Stephen

Middle Initial

Mailing Address

Number

Street

Bisbee

AZ

85603

City

State

Zip Code

Residential Street Address: same

Telephone Number(s):

Email Address:

*** I have been a resident of Bisbee for** 6 **years** *** Are you currently on any Boards?** No
*** (Less than one-year residency or serve on more than one City of Bisbee Board or Commission, please complete Waiver Portion of this Form)**

Please provide a brief summary of Education and Employment Experience (Employer, Job Titles, Dates Employed): Self-employed writer, artist, musician. Founder of This Week in Bisbee (TWIB)

weekly listings of music, art, and culture in Bisbee, four years without missing a single week.

Graduate of UCLA School of Theater 1990, director/writer/star of The Great Intervention, a comedy made for \$5k. Former tour guide Bisbee Ghost Tour/BAActive Bisbee

Please provide a brief summary of Civic/Volunteer Experience:

KBRP DJ and current Program Committee member NELA (Northeast Los Angeles) Homeless Coalition

Shakespeare & Co performer in low income Los Angeles neighborhoods

Copywriting for The Giving Spirit (2016) - a donation service for the homeless

Reading tutor LA Public Library (2016 - 2020)

Other Background Information Relevant to Serving in this Position:

Having run This Week in Bisbee for 4 years, I know most of the musicians in town as well as the venue.
I understand their needs and goals. As a self-employed artist/musician I know the importance of good n
As a creative person, I am good at evaluating ideas as well as thinking "outside the box"

I am qualified and interested in serving on this Board because:

I truly love Bisbee and want to see our artist/musicians thrive. I want to be their voice on this board. Pre
marketing efforts seem to ignore this crucial sector of our economy and its appeal to visitors.

Have you ever been convicted of a felony or misdemeanor by any court, or do you have any pending criminal charges against you? ☐ Yes ☒ No **If yes, please Explain:** _____

WAIVER REQUEST (If Applicable):

I am requesting that the following rule(s) be waived in order to serve on the Commission:

_____ Residency Requirement (Bisbee Resident for less than 1 year)
_____ Length of Service (I have served _____ terms)
_____ Number of Commission Memberships currently served. I also serve on the:

I am requesting this/these waivers for the following reasons for consideration:

I hereby certify and affirm that all the information contained in this application is true, complete and correct. I understand that false or misleading statements or the omission of important information made on this application or any time during the process may disqualify me from volunteer work with the City of Bisbee. I understand that the Mayor and Members of the Council must approve any waiver request.

Signature: _____ Date: 08/20/2026

When complete, please return to:
City Clerk Office 118 Arizona Street, Bisbee, AZ 85603

E-mail: nwilliams@bisbeeaz.gov



BOARD / COMMISSION MEMBERSHIP APPLICATION

PLEASE PRINT CLEARLY IN INK OR TYPE

Date of Application: 9/10/26

RECEIVED

SEP 10 2026

City Clerk's Office
City of Bisbee

*** Board interested to serve:**

☐ Airport Advisory Commission	☐ Charter Review Committee	☐ Civil Service Commission
☐ Building Advisory Board of Appeals	☐ Design Review Board	☐ Evergreen Cemetery Committee
☐ Library Advisory Board	☐ Parks and Recreation Committee	☐ Planning and Zoning Commission
☐ Police and Fire Advisory Committee	☐ Public Safety Personnel Retirement Board	☐ Transit Advisory Committee
☐ Bisbee Arts Commission	☐ Board of Adjustment	☒ Tourism Marketing Advisory Committee

*** Complete One (1) Application for each Board / Commission you wish to serve.**

Morgan

Sherrie

L

Last Name

First Name

Middle Initial

Mailing Address

Number

Street

Bisbee
City

AZ
State

85603
Zip Code

Residential Street Address

Telephone Number(s)

Email Address

* I have been a resident of Bisbee for 10 years * Are you currently on any Boards? YES

** (Less than one-year residency or serve on more than one City of Bisbee Board or Commission, please complete Waiver Portion of this Form)*

Please provide a brief summary of Education and Employment Experience (Employer, Job Titles, Dates

Employed): Artemizia Foundation – Associate Director (2018–Present) Relationship-building with artists;
55 Main Gallery – Gallery Customer Care Representative (2016–2018) Tourism-focused customer service;
Rojo Hospitality – Non-Profit Coordinator (2009–2016) Coordinated large-scale events with city/state agencies.

Please provide a brief summary of Civic/Volunteer Experience:

Bisbee Rotary Club — President (2019–2020, 2023–2024, 2024–2025) and Membership Chair (2025–present);
Rotary District 5500 Assistant Governor 2026–2027— Support and mentor Rotary clubs across the district.

Step Up Bisbee Alliance — Board Member supporting local affordable housing and improvement initiatives.

Other Background Information Relevant to Serving in this Position:

Over ten years of experience promoting Bisbee's arts, culture, and tourism through gallery management

I am qualified and interested in serving on this Board because:

I have extensive experience in Bisbee's arts and tourism community, strong skills in visitor engagement

My work has centered on welcoming visitors, promoting local culture, coordinating events, and strength

Through Rotary District 5500 and local volunteer service, I have deep knowledge of Bisbee's community

Have you ever been convicted of a felony or misdemeanor by any court, or do you have any pending criminal charges against you? ☐ Yes ☒ No If yes, please Explain: _____

WAIVER REQUEST (If Applicable):

I am requesting that the following rule(s) be waived in order to serve on the Commission:

_____ Residency Requirement (Bisbee Resident for less than 1 year)
_____ Length of Service (I have served _____ terms)
_____ Number of Commission Memberships currently served. I also serve on the: _____

I am requesting this/these waivers for the following reasons for consideration:

I hereby certify and affirm that all the information contained in this application is true, complete and correct. I understand that false or misleading statements or the omission of important information made on this application or any time during the process may disqualify me from volunteer work with the City of Bisbee. I understand that the Mayor and Members of the Council must approve any waiver request.

Signature: Sherrie Morgan Date: 9/10/26

When complete, please return to:
City Clerk Office 118 Arizona Street, Bisbee, AZ 85603

E-mail: nwilliams@bisbeeaz.gov



BOARD / COMMISSION MEMBERSHIP APPLICATION

PLEASE PRINT CLEARLY IN INK OR TYPE

RECEIVED

Date of Application: 09-01-2026

SEP 01 2026

City Clerk's Office
City of Bisbee

*** Board interested to serve:**

☐ Airport Advisory Commission	☐ Charter Review Committee	☐ Civil Service Commission
☐ Building Advisory Board of Appeals	☐ Design Review Board	☐ Evergreen Cemetery Committee
☐ Library Advisory Board	☐ Parks and Recreation Committee	☐ Planning and Zoning Commission
☐ Police and Fire Advisory Committee	☐ Public Safety Personnel Retirement Board	☐ Transit Advisory Committee
☐ Bisbee Arts Commission	☐ Board of Adjustment	☒ Marketing and Tourism Adv. Board

*** Complete One (1) Application for each Board / Commission you wish to serve.**

Fricke

Jeremy

M

Last Name

First Name

Middle Initial

Mailing Address

Number

Street

Bisbee
City

AZ
State

85603
Zip Code

Residential Street Address:

Telephone Number(s):

Email Address:

* I have been a resident of Bisbee for 1 years * Are you currently on any Boards? No
* (Less than one-year residency or serve on more than one City of Bisbee Board or Commission, please complete Waiver Portion of this Form)

Please provide a brief summary of Education and Employment Experience (Employer, Job Titles, Dates

Employed):

Executive Director - Naco Heritage Alliance / Camp Naco - 2024-Current

Vice President of Mission Advancement - Tri-Faith Initiative - 2019-2024

Educator of Religious Studies - University of Iowa - 2013-2015

Please provide a brief summary of Civic/Volunteer Experience:

Board Member Service

Goar Park Lunches - 2025-Current

Generational Difference Advisor - CoGenerate - 2024-Current

Master of Arts in Religious Studies - University of Iowa - 2018

Other Background Information Relevant to Serving in this Position:

I have also worked with entrepreneurs and owned small businesses before moving here, including a gourmet mushroom shop

I have been a workplace advisor for cultural difference for about 10 years.

I am qualified and interested in serving on this Board because:

I have a wide variety of experience connecting with various groups of people to visit niche places.

Marketing, events, cultural difference, and systems-level thinking are my strong suits.

I believe our greatest strategy is to be in the top 3 of the bucket lists of many, rather than try to be in the top 50 for everyone.

Have you ever been convicted of a felony or misdemeanor by any court, or do you have any pending criminal charges against you? ☐ Yes ☒ No **If yes, please Explain:**

WAIVER REQUEST (If Applicable):

I am requesting that the following rule(s) be waived in order to serve on the Commission:

_____ Residency Requirement (Bisbee Resident for less than 1 year)
_____ Length of Service (I have served _____ terms)
_____ Number of Commission Memberships currently served. I also serve on the:

I am requesting this/these waivers for the following reasons for consideration:

I hereby certify and affirm that all the information contained in this application is true, complete and correct. I understand that false or misleading statements or the omission of important information made on this application or any time during the process may disqualify me from volunteer work with the City of Bisbee. I understand that the Mayor and Members of the Council must approve any waiver request.

Signature: _____

Date: _____

Jersey Friele

9-1-2026

When complete, please return to:

City Clerk Office 118 Arizona Street, Bisbee, AZ 85603

E-mail: nwilliams@bisbeeaz.gov

JEREMY FRICKE

*Passionate, Benevolent, Intellectual, Innovative, Pragmatic
Nonprofit Executive Devoted to the Humanities*

RELEVANT PROFESSIONAL EXPERIENCE

Executive Director

Nov. 2024 - Present

Naco Heritage Alliance and Camp Naco - Naco/Bisbee, AZ

- First Executive Director for Naco Heritage Alliance, responsible for all executive functions of developing a sustainable nonprofit alongside continued rehabilitation of historic Camp Naco.
- Primary fundraiser, relationship builder, communications strategist, and program strategist.
- Committed to building a strong and positive workplace culture and community through courageous leadership.
- Worked with a staff of 6 to successfully rehabilitate multiple historic buildings, grow the organizational budget, expand reach, and impact communities, all within the first year.

Vice President of Mission Advancement

May 2022 - Oct. 2024

Education and Program Director

Feb. 2019 - May 2022

Tri-Faith Initiative - Omaha, NE

Overall Job Duties and Successes:

- Primary thought-leader on overall strategy of achieving mission through measurable impact.
- Leads the vision, strategy, curriculum building, facilitation strategy, and event logistics of educational and relationship-building programs.
- Supports fundraising through planning, individual solicitation, supporting grant writing strategy, fee-based services, and specific public and private fundraising requests.
- Envision, develop, and implement all "Major Projects" below while supervising and collaborating with team members, and responsible for the success of various large-scale events, including the university and multi-sectoral conference, the Race, Religion, and Social Justice Conference in partnership with University of Nebraska, Omaha.
- Work with stakeholders to ensure that all programming is engaging and can be connected to relevant curriculum standards.
- Builds relationships and networks with people of a diverse range of religious and cultural backgrounds.
- Draft and propose various written materials, including strategic organizational policies and procedures, grant writing, and other curricula as needed.
- Oversees team providing entirety of programs, operations, and services including full-time staff.
- Primary consultant for academic and workplace religious diversity for Tri-Faith Initiative.
- Responsible for overall evaluation strategy.

Major Projects:

- Equitable Pluralism - Audience: Workplaces
 - A collection of workshops, resources, and research on how to best accommodate religious diversity in the classroom and the workplace regarding legal issues, inclusion strategy, and religious literacy.
- Religious Literacy for All - Audience: General Public
 - Wide ranging opportunities to understand religious diversity of the past, present, and future through multiple approaches
- Interfaith Bridgebuilders - Audience: Religious Communities and Community Leaders

- With special attention to driving change in midwestern and rural religious communities, develop and lead cohorts of community members to build best practices and literacy for better interfaith relationships and understanding.
- Religion and Social Justice Project - Audience: Intentional Multi-Sector Audience
 - Focusing on cross-sector collaboration, plans, develops, leads committee meetings, and curates the annual Race, Religion, and Social Justice Conference.

Key Statistics Regarding Above Programs:

- 98.6% of survey respondents would recommend to a friend
- 97.3% of survey respondents learned something new

Teaching Assistant

Jan. 2016 – Dec. 2016

Department of Religious Studies, University of Iowa – Iowa City, IA

Courses Taught: "HIST/RELS The Bible and the Holocaust," "HIST/RELS Modern Religion and Culture," and "COMM/SOC/RELS The Bible in Film"

- Taught sections of students on a wide variety of topics.
- Engaged students with creative in-class and online lectures and assignments.

Research Assistant

Aug. 2015 – Dec. 2015

The University of Iowa

- Researched ways to resolve religious conflict in society, including the workplace, schools, and hospitals.
- Co-wrote a proposal to create an undergraduate Certificate of Religious Diversity and Dialogue, designed to prepare students for religious diversity and inclusion in their professional careers.

EDUCATION HISTORY

University of Iowa – Iowa City, IA

2018

Master of Arts in Religious Studies | GPA: 3.92

- With thesis - publication information below

Wayne State College – Wayne, NE

2015

Bachelor of Science in Business Administration – Human Resource Management

Honors Project: Religious Diversity and Inclusion in the Workplace

Minor: Pre-law

AWARDS AND ACCOLADES

Featured in Bridging Divides - Sharing Heartbeats

2024

Documentary on PBS

Ron Holt Civic Engagement Award

2015

Wayne State College

Campus Compact Newman Civic Fellows Award

2015

Wayne State College

Phi Beta Lambda Scholarship

2014-2015

Wayne State College

CERTIFICATIONS AND COHORTS

Nonprofit Executive Institute

2023-2024

Nonprofit Association of the Midlands

Class 16

- The Nonprofit Executive Institute (NEI) is an eleven-month leadership program designed to offer nonprofit leaders skills and strategies to enhance organizational sustainability and transform the communities they serve. This program focuses on capacity building seminars which develop:
 - Organizational Leadership
 - Prosperous Leadership
 - Strategic Leadership
 - Public Leadership
 - Program Leadership

COMMUNITY LEADERSHIP

Board Member - 2025-Current

Healty Bisbee/Goar Park Lunches

Board Member - 2025-2026

Shepherd's Fold Child Care (Sierra Vista)

Generational Divides and Religion Advisor - 2024-Present

CoGenerate

Board Member - 2023-2024

Religion and Bible Society of the Rocky Mountain-Great Plains

Chief Regional Officer of the Rocky Mountain-Great Plains Region - 2022-2024

American Academy of Religion

Co-Coordinator of the Religious Studies Graduate Student Organization - 2016-2017

University of Iowa

- Shared coordinator role to lead the organization administratively, from helping to plan events, to helping secure funding, to recruiting for the department.

Graduate Student Senator for Religious Studies - 2015-2017

University of Iowa

- Represented Religious Studies interests in the campus-wide Graduate Student Senate.
- Participated in organizing the academic Jakobsen Memorial Conference.

Founder and President of Interfaith Action Group - 2013-2015

Wayne State College

- Created the first religious diversity club on Wayne State College's campus.
- Planned and coordinated speaking events throughout the year, including a panel discussion each semester.
- Successfully advocated for funding for campus-wide educational opportunities.

SELECTED PUBLICATIONS

- Fricke, Jeremy, and Wendy Goldberg. "Living Interfaith: Applying a Model of Religious Unity in the Workplace." In *Modeling Religious Pluralism: Cultivating Religious Equity in Today's World*, edited by Simran Jeet Singh, 165–174. Oxford: Oxford University Press, 2026.
- Fricke, Jeremy. (2018). *White Gods: Odin as the White Male Hope* (Master's Thesis). Available from ProQuest Dissertations and Theses Database. (UMI No. 10744718).
 - Inspired by the stories of Arno Michaelis and Pardeep Singh Kaleka (and various others) to be more directly involved with countering violent white supremacy, this thesis is a study of how a group of self-identified former white nationalist Odinists moved toward a more inclusive worldview.
- Fricke, Jeremy. Review of *Abusing Religion: Literary Persecution, Sex Scandals, and American Minority Religions*, by Megan Goodwin. *The Journal of Interreligious Studies* 45, no. 36 (2022): 104-105.

- Fricke, Jeremy. Review of Tyler D. Mayfield, Father Abraham's Many Children: The Bible in a World of Religious Difference. Anglican Theological Review 104 no. 4 (2022): 486–487.
<https://doi.org/10.1177/00033286221124097>
- Tri-Faith Initiative Perspectives Articles
 - I'm Done Being Welcoming: Raising the Bar for Interfaith Engagement
 - Stronger Religious Accommodation Requirements are Here: Are you Ready?
 - Religious Accommodations: Unanswered Questions in Patterson v. Walgreen Co.
 - Our Approach to Desperate Times Series (Tri-Faith Initiative Case for Fundraising During COVID-19)
 - Step One. Nurture Human Wellbeing
 - Step Two. Dismantle Stereotypes
 - Step Three. Communities in Community
 - Religious Accommodations: Questions Unanswered in Patterson v. Walgreen Co.
 - OPINION: Supreme Court Case on Funding for Religious Schools
 - Do the Unaffiliated Need a Voice?
 - The Longest Night

SELECTED PRESENTATIONS/WORKSHOPS/COURSES/CLASS LECTURES/CONSULTATIONS

(All developed and presented by Jeremy Fricke, with collaboration on a team)

Organizations Consulted With or Trained on Religious Diversity, Human Resources, or Academic Departmental Strategy

- Omaha Public Power District
- Omaha Chamber of Commerce
- John Deere
- Berkshire Hathaway Energy
- DISTek, Inc.
- Rowan University
- University of Nebraska, Omaha
- Creighton University
- Nebraska Children and Families Foundation
- Inclusive Communities
- OutNebraska
- Omaha Presbyterian Seminary Foundation
- Nonprofit Association of the Midlands
- Shepherd's Fold Daycare in Sierra Vista
- CoGenerate
- Dozens of Religious Institutions
- And many more
- References of consulting available upon request

Selected Presentations

Tri-Faith Initiative

(All below presentations, classes, and courses continue to be my property as well)

- For Universities
 - The Role of the "Nones" in Religion and Human Rights

- Religion Memes as Spirituality?
- Students in Flux: Understanding the Religious Shifts of Millennials and Gen Z
- The Religious Diversity Landscape
- Spotting and Stopping Religious Tropes
- For the Workplace
 - Groom and Dress Code as a Matter of Religious Pluralism
 - Religious Diversity for Professionals
 - Don't Get Stuck in Winter: Belonging for the Holidays
 - Getting (Un)Comfortable with Religion: Discussing Religion at Work
 - Navigating LGBTQ+ and Religious Diversity at Work
 - Spotting and Stopping Religious Tropes
- For the General Public
 - Is this a Christian Nation?
 - Religious Equity Seminar
 - A 2-day Seminar to understand how religious and ethno-religious communities have been historically marginalized in America, and what we can do about it.
 - Equitable Pluralism Workshop
 - A 1-day seminar to see the possibilities of a pluralistic America, based on a developed process using multiple tools developed by Jeremy Fricke [The Bridging Chart (modified from the Developmental Model for Intercultural Sensitivity), the 5Bs (an expansion on the 3B Framework to add "Becoming" and "Body")]
 - What is Religion?
 - The Samaritans: Past and Present
 - Lessons from Hagar with Jeremy Fricke
 - Telegrams, Graham Crackers, and the Return of Jesus
 - The Baha'i Faith
 - Spiritual Beings of Heaven and Earth
 - Angelic Beings of Abrahamic Traditions
 - Faith and Faiths from the Trans-Atlantic Slave Trade
 - Religious Freedom and the Islamic Mughal Empire
 - Love your Enemies? Science, Religion, and Our Drive for Compassion
 - Course: Abrahamic Religions in Dialogue - the Foundations of Judaism, Christianity, and Islam
 - A collaboration with the University of Nebraska, Omaha Religious Studies Department and the Department Chair Dr. Paul Williams
 - Course: Abrahamic Religions in Dialogue - the Crusades and the Holocaust
 - A collaboration with the University of Nebraska, Omaha Religious Studies Department and the Department Chair Dr. Paul Williams

From Just Us to Justice - a Snapshot of the Tri-Faith Commons

Presentation for National AAR Conference 2023

- Workshop presentation: This paper provides a snapshot of the Tri-Faith Commons project of the Tri-Faith Initiative and its partner communities, Temple Israel, Countryside Community Church, and American Muslim Institute. In the middle of the United States of America,

Omaha, Nebraska, four co-located organizations contend with the question of who is included in "Tri-Faith". Internalized antisemitism, international politics, and the radical leadership transition of partners losing their top leadership within one year of each other forces questions about the roles and responsibilities of leadership in the interfaith movement. Particular attention will be paid to the shift from a pseudo-fundamentalist strategy, prioritizing the supremacy of so-called "Abrahamic" religions (Judaism, Christianity, and Islam), to the recognition of monotheistic privilege and the religious and cultural expectation to put reputations on the line for marginalized religious communities (such as the Yezidis of Lincoln, Nebraska.) Interweaving ethnographic research through direct interviews of Tri-Faith Commons stakeholders alongside a critical theoretical lens, I will demonstrate the ways that certain methods of interreligious dialogue are molded, contended, and debated toward significantly different goals.

Cooperation in the Face of the Apocalypse: How the Far Right Has Co-opted the Model of Interreligious Dialogue

Presentation for National AAR Conference 2022

Presentation for Parliament of World Religions 2023

- Paper presentation on how interreligious dialogue is easily used in these far-right communities for countering stated goals of traditional interreligious and interfaith inclusion projects. At its core, this is a theoretically-framed ethnographic work on the far-right's use of inclusive rhetoric and interfaith dialogue to consolidate power in the face of an apocalyptic future.

I Have to Defend My People: Imagined Communities and the Evolutionary Psychology of Religion in Racist Odinism

2022

Presentation for AAR Rocky Mountain-Great Plains 2022

- Paper presentation to provide a snapshot of the combination of Scott Atran's theories of evolutionary psychology of religion with Benedict Anderson's "imagined communities" of nationalism, and how new insights can be applied to solitary white nationalist Odinism to better understand how community solidarity works in racist religious movements.

Atheism and the Interfaith Movement - Table Talk

2021

Fireside chat with Inclusive Communities and the Movement in Omaha for Racial Equity (MORE) in Omaha, Nebraska

- Fireside chat and facilitated dialogue with a general audience about the critiques, failures, and successes with involving non-religious people in interfaith action.

The Religious Diversity Proven Process

2021

Presentation held virtually at the Parliament of World Religions

- The Religious Diversity Proven Process is a model for understanding interreligious attitudes adapted by Jeremy Fricke, the presentation was to provide a practical model for educators on religious diversity to have a shared language about interreligious attitudes.

Tri-Faith Founders Panel

2021

Panel held virtually at the Parliament of World Religions

- The founders' panel was organized and strategized by Jeremy Fricke.

I Have to Defend My People: Imagined Communities and the Evolutionary Psychology of Religion in Racist Odinism

2020

Presentation cancelled due to COVID-19 for AAR Rocky Mountain-Great Plains

Heathenry: a New Religious Movement PechaKucha 20x20

2017

Presented at the National Czech and Slovak Museum & Library

- Utilized the PechaKucha 20x20 (20 Slides, 20 seconds each) format to introduce a public audience to a growing new religious movement.

Havamal Witches and Shieldmaidens: Feminist Perspectives in Heathenry 2016

Presented at the Jakobsen Memorial Conference at the University of Iowa

- Presented competing representations of feminist expression in Heathenry, especially along new political lines.

Tuesday Table: a Conversation with Jeremy Fricke

2016

Presented at the Wesley Center in Iowa City

- Discussed the difficulties and complexities of interviewing racists, and gave advice on how to combat racism in the community and family.

Note about transcribed format: this format exists to remove accessibility barriers, but some recipients prefer the original printed format. If you'd like help moving your entries into the original form, please use the live assistance options in the sidebar or contact the author.

City of Bisbee logo

Board / Commission Membership Application

Please print clearly in ink or type

RECEIVED

SEP 15 2026

City Clerk's Office
City of Bisbee

Date of application

09/14/2026

Board interested to serve:

Other board or commission

- | | | |
|---|---|--|
| ☐ Airport Advisory Commission | ☐ Charter Review Committee | ☐ Civil Service Commission |
| ☐ Building Advisory Board of Appeals | ☐ Design Review Board | ☐ Evergreen Cemetery Committee |
| ☐ Library Advisory Board | ☐ Parks and Recreation Committee | ☐ Planning and Zoning Commission |
| ☐ Police and Fire Advisory Committee | ☐ Public Safety Personnel Retirement Board | ☐ Transit Advisory Committee |
| ☐ Bisbee Arts Commission | ☐ Board of Adjustment | ☒ Tourism Marketing Advisory Committee |

*Complete One (1) Application for each Board / Commission you wish to serve.

Last name Underhill		First name Susan		Middle initial	
Mailing address [REDACTED]		Number [REDACTED]	Street [REDACTED]	City Bisbee	State AZ
					Zip code 85603

Residential street address

Telephone number(s)

Email address

I have been a resident of Bisbee for

0.5

years

Are you currently on any boards?

No

* (Less than one-year residency or serve on more than one City of Bisbee Board or Commission, please complete Waiver Portion of this Form)

Please provide a brief summary of Education and Employment Experience (Employer, Job Titles, Dates Employed):

See Attached Resume & Bio

Please provide a brief summary of Civic/Volunteer Experience:

Tumbleweeds - Nonprofit for Homeless Youth (Managed Print shop Tumbleweeds that trained youth in Sales, Customer Service & Screen Printing Techniques) Paid Employee

- Don't Drive One in Five - MAG (Maricopa Association of Governments Task Force) Came up with Strategies to combat Traffic Congestion in Metro Phoenix Area. (Industry Representative)

Rev 9/3/2026

Page 2

City of Bisbee logo

Other background information relevant to serving in this position

See Marketing Portfolio

I am qualified and interested in serving on this board because

I bring a valuable combination of education, corporate leadership, entrepreneurship, teaching, and community experience. Over a career spanning more than 25 years, I have led regional marketing and finance initiatives, managed multimillion-dollar budgets and teams, built and operated successful businesses, advised clients across industries, and taught business and marketing. My practical knowledge of strategy, financial literacy, compliance, workforce needs, and organizational leadership enables me to offer informed guidance, ask thoughtful questions, and help an advisory board turn ideas into measurable results.

Have you ever been convicted of a felony or misdemeanor by any court, or do you have any pending criminal charges against you?

☐ Yes ☒ No

If yes, please explain

Waiver request (if applicable)

I am requesting that the following rule(s) be waived in order to serve on the Commission:

Residency requirement (Bisbee resident for less than 1 year)

Length of service (I have served ____ terms)

Number of commission memberships currently served; I also serve on the

I am requesting this/these waivers for the following reasons for consideration

Certification

I hereby certify and affirm that all the information contained in this application is true, complete and correct. I understand that false or misleading statements or the omission of important information made on this application or any time during the process may disqualify me from volunteer work with the City of Bisbee. I understand that the Mayor and Members of the Council must approve any waiver request.

9/13/26, 6:25 PM

Print - Board / Commission Membership Application

Signature

Date

09/14/2026



When complete, please return to:
City Clerk Office 118 Arizona Street, Bisbee, AZ 85603

Email: nwilliams@bisbeeaz.gov

Rev 9/3/2024

Susan Underhill

Professional Work Experience

Teaching Credentials & Experience

Arizona CTE Business & Marketing Certification = 2025-2037

- Business / Marketing
- Entrepreneurial
- Financial Literacy
- Insurance

Substitute Teaching Certificate = 2013-2031

American Leadership Academy = 2025-2026 / Dual Enrollment for Cochise College

Adjunct Professor (Phoenix College) = 2013

Published Author = *"Sometimes You Gotta Lose the Mansion"* (Available on Amazon)

Entrepreneurship

Emerson Mansion = 7 years

- Renovated / Converted Historic Mansion in Denver into Bed & Breakfast
- Fully Operational 3 Months - 6 Standard Rooms & 1 Executive Suite.
- Achieved Top Google Search for Best Places to Stay in Downtown Denver.
- Ad placement & SEO Analytics.
- 85% Occupancy Rate & Profitable within 7 Months

Horace Mann Insurance Agency = 5 years

- Property & Casualty License (All 50 States)
- Life & Health (All 50 States)
- Medicare Certified (All 50 States)
- Series 63 & 64
- Arizona Real Estate License

Corporate / Consulting

- Allstate Insurance Company = 25 Years (Marketing & Finance)
 - Regional Marketing Director - 5 State Region (\$1Billion Revenue)
 - Budget of \$2.8 Million - 8 Employees
 - Compliance - 4 Employees
- MD Helicopters = 1 year; Total Transit
 - Five Trade Show Design & Activation / SWOT Analysis

Education

Master of Business Administration Degree

Thunderbird Global School of Management, Phoenix, AZ

Bachelor of Business Degree, Political Science/Psychology

University of Nebraska, Lincoln, NE

Susan Underhill

2026 Biography

In 2011, after +25 years of working for *Allstate Insurance* as Director of Marketing ... Susan developed a business plan, researched the market and landscape, leveraged her 401K/Pension, quit her job, packed up her belongings and traveled +900 miles to open a vacation retreat. A business offering total rejuvenation for females in need of an escape from the demands of balancing career with a personal life. Susan purchased the Emerson Mansion in downtown Denver and after several intense months of renovations, repairs and retrofitting the Mansion unlocked the gates and greeted her first arrivals.

During her tenure, Susan developed online marketing strategies that earned top rankings in search results and reviews. Susan also built a partnership with *Booking.com*, helping the Emerson Mansion become a leading Denver destination.

In 2014, Susan sold the mansion and launched her marketing consulting firm, *A Girl Like Me, LLC*. During this time Susan wrote and published "*Sometimes You Gotta Lose the Mansion*". It can be found on Amazon and at the Bisbee Library. Susan's client list included:

- *MD Helicopters*
- *Total Transit*
- *Tumbleweeds*
- *Phoenix College as an Adjunct Professor*
- *Peak Processing / Steven's Associates*

In 2017, Susan opened a *Horace Mann Insurance Agency* leveraging her insurance knowledge gained over the +25 years at Allstate. Susan offered insurance and retirement solutions to the educator market. Home, Auto, Life, Supplemental Health, Annuities, and Medicare policies.

Then the pandemic hit, in 2020 Susan relocated to Bisbee to a cooler and less congested lifestyle. Susan purchased a home on Tombstone Canyon and spent the next several years renovating and adjusting to a more relaxing lifestyle. Susan, her significant other Scott and their 2 dogs; Sadie & Jackson are enjoying life in Bisbee. Susan has one son who is serving in the US Military stationed at Fort Campbell.



WhtWldSusanSay@twitter.com

"Starting your own business is tough. Get manicures, pedicures, change your lipstick color every season, keep your hair in style and buy a cool helmet."

Marketing Portfolio – Susan Underhill Examples

•New Business Development - *Director of Operations @ Emerson Mansion - 2012*

- Website – Online Reservation System Collaborated with Booking.com
- Leveraged Social Media & Effective Ad Placement
- Electronic Monthly Newsletter - Lowdown on LODO - May Edition
 - Brand Awareness
 - Co-Branded with Other Business to increase footprint in Denver
 - Pricing Points & Value Exceeded Competition

•Trade Show Design & Activation - *Marketing Consulting @ MD Helicopters - 2013*

- New Booth Design - Trade Show - Make Up 100% of their Marketing Budget
- Dated Tradeshow Booth - 2008
- Non-relevant & did not show case their state of art and patent designs.
- Iconic Feel & Added Brand Ambassadors
- Coordinated the logistics of set-up, hospitality suites & entertainment during show and tear down.
- Included delivery of 3 aircraft.

•SWOT Analysis /Cab Industry - *Marketing Consulting@ Total Transit – 2013*

- New Business Development – Cash Segment Versus Voucher Segment due to increased margins.
- Recognize Emerging Competitors – Uber, Lift
- Solution: Change the paradigm of a “transactional” model to a “relationship” model by focusing on consumer experience.

Weekend Package

\$500 Per Guest / Parties of Six = 1 Free Stay

Friday Night Arrival

Meet & Greet
Fitness Class
Cocktails & Food
Movie Night @
Mansion

Saturday

Fitness Class
Breakfast
Spa Treatment
Lunch
Urban Biking
Dinner @ LoDo

Sunday - Departure

Fitness Class
Brunch



the Emerson Mansion

Operated by

fit, fueled & focused
an active inspiration and retreat

Contact Information:



- On Site Exercise Facility – Instructor Led Classes
- Red Rocks Climb & Morrison Early Morning Breakfast
 - Spa Treatments
- On Site Bicycles
- Downtown Denver – LoDo within Walking Distance
- Explore Local Bistro's & Restaurants
 - Shopping
 - Night Life





the fit, fueled & focused **LOWDOWN**
on **LODO**

Volume 1 Issue 3 May 2012

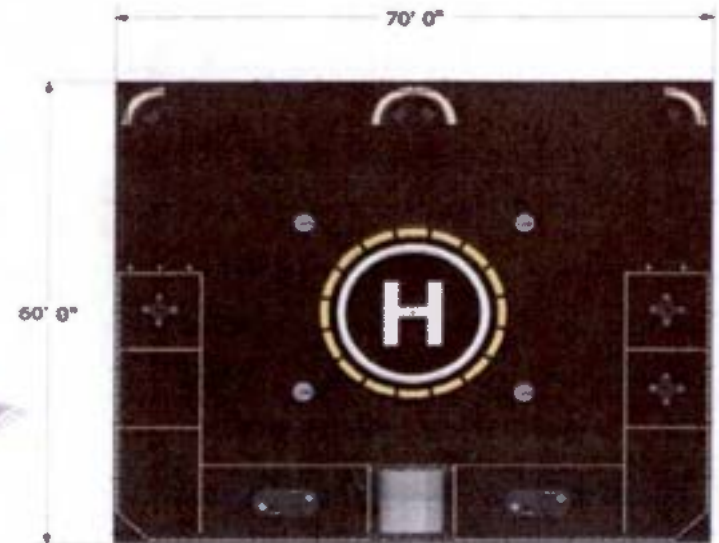
MD Helicopter – New Trade Show Design



PERSPECTIVE 1



PERSPECTIVE 2



PG 1 OF 3

Strengthens – Discount Cab

- One Brand Vs Multiple Brands
 - More Relevant & Up to Date
- Dominate Player in Crowded Field
 - Visible & Stand Out
 - Diversity in Fleet
- Changing the Cab Image
 - First to Capture Green Market
 - Short Term Advantage – Yellow Going Green
 - Newer / Relevant Fleet
 - Yellow Cab & Numerous Brands look dated – Not Vintage
 - Vehicles Are Equipped to Handle Disability Rides (Wheelchairs)
- Local First Movement
 - Corporate Structure
 - Pictures & Job Titles on Website
 - Community Partnerships are Broader
- Quality Control Programs
 - Driver Training & Safety Programs are more Robust - West Valley Driver Center
 - Lower minimum age of 23 versus 25.
 - Screening of Drivers is more Robust
- New Releases Vs Customer Testimonials
- Call Center / Dispatching -State of Art automation, software & operating systems

Opportunities – Relationship Versus Transactional

- Tax - Green Is the New Yellow
 - Demographic Lifestyle Changes
 - More Urban: Work, Live, & Play in Urban
 - Beehive Effect – Less Encumbered – Lease / Not Own – Housing/Cars
 - Re-Paradigm Customer Loyalty Programs
 - Automatically Rewards without Cards, Discount Coupons
 - Flat Fees Versus Metered Rates
 - Broaden Footprint in Non-Arizona markets
- Corporate Travel & Entertainment
 - Corporate Accounts
 - Actively Pursue & Leverage Electronic Billing Capabilities
 - Order, Pay & Receive Acct Info On-Line (Different Brand – Uber.com)
 - Development of Customer Profiles (By Asking, Observing – Not Surveying)
 - Hotels / Resorts – Allow Customers to Bill Directly to their Room
- Non-Emergency Health
 - Increase Footprint in Voucher – Medicare/Medicaid
 - Aging Population
 - Increase in Medical Treatments due to lifestyle (Unhealthy & Tattoos)
 - Affordable Health Care Act
 - Non-ground Transportation

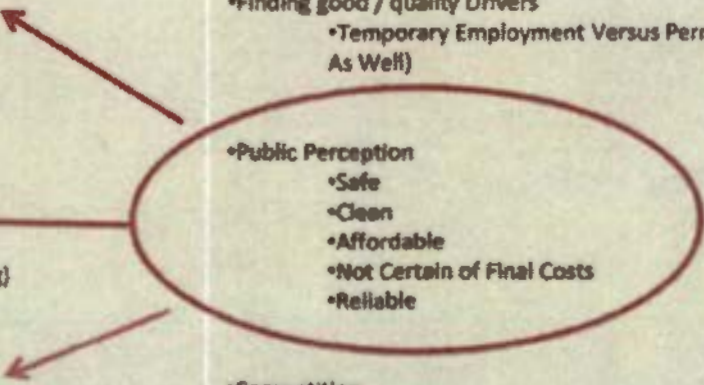
Weakness – Yellow Cab / AAA

- Yellow Cab Is Top of Mind for Consumers
 - Turn It Around – Green Is the New Yellow
- Multiple Brands
 - Ability to Circumvent / Diminish Customer Complaints / Problems
 - Consumer Confusion / Not as Accountable
 - Reliance on other Brands – Non Organic Growth of Market Share
- Lower Operating Margins



Threats:

- More Regulation
 - 2013 Initial Screening & Annual Mandatory Random Drug Testing
- Finding good / quality Drivers
 - Temporary Employment Versus Permanent – Changing Landscape (Benefit As Well)
- Public Perception
 - Safe
 - Clean
 - Affordable
 - Not Certain of Final Costs
 - Reliable
- Competition
 - Uber.com



Changing the Paradigm

Perception is everything and very hard to Change but You can

Taxi Serial Killer



<http://youtu.be/nbOesnvFYak>

Click the YouTube Hyperlink
to see the video on
YouTube.

Looking for ... A Girl Like Me?



Answering Phones -- No Calls Go Unanswered
Setting Appointments
Following Up on Sales / Service Requests
Problem Solving
Scheduling & Calendar Management

Office Management
Ordering Supplies / Materials
Errands

Accounts Receivables
Vendor Payments
Proficient in Excel / QuickBooks
Debt Management

Marketing Tactics / Strategies
Creating Professional Proposals

Customize Costs & Services Based on Your Needs
By the Hour
By the Project
1099

Experience Matters

It should matter to you And it matters to me.

Who is a Girl Like Me?

Education

- MBA @ Thunderbird -- AGSIM/AMU
- BA @ University of Nebraska

+30 Years in Fortune 500 Companies

- Allstate Insurance - Director of Marketing
- Horace Mann - Agency Owner
- MD Helicopters - Trade Shows / B2B Expos

Entrepreneur

- Emerson Mansion - Owner of Boutique B&B
- College Prep Instructor Dual Enrollment - American Leadership Academy & Cochise College

Marketing Wizard

Organized, Dependable & Detail Focus



Susan Underhill / 602-867-2122 / SeekingSusan@gmail.com