

AGENDA
SPECIAL MEETING - MONTICELLO PLANNING COMMISSION
Tuesday, July 6th, 2021 - 4:45 p.m.
Mississippi Room, Monticello Community Center

Commissioners: Paul Konsor, Andrew Tapper, Alison Zimpfer, Eric Hagen
Council Liaison: Charlotte Gabler
Staff: Angela Schumann and Ron Hackenmueller

- 1. Call to Order**
- 2. Roll Call**
- 3. Interview of Planning Commissioner Candidate and Recommendation of Candidate**
- 4. Adjourn**

Planning Commission Interview Schedule

July 6, 2021

A. Teri Lehner (5 p.m.)

Applications include private data and are considered confidential. The information is solely for the use of the Planning Commission to help in making a decision on the vacant position.

EMPLOYMENT APPLICATION



City of Monticello
505 Walnut Street

Monticello, Minnesota - 55362
<http://www.ci.monticello.mn.us>

Lehner, Teri, J.
Planning Commission Member (Volunteer Position)

Received: 6/9/21 2:20 PM
For Official Use Only:
QUAL: _____
DNQ: _____

- Experience
- Training
- Other: _____

PERSONAL INFORMATION

POSITION TITLE:
Planning Commission Member (Volunteer Position)

Job Number:
2021-00016

NAME: (Last, First, Middle)
Lehner, Teri, J.

PERSON ID:
45680100

ADDRESS: (Street, City, State, Zip Code)
9142 Goodrich Drive
Monticello, MN 55362

HOME PHONE:
763-226-3605

EMAIL ADDRESS:
tlehner72@gmail.com

NOTIFICATION PREFERENCE:
Email

DRIVER'S LICENSE:
Yes
State: MN **Number:**
N*****8

LEGAL RIGHT TO WORK IN THE UNITED STATES?:

- Yes
- No

HIGHEST LEVEL OF EDUCATION:
Bachelor's Degree

PREFERENCES

ARE YOU WILLING TO RELOCATE?

- Yes
- No
- Maybe

WHAT TYPE OF JOB ARE YOU LOOKING FOR?
TYPES OF WORK YOU WILL ACCEPT:

EDUCATION

SCHOOL NAME:

St. Cloud State University

DID YOU GRADUATE?

LOCATION:(City , State)

St. Cloud , MN

- Yes
- No

DEGREE RECEIVED:

Bachelor's

WORK EXPERIENCE

DATES:

from March/2020 to Present

EMPLOYER:

Portico Benefit Solutions

POSITION TITLE:

Customer Engagement
Manager

ADDRESS: (Street, City, State, Zip Code):

Minneapolis, MN 55415

MAY WE CONTACT THIS EMPLOYER?

- Yes
- No

HOURS PER WEEK:

40

DUTIES:

Responsible for effective management of the overall customer experience including content development, online and digital experience, results and engagement. Lead a team of content developers and strategists responsible for overall corporate engagement with a goal of at least 50% NPS for all segments currently exceeding that goal by 15% Development of all health care benefit and financial planning communications and content for over 22 population segments. Business lead on development of new marketing personas to better drive segmented marketing initiatives. Led the development of new reporting and dashboard system to report across the organization to measure engagement and overall success of product lines. Partner with Business Development team to drive new business growth and engagement.

REASON FOR LEAVING:

Currently employed

DATES:

from July/2017 to Present

EMPLOYER:

Self Employed

POSITION TITLE:

Marketing Consultant
Freelance

ADDRESS: (Street, City, State, Zip Code):

Monticello, MN

MAY WE CONTACT THIS EMPLOYER?

- Yes
- No

HOURS PER WEEK:

40

DUTIES:

Marketing Consultant focused on small business and new business owners Business Development and planning inclusive of researching new markets, new audiences, inventory and budget planning and overall business planning. Average ROI increase of 20% on marketing initiatives and increased sales of 15%. Emphasis on training new business owners to be effective marketers, understand ROI, product positioning, marketing mix and marketing planning. Website content, layout and development to successfully promote growth and engagement. Work in partnership with owners to develop workable social media strategies to drive new business.

REASON FOR LEAVING:

Self employed

DATES:

from June/2006 to July/2017

EMPLOYER:

Thrivent Financial

POSITION TITLE:

Marketing Manager

ADDRESS: (Street, City, State, Zip Code):

Minneapolis, MN 55415

MAY WE CONTACT THIS EMPLOYER?

- Yes
- No

HOURS PER WEEK:

40

DUTIES:

Various roles with increasing responsibility and scope of work during my tenure at Thrivent. Strategic Marketing Manager Created a Relationship Marketing program with multiple touch points with the sole purpose of providing over 2 million Lutheran members with relevant content to drive customer engagement. Increased engagement by 15% and increased sales by 10% for those enrolled in the program. Managed content and content calendar for multiple publications including newsletters, magazine and direct to consumer marketing in a highly regulated financial environment. Experience in leading a team of marketing professionals including strategy and creative briefs, working with creative teams, compliance and legal as well as driving successful execution. Leader of Go to Market strategy team inclusive of multi-channel campaigns with a focus on lead generation, relationship marketing, engagement and activation campaigns including research, development, ideation, execution and analysis. Development of marketing strategy including planning and development of new contact programs for 2500 national sales representatives, brand awareness and client engagement campaigns. All with positive ROI. Key player on cross functional enterprise wide teams to drive sales strategies using workshops and events to drive new business. Developed new training materials for all marketing programs. Training of new sales reps on marketing best practices, how to leverage marketing tools and how to gain brand awareness at the local level. Manager of Marketing Operations/Field Marketing Business owner of marketing systems and software including IBM Marketing Cloud/Unica, Silverpop as well as proprietary marketing systems. Led purchase of new systems including writing business case, reporting to senior management, writing business requirements. Developed test plans and rollout plans for new marketing tools. Management of team of over 15 staff to accomplish goals on time and under budget. Member of Senior Leadership team for marketing data integration projects. Manage strategic planning for Advisor Marketing reporting and budget for over \$4 million in marketing spend including management of Field Co-Op program to drive local marketing by the field. CI Savings of over \$1million in the last two years while maintaining sales growth numbers. Provide leadership for effective change management on a variety of large projects impacting 2400 deployed sales representatives. Developed and rolled out a marketing training program for 2500 deployed sales reps to drive increased local marketing activity. Increased marketing activity by 20% at the local level. Manager of Direct Marketing/Project Manager Management, training and development of direct marketing team. Overall project management and campaign management including project planning, deadline management, vendor and internal stakeholder coordination and accountability to senior leaders on tactical execution. Prospect marketing testing and rollout of new lead generation program. Prospect marketing was all new with test plan, evaluation of rollout potential and continued enhancement of ROI thru testing of new lists, new creative, new contracts with vendors and various other methods. Development of test plans, multi touch campaigns including email, direct mail, mass media. Strengths include: Campaign development, testing, evaluation of campaigns and making solid well

thought out recommendations to leverage learnings. Leading to increased revenue and ROI on future campaigns.

REASON FOR LEAVING:

Position eliminated

CERTIFICATES AND LICENSES

Nothing Entered For This Section

SKILLS

OFFICE SKILLS:

Nothing Entered For This Section

OTHER SKILLS:

Nothing Entered For This Section

LANGUAGE(S):

Nothing Entered For This Section

SUPPLEMENTAL INFORMATION

Interests & Activities

Gardening (Monticello community garden) Golf (member at Monticello country club) Mentoring

REFERENCES

Nothing Entered For This Section

Agency - Wide Questions

1. **Are you at least 16 years old?**
Yes
2. **Are you at least 18 years old?**
Yes
3. **How did you hear about this position?**
Other
4. **If you marked "Other" please specify.**
Email sent to me

Job Specific Supplemental Questions

Please describe in detail why you are interested in volunteering for the City of Monticello.

1. I have lived here for almost 20 years and I have a strong passion for wanting this city to continue to grow but keep the charm of the small community. Achieving that balance is critical in my mind.

Please describe your qualifications for this appointment below.

2. I have been a business owner, have led large teams at Fortune 500 companies but have also worked with start ups and small business. I believe my experience and my passion would be an asset.
3. **Please describe your prior volunteer experience (include organization names and dates of service).**
Ad hoc volunteering so far: feed my starving children, Wright county meal delivery etc

By clicking on the 'Accept & Submit' button, I hereby certify that all of the information provided by me in this

application (or any other accompanying or required documents) is correct, accurate and complete to the best of my knowledge. I understand that the falsification, misrepresentation or omission of any facts in said documents may be cause for denial of employment or immediate termination of employment regardless of the timing or circumstances of discovery.

I understand that submission of an application does not guarantee employment. I understand that none of the documents, policies, procedures, actions, statements of the City of Monticello or its representatives used during the employment process is deemed a contract of employment, real or implied. In consideration for employment with the City of Monticello, if employed, I agree to conform to the rules, regulations, policies and procedures of the City of Monticello at all times and understand that such obedience is a condition of employment.

I understand that if offered a position with the City of Monticello, I may be required to submit to a pre-employment medical examination, drug screening and background check as a condition of employment. I understand that unsatisfactory results from, refusal to cooperate with, or any attempt to affect the results of these pre-employment tests and checks will result in withdrawal of any employment offer or termination of employment if already employed.

I hereby authorize all schools, former employers, references, courts and any others who have information about me to provide such information to the City of Monticello and/or its representatives, agents or vendors and I release all parties involved from any and all liability for any and all damage that may result from providing such information.

This application was submitted by Lehner, Teri, J.

Signature _____

Date _____

PLANNING COMMISSION INTERVIEWS

Interviewee:

QUESTION AND ANSWER SESSION

1. Tell us about yourself.

2. Why are interested in serving on the Monticello Planning Commission? Describe your experience or interest in land use planning.

3. In your opinion, what have been favorable and unfavorable ways the City has developed in the past few years?

4. Do you think willingness to seek compromise is a good trait for a Planning Commissioner? Why or why not?

5. What special opportunities and challenges do you see in Monticello's future in terms of land use or development? Are you familiar with the Monticello 2040 Vision + Plan?

6. Are you able to regularly attend Planning Commission meetings on the 1st Tuesday of each month at 6:00 pm? Special meetings at 4:30 or 5 pm?

7. How long do you see yourself serving on the Commission?