

PUEBLO LIBRARY FOUNDATION

Application for Board of Directors

Name: Jessi Ones

Please use additional paper to complete the questions below with additional information or to provide resume.

1. Describe the basis of your qualifications? List any financial, management, fundraising or other relevant background you may have.

I am qualified to serve on the Library Board because of my diverse experience in finance management, employee management, fundraising, public relations, and community marketing and economic development.

As the former Director Sales of Marketing for the Pueblo Convention Center, I created and managed a marketing budget and managed marketing/sales staff. I created the Center's first Sales Pace Report that outlined realistic but aggressive weekly, monthly, quarterly, and annual sales goals. Understanding our sales history, I was able to help lead our team to reach the Center's highest sales numbers in its 10-year history. In addition to managing staff and a budget, I also oversaw all fundraising efforts for the Center. I created several in-house revenue-generating events, including a Holiday Fair, New Year's Eve Party, Bridal Fair, and many other events that helped us exceed our sales goals.

In addition to my fundraising work at the Pueblo Convention Center, I created several events as Marketing Director at Clear Channel Radio. I also was contracted to create sales pace for the Pueblo Country Club the past three years.

But my greatest achievement in the area of fundraising was spearheading efforts for Pueblo's Regional Tourism Project as Information Director for the Pueblo Urban Renewal Authority. I was the primary researcher, author, and assembler of our grant application submitted to the State Economic Development Office. The application, which required regular interaction with state and local officials, secured more than 10 million in state tax increment dollars to expand the Pueblo Convention Center, Riverwalk, and build a training facility for the National Professional Bull Riders Association. The project is designed to attract tourism dollars, beautify Pueblo, spur development, create jobs, and serve as an economic engine for Pueblo.

With my years of combined financial management and marketing experience, along with years spent working with public officials, I believe I can help support a financial plan for the Library while also creating a fundraising and marketing plan to achieve those goals.

2. Please list your areas of accomplishment that could assist the mission of the Pueblo Library Foundation Board.

I have nearly 15 years of marketing and public relations experience, including time as the Marketing Coordinator for the Durango Public School District. My positions have required strong verbal, written, and relationship building skills to clearly communicate on behalf of the organization/business. My responsibilities have included newsletters, news releases, graphic design, marketing plans, branding, public speaking, public information meetings, event and sponsorship sales, and event marketing and fundraising events. My public relations experience will help me to serve

on the Pueblo Library Foundation Board by providing both the fundraising and communication skills required to successfully share the Library mission and solicit financial support.

3. **Explain why you are interested in being appointed to Pueblo Library Foundation Board.**

I am interested in being appointed to the Pueblo Library because the Library personally and professionally means a great deal to me. Those who know me best know that I LOVE the library. I first fell in love with the library as a young girl. My mom would walk with us from our brick home on Longwood all the way to the Library on Abriendo. I would sit on the comfy Ronald McDonald chairs and read a stack of books with my beautiful mother. We didn't have much growing up, but when I think of my happiest moments as a young girl, visiting the library is one of them.

Today, the Library continues to create happy memories for me as an Adult and as a young mother. And it isn't just time reading with my boys, but time with other mothers and fathers who love being with their kids and helping them to grow. The Library is more than literacy; it is a community hub that helps ALL families in our community connect and thrive.

To that point, I would like to serve on the Foundation Board because it is an organization that serves EVERYONE in the community. Working as an interim graphic designer for the Library on three separate occasions these past six years, I have seen first-hand the diverse programming our Library provides. I have created posters for Online Social Security Workshops, Storytime at the Zoo, and Summer Reading Family Barbeques. I have created bookmarks for Hoopla, a progressive service provided by the Pueblo Library, parade signs for the Annual Diversity Parade, and written about the Library's Disability Awareness and New Accommodations. By working for the library, I know first-hand the work that is being done, and I am proud to be a part of an organization that is inclusive of EVERYONE. And it's not just doing a good job, but an exceptional one. Our Library is in the top three percent of the nation as a Star Library. I would be honored to serve on the Foundation Board and share the great work that has already been done, and the many great things to come!

4. **List any other information that might be useful in consideration for your appointment to the Pueblo Library Foundation Board.**

As I mentioned above, I have worked as an interim graphic designer for the Library in 2011, 2014, and 2017. I am familiar with the staff and am able to effectively communicate the Library's vision of "Books and Beyond" and mission to support "Lifelong Learning for Everyone." I can list the Library's accomplishments, and am familiar with several of the Library's outstanding signature events, including All Pueblo Reads, Summer Reading Club, Read Out Loud, Women's Leadership Institute, Kids Parade, and InfoZone Museum. In addition, I was recently appointed to the Friends of the Library Board and can provide updates to the Board about Books Again and other fundraising efforts to support Library programming.

5. **List any civic or community boards or commissions on which you currently serve.**

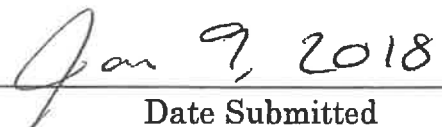
I have served on the Durango School District Boys and Girls Club Marketing Board, the Pueblo Chamber of Commerce State Fair Committee, Chamber of Pueblo Commerce Ambassadors, the Destination Pueblo Committee, the Preschool of Ascension School Board, and as the Membership Chair Junior League of Pueblo, and the Pueblo Country Club Membership Committee. Currently, I serve only on the Foundation International Magnet School International Festival Committee and the Friends of the Library Board.

PERSONAL INFORMATION: I love to read and am a member of a Book Club!

SPOUSE'S NAME: Chad Ones



Signature of Applicant



Date Submitted

Please return this form to:

Midori Clark, Director
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100 E. Abriendo Avenue
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