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CITY CLERK

**CITY OF RENO
BOARD OR COMMISSION
MEMBERSHIP APPLICATION**

Please be advised that all information contained in this application is part of the City of Reno's public record and is, upon request, available for public review. These positions are limited, in most cases, to residents of the City of Reno. The City Council makes a conscientious effort to appoint persons who represent all of the various communities within the City of Reno. Please be advised that certain boards and commissions require filing of financial statements with the Secretary of State or have special requirements. Contact the City Clerk's office at 334-2030 with any questions.

Name: Brenna O'Boyle

Name of Board or Commission for which you would like to apply:

Arts + Culture Commission Grants Committee AND
Historical Resources Commission

Home Address:

Address: 748 South Meadows Parkway Suite A-9 #266
City: Reno State: NV Zip: 89521
Home Phone: (650) 455-6987 E-mail: cowgirlprmedia@gmail.com

Occupation and Business Address:

Job Title: Public Relations, Writing, Events
Business Name: self-employed
Address: 748 South Meadows Parkway Suite A-9 #266
City: Reno State: NV Zip: 89521
Business Phone: (650) 455-6987 E-mail: cowgirlprmedia@gmail.com

Preferred Contact: If appointed, the address, phone number and e-mail address you wish to use for your contact information.

Address: 748 South Meadows Parkway Suite A-9 #266
City: Reno State: NV Zip: 89521
Phone: (650) 455-6987 E-mail: cowgirlprmedia@gmail.com

How long have you been a resident of the City of Reno? 3 years

Are you currently registered to vote in the City of Reno? Yes: X No:

Have you ever been convicted of a felony or misdemeanor other than minor traffic violations? Yes: _____ No: X

If yes, please list conviction dates and nature: _____

Education or Training Relevant to the board or commission to which you are applying:

University of San Diego, May 1989
Bachelor of Arts, Communications/Journalism
Minor, English
University of Nevada, Reno April 2022
Digital Marketing Essentials

Explain briefly why you would like to be appointed to this board or commission. Please attach any additional information you wish:

I am applying to be a member of the Arts + Culture Commission Grants Committee and Historical Resources Commission because I have a background in PR, journalism and events.

I think these skills are key to engaging with residents, building community, and documenting the past.

I volunteered as a docent at Filoli Historic House + Gardens, a National Trust for Historic Preservation site in Woodside, Ca.

Most recently, I did public relations for country star Jake Jacobson, R+B Indy-infused pop rocker Sean Louis, mixed-media artist Julia

(more below)

I certify that, to the best of my knowledge, the information I provided in the application is true. If the information provided is false or incomplete, it shall be sufficient cause for disqualification or removal. If appointed, I agree to attend a board or commission orientation session, if applicable, within six months of my appointment. I understand that failure to comply with this requirement will result in automatic removal from the board or commission.

Signature: Brenna O'Byrne Date: 12/12/2023

Please Return the Application To:
City Clerks' Office, P.O. Box 7, Reno, NV 89504
Fax: 775-334-2432 e-mail: CityClerk@reno.gov

This document is part of the public record of the City of Reno and is available for public review.

Sorensen Shaw and entertainment firm Perk Productions. Prior to that, I worked in media, corporate communications and journalism. I enjoy volunteering. I put on events, fundraisers and serve on boards/committees. Thank you for your consideration.

**WAIVER OF NOTICE REQUIRED UNDER NRS 241.033(1)
TO ALLOW CITY COUNCIL TO
CONSIDER CHARACTER, MISCONDUCT, OR COMPETENCE
OF PERSON TO BE APPOINTED TO A BOARD, COMMISSION, OR OTHER
PUBLIC BODY FOR THE CITY OF RENO**

The City Council for the City of Reno will be considering on a future posted agenda your appointment to a board, commission or other public body for the City of Reno. Pursuant to NRS 241.033(1), in order to consider the professional competence of an applicant, notice need be provided to that person of the time and place of the meeting in compliance with such statutory provisions.

By signing below, it is confirmed that I have been provided notice of the meeting at which my appointment will be considered by City Council. Further, I knowingly and voluntarily am waiving my rights to all written notice requirements under NRS 241.033(1) pertaining to my qualifications, competence, and character to hold this appointment and consent to the evaluation of my character and competence by the Reno City Council in a public meeting.

Further, the undersigned acknowledges that he may at any time withdraw both this waiver and related application for appointment.

Dated this 12 day of December, 2023

Name of Board, Commission or Other Public Body to which the undersigned is seeking

City Council's consideration: Arts + Culture Commission Grants Committee
(Board/Commission/Public Body) and
Historical Resources Commission

Signature of Applicant Brenna O'Boyle

By: Brenna O'Boyle
(Printed Name of Applicant)

Brenna O'Boyle

Reno, Nevada 89511

CowgirlPRMedia@gmail.com

(650) 455-6987

Career Highlights

- Secured Jake an interview with Country Top 40 with Fitz, which launched him onto the radio and got him named Country Top 40 with Fitz's Launchpad Artist in August 2022.
- Covered Vandenberg Space Force Base where spacecraft launch from the Western Range.
- Exclusively covered the first Russian and U.S. event where Russia's missile count was revealed.

Experience

Harmony PR and Partnerships, Reno Nevada

February 2021 to April 2023

Owner

Managed events and public relations for clients including country star Jake Jacobson, R&B Indie-infused pop rocker SeanLoui, mixed-media artist Julia Sorensen Shaw, and entertainment firm Perk Productions.

- Secured Jake an interview with Country Top 40 with Fitz, which launched him onto the radio and got him named Country Top 40 with Fitz's Launchpad Artist in August 2022. It is the biggest and best country countdown show in North America that will continue to change the landscape of countdown shows in radio today.
- Earned Jake 310 press mentions and 206.6 impressions worth \$4.5 million in 6 months for his Lovin' and Leavin' EP, according to Agility PR Solutions.
- Solicited sponsors and donors for a dinner-concert fundraiser. Handled venue, catering, staff, and entertainment.

Golden Gate Yacht Club, San Francisco, California

May 2013 to September 2020

Entertainment Committee Member

Collaborated with the general manager to identify the format and theme of events.

- Spearheaded sold-out anniversary of the America's Cup win event. Secured team and crew members to attend.
- Turned annual *Santa and Bunny by Boat* brunches into waiting list events.

Hiller Aviation Museum, San Carlos, California

January 2015 to August 2020

Board Member

Coordinated media and promotions for Smithsonian affiliate. Solicited sponsorships and donations.

- Developed public relations, communications plans, and messaging. Solicited news coverage.
- Secured \$10,000 in television promotion coverage for two annual fundraising events. Invited KGO-TV weather anchor Sandhya Patel and anchor Eric Thomas to emcee the museum's fundraisers.

Work Break to Raise My Family

May 2006 to April 2013

Weidinger Public Relations, Stateline, Nevada

April 2005 to April 2006

Account Supervisor

Handled ideation, crafted pitches, and secured coverage for public relations campaigns for Carson City, counties, real estate developers and ski resorts.

- Ghost wrote articles and Public Service Announcements.
- Coached executives before interviews.

Mervyn's, Hayward, California

November 2004 to April 2005

Internal Communications Contractor

Wrote executive communications, organizational announcements, change management, magazine articles and company policy. Developed style, design, and content for store locator maps for 189 stores in 10 states.

Surland Co., Tracy, California

July 2004 to November 2004

Media, Political Consultant

Developed and implemented a grassroots campaign to educate Tracy residents about Measure V, a developer initiative to build a transit village and revitalize downtown at no cost to taxpayers.

- Acted as the campaign's spokesperson.
- Pitched the press.
- Coached executives before media inquiries.
- Ghost wrote articles.

Lompoc Record, The Appeal Democrat, Bay Area News Group, others, California

1993-2004

Reporter, Editor

Covered technical, features, business, real estate, and crime.

- Covered Vandenberg Space Force Base where spacecraft launch from the Western Range.
- Exclusively covered the first Russian and U.S. event where Russia's missile count was revealed.
- Reported on U.S. Penitentiary Lompoc, a medium security prison.
- Worked under tight deadlines to draft headlines, edit, and proof 7 papers per night.

Education

May 1989, Bachelor of Arts, Communications-Journalism, Minor in English, University of San Diego

Skills

Journalism, Communications, Public Relations, Fundraising, Events

References

Hank Scherf, Vice Chair, Board of Directors, Hiller Aviation Museum, (650) 464-0856

Linda Houser Tafur, Copy Chief, San Francisco Chronicle, (510) 459-5512