

City of Reno Board or Commission Membership Application

PLEASE BE ADVISED THAT ALL INFORMATION COLLECTED 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 endeavors to appoint persons who represent all of the various communities within the City of Reno. Please be advised that certain boards and commissions may have professional qualification requirements or require filing of financial statements with the Secretary of State. Contact the City Clerk's office at 775-334-2030 with any questions.

Contact Information				
First Name (Required) *		Middle Name/Initial	Last Name (Required) *	
COLIN		M	ROBERTSON	
Nick Name/Preferred Name		Email Address (Required) *	Phone Number (Required) *	
		COLIN.ROBERTSON@NEVAD AART.ORG	7753151881	
Home Address (No PO Box) (Required) *			City	Zip Code
2975 Juliann Way			(Required) *	(Required) *
			Reno	89509
Business Address			City	Zip Code
				Ward
				WARD 2

I agree to inform the Reno City Clerk's Office of any contact or address changes.

☒ I Agree (Required) *

Is this a new application, an application for reappointment, or an amendment to an existing application? (Required)
<p>*</p> <p><input checked="" type="radio"/> New Application</p> <p><input type="radio"/> Reappointment</p> <p><input type="radio"/> Amendment</p>

Name of Board or Commission for which you would like to apply: (Required)
<p>*</p> <p>Redevelopment Agency Advisory Board</p>

Explain briefly why you would like to be appointed to this board or commission.

I am extremely excited to put forth this application to the City of Reno Redevelopment Agency Advisory Board because I can bring to bear a wide range of government, private sector, non-profit, and arts experience to the challenges and opportunities associated with making Reno a great place--to live, to visit, to invest in, and to grow. Reno has experienced more than its fair share of ups and downs over the twenty-five years I have called it home, and I am convinced that its greatest days are still ahead. But it will take concerted effort by leaders with strong programmatic focus and strategic investment to positively develop and grow the parts of the city governed by the Redevelopment Agency Advisory Board. I have background in creative placemaking, parks and outdoor recreation, and the arts and believe strongly that what makes a place great to live in also makes it desirable to visit. Equally important, investments in these kinds of quality-of-life indicators is what helps the businesses that are contributing to our city's growth recruit and retain good talent in our region, which reinforces the quality of the place. I will take the RAAB seriously, and participate actively.

Relevant Education or Training

Background in: art, design, and non-profit cultural organizations; University of Nevada, Reno teaching and administrative experience; experience working in mid-large cap technology; experience in private development corporations; local and state government experience; and experience leading creative placemaking initiatives that have contributed to the City of Reno's cultural master planning processes.

Are you currently registered to vote in the City of Reno?

☒ Yes

☐ No

Are you 18 or over?

☒ Yes

☐ No

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.

☒ I Agree *

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.

Printed Name of Applicant: *

Colin M. Robertson

Today's Date *

12/29/2024

Signature of Applicant: *

Colin M Robertson

Attach Resume (1)

Document Name	Attachment Type
ROBERTSON, COLIN APPLICATION FOR REDEVELOPMENT AGENCY ADVISORY BOARD (WARD 2) - 12/29/2024	RESUME

PROFESSIONAL EXPERIENCE

2023-present | Charles N. Mathewson Senior Vice President of Education and Research | Nevada Museum of Art | Reno, NV

- Executive leader, overseeing the Museum's Education Department and Center for Art + Environment
- Leverage relationships with local, regional, and national leaders and organizations across interdisciplinary fields to develop institutional partnerships and projects to add value to the Museum's mission and to elevate visibility for our education and research initiatives
- Facilitate cross-functional collaboration between the Curatorial Department, Education, and the Center for Art + Environment (research)
- Develop long-term, strategic goals and plans, visioning projects, and programming related to education and the Center for Art + Environment Archives and Special Collections
- In partnership with rest of Museum leadership team, contribute to re-branding process that creates, communicates, and strengthens the identity of the new Education and Research Center in service of the greater Nevada community and national/international audiences

2019-2023 | Administrator, Nevada Division of Outdoor Recreation | DCNR | Carson City, NV

- As founding administrator, set and guided direction of a new state agency dedicated to improving and enhancing outdoor recreation opportunities for the State of Nevada, and foster its \$4B outdoor recreation economy
- Directed and supervised all administrative, fiscal, budget, and technical activities, staff, and all programs administered by the Nevada Division of Outdoor Recreation
- Secured public and private funding and technical assistance for programmatic activities and strategic initiatives
- Collaborated with local, state, and federal agency partners and private sector stakeholders to assess needs, identify objectives and key results, and develop and execute plans and policies to achieve desirable outcomes
- Represented the Division and State in public events and legislative settings, including testimony to the U.S. Senate Subcommittee on Tourism, Trade, and Export Promotion ([June 2021](#))
- Chair, Nevada Advisory Board on Outdoor Recreation; Chair, [Confluence of States](#) (2021-22)

2017-2019 | Vice President of Switch WORKS | Switch | Reno, NV

- Designed and implemented strategic corporate communications, engagement, and cross-functional internal communications initiatives for \$4B company
- Conducted company-wide training needs assessment; developed and implemented roadmap for systematically addressing employee training needs
- Served as community ambassador, representing the company's brand through community engagement and philanthropic activities

2016-2017 | Director of Communications & Strategy | Don J Clark Group | Reno, NV

- Guided visioning, planning, and implementation of the company's brand and community engagement strategies for triple-bottom-line development initiative
- Directed internal and external communications efforts for redevelopment project, including public and government affairs, community and media relations
- Managed corporate website, marketing, and investor communications
- Led affordable housing, public art, environmental sustainability, and education initiatives

2008-2016 | Charles N. Mathewson Curator of Education | Nevada Museum of Art | Reno, NV

- Guided mission and vision, planning, design, and implementation of all educational and interpretive programming of the Nevada Museum of Art and Center for Art + Environment

- Collaborated with Executive Director and fellow executives to develop programmatic priorities of the institution to advance its mission, goals, and objectives
- Directed public, adult and school tour programs; docent, museum school, collections- and exhibition-related interpretation; and audience development programs
- Designed and implemented interactive and interpretive collateral for feature exhibitions and permanent collection installations
- Deployed and managed the museum's new media initiatives, social media, and audience development solutions
- Directed planning, management, and implementation of programming related to the Nevada Museum of Art's El Arte initiative to increase awareness, knowledge, and understanding of Hispanic, Latin American, and Latino art and artists
- Cultivated and managed P-16 educational partner networks
- Implemented Center for Art + Environment programming, outreach efforts, and publications
- Collaborated with the museum's Communications, Marketing, and Design staff to streamline audience development and audience experience initiatives
- Planned and implemented community/audience partnership opportunities and networks to broaden the education department's impact on the community
- Developed strategic programmatic, fundraising, and revenue goals
- Cultivated trustees, collectors, donors, and artists for museum support

2005–2008 | Associate Curator of Education | Nevada Museum of Art | Reno, NV

- Led committee charged with developing and administering \$20M strategic plan
- Planned and scheduled community educational events for artists and lecturers
- Coordinated all school-related programming and curriculum design
- Directed docent training, evaluation, and scheduling for forty volunteer educators
- Documented and archived materials pertaining to docent education and supplemental training
- Coordinated scheduling for all student and adult tours, accounting for 8,000 guest-visits annually
- Wrote and edited marketing materials, gallery signage, and exhibition publications

2002-2005 | Lecturer | University of Nevada, Reno | Reno, NV

- Taught undergraduate research, analysis, writing, and literature
- Mentored, advised, and evaluated graduate students and teaching assistants
- Co-led graduate student orientations and professionalization seminars
- Presented scholarly papers at academic conferences

EDUCATION

- **M.A., English (Literature & Environment) | University of Nevada, Reno**
- **B.A., English, Minor in Art | Saint John's University | Collegeville, Minnesota**
 - SJU Study Abroad Program in Cuban Society | Cuba
 - SJU Study Abroad Program | University College | Galway, Ireland

PROFICIENCIES

Microsoft Office Suite | PC + Mac | Asana, Trello, Slack Project Management

Excellent communication, project management, leadership, teaching, and organizational skills