

# 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) *	
BRIAN		MICHAEL	CASSIDY	
Nick Name/Preferred Name		Email Address (Required) *	Phone Number (Required) *	
		BRIAN.CASSIDY1976@GMAIL.COM	775-771-3234	
Home Address (No PO Box) (Required) *			City (Required) *	Zip Code (Required) *
6363 Antero Dr.			Reno	89523
Business Address			City	Zip Code
				Ward
				WARD 5

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.

As a Reno small business owner and community leader, I'm passionate about revitalizing our city through thoughtful, inclusive redevelopment. My experience in business and non profits equips me to address challenges and promote growth that enhances quality of life and preserve Reno's unique character.

## Relevant Education or Training

Being a small business owner and nonprofit leader in Reno, I've gained hands-on experience in operations, strategic planning, and community engagement. This, combined with my knowledge of local development challenges and commitment to ethics, equips me to contribute effectively to the committee's mission.

## 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: \***

Brian M Cassidy

**Today's Date \***

12/03/2024

**Signature of Applicant: \***



**Attach Resume (1)**

Document Name	Attachment Type
<u>CASSIDY, BRIAN APPLICATION FOR REDEVELOPMENT AGENCY ADVISORY BOARD (WARD 5) – 12/3/2024</u>	RESUME

## **Brian Michael Cassidy**

Reno, Nevada 89523

[Brian.cassidy1976@gmail.com](mailto:Brian.cassidy1976@gmail.com) • 775.771.3234

**Resourceful and enthusiastic Chief Executive Officer (CEO) with 10+ years of experience in overseeing management, supervising financial operations, and driving revenue growth. Proficient in client acquisition, client relationship management, and employee satisfaction maintenance. Adept at organization, problem solving, and marketing strategy.**

### **Work Experience**

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#### **President | CEO**

Junk King Reno, Reno, Nevada

February 2015 - Present

- Launched and developed a successful junk removal franchise in Reno, NV
  - Oversaw daily operations, ensuring efficient workflow and high levels of customer satisfaction.
  - Directed workforce management, ensuring timely job completion and exceptional service standards.
  - Drove revenue growth from startup to over \$1.2 million within five years.
  - Enhanced brand recognition in a competitive market dominated by national competitors.
  - Managed budget and financial planning to maximize profitability.

#### **Senior Sales Consultant**

Leavitt Group, Reno, Nevada

February 2014 – February 2015 | 1 year

- Secured a Property & Casualty license to expand service offerings
- Conducted cold-call campaigns to identify and acquire new clients.
- Significantly boosted brand visibility and market penetration in the Reno area.

#### **Account Executive III**

Health Net of CA, Woodland Hills, California

May 2009 - February 2014 | 4.5 years

- Managed broker relationships across a territory spanning from Long Beach, CA to Santa Barbara, CA.
- Consistently achieved 94% of sales targets in a highly competitive large group market.
- Developed innovative product solutions to meet diverse broker and client needs.
- Built strong, lasting relationships with top insurance brokers in Southern California.

## **Director of Benefits**

Brown & Brown, Orange, California

January 2007 - March 2009

Led the sales and account management teams for clients with employee counts ranging from 2 to 1,000.

- Utilized extensive experience with group insurance products to drive departmental growth, consistently meeting or exceeding financial goals.
- Successfully doubled the department's size and scope.
- Acted as primary consultant on a \$1 million book of business.
- Mentored and developed team members to enhance problem-solving capabilities.

## **Employee Benefits Consultant**

Cassidy Employee Benefits Services, Inc., Pasadena, California

June 2003 - January 2007

- Built and maintained strong relationships with clients and insurance carriers.
- Supported the practice leader in managing key accounts with over 1,000 employees.
- Led strategic negotiations with carriers for Requests for Proposals.
- Compiled and presented marketing survey results for various insurance products.

## **Technical Analyst**

Cassidy Employee Benefits Services, Inc., Pasadena, California

June 2001 - June 2003

- Acquired in-depth understanding of group insurance products and services.
- Organized and analyzed data from marketing surveys.
- Prepared detailed marketing reports and proposals.

## **Education**

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University of Southern California - Los Angeles, CA

June 2001

## **Core Competencies**

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Management Staff Supervision, Client Acquisition, Daily Operations Management, Revenue Growth, Time Management, Organization

## **Affiliations**

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- Reno + Sparks Chamber of Commerce, Past Board Chair and Current Board Member 2018 – Present
- STEP2, Past President and Current Board Member, 2017 – Present
- Reno Tahoe Young Professionals Network (YPN), Past Board President, 2015 – 2018

- Builders Association Charity (BAC), Past Board President, 2016 - 2022
- Mentor Young Entrepreneurial Association (2016)
- Member of EAR, The Prospectors, Reno Elks Lodge 597