

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

RECEIVED
MAY 18 2023
CITY CLERK

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CITY OF RENO

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: Duke Reedy

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

Special Events Sponsorship Committee – City of Reno citizen appointment

Home Address:

Address: 275 Bonnie Briar Place
City: Reno State: NV Zip: 89509
Home Phone: 775-826-0755 E-mail: dukisa@aol.com

Occupation and Business Address:

Job Title: I am retired
Business Name: N/A
Address: _____
City: _____ State: _____ Zip: _____
Business Phone: _____ E-mail: _____

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

Address: 275 Bonnie Briar Place
City: Reno State: NV Zip: 89509
Phone: 775-826-0755 E-mail: Dukisa@aol.com

How long have you been a resident of the City of Reno? 21 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: _____

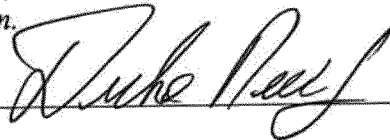
Education or Training Relevant to the board or commission to which you are applying:
South East CC Business Mgt., Sales Manager for National Assoc of County managers, National League
Of Cities, Reno Auto Show four years, Reno Celtic festival two years, Reno River festival four years, The Great Reno
Balloon Festival years.
National Association of county managers, Sales Manager Reno River festival, Sales Manager

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

I was proud to be involved with the Reno Events listed above. Reno has a large number of events and conventions
and it was great to be part of the teams that made these events successful. Now that I am retired I would like to
continue working with the City to Bring quality and safe events to Reno and to help them grow.

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: _____



Date: May14, 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.**

**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 14 day of May, 2023.

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

City Council's consideration: Special Events Sponsorship Committee
(Board/Commission/Public Body)

Signature of Applicant: 

By: DUKE Reedy
(Printed Name of Applicant)

Duke Reedy

275 Bonnie Briar Place • Reno, NV 89509 • Phone: 775-826-0755 Cell: 775-412-1876 • dukisa@aol.com

Sales/Event Manager

- Raised \$625,000 in sponsorship dollars as the Event Sales Manager for the National Association of Counties conference
 - Increased revenue by 121% at the Great Reno Balloon Race
 - Produced a net profit of \$30,000 for the Reno River Festival
 - Achieved record sales as part of the University of Nevada Sales team for 'in facility advertising'
 - Achieved \$40,000 monthly sales increase at RGJ New Media Advertising by integrating print sales into online sales
 - Headed largest print sales team at RGJ, achieved a 35% Year-over-year increase in sales
 - Responsible for billing, customer relations and daily operations at Contra Costa Times during their transition to New Media sales group
 - Developed and implemented all marketing and sales budget for Eagle Snacks resulting in over \$10,000,000 in annual sales for Eastern Texas and Southern Louisiana
 - Developed and implemented a market segmentation for Tom's Foods resulting in \$3,000,000 in additional annual sales
-

Staff Development Skills

- Responsible for training staff to meet sponsorship sales goals
 - Trained event staff to sell vendor locations for a variety of events
 - Trained RGJ print staff to sell multi-media advertising
 - Trained wholesalers to effectively display and sell products in supermarkets
-

Professional Experience

SEISMIC EVENTS – Reno, NV

Multimillion-dollar company selling advertising and event planning services

Event Sales Manager, November 2005 to May 2011

Accomplishments:

- Event Sales Manager for The National Association of Counties conference
- Responsible for all advertising sales for the University of Nevada facilities
- Event Sales Manager for the Reno River Festival
- Event Sales Manager for The Great Reno Balloon Race
- Event Sales manager for the Reno Auto Show
- Event Sales Manager for the National League of Cities convention

RENO GAZETTE-JOURNAL (RGJ) – Reno, NV

New Media and Print Sales Supervisor, July 2002-October 2005

Accomplishments:

- Managed the largest print advertising team at RJG
- Responsible for integrating print and new media sales

CONTRA COSTA TIMES/BAYAREA.COM – San Francisco, CA

Print and New Media Sales and Operations, July 1999-July 2002

Accomplishments:

- Responsible for all print sales
- Coordinated the transition to New Media Sales

TAOS NEWS – Taos, NM

Account Executive, July 1998-June 1999

Accomplishments:

- Developed new territory
- Exceeded sales goals by 165%

DEP CORPORATION – Los Angeles
Regional Manager, August 1997-May 1998

Accomplishments:

- Responsible for a network of brokers and a budget of \$8,000,000 in annual sales
- Direct account responsibility for Safeway, Longs Drugs, Bergen, McKesson, King Soopers and Raley's in Northern California, Nevada, Utah, Colorado and Hawaii

INDEPENDENT CONTRACTOR – Houston, TX
Independent Contractor, March 1995-July 1997

Accomplishments:

- Restructured 54 retail sales routes in Houston, TX
- Closed out \$6,000,000 of inventory for Clarine's Tropica
- Supervised the remodeling and resetting of 16 Pantry Stores

EAGLE SNACKS – Louisville, KY and Houston, TX
Division Manager, June 1985-February 1995

Accomplishments:

- Responsible for territory development in Texas, Louisiana, Indiana and Kentucky
- Responsible for new product introduction, sales and marketing planning, training of sales team, and wholesaler management

TOM'S FOODS – Southern California
Area Manager, February 1981-June 1985

Accomplishments:

- Responsible for training independent wholesalers to operate profitable direct sales and vending routes
- Developed and implemented a direct shipment program in Southern California

MR. B'S SUPERMARKETS – Lincoln, NE
General Manager, April 1974-January 1981

Accomplishments:

- Responsible for sales and profitability for four retail supermarkets with over \$17,000,000 in annual sales
- Responsible for personnel training, purchasing merchandising, advertising, and retail layout

Education

- Associates Degree: Southeast Community College
California Coast University
UCLA

Military

- United States Marine Corp

Technology

- Microsoft Excel, Word and PowerPoint
- Act

Hobbies

- Painting, wood working, reading and outdoor activities

Associations

- A2N2, Art Slaves

References available upon Request