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AUG 19 2022  
CITY CLERK

City of Reno  
City Council Member Applicant Acknowledgement

Michael Brooks

For the Office Of  
Council Member – Ward 5

State of Nevada  
County of Washoe

For the purpose of having my name considered as a potential appointed candidate for the office of Ward 5 Council Member, I, the undersigned Michael Allen Brooks do swear or affirm under penalty of perjury that I, actually, as opposed to constructively, reside at 1995 Chimney Rock Trail, in the City or Town of Reno, County of Washoe, State of Nevada; that my actual, as opposed to constructive, residence in the state, district, county, township, city or other area prescribed by law to which the office pertains began on a date at least 30 days immediately preceding the date of the close of the application period for this office, that my telephone number is 858-518-4893, and the address at which I receive mail, if different than my residence, is

\_\_\_\_\_(same)\_\_\_\_\_; that I am a qualified elector pursuant to Section 1 of Article 2 of the Constitution of the State of Nevada; that if I have ever been convicted of treason or a felony, my civil rights have been restored; that if selected as a nonpartisan candidate at the ensuing Reno City Council Meeting, I will accept the nomination and not withdraw; that I will not knowingly violate any election law or any law defining and prohibiting corrupt and fraudulent practices in campaigns and elections in this State; that I will qualify for the office if appointed thereto, including, but not limited to, complying with any limitation prescribed by the Constitution and laws of this State concerning the number of years or terms for which a person may hold the office; that I understand that knowingly and willfully filing an appointment application which contains a false statement is a crime punishable as a gross misdemeanor and also subjects me to a civil action disqualifying me from entering upon the duties of office; and that I understand my name will appear on all Reno City Council Meeting Agendas as designated in this declaration.

Michael Brooks

Printed Name of Applicant

Signature of Applicant

Subscribed and sworn or affirmed to before me this 19<sup>th</sup> day of the month of August of the year 2022.

Michael Brooks

Michael Allen Brooks  
Name of Candidate

Barbara Auffero  
Notary Public



## City of Reno

### Reno City Council 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. Contact the City Clerk's office at 334-2030 with any questions.

First Name: Michael	
Last Name: Brooks	
Applicable Nickname: Mike	
Office Applying For: Council Member	Applicable Ward: Ward 5

#### Contact Information:

Address where applicant resides: 1995 Chimney Rock Trail		
City: Reno	State: NV	Zip: 89523
County of Residence: Washoe		
Mailing Address (if different):		
City:	State:	Zip:
Primary Phone:	Primary Email:	

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

Address: 1995 Chimney Rock Trail		
City: Reno	State: NV	Zip: 89523
Phone: 858-518-4873	Email: mbrooks64@gmail.com	

**Occupation/Business Information:**

Business Name: <i>Fractional COO Consulting</i>		
Job Title: <i>Consultant</i>		
Business Address: <i>1595 Chimney Rock Trail</i>		
City: <i>Reno</i>	State: <i>NV</i>	Zip: <i>89523</i>
Business Phone: <i>858-518-4893</i>	Business Email: <i>mbrooks64@gmail.com</i>	

How long have you been a resident of the City of Reno?	<i>9 years</i>
How long have you been a resident at your current address?	<i>7 years</i>
Are you currently registered to Vote in the City of Reno?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

**Education and Training:**


List Education or Training you've received relevant to the position to which you are applying:	
<i>Bachelors degree from UC Santa Barbara, 1987</i>	



**Elected Official Information:**

Have you previously run for an elected office?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If yes, please describe:	
Do you plan on running for elected office in the future?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Please list any known conflicts of interest you would have: <i>N/A</i>	

Have you previously run for an elected office?	Yes _____ No <u>X</u>
If yes, please describe:	
Do you plan on running for elected office in the future?	Yes <u>X</u> No _____
Explain briefly why you would like to be appointed to this board or commission. Please attach any additional information you wish:	
After putting our 3 kids Through McQueen High	
School, with our youngest daughter heading off	
to college this week, my wife and I are	
empty nesters. And I feel it's time to give	
back. I have had a 30+ year career as a small	
business owner, technical sales, sales management and	
operations. I've been successful managing people	
and enjoy working with teams to accomplish goals.	
I work effectively with many types of personalities,	

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. I acknowledge that this document is part of the public record of the City of Reno and is available for public review.


Signature:  Date: 8/19/22

 **NEVADA** 

**DRIVER LICENSE**

1 **BROOKS**  
2 **MICHAEL ALLEN**  
3 **1995 CHIMNEY ROCK TRL**  
4 **RENO, NV 89523-2156**

15 Sex **M** 16 Hgt **5'10"** 17 Wgt **185** 18 Eyes **BRO**  
9 Class **C** 9a End **NONE** 19 Ha **BLK** 4a Iss **03/06/2014**  
12 Restr **B** 6 DO **000156203640587129469**



3 DOB **12/07/1964**  
4b Exp **12/07/2025**

# Mike Brooks

858-518-4893 | [mbrooks64@gmail.com](mailto:mbrooks64@gmail.com) | Reno, Nevada

<https://www.linkedin.com/in/mbrooks64/>

## **Fractional COO Consulting**

**April 2022 – present**

### *Consultant*

Assisting companies with up to 35 employees to position themselves for growth. Working with CEO and other members of the executive team on operations, sales, marketing and other management projects.

## **PINS Advantage, Remote**

**February 2021 – April 2022**

### *Director of Sales*

PINS provides Certificate of Insurance tracking software to construction companies and governments. I joined PINS to build their first SaaS sales team.

- In coordination with the CEO and HR Director I recruited, hired, trained, and managed a team of virtual Business Development Representatives and Account Executives.
- I worked directly with CEO and Founder to identify PINS' customer Persona, in part by evaluating existing construction customers by Lead Source, Ultimate Purchasing Reason, Sales Cycle and Lessons Learned among other criteria.
- Identified issues delaying sales and designed solutions to address these challenges. Worked with CEO and other Directors to implement these programs as possible, given staffing, financial and management challenges.
- Worked with the Sales Operations Manager to build a HubSpot CRM solution and incorporate ancillary databases to manage entire SaaS Sales Cycle, including Marketing activities.

## **Charter Communications, Reno, NV**

**2017-2021**

### *Business Account Executive*

I joined Charter to sell Internet, phone and television solutions to SMB and Franchise owners and executives in the Northern Nevada and Lake Tahoe region. Received the Charter Sales Legend award for 100% quota attainment. Sold face to face initially, and then virtually due to Covid.

## **Workforce Retention Solutions/GenXBridge**

**2011-2015**

I consulted for companies and individuals, teaching key managers how to retain their most important employees. Also consulted regarding generational issues within the workplace.

**Ceatus Media Group****2007-2011***Vice President of Operations*

I was brought in by the CEO, who I met when we were both members of a Vistage group, to run the operations of his SEO company. Ceatus provides Search Engine Optimization for plastic surgeons, ophthalmologists, and other highly compensated professionals.

**RedWire Broadband****1999-2007***Co-founder and President/Chief Operating Officer*

Founded and operated building-centric provider of broadband Internet, VOIP and other IP services to corporate accounts in Southern California.

- At time of sale, more than \$4 million in ARR; 2200 accounts; 475 lit buildings.
- Developed concept and raised capital.
- Board of Directors member.
- Managed team of 35+ employees in all aspects of the business.

**Qwest Communications****1999***Senior Account Executive*

Member of start-up 8-person telecom sales team in San Diego region selling Internet, phone, frame relay, and web hosting services to the SMB market. Top selling rep for nine consecutive months.

**Vanstar/Dataflex/Granite Computer Products    Denver, CO and Alameda, CA****1988-1998***District Manager; Sales Executive; Account Executive; Account Manager; Sales Representative*

Took on roles with an increasing level of responsibility within the sales organization.

Sold IBM, Apple, Compaq, and WYSE personal computers, as well as Life Cycle Management services, to corporate accounts. Customers included Citicorp, Kaiser Permanente, Sybase, and PeopleSoft.

**Education**

University of California at Santa Barbara – BA Business Economics (Accounting Emphasis)

**Software Tools**

Salesforce, HubSpot, ZoomInfo, DocuSign, Slack, Google (Gmail, Docs, calendar, share, etc.), Calendly, Zoom, Microsoft Teams, Dialpad, Microsoft Office (Excel, Word, PowerPoint)

## **Community**

**RenoCovid19.com.** In March/April 2020 I worked with my then 18-year old daughter who started RenoCovid19.com. This gave citizens a place to share what local businesses were and weren't doing to protect shoppers and workers from the new Covid virus.

**Sierra Vista Park.** This is a great mountain biking park created out of a decommissioned golf course. I ride here frequently. With the climate, weather and water challenges we are facing, I believe that communities all of the U.S. will be dealing with shutting down golf courses. Reno can be a leader in showing what to do. On this property (or similar in the region), not only mountain biking, but other activities can be considered:

- An outer paved path for road bikes
- A path just inside that for walkers, runners, roller blading
- Areas for off leash dogs
- Areas for skateboarding, paint ball, archery, frisbee golf, or any number of other activities
- An amphitheater for concerts and performances

I believe this would really help to create another area for community in Ward 5.

**Volunteer.** Throughout my kids' youth I've been involved in volunteering to coach soccer teams, involved in school activities and helped them in their community projects related to homelessness, etc.



## Nevada Open Meeting Law Waiver

**WAIVER OF NOTICE IS REQUIRED UNDER NRS 241.033(1) TO ALLOW THE CITY COUNCIL TO CONSIDER THE CHARACTER, MISCONDUCT, OR COMPETENCE OF A 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 your appointment to a board, commission, or other public body for the City of Reno on a future posted agenda. Pursuant to NRS 241.033(1), in order to consider the professional competence of an applicant, notice needs to be provided to that person of the time and place of the meeting in compliance with such statutory provisions. By agreeing below, it is confirmed that I have been provided notice of the meeting at which my appointment will be considered by the 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, I acknowledge that I may, at any time, withdraw both this waiver and the related application for my appointment.

### **Acknowledgment:**

If you are considered as a candidate to fill the vacancy as the Ward 5 Council Member your application may appear on a City of Reno Council Meeting Agenda, to the extent required by NRS.

*Michael Brooks*

Printed Name of Applicant



Signature of Applicant