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AUG 17 2022
CITY CLERK

City of Reno
City Council Member Applicant Acknowledgement
Thomas P. Petersen

For the Office Of
Reno City Council 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
Reno City Council, Ward 5, I, the undersigned Thomas P. Petersen
do swear or affirm under penalty of perjury that I, actually, as opposed to constructively, reside at
2775 Avenida De Landa, 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
775.742.6754, and the address at which I receive mail, if different than my
residence, is; 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.

Thomas P. Petersen

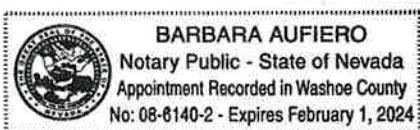
Printed Name of Applicant

Signature of Applicant

Subscribed and sworn or affirmed to before
me this 17th day of the month of
August of the year 2022.

Thomas Paul Petersen
Name of Candidate

Barbara Aufiero
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.

<i>First Name:</i>	Thomas		
<i>Last Name:</i>	Petersen		
<i>Applicable Nickname:</i>	Tom		
<i>Office Applying For:</i>	Council Member	<i>Applicable Ward:</i>	Ward 5

Contact Information:

<i>Address where applicant resides:</i>			2775 Avenida De Landa		
<i>City:</i>	Reno	<i>State:</i>	NV	<i>Zip:</i>	89523
<i>County of Residence:</i> Washoe					
<i>Mailing Address (if different):</i>					
<i>City:</i>		<i>State:</i>		<i>Zip:</i>	
<i>Primary Phone:</i> 775.742.6754			<i>Primary Email:</i> thomasppetersen@yahoo.com		

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

<i>Address:</i>		
<i>City:</i>	<i>State:</i>	<i>Zip:</i>
<i>Phone:</i>	<i>Email:</i>	

Occupation/Business Information:

<i>Business Name:</i> KOLO-TV		
<i>Job Title:</i> Senior Marketing Consultant / Digital Sales Consultant		
<i>Business Address:</i> 4850 Ampere Drive		
<i>City:</i> Reno	<i>State:</i> NV	<i>Zip:</i> 89502
<i>Business Phone:</i> 775.351.0303		<i>Business Email:</i> Thomas.Petersen@Kolotv.com

<i>How long have you been a resident of the City of Reno?</i>	19 years
<i>How long have you been a resident at your current address?</i>	4 Years*
<i>Are you currently registered to Vote in the City of Reno?</i>	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

*Also lived in another house in Ward 5 for 14 years.

Education and Training:

<i>List Education or Training you've received relevant to the position to which you are applying:</i>	
Graduation of Minnesota State University of Mankato in political science with emphasis in public administration.	
Reno Park and Recreation, Former Chairman	City of Austin, MN - Planning Commission
RTC Citizen Advisory Multimodal Advisory Committee	Reno-Tahoe Airport Outreach Committee
RTC Road Ahead Account Executive	City of Reno "Re-know Minute"


Elected Official Information:

<i>Have you previously run for an elected office?</i>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
<i>If yes, please describe:</i>	
<i>Do you plan on running for elected office in the future?</i>	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
<i>Please list any known conflicts of interest you would have:</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 _____
If I am chosen for this position, I would be running for office for Ward 5 in two years.	
Explain briefly why you would like to be appointed to this board or commission. Please attach any additional information you wish:	
I would welcome the opportunity to utilize of my extensive experience in government service,	
community volunteerism, and business to serve others.	
It would be exciting to bring my expertise of working with local businesses and organizations to this	
type of position.	
I feel as though my years of civic service and community involvement in various areas directly	
related to the Council's responsibilities have been preparing me for this position, and would be great	
assets to the City of Reno (e.g. quality of life, transportation, safety, growth, planning, homelessness.)	
Lastly, I am an extremely hard worker who is filled with passion for Northern Nevada and this	
amazing City we call home. I would be honored to be a part of making Reno a better place to live,	
work and play for generations to come.	

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: Thomas Adams Date: 8-77-2022

 **NEVADA** USA NV


NOT FOR FEDERAL OFFICIAL USE

DRIVER LICENSE

1 PETERSEN
2 THOMAS PAUL
3 2775 AVENIDA DE LANDA
4 RENO, NV 89523-3238

5 Sex M 6 Hgt 6'00" 7 Wgt 240 8 Eyes BLU
9 Class C 9a End NONE 10 Hair GRY 4a Iss 08/16/2019
12 Restr B S DD 000110091210033530275

4a DL [REDACTED]
3 DOB 01/01/1959
4b Exp 01/01/2027



Thomas P. Petersen

2775 Avenida De Landa | Reno, NV 89523 | Direct Tele: 775.742.6754 (call or text) | thomasppetersen@yahoo.com

August 16, 2022

RE: Reno City Council Position / Ward 5

Dear Reno City Council Selection Committee,

This letter is to express my interest in the Ward 5 City Council position. I am confident that my education, extensive community involvement, leadership, and governmental experience will be valuable assets to the City of Reno.

Over the years, I have developed strong, proven skills in marketing communications, creation of strategic partnerships, business development, sales management and lead generation, and public relations. I have a Bachelor's Degree in Political Science with an emphasis in Public Administration and a minor in Business Administration. My experience in civic and governmental activities includes:

- Current Senior Marketing Consultant and director managing the City of Reno's Re-know Minute on KOLO TV.
- Current Senior Marketing Consultant and director managing RTC's The Road Ahead with RTC for KOLO TV.
- Former Chairman of the Reno Parks and Recreation Commission.
- Former member of RTC's Citizen' Advisory Multimodal Advisory Committee.
- Former member of the Community Outreach Committee for the Reno-Tahoe International Airport.
- Former Commissioner for the City Planning Commission for the City of Austin, Minnesota.

Additionally, I am a past Vice Chairman of the Reno/Sparks Chamber of Commerce Ambassadors (where I was awarded the "Volunteer of the Year Award"), as well as past President of the Kiwanis Club of South Meadows. I also have led and been involved with several non-profit organizations throughout Northern Nevada, including:

- Reno/Sparks Gospel Mission Homeless Feeding: Led four volunteer groups for over 12 years.
- United Blood Service: Consistent blood and platelet donor for several years.
- Keep Truckee Meadows Beautiful: Actively participate in park and river clean-ups and planting of trees.
- Numerous pet rescues: Contribute to the creation of PSAs, help organize donations, walk dogs, etc.

In addition, I am a team player, team leader, diligent worker, reliable employee, and most importantly, passionate about this community. I welcome the opportunity to help make Reno a better place for each and every one of us.

Thank you very much for your time and consideration.

Sincerely,



Thomas P. Petersen

Thomas P. Petersen

2775 Avenida De Landa | Reno, NV 89523 | Direct Tele: 775.742.6754 | thomaspetersen@yahoo.com

To obtain a challenging leadership position in a governmental organization that best utilizes my expertise in working closely with community leaders and business owners, strategic relationship building, and management skills. Additionally, I would like to continue to work in partnership with that organization to achieve the organization's goals and objectives.

Governmental Experience

- Current Senior Marketing Consultant and director managing the City of Reno's Re-know.
- Current Senior Marketing Consultant and director managing RTC's The Road Ahead with RTC.
- Former Chairman of the Reno Parks and Recreation Commission.
- Former member of RTC's Citizen' Advisory Multimodal Advisory Committee.
- Former member of the Community Outreach Committee for the Reno-Tahoe International Airport.
- Former Commissioner for the City Planning Commission for the City of Austin, Minnesota.

Skills

- Managed annual budgets
- Strategic planner and negotiator
- Responsible for a budget of \$2.5 million
- Strong leadership skills (e.g. lead groups of volunteers in feeding the homeless)
- Excellent interpersonal skills
- Established at generating and maintaining long-term client relations
- Complete projects efficiently and on time
- Experience market researcher
- Fluent in several software programs
- Generated 40 new clients within one year
- Chaired company United Way drive with a 10% increase in revenue
- Expert in sales management & marketing
- Successful promoter and coordinator of special events/causes
- Digital and SEO Strategist
- Integrated marketing programs

Experience

2005 to Present: *Senior Marketing Consultant & Digital Sales / KOLO-TV (ABC Affiliate), Reno, NV*
Significantly increased sales by generating additional advertising dollars through new business development, community relations, digital media, television commercial sales and established accounts. Analyze and track current market trends, ratings, and shares. Write scripts for commercial and promotional spots. Perform computer research to assist clients in further defining their target markets and exploring new segments. Train new account executives.

2004 – 2005 *Account Executive / Charter Media, Reno, NV*
Increased sales by generating additional advertising dollars through new accounts and established accounts. Similar responsibilities as listed above.

Thomas P. Petersen

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- 2003 – 2004 *Account Executive / KRVN-TV (NBC Affiliate), Reno, NV*
Acquired new business clientele and serviced existing accounts. Identified prospects, conducted market research for clients, and oversaw creation and production of commercials.
- 1999 – 2003 *Local Sales Manager & Account Executive / Cox Communications, Minneapolis, MN*
Managed a staff of 12 including account executives, production staff, and administrative professionals. Supervised day-to-day operations of the Minnesota/Iowa region including sales activities, hiring and training, troubleshooting, and packaging of rates and promotional materials.
- 1995 –1998 *Sales and Marketing Positions with National Federation of Independent Business and ABC Affiliate Television Station in Southern Minnesota*
Generated new membership sales and maintained existing members by increasing revenues. Lobbied on behalf of small business owners. Expanded territories and established new clientele. Lead new business development efforts.
- 1992 –1995: *Account Executive*
KAAL-TV, Austin, MN
Expanded existing territory by generating advertising sales to new and established clients. Analyzed and tracked current market trends, ratings, and shares. Performed computer research to assist clients in defining their target markets and exploring new markets.
- Tripled sales in South Central Region
 - Set record – Company wide – for generating highest sales in one month
- 1983 –1992: *Product Line Person*
Hormel Foods Corporation, Austin, MN
Controlled quality by serving on committee and participated in ongoing quality control efforts. Planned and developed new ergonomic improved equipment.
- Only employee to win “Quality Improvement Award” twice
 - Helped lead team to achieve over 100% production for several years

Education

BS, Business & Public Administration, Mankato State 1992,
AA, Liberal Arts, Iowa Central Community College, Fort Dodge, IA 1979
Graduate, Dale Carnegie Course
Numerous workshops and courses related to marketing and budgeting

Affiliations

Reno Sparks Chamber of Commerce, Diplomat, Ambassador and Past Vice Chair
Grace Community Church, Choir Member and Coordinator of Homeless Feeding
South Meadows Kiwanis Club, Past President and Board of Directors
Career College of Northern Nevada, Advisor & Lecturer (Advertising & Marketing)
University of Nevada at Reno, Advertising and Marketing Lecturer
Greater Minneapolis Chamber of Commerce, Former Ambassador
St. Paul Chamber of Commerce, Former Ambassador
Toastmasters International, Member
Izzak Walton League of America Chapter 10, First Vice President

Thomas P. Petersen

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Honors

Recipient of Nevada Broadcasters Hall of Fame 2015

Reno Sparks Chamber of Commerce Volunteer of the Year 2007

Diplomat of the Quarter 2003 – Reno Sparks Chamber of Commerce

Salesman of the Year- KAAL-TV, Dix Communications

Management of Excellence Award from Zale's Jewelers

Kiwanis Rookie of the Year, 1994

Published Author

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.

Thomas P. Petersen

Printed Name of Applicant



Signature of Applicant