



Mayor of Providence

Jorge O. Elorza

January 26, 2015

Honorable Members  
Providence City Council  
City Hall

Dear Honorable Members:

Pursuant to Sections 302(b) of the Providence Home Rule Charter of 1980, as amended and Public Law, Chapter 45-50, Sections 1 through 31 passed in 1987, I am this day re-appointing Lisa Carnevale of 11 Duke Street, Providence, RI 02908, as a member of the Providence Harbor Management Commission for a term to expire on December 31, 2017, and respectfully submits the same for your approval.

Sincerely,

Jorge O. Elorza  
Mayor

IN CITY COUNCIL

FEB 19 2015

READ  
WHEREUPON IT IS ORDERED THAT  
THE SAME BE RECEIVED AND APPROVED  
 CLERK

# LISA CARNEVALE

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11 Duke Street, Providence, RI 02908  
401.954.1135 . lisa@myrandagroup.com

## **EXPERIENCE**

### **Principal, MYRANDA**

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Providence: October 2011 – Present

- Lead strategic communications efforts, including public relations, marketing and brand identity development for clients, focused on advancing business and organization initiatives
- Create strategy and positioning, that increases awareness, participation and sales
- Strong facilitation of stakeholder dialogue; research and development of strategy, design direction and communication tools; content development including press materials, policy briefs, articles, talking points, and marketing materials
- Diverse client base including community, urban and real estate development corporations, cause-related growth initiatives, non-profit organizations, for-profit design companies, small and large businesses.

### **Founding Member, DESIGNxRI**

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Providence: September 2012 – Present

- Actively working to establish this industry driven initiative to position and grow the design industries in Rhode Island
- Coalesce design practitioners and leaders to set agenda and action plan for first exploratory year
- Advocate for the creative economy and need for design thinking principles in decision-making, problem-solving and leadership

### **Executive Director, Rhode Island Citizens for the Arts**

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Providence: February 2009 – October 2011

*Consultant: September 2002 – February 2009*

- Led advocacy and strategy; preserved over \$2 million in state funding and arts related programs to RI State Council on the Arts by organizing advocates and lobbying key legislators at the State House
- Pursued legislative initiatives that resulted in increased funding and effective policies, such as: "Scratch Ticket for the Arts" added nearly \$90,000 (12% increase) to RI State Council on the Arts' grant pool (2007); Added a new arts staff position at RISCA (2009); Successful reinstatement of arts funds cut 58% (2010)
- Increased membership to RI CFA by 500%, doubled the email list and created a Facebook profile with over 1500 fans in one year by rebranding the organization, partnering to raise awareness and championing participation through a new and now recognized e-newsletter
- Developed multi-year policy agenda with extensive survey and focus group input from creative community

### **Co-Founder/Director, Partnership for Creative Industrial Space**

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Providence: August 2004 – February 2009

- Co-founded innovative not-for-profit that provides space to creative businesses through collaborative property development and management relationship with building and landowners
- Created and managed a new creative business incubator in a 40,000 sq ft building in Providence bringing over 42 businesses and 100 jobs to a distressed area deemed in need of economic development
- Directed survey team quantifying businesses and jobs located within city's Industrial Commercial Buildings District(ICBD); led to close to \$1 million in private investment for relocation stipends to hundreds of tenants at a historic site set for redevelopment
- Crafted and passed Tenant Relocation Ordinance (2008), Property tax stabilizations (2004-2008), and West Side Arts District legislation (2006) with pro-arts tax and relocation incentives

### **Public Relations Consultant, Catalyst, Inc.**

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Providence: March 2001 – February 2009

- Led all public relations strategy, development, mediation and implementation for major client in B2B market: FLEXcon, an international manufacturing company of films and adhesives
- Wrote bi-lined white papers, press releases and case studies and placed in B2B publications
- Managed account directly with client and maintained productive working relationship resulting in nearly \$2 million in earned media placement

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## **Public Relations Consultant, Brainwave, LLC**

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Seattle: September 1998 – October 2000

- Worked with a diverse team of PR professionals on Silicon Valley and Seattle-based early stage high tech companies
- Coordinated corporate launch efforts, including development of strategic communications plans, message development, and implementation of media relations campaigns
- **Program Assessment/Marketing Consultant, Panels for Progress**

Seattle: 1998 – 1999

- Assessed programs of nonprofit youth workforce development organization who interfaced with the city, transit and construction industry
- Developed communications materials for grants and publicity
- Advised on relationship building strategies

## **House Manager, Veterans Memorial Auditorium**

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Providence: 1997 – 1998

- Oversight of all front of house operations at a 1,900-seat historic performance venue
- Managed volunteer staff and established first ever rules, regulations and procedures for front of house operations

## **Interim Director, Pawtucket Arts Council**

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Pawtucket: 1996 – 1997

- Managed all operations of a small nonprofit organization bringing arts to the people of Pawtucket, RI
- Wrote grants, fundraising letters and communication materials to attract funding and audiences
- Interviewed and hired artists to fulfill programs and workshops
- Worked with board and volunteer staff to maintain operations and assess future trajectory

## **EDUCATION**

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RHODE ISLAND COLLEGE, Providence, RI

Bachelor of Arts in Communication: August 1996

Concentration: *Public Relations*

CALIFORNIA STATE UNIVERSITY-FRESNO, California

Public Relations, 1995 – 1996

## **COMMUNITY SERVICE / AWARDS**

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2013 – Present: MENTOR, New Leaders Council

2010 – Present: MEMBER, SAAN COUNCIL, Americans for the Arts, Washington, DC

2004 – Present: BOARD MEMBER, The Steel Yard, Providence, RI

2007 – 2009: MENTOR, Sophia Academy

2012: *HONOR ROLL ALUMNI AWARD IN COMMUNICATIONS*, RI College, Faculty of Arts and Sciences

2010: *40 UNDER FORTY HONOREE*, Providence Business News

2009: *ARTS ADVOCATE OF THE YEAR AWARD*, Arts and Business Council of RI

2008: *EXCELLENCE IN MENTORING AWARD*, RI Mentoring Partnership for Sophia Academy

2005: *MAYORAL CITATION* for West Side Arts District, Providence, RI

State of Rhode Island  
and  
Providence Plantations

THE CITY OF

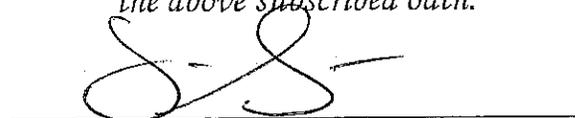


PROVIDENCE

*I, Lisa Carnevale, do solemnly swear that  
I will support the Constitution of the United States of America  
and that of the State of Rhode Island and Providence Plantations,  
in addition to the Providence Home Rule Charter,  
and that I will faithfully discharge the duties of the office of  
Harbor Management Commission  
for a term to expire on December 31, 2017,  
to the best of my ability.*

  
*Lisa Carnevale*

*I, Jorge O. Elorza, Mayor of Providence, do hereby certify that  
on the 23<sup>rd</sup> day of February A.D. 2015,  
I did administer unto Lisa Carnevale  
- duly appointed to the Harbor Management Commission -  
the above subscribed oath.*

  
*Jorge O. Elorza, Mayor of Providence*