



CITY OF MELROSE
HEALTH, EDUCATION & WELFARE COMMITTEE
AGENDA • APRIL 11, 2022

Council Chamber, First Floor, Melrose City Hall Committee Meeting
562 Main Street, Melrose, MA 02176

7:00 PM

The public should take notice that the Melrose City Council may, on certain occasions, have a quorum in attendance due to standing committees of the City Council consisting of both voting and non-voting members. Members attending this duly posted meeting are participating and deliberating only in conjunction with the business of the standing committee.

I. CALL TO ORDER

Jack Eccles	Chair
Manjula Karamcheti	Vice Chair
Shawn M. MacMaster	
Robb Stewart	
Ryan Williams	
Christopher Cinella	President, ex officio

II. PUBLIC COMMENT

III. ORDERS

1. **ORDER-2022-91** : Re-Appointment of Tarcia Leskiw, 47 Lovell Road, to the Beebe Estate Board of Trustees for a term to expire on the last day of February 2024.

Offered by: Mayor Paul Brodeur

From: City Council

ASSIGNED TO COMMITTEE

2. **ORDER-2022-92** : Re-Appointment of Betsy Friedberg, 48 Walton Park, to the Beebe Estate Board of Trustees for a term to expire on the last day of February 2024.

Offered by: Mayor Paul Brodeur

From: City Council

ASSIGNED TO COMMITTEE

3. **ORDER-2022-93** : Re-Appointment of Jessica Rowcroft, 5 Marmion Road, to the Beebe Estate Board of Trustees for a term to expire on the last day of February 2023.

Offered by: Mayor Paul Brodeur

From: City Council

ASSIGNED TO COMMITTEE

4. **ORDER-2022-94** : Re-Appointment of William Butler, 102 Crescent Road, to the Beebe Estate Board of Trustees for a term to expire on the last day of February 2023.

Offered by: Mayor Paul Brodeur

From: City Council

ASSIGNED TO COMMITTEE

5. **ORDER-2022-95** : Re-Appointment of Sean Heneghan, 31 Reading Hill Ave, to the Beebe Estate Board of Trustees for a term to expire on the last day of February 2023.

Offered by: Mayor Paul Brodeur

From: City Council

ASSIGNED TO COMMITTEE

6. **ORDER-2022-101** : Re-Appointment of Francisco Brincheiro, MD, 14 Geneva Road, to the Board of Health; said term to expire the last day of February 2025

Offered by: Mayor Paul Brodeur

From: City Council

ASSIGNED TO COMMITTEE

IV. ADJOURNMENT

Tarica Harris Leskiw

47 Lovell Road, Melrose, MA 02176

Experience

Project Architect, Senior Associate

CBT Architects, Inc., Boston, MA, 2016-Present

Team leadership at all phases for commercial real estate projects of the Asset Strategy/Repositioning group. Mentor and code resource within the firm.

Project Architect, Associate

TRO Jung|Brannen (*formerly Jung|Brannen Associates*), Boston, MA, 2006-2016

Multiple phase project involvement, team leadership, and consultant coordination with an emphasis on interior documentation and detailing, sustainable design, and systems coordination for a variety of project types and scales. Notable experience includes multi-family residential, hospitality, international, DCAMM and federal, IPD, and healthcare projects.

Architectural Designer & Preservationist

Menders, Torrey & Spencer Inc., Boston, MA, 2002-2006

Existing conditions assessment, conceptual design, master planning, measured drawings, and design documentation for a number of significant historic properties including National Historic Landmarks and properties listed on the National Register.

Licensure-Accreditations

Massachusetts #50007

LEED-Accredited Professional, BD+C

WELL-Accredited Professional

Software Proficiency

Revit, AutoCAD, Adobe suite, Newforma, Bluebeam, Microsoft Office

Education

Master of Arts - Historic Preservation Planning

Cornell University, Ithaca, NY

Bachelor of Architecture, Bachelor of Art-Art History, With Honors

Drury University, Springfield, MO

Recognition

Accessibility in Design Award, BSA/MAAB, Old Colony Historical Society

Juror, American Institute of Architecture Students National Design Competition

Presenter, Assoc. for Preservation Technology International Conference

Excellence in Writing Award, Department of Art History, Drury University

Leadership/Activities

Treasurer, Beebe Estate Board of Trustees, City of Melrose, 2008-present

Boston Society of Architects Codes Committee, Co-Chair, 2016-present

Boston Sustainable Design Leaders, 2012-2016

CBT Planning Design Council, Co-Chair, 2017-present

TROJB Developing Designers, Founder and Advisor, 2007-2016

TROJB Lean Office Implementation Leadership Team, 2014-2016

TROJB Green Council, 2009-2016

Canstruction, 2004-2011 (Team Captain: 2007, 2008)

Melrose Running Club, 2018-present

From: [Tarica Leskiw](#)
To: [Wall, Lily](#)
Cc: [Bill Butler](#)
Subject: Beebe Estate Trustees Reappointment - Leskiw
Date: Monday, March 21, 2022 10:44:24 AM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[Leskiw-Beebe_resume.pdf](#)

Ms. Wall,

Attached please find my resume for your use in facilitating my reappointment to the Beebe Estate Board of Trustees.

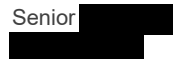
As noted in the attached PDF, I have been serving as a trustee for the Beebe Estate since 2008. My education and professional training as an architect with experience in historic buildings has uniquely prepared me for this role, and I enjoy having the ability to serve my community in this manner. As a Melrose resident for over 17 years, I value the City's desire to have the Beebe Estate be a community resource, available for use by its citizens for private functions and as a host for city-wide events and office space for our community's non-profit.

Please let me know if you need anything else.

Thanks,
Tarica Leskiw

Tarica Leskiw AIA, LEED AP BD+C, WELL AP

she/her

Senior 

cbt

One Constitution Road, Suite 200
Boston, MA 02129
cbtarchitects.com

Please note that our address has changed

Attachment: Beebe Estate Trustees Reappointment - Leskiw_REDACTED (ORDER-2022-91 : Re-Appointment of Tarcia Leskiw, to the Beebe

BETSY FRIEDBERG
48 Walton Park
Melrose, Massachusetts 02176

EMPLOYMENT

January 1987-December 2021 (now retired). **National Register Director, Massachusetts Historical Commission, Boston.**

Within the state's Historic Preservation Office, Director of one of the most active National Register programs in the nation. Oversees program that has designated more than 75,000 properties in the National Register of Historic Places since 1966. Responsibilities include supervising all evaluation and registration activities within the office. Liaison between office and public on issues related to preservation and designation.

August 1984-December 1986. **Preservation Planner, Massachusetts Historical Commission, Boston.**

Within the state's Historic Preservation Office, responsibilities included editing and processing nominations to the National Register of Historic Places, evaluating properties for the State and National Register programs, acting as National Register liaison with other staff and public, providing guidance to local historical commissions and other public and private groups regarding historic preservation in Massachusetts.

October 1983- August 1984. **Publications Assistant, Office of External Affairs, John F. Kennedy School of Government, Harvard University, Cambridge.**

In public relations office of graduate school of government and public affairs, wrote and edited monthly newsletter, wrote press releases, managed copy flow, produced monthly compendium of excerpts from current periodicals, answered media inquiries.

March 1983- July 1983. **Freelance Editor, Austin, Texas.**

Edited book manuscripts for the University of Texas Press and Texas Monthly Press.

September 1982-July 1983 **Freelance Stringer, Time Inc.**

Handled a variety of freelance assignments for various Time Inc. publications while based in Austin, Texas.

February 1979-August 1982. **Researcher, Time-Life Books Inc., Alexandria, Virginia.** Worked on series of high-quality educational books. Responsibilities included writing, text and picture research as well as checking, copy editing, and proofing copy in all stages of production.

August 1977-February 1979. **Proofreader, Time-Life Books Inc., Alexandria, Virginia.**

Read manuscripts in all stages of production, checked accuracy of coding, style, grammar, and usage.

July 1975-July 1976. **Editorial Apprentice, The Institute of Early American History**

and Culture, Williamsburg, Virginia.

Within graduate program in colonial American history, worked with staffs of both The William and Mary Quarterly and the book publications department. Copy edited and proofed manuscripts, galleys, and page proofs; styled citations.

PUBLIC PRESENTATIONS and PANEL DISCUSSIONS (partial list)

Vernacular Architecture in Massachusetts in the National Register of Historic Places (speaker, 2016 Vernacular Architecture Forum New England Chapter Conference)

Cemeteries and the National Register Program (speaker, 2014 New England Cemetery Conference)

Evaluating Significance and the National Register Criteria Panel (speaker, 2013 Massachusetts Statewide Preservation Conference)

Cemeteries and the National Register Program (speaker, 2011 Division of Conservation and Recreation Workshop)

Home Sweet Home: Postwar Housing and the National Register (speaker, 2002 Historic Massachusetts Conference)

Landscapes and the National Register (Harvard Graduate School of Design seminar guest speaker, spring 2001)

Coming of Age: Postwar Resources panel (2000 Massachusetts Preservation Conference)

Preserving Historic Landscapes panel (1998 Massachusetts Preservation conference)

The Underground Railroad and the National Register program (speaker, 1999 and 2000 NPS Gatherings, Boston and New Bedford)

Teaching with Historic Places: The Power of Place (various locations)

The National Register program in Massachusetts (speaker, various locations)

EDUCATION

Boston University, A.M., American and New England Studies (Areas of Concentration: 18th/19th century social history; architectural history)

College of William and Mary, graduate studies in early American history and culture and editorial apprenticeship

Kenyon College, A.B., magna cum laude with high honors in history

OTHER ACTIVITIES

August 1999-present Member (Past President), Board of Trustees, Beebe Estate, Melrose

2003-2008 Member, Melrose Historical Commission

PERSONAL

Married, two children

Pottery, quilting, gardening, cooking, historic preservation

From: [Betsy Friedberg](#)
To: [Wall, Lily](#)
Subject: Beebe Estate Board of Trustees
Date: Monday, March 21, 2022 11:08:11 AM
Attachments: [BETSY FRIEDBERG resume March 2022.docx](#)

March 21, 2022

Lily Wall
Communications and Community Outreach Coordinator
Office of Mayor Paul Brodeur
Melrose City Hall
562 Main Street
Melrose, MA 02176

Dear Ms. Wall:

I am writing to express my strong interest in reappointment to the Beebe Estate Board of Trustees. The Beebe Estate is an invaluable part of the fabric of our city, available to everyone in the city of Melrose and beyond. As a recently retired historic preservation professional, I am committed to working to ensure that it continues to play a significant role in our community as an historic landmark and as a significant cultural center for all. I would greatly appreciate the opportunity to continue to serve as a member of the Board.

Thank you.

A copy of my resume is attached.

Sincerely,
Betsy Friedberg

48 Walton Park
Melrose, MA 02176
781 (307)-3711

Sent from my iPad

Attachment: Betsy Friedberg_Letter_Beebe Estate Board of TrusteesREDACTED (ORDER-2022-92 : Re-Appointment of Betsy Friedberg to the

JESSICA ROWCROFT MCKENNA

5 Marmion Rd
[REDACTED]

EXPERIENCE

Preservation Planner/Project Manager

7/15 – present

Massachusetts Dept. of Conservation & Recreation, Office of Cultural Resources

Boston, MA

- Project Manager for a wide range of improvements at Halibut Point State Park from conception through construction, including rehabilitation of the Visitor Center, a new exhibit, and parkwide landscape improvements
- Project Manager for assessment, design, and rehabilitation of the garden walls at Maudslay State Park
- Project Manager for conditions assessment and documentation of Fort Warren; led the design and implementation of a number of public safety related capital improvements on site; currently working in partnership with the NPS on the development of designs for additional capital improvements
- Provided project management assistance with the restoration of the Dillaway-Thomas House, and the development and installation of a new exhibit at Roxbury Heritage State Park
- Project manager for the development of geodatabase driven Playground and Hard Courts Inventory, a Cultural Resource Inventory, and a Climate Change Vulnerability Assessment pilot project
- Routinely participates in other agency initiatives and projects, including Leadership Academy planning, RMP development, interpreter training, MSA scoping, proposal review teams, and policy development

Resource Management Planner

10/09 – 6/15

Massachusetts Dept. of Conservation & Recreation, Bureau of Planning & Resource Protection Boston, MA

- Project Manager for the implementation of a statewide forestry planning effort involving a multi-disciplinary interagency team, 14 public workshops, and the development of management guidelines and forestry use classification for every DCR forest and park
- Led and participated in teams in the preparation of Resource Management Plans (RMPs) for DCR state and urban parks; Ensured agency and citizen participation in RMP development and review
- Project Manager for design and permitting of a salt marsh restoration plan for Ballard Street Salt Marsh
- Working with DCR GIS staff and DCR's Office of Cultural Resources staff to launch a Heritage Landscape Atlas, funded in part through a grant from the NCPTT

Preservation Planner

10/01 – 10/09

Massachusetts Dept. of Conservation & Recreation, Office of Cultural Resources

Boston, MA

- Managed the agency's Heritage Landscape Inventory Program, assisting communities with identification, documentation and planning for the preservation of historic landscapes
- Developed program partnerships with nine organizations to bring the program to 108 communities
- Provided technical assistance to the public, coordinating communication between local, regional and statewide organizations concerned with the preservation of a community's historic landscape assets
- Regularly provided public presentations on historic landscape preservation and other planning tools
- Oversaw the production of the award winning publication, *Reading the Land: Massachusetts Heritage Landscapes – A Guide to Identification and Protection* and primary author of three agency publications
- Worked with program partners to develop and co-host a symposium in 2005 and a 6 part educational workshop series in 2007-08 addressing community planning and landscape preservation issues
- Served as DCR's representative on the Historic Districts/Historic Commissions committee of Preservation Massachusetts, and as a board member of the Freedom's Way Heritage Association
- Additional project management experience included oversight of the rehabilitation of three CCC-era log cabins, reuse feasibility studies for other DCR owned historic buildings

Cultural Resource Specialist

6/25/09 – 7/3/09

Quebec Labrador Foundation & Center for Rural Assistance

Romania

- Invited to participate on an international team of resource specialists and planners in a Landscape Stewardship Exchange program held in western Romania, sponsored by the Quebec Labrador Foundation (Ipswich, MA) and the Center for Rural Assistance (Timisoara, Romania).
- Provided technical guidance to community leaders, business owners and non-profits on issues relating to cultural resource management and heritage tourism.

Preservation Planner/Architectural Historian

5/97 to 9/01

Massachusetts Historical Commission, Preservation Planning Division

Boston, MA

- Managed multiple grant-funded community-wide survey projects throughout the state, acting as the liaison between communities and professional consultants
- Evaluated properties for National Register eligibility; assisted communities with resource documentation
- Maintained and oversaw the annual publication of the State Register of Historic Places
- Supervised a division assistant

EDUCATIONM.A. Historic Preservation Planning, *Cornell University*

January 1998

B.A. Anthropology, Departmental High Honors, *Binghamton University*

May 1994

AWARDS

American Planning Association 2004 Public Education Award for *Reading the Land, Massachusetts Heritage Landscapes: A Guide to Identification and Protection*

Employee Performance Recognition Awards, MA Massachusetts Dept. of Conservation & Recreation: 2003, 2006, 2008, 2009

PRESENTATIONS/LECTURES

Presentations and lectures given upon invitation about landscape preservation and the Heritage Landscape Inventory program to classes at: Roger Williams University, UMass Amherst, Cornell University, Boston University, Tufts University, The Landscape Institute of the Arnold Arboretum, the Boston Architectural Center, the Boston Society of Architects Historic Resources Committee, and several local high schools

Participation in panels and presentations on landscape preservation and the Heritage Landscape Inventory program at statewide annual conferences including the Massachusetts Association of Planning Directors, the Massachusetts Land Conservation Conference, the Traditional Building Exhibition and Conference, the Associated Grant Makers annual conference, the Massachusetts Statewide Preservation Conference and the American Planning Association's annual conference

Appeared in an episode of the History Channel's program *Modern Marvels* entitled "Truck Stops"

PAPERS & PUBLICATIONS

The Truck Stop in the United States, Preserving the Historic Road in America conference, Morristown, New Jersey, April 2000

The Truck Stops Here! The History and Physical Development of the Truck Stop Industry in the United States. Vernacular Architecture Forum annual meeting, Columbus, Georgia, May 1999

Translations: The First Chapter of the Heritage Landscape Inventory Program

Terra Firma #7 – Taking Action: A Toolkit for Protecting Community Character

Terra Firma #8: Rooted in History: Preserving Historic Farms

VOLUNTEER WORK

Trustee, Beebe Estate, City of Melrose (2014 – present)

Board Member, President, Charlestown Preservation Society (2007 – 2011)

From: [Bill Butler](#)
To: [Wall, Lily](#)
Subject: Reappointment - Beebe Estate Trustee
Date: Monday, March 21, 2022 11:12:31 PM
Attachments: [Resume-Bill-Butler.pdf](#)

Hello Lily,

I'm writing to confirm my interest in continuing my service to the city via the board of trustees for the Beebe Estate.

Living and working in Melrose for over twelve years, I'm honored to work with my fellow Melrosian trustees in maintaining, preserving and sharing one of many of Melrose's community landmarks. It's a privilege to provide the Beebe estate to families, non-profits and organizations to host their own events and celebrations. It's one of the many ways Melrose shines amongst local Metro Boston communities.

I ask the city to reappoint myself to the Board for an additional term. Kindly find my resume attached.

Sincerely,

Bill

Bill Butler
Leading Edge Real Estate



License #: 009506274 I LE License #: 9499

[Why The Bill Butler Group?](#)

Bill Butler

Melrose, Massachusetts, United States



Summary

Bill's contagious good energy, critical thinking and dramatic flair combine to make him the premier Productivity Coach in Greater Boston. Bill is our not-so-secret weapon of why Leading Edge agents have the highest per agent transaction rate in the state.

Bill mentors coaching programs that include Tom Ferry's Breakthrough, Chris Voss's FBI Hostage Negotiation techniques for real estate, and his proprietary weekly Masterminds. Bill has an uncanny ability to keep agents engaged while he shares marketing strategies, creates optimum mindset and maximizes sales skills and dialogues.

A graduate of Indiana University, Bill honed his real estate career in Redondo Beach, California. He also worked in business development and media sales for 10 years. Bill brings unique opportunities to our agents as a master of the art of real estate.

As a featured speaker for NAR and other local and regional real estate events, he continues to act as an ambassador for Leading Edge. Bill is empowered to share and collaborate with the best agents in the business! Originally from the Midwest, he has been known to say he LOVES being a New Englander even if he did gloat about his beloved Cardinals 2013 World Series victory over the Red Sox. Bill is the lead singer in his band and is a party-trick juggler.

Experience



Licensed Realtor, Productivity Coach

Leading Edge Real Estate

Jul 2018 - Present (3 years 9 months +)

- Increasing incremental revenue for brokerage and regional RE/MAX brokerage network by training agents in lead generation practices and business management strategies.

- Featured speaker and panelist at regional RE/MAX meetings discussing techniques in lead generation and prospecting.

- Created and lead bi-weekly sales training meetings for agents and recruits focusing on maintaining proper mindset, skill building and goal setting accountability.

- Official mentor for Tom Ferry coaching programs, Sales Power and Breakthrough. Mentor two groups of agents each year on a ten week sales and marketing coaching program created by industry-leading real estate coach, Tom Ferry.

- Generated \$14,450,000 in closed sales for brokerage by initiating and directing SWAT (Sellers Without A Taker) sales program designed to help agents market and sell languishing listing inventory.

- Sold 89 residential listing agreement contracts in 41 cities/towns throughout Boston and northern suburbs.

- 85% of income generated by cold calling, pre-qualifying, troubleshooting and closing expired listings and 'for sale by owner' home sellers.

- Prospecting a minimum of 15 hours per week, generating an average of 10 sales leads and 3 listing appointments per week via telemarketing and in-person sales calls.



Realtor, CDPE, OICP, Productivity Coach

2008 - Jul 2018 (10 years 7 months)

- Increasing incremental revenue for brokerage and regional RE/MAX brokerage network by training agents in lead generation practices and business management strategies.

- Featured speaker and panelist at regional RE/MAX meetings discussing techniques in lead generation and prospecting.

- Created and lead bi-weekly sales training meetings for agents and recruits focusing on maintaining proper mindset, skill building and goal setting accountability.

- Official mentor for Tom Ferry coaching programs, Sales Power and Breakthrough. Mentor two groups of agents each year on a ten week sales and marketing coaching program created by industry-leading real estate coach, Tom Ferry.

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- Prospecting a minimum of 15 hours per week, generating an average of 10 sales leads and 3 listing appointments per week via telemarketing and in-person sales calls.



Realtor Associate

South Bay Brokers

Jul 2004 - Feb 2008 (3 years 8 months)

- Exceeded sales goal each calendar year by closing \$34,232,000 in sales for sellers and buyers in selling single-family homes, town homes and condominiums.

- Consistently presented speculation opportunities for developers that generated over 100% return on multi-million dollar investments.

- Top Producer award for 2006 sales; ranked #9 in office and #24 in brokerage of over 120 real estate agents.

-Established weekly mastermind group for top producing agents in local office.



Senior Account Director

The Excite Network

Feb 2001 - Jul 2003 (2 years 6 months)

-Sold online branding and direct marketing programs for internet portal network that included Excite.com, iWon.com.

-Generated an average of over \$350,000 of quarterly internet advertising revenue by working with several Fortune 500 companies based in southern California such as Toyota Motor Sales, Mitsubishi Automotive, Honda Motor Corporation, Hilton Hotels, Direct TV, Saatchi and Saatchi, Deutsch Inc. and TBWA Chiat Day.

-Consistently exceeded sales goals, billing an average of 110% of assigned quarterly quota.

-Managed ad programs on a daily basis to optimize performance for maximum ROI for clients.

-Maximized revenue by developing offline complimentary marketing programs designed to enhance product brand while creating less stress on inventory.



Senior Account Executive

AllAdvantage.com

Apr 1999 - Dec 2000 (1 year 9 months)

-Established presence of internet start up company in Los Angeles market to over 200 national advertising agencies, internet and Fortune 500 companies.

-Generated over \$1,500,000 and exceeded account goal for selling ad banners, content integration, product emails on a downloadable intermediary internet portal.

-Created alternative revenue programs for sales team utilizing third party cross-promotions and client incentive programs.



Senior Account Executive

Big City Radio

Apr 1998 - Jan 1999 (10 months)

-Established presence of internet start up company in Los Angeles market to over 200 national advertising agencies, internet and Fortune 500 companies.

-Generated over \$1,500,000 and exceeded account goal for selling ad banners, content integration, product emails on a downloadable intermediary internet portal.

-Created alternative revenue programs for sales team utilizing third party cross-promotions and client incentive programs.



Account Executive

Apr 1996 - Apr 1998 (2 years 1 month)

-Exceeded 1997 budget goal of \$500,000 by generating \$570,000+ in gross billing through December 1997, a 63% increase from 1996 for adult-contemporary music station.

-Generated \$171,000 in new business revenue in 1997, a 71% increase from 1996.

-Generated \$120,000+ in non-traditional revenue in 1996-97 by selling event sponsorships, retail traffic-building contest promotions and sales promotional trade programs for grocery retailers and their manufacturer vendors.



Account Executive

Infinity Broadcasting

Feb 1994 - Apr 1996 (2 years 3 months)

-Exceeded \$210,000 budget goal by generating \$240,000+ in revenue of which 90% was new business for WJMK/WJJD, an oldies music station and all talk station featuring Howard Stern.

-#1 biller on WJJD-AM in 1995-96 by generating \$144,000+ in revenue despite minimal ratings success.

-Sold special event and programming sponsorships that generated \$50,000+ in incremental revenue from existing clientele.



Account Executive, Producer

Sports Radio Nightly

1994 - 1995 (2 years)

-Sold advertising and sponsorship events and programs for a suburban radio station, WCBR

-Produced and engineered live radio programs and commercials for programs

Education



Indiana University Bloomington

BS, Telecommunications

1988 - 1992



Clayton High School

1984 - 1988

Licenses & Certifications



OICP - OwnAmerica Investment Certification Program - Own America



CDPE - Certified Distressed Property Expert - RE/MAX International

Skills

CDPE • Short Sales • Sellers • Relocation • Luxury • Income Properties • Selling • Residential
Homes • Investment Properties • Real Estate

Honors & Awards



100% Club, 2012, 2013, 2014 - RE/MAX International

Jan 2013

Seán F. Heneghan

31 Reading Hill Avenue
Melrose, MA 02176

Licensed to practice law in Massachusetts

EXPERIENCE

September 2002 -
Present

Solo Practitioner/Trademark Practice, Melrose, MA

Practice includes counseling and providing advice to clients for policing and enforcement of clients' trademarks on the Internet, including cease and desist programs, domain name and Internet issues in Uniform Domain Name Dispute Resolution Policy proceedings, advising clients on website content and ownership issues, counseling and providing clearance opinions on availability of trademarks and service marks and preparing and prosecuting trademark applications for clients

Representative UDRP Cases

Floyd S. Dillard, M.D. v. Private Registrations Aktien Gesellschaft c/o Domain Admin, FA 1414110 (NAF Dec. 20, 2011). Successfully represented client in a UDRP proceeding against a registrant using DILLARDDIETDESIGNS.COM to direct Internet users to website offering competing dieting services.

Penn Foster, Inc. v. Micheal Newmen / pfAnswers.us, FA 383826 (NAF May 27, 2011). Successfully represented client in a UDRP proceeding against a registrant using PFANSWERS.US to direct Internet users to website selling exam answers.

Peter Jerie v. Wojciech Sielicki a/k/a Chat Polski, Case No. D2009-0375 (WIPO June 2, 2009). Successfully represented client in a UDRP proceeding against a registrant using TOPLIVESCORE.COM to direct Internet users to competing service.

Zappos.com, Inc. v. V. Texas International Property Associates- NA NA, FA 1249562 (NAF April 21, 2009). Successfully represented Zappos.com in a UDRP proceeding against a registrant using multiple infringing domain names to misdirect Internet users to competing services.

FMR Corp. v. Infomax Ltd., FA 464613 (NAF May 31, 2005). Successfully represented FMR in a UDRP proceeding against a registrant using FIDELTY.COM to misdirect Internet users to competing services.

Smartbargains.com, L.P. v. Universal Banner, FA 152123 (NAF Jan. 13, 2005). Successfully represented SmartBargains in a UDRP proceeding against registrant using multiple domain names to redirect Internet users to competing retail service.

LowerMyBills.com, Inc. v. Lox Investments c/o Web Master, FA 323756 (NAF Oct. 22, 2004). Successfully represented LowerMyBills.com in a UDRP proceeding against registrant using LOWERMYBILLS.NET to misdirect Internet users to competing consumer services.

1-800-East West Mortgage Company, Inc. v. Ling Shun Shing, FA 161280 (NAF Sept. 17, 2003). Successfully represented East West Mortgage in a UDRP proceeding against a registrant using domain name ISOLMYHOUSE.COM to redirect Internet users to competing services.

Upromise, Inc. v. Phayze Inc., FA 161280 (NAF July 16, 2003). Successfully represented Upromise in a UDRP proceeding against a registrant using domain name UPOMISE.COM to redirect Internet users to a porn site.

EXPERIENCE (cont.)

July 1995 -
August 2002

FISH & RICHARDSON, Boston, MA*Associate*

Practice includes all aspects of trademark law, including counseling and providing clearance opinions on availability of trademarks and service marks for a variety of fields, preparing and prosecuting trademark applications for clients ranging from large corporations to pre-public, start-up companies, policing and enforcement of clients trademarks domestically and worldwide, including cease and desist programs, domain name and Internet issues in UDRP and STOP proceedings, advising clients on website content and ownership issues, and involvement in cases litigated both before the Trademark Trial and Appeal Board (TTAB) and in the courts.

Representative UDRP Cases

Computer Sciences Corporation v. Corporate Domains Inc. FA 110841 (NAF June 21, 2002)

Successfully defended client's registration of the domain name CSC.BIZ in a Start-up Trademark Opposition Policy proceeding.

FMR Corp. v. John Zuccarini, FA 113255 (NAF June 14, 2002) Successfully represented FMR in a UDRP proceeding against registrant using domain name FIDEILTY.COM to redirect Internet traffic to porn site

FMR Corp. v. Momm Amed Ia, FA0107000097775 (NAF Aug. 3, 2001) Successfully represented FMR in a UDRP proceeding against registrant using domain name FIDELITYNETBENEFITS.COM to redirect Internet traffic to gambling Web sites.

Gamesville.com, Inc. v. John Zuccarini, FA0007000095294 (National Arbitration Forum, August 30, 2001) Assisted in drafting and filing successful Complaint against registrant of numerous domains infringing client's GAMESVILLE trademark.

1987 - 1992

FISH & RICHARDSON, Boston, MA*Legal Assistant*

Assisted with trial and appellate level preparation of intellectual property litigation matters.

January 1995 -
May 1995

FRANKLIN PIERCE CRIMINAL PRACTICE CLINIC, Concord, NH*Student Attorney*

February 1994 -
January 1995

HATFIELD, MORAN & BARRY, Hillsborough, NH*Law Clerk in civil litigation firm.***PUBLICATIONS**

The Claremont Decision: Support Public Education or Die?, Sean F. Heneghan and Gregory Messorre, New Hampshire Bar Journal Annual Survey of New Hampshire Law, Volume 35, No. 3, Sept. 1994.

Practical Trademark Evidence, Heidi E. Harvey, Esq. and Sean F. Heneghan, U.S. Trademark Association 1992 Paralegal Forum, Sept. 15, 1992.

EDUCATION

May 1995

J.D., FRANKLIN PIERCE LAW CENTER, Concord, NH

June 1987

B.A., Political Science, NORTHEASTERN UNIVERSITY, Boston, MA

From: [Sean Heneghan](#)
To: [Wall, Lily](#)
Cc: [Fleischman, Margot](#); [Bill Butler](#)
Subject: Beebe Estate Trustees reappointment - Sean Heneghan
Date: Monday, March 21, 2022 11:20:15 AM
Attachments: [SFHresume12.22.15.docx](#)

Good morning Ms. Wall.

Per your request, attached please my resume, as well as links below to both my professional LinkedIn page and my business website:

<https://www.linkedin.com/in/sean-heneghan-0bb516a/>

<http://heneghanlaw.com/>

I've been a Trustee with the Beebe Estate for some 12 years now and would enjoy extending my appointment primarily because the Beebe Estate is an important part of Melrose history as well as an ongoing participant in the city's services.

If you require any additional information from me, please do not hesitate to contact me.

Very truly yours,

Seán F. Heneghan

31 Reading Hill Ave.
Melrose, MA 02176

s [REDACTED]



PAUL BRODEUR
Mayor

CITY OF MELROSE

OFFICE OF THE MAYOR

City Hall, 562 Main Street
Melrose, Massachusetts 02176
Telephone - (781) 979-4440
Fax - (781) 662-2182

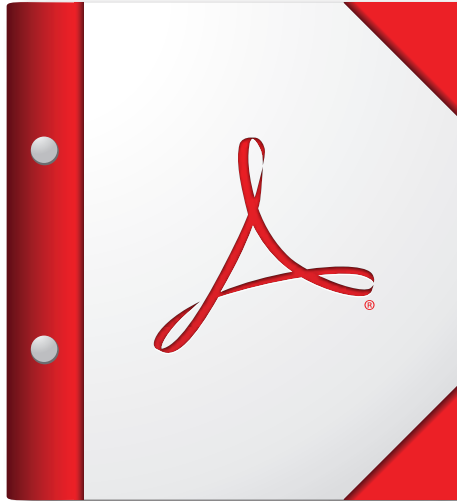
MEMORANDUM

To: Melrose City Council
From: Mayor Paul Brodeur
Re: Beebe Estate Board of Trustees
Date: April 4, 2022

I respectfully request the Honorable City Council confirm the re-appointment of the following Beebe Estate Trustees. All the below members have served the Beebe Estate Board of Trustees for numerous years with distinction, and it is my honor to be putting their names forth for additional terms.

- Jessica Rowcroft, 5 Marmion Road, to a one-year term; said term to expire the last day of February 2023
- William Butler, 102 Crescent Ave, to a one-year term to expire the last day of February 2023
- Sean Heneghan, 31 Reading Hill Ave, to a one-year term; said term to expire the last day of February 2023
- Tarcia Leskiw, 47 Lovell Road, to a two-year term; said term to expire the last day of February 2024
- Bety Friedberg, 48 Walton Park, to a two-year term to expire on the last day of February 2024

Thank you for your consideration of these appointments.



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CURRICULUM VITAE

Francisco J. Brincheiro M.D.
14 Geneva Road
Melrose, Massachusetts 02176

PROFESSIONAL EXPERIENCE:

Reading Family Medicine, Reading, MA,

- 9/08 to Present

Cambridge Health Alliance/Union Square Family Health, Somerville, MA,

- 1/01 to 9/08
- Clinical Instructor, Department of Ambulatory Care and Prevention, Harvard Medical School
- Preceptor Tufts University Family Medicine Residency, Malden, MA
- Epic (EMR) Superuser
- Portuguese Diabetes Group Visit Leader

Jefferson Health System/Great Valley Heath, Paoli, PA 7/96 to 12/00

- Successfully launched new Ambulatory Care Center as head physician

Bryn Mawr Family Practice, Bryn Mawr, PA

- Preceptor, 7/96 – 6/98
- William W. Clements Jr. Family Practice Preceptor Award, 6/98

RESIDENCY:

Bryn Mawr Family Practice, Bryn Mawr, PA 6/93 to 6/96

- Chief Resident, 6/95 to 6/96
- Pediatrics Award, 6/96
- Intensive Care Award, 6/96

Medical Center of Delaware, Newark, DE, 7/92 to 6/93

- Surgery, PGY II

Saint Mary's Hospital, Waterbury, CT, 7/91 to 6/92

- Surgery, PGY I

EDUCATION:

Jefferson Medical College, Philadelphia, PA 9/87 to 6/91, M.D. degree

– High Honors:

Surgery Subinternship – Anesthesia

Advanced Basic Science – Pathology

– Treasurer, Secretary, and Social Chairman of Medical Fraternity

Harvard University, Cambridge, MA, 9/82 to 6/86, B.A. degree in biology

– Treasurer and Social Chairman, Dudley House

– ED Argy Memorial Prize for volunteerism, Dudley House

CERTIFICATIONS:

National Board of Medical Examiners, Diplomat

Massachusetts State Medical License

American Board of Family Practice, Board Certified

PROFESSIONAL SOCIETIES:

American Academy of Family Physicians

Massachusetts Academy of Family Physicians

RELATED SKILLS AND EXPERIENCE:

Fluent in Portuguese, Conversant in Medical Spanish

Hallmark Health IPA Board of Directors.

School Physician, Reading Public Schools

Associate Director, MWHC Family Medicine Department.

Board of Health, City of Melrose

Health Care Consultant: Quannapowitt Yacht Club, Wakefield, MA

REFERENCES FURNISHED UPON REQUEST



PAUL BRODEUR
Mayor

CITY OF MELROSE

OFFICE OF THE MAYOR

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Telephone - (781) 979-4440
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MEMORANDUM

To: Melrose City Council
From: Mayor Paul Brodeur
Re: Board of Health Re-Appointment
Date: April 4, 2022

I respectfully request the Honorable City Council confirm the re-appointment of the following Board of Health member.

- Francisco Brincheiro, MD, 14 Geneva Road, to a two-year term; said term to expire the last day of February 2024.

Dr. Francisco Brincheiro has served honorably for the Melrose Board of Health for many years and provided crucial crisis-response support for the City of Melrose during the COVID-19 pandemic. It is my honor to request Dr. Brincheiro's reappointment.

Thank you for your consideration.