



CITY OF MELROSE
HEALTH, EDUCATION & WELFARE COMMITTEE
AGENDA • DECEMBER 5, 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

Remote Link for Public Comment:

<https://cityofmelrose-org.zoom.us/j/99081483447?pwd=Nm1hT3R1Z3l2cWJ3bTZkdVBzbW1Kdz09>

Meeting ID: 990 8148 3447

Password: Melrose

III. ORDERS

1. **ORDER-2023-38** : Appointment of Peter Bowman, 24 Arlington Road, to the Melrose Library Board of Trustees.

Offered by: Mayor Paul Brodeur

Sponsored by: Mayor Paul Brodeur

From: City Council

ASSIGNED TO COMMITTEE

IV. ADJOURNMENT



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: Library Board of Trustees Appointment
Date: November 8, 2022

I respectfully request the Honorable City Council confirm the appointment of Peter Bowman, of 24 Arlington Road, to the City of Melrose Library Board of Trustees for a one-year term, said term to expire the last day of February 2023. Mr. Bowman's appointment replaces the appointment of Edward Waystack, who has resigned from the Board.

Mr. Bowman, whose request for appointment comes with the support of Melrose Public Library Director Linda Gardener, has previously served on the Melrose Traffic Commission, the Board of Chamber of Commerce, Capital Improvement Plan Committee and the Master Plan Committee.

I am confident that Mr. Bowman's commitment to the City of Melrose will continue in his capacity as a Library Board Trustee.

Thank you for your consideration.

Contact

www.linkedin.com/in/peter-t-bowman (LinkedIn)

Top Skills

Public Policy

Community Engagement

Grassroots Lobbying

Peter Bowman

Public Policy Leader | Community Engagement Professional |
Detailed Tactician & Global Thinker
Boston, Massachusetts, United States

Summary

I am a telecommunications leader who is passionate about technology playing a powerful role improving society, business, and the individual lives of all ages. I have worked in the public policy arena advocating at both the state and local levels in Massachusetts and Rhode Island. I was the lead government affairs executive on Verizon's negotiating team working with over 100 municipalities and Rhode Island state agencies gaining approval for the company to provide Fios video services. I have a demonstrated track record of defeating legislation that would have a negative impact on the business in the areas of privacy, net neutrality and increased regulation that would have resulted in millions of dollars of increase operational costs. I also have led efforts to pass legislation that was good for expanded technology deployment and economic development.

I am a dynamic leader who builds winning relationships and strateg alliances through strong communication skills and team approach. I have led teams comprised of members from various organizations into a cohesive collaborative group which meets or exceeds its objectives. I use this approach working with trade groups and external partners and as a result have been asked to take leadership positions.

I have extensive experience in creating grassroots support through community engagement to positively influence policies in the communities we live and work. I am a strong believer of the power of volunteerism. I have supported key healthcare organizations such as Boston Children's Hospital and the Jimmy Fund. I also spent time working within my own community to assist with governmental initiatives such as a new master plan.

Key Competencies: Government relations/lobbying | Media relations
| Philanthropy management | Project management | Negotiations |
Strategic planning | Sales | Leadership | Community engagement

Experience

Verizon

17 years 7 months

Verizon – Director Government Affairs – Tax Policy

January 2021 - March 2022 (1 year 3 months)

Developed proactive state tax policy seeking opportunities to reduce tax burdens on the company while creating the opportunity for increased infrastructure investment. Worked closely with tax experts to develop legislation considering both the impact at the state and federal level. Analyze the potential for success while developing initial campaign plans to advance the legislation.

-Developed proactive efforts to support tax legislation and broadband deployment through an equipment exemption saving the business more than \$4m annually.

-Led efforts to conduct a detailed analysis to file New Jersey personal proper legislation with the potential of eliminating a multi-million dollar tax dispute that has been ongoing since the late 1990s.

Director Government Affairs/Lobbyist/Community Engagement New England

December 2018 - December 2020 (2 years 1 month)

Lead seven-member team and outside consultants executing legislative strategy, tactics, and content in support of company goals and positions at the municipal and state level in five New England states. Objectives relate to identifying and influencing proposed state and municipal legislative activities, community engagement and broadband deployment.

- Built and sustained broad-based relationships in the community with diverse organizations positively impacting economic development, non-profits, education, health care, seniors, consumers and industry.

- Led the New England team partnering with wireless network organization to negotiate municipal contracts and ordinances to deploy 5G small cells in

Boston, Arlington, Melrose, Medford, Providence RI, Portland Me to highlight a few key municipalities exceeding the northeast objectives.

National One Fiber Community Engagement/Director Government Affairs/Lobbyist – MA/RI

November 2011 - November 2018 (7 years 1 month)

In an expanded role lobbied the executive branch and the legislature in Rhode Island. Developed and implemented legislative strategy, tactics, and content in support of company goals and positions at the municipal and state level. Identified and influenced proposed state and municipal legislation and regulation. Member of a national leadership team to enhance Verizon's brand and reputation through the development of national community engagement strategy.

- Adopted for a lead role in a first of its kind \$6B one fiber deployment in the City of Boston working with internal senior executives and directly with the mayor and key cabinet members.

- Secured RI small cell legislation the first of its kind in the northeast clearing the path for 5G deployment.

Director External Affairs Massachusetts & Rhode Island

September 2004 - October 2011 (7 years 2 months)

Facilitated Fios franchising process in MA & RI working with direct reports, extensive team of attorneys, negotiators and outside consultants. Led advocacy team that developed strategies and messaging to communicate, influence and interface directly with municipal leaders to gain approvals at the local level to deploy video services.

- Secured 115+ video licenses in MA and gained approvals in 85% of the State of Rhode Island and surpassed the Region's deployment goals and open for sales objectives.

- Provided advocacy leadership on tax and video deployment working closely with internal and external teams. Adopted a campaign mentality using tools such as direct mail, media placements, website strategies and messaging.

- Provided grants to 300 + nonprofit organizations managing a \$4M budget. Strategically executed philanthropy events to garner press and attention for the work.

Education

Babson F.W. Olin Graduate School of Business
Master of Business Administration - MBA

Northeastern University
Business Administration and Management, General

Peter T. Bowman
24 Arlington Road
Melrose, Massachusetts

Dear Mayor Paul Brodeur,

I am writing to express my interest in serving on the Melrose Library Board of Trustees. As we discussed, I think this is an exciting opportunity to serve the city and I feel my experience both professionally and being part of the community for many years will help me add value to the Board. I also had the opportunity to discuss with Linda Gardener the role and the exciting things currently occurring at the library as well as the construction of the new building.

I have previously served on the Master Plan Committee, Traffic Commission, Board of the Chamber of Commerce and recently on the CIP committee and I think this new role will allow me to continue to give back to the city. As we emerge from the pandemic libraries play a critical role in the community for all residents and I look forward to being involved with this effort. If selected for this position, I will be an active member of the Board providing guidance and support to the library staff and my fellow trustees.

I want to thank you for nominating me and thank the City Council for my consideration. If you need any additional information, please don't hesitate to contact me. I look forward to the next steps in the process.

Sincerely,

Peter T. Bowman