



**CITY OF MELROSE**  
**HEALTH, EDUCATION & WELFARE COMMITTEE**  
**AGENDA • MARCH 13, 2023**

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

7:00 PM

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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

Manjula Karamcheti	Chair
John Obremski	Vice Chair
Maya Jamaledine	
Robb Stewart	
Ryan Williams	
Jen Grigoraitis	President, Ex Officio

## II. PUBLIC COMMENT

Remote Link for Public Comment:  
<https://cityofmelrose-org.zoom.us/j/98584359192>

Meeting ID:  
985 8435 9192

## III. ORDERS

- ORDER-2023-68** : Appointment of Helena Widtfeldt, 44 Briggs Street, to the Melrose Affordable Housing Trust for a one-year term, said term to expire on the last day of January 2024. Ms. Widtfelt's term fills the unexpired term of resigned Affordable Housing Trust member Carolyn Federoff.

*Offered by:* Mayor Paul Brodeur

*From:* City Council

ASSIGNED TO COMMITTEE

#### IV. APPOINTMENTS/REAPPOINTMENTS

1. **APPT-2023-2:** Appointment of Allison Goldberg, 24 Cottage Street, to the Commission on Women (MCW) for a two-year term set to expire on the last day of February 2025. Ms. Goldberg's appointment replaces the membership of Kristyn Bunce DeFilipp, whose term is expired and who is not seeking reappointment.

*From:* City Council

ASSIGN TO COMMITTEE

2. **APPT-2023-4:** Appointment of Emily Paisner, 71 E Emerson St, to the Melrose Commission on Women (MCW), for a one-year term set to expire on the last day of February 2024. Ms. Paisner's appointment replaces the term of Rilda Kissel, who has resigned from the Commission.

*From:* City Council

ASSIGN TO COMMITTEE

3. **APPT-2023-1:** Reappointment of William Butler, 102 Crescent Road, to the Beebe Estate Board of Trustees for a three-year term set to expire on the last day of February 2026.

*From:* City Council

ASSIGN TO COMMITTEE

4. **APPT-2023-3:** Reappointment of Carol Ann Licitra, 308 E Foster St, to the Melrose Board of Health for a three-year term set to expire on the last day of February 2026.

*From:* City Council

ASSIGN TO COMMITTEE

#### V. ADJOURNMENT



## CITY OF MELROSE

## OFFICE OF THE MAYOR

PAUL BRODEUR  
*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: Affordable Housing Trust Appointment  
Date: January 31, 2023

I respectfully request the Honorable City Council confirm the appointment of Helena Widtfeldt, 44 Briggs Street, to the Melrose Affordable Housing Trust for a one-year term, said term to expire on the last day of January 2024. Ms. Widtfeldt's term fills the unexpired term of resigned Affordable Housing Trust member Carolyn Federoff.

For over a decade, Ms. Widtfeldt has worked for affordable housing industry organizations such as Quaddel, a national leader in providing program management, consulting, and training solutions to the affordable housing industry. I'm confident that her collected experience, in addition to her knowledge of planning and development via her master's degree in community development and planning, will drive forward the City of Melrose's mission to promote greater diversity and racial equity in the community and for the benefit of low- to moderate-income households in accordance with the provisions of MGL c. 44, § 55C.

Thank you for your consideration.

## Contact

[www.linkedin.com/in/hwidtfeldt](http://www.linkedin.com/in/hwidtfeldt)  
(LinkedIn)

## Top Skills

Program Management  
Customer Service  
Project Management

## Certifications

TaCCs  
C3P Tax Credit

# Helena Widtfeldt

Senior Manager at Quadel  
Greater Boston

## Summary

Program experience and expertise in LIHTC, Housing Choice Voucher, Public Housing, RAD, Neighborhood Stabilization, and Capital Fund Recovery. Supports program and compliance management through designing, implementing and managing new workflow processes. Developed Quality Control and Quality Assurance processes including file reviews and training. She has assisted with developing and updating Standard Operating Procedures, Annual Plans, Administrative Plans and ACOPs.

## Experience

### Quadel

7 years 6 months

#### Senior Manager

July 2021 - Present (1 year 7 months)

#### Manager

October 2018 - July 2021 (2 years 10 months)

#### Senior Associate

August 2015 - October 2018 (3 years 3 months)

### Human Services Research Institute

#### Project Manager

January 2011 - August 2015 (4 years 8 months)

### Center for Social Innovation

#### Project Assistant

October 2009 - December 2010 (1 year 3 months)

### Quadel Consulting Corporation

2 years 1 month

#### Associate

February 2007 - July 2008 (1 year 6 months)

Program Analyst  
July 2006 - February 2007 (8 months)

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## Education

Clark University  
MA, Community Development & Planning · (2008 - 2010)

Providence College  
BA, Public & Community Service and Political Science · (2002 - 2006)



## CITY OF MELROSE

OFFICE OF THE MAYOR

Paul Brodeur  
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: Melrose Commission on Women  
Date: March 1, 2023

I respectfully request the Honorable City Council confirm the appointment of Allison Goldberg, 24 Cottage Street, to the Commission on Women (MCW) for a two-year term set to expire on the last day of February 2025. Ms. Goldberg's appointment replaces the membership of Kristyn Bunce DeFilipp, whose term is expired and who is not seeking reappointment.

In Ms. Goldberg's professional capacity as a Program Director for the Barbara Lee Political Office/Barbara Lee Family Foundation, and previously at the State House, she has been an unwavering advocate for women. Currently, she serves as a coach for women who want to run for office, guaranteeing women have a seat at the table and ensuring their voices are heard, and previously she promoted public policies that bolster women and their communities.

For these reasons and more, I am confident that Ms. Goldberg will be an excellent addition to the MCW and support the Commission's mission to represent the interests of women and girls in the community.

Thank you for considering Ms. Goldberg's appointment to the Melrose Commission on Women.

Attachment: Allison\_Goldberg\_MCW\_Memo (APPT-2023-2 : Appointment of Allison Goldberg to the Commission on Women)

# Application Form

## Profile

Allison \_\_\_\_\_ Goldberg \_\_\_\_\_  
First Name Middle Initial Last Name

\_\_\_\_\_  
Email Address

24 Cottage Street \_\_\_\_\_  
Home Address Suite or Apt

Melrose \_\_\_\_\_ MA \_\_\_\_\_ 02176  
City State Postal Code

### What district do you live in?

District 3

Mobile: \_\_\_\_\_  
Primary Phone Alternate Phone  
 Barbara Lee Political  
 Office/Barbara Lee Family  
 Foundation \_\_\_\_\_  
Employer Job Title  
 Program Director

### Which Boards would you like to apply for?

Commission on Women: Submitted

## Interests & Experiences

Please tell us about yourself and why you want to serve.

### Why are you interested in serving on a board or commission?

I recently heard about the openings on the Melrose Commission on Women and am very interested in serving in this capacity. I've been devoted to women's empowerment throughout much of my life, and am a fierce advocate in promoting policies that bolster not just women but their communities as well. I have been active in government and public policy for over a decade, and for the past several years, I have brought together my two passions of politics and feminism by working for the Barbara Lee Political Office/Barbara Lee Family Foundation. There, I work daily to help position women to run for and win elected office, in order to "have a seat at the table" and ensure that women's voices are heard where we need them most. I would very much value the opportunity to serve on the Melrose Commission on Women and help advance the interests of women and girls here in Melrose. I feel that now is a great time for me to get more involved with the City - I have lived in Melrose for almost 6 years, and have 3-year-old and 1-year-old sons. I want to be able to show them what it means to stand up for women and how they can grow up to be allies, even from a young age. I appreciate the consideration of my application and look forward to further discussions about this opportunity!

Attachment: Allison Goldberg\_LOI (APPT-2023-2 : Appointment of Allison Goldberg to the Commission on Women)

## Allison O'Leary Goldberg

Melrose, MA 02176 | [REDACTED]

### SKILLS

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Experienced public policy professional, possessing excellent organizational, research, and writing skills. Proven leader with a passion for mission-driven work. Success in driving legislative, policy, and campaign efforts. Skilled in team and project management. Discretion in maintaining confidential information on behalf of principals and stakeholders. Expert in government and nonprofit budget planning. Familiarity with nuances of c4 and c3 organizations. Excellent inter-personal and communication skills. Skilled user of Microsoft Office applications, Customer Relations Management software (Salesforce), SPSS, and QuickBooks.

### PROFESSIONAL EXPERIENCE

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#### **Barbara Lee Political Office/Barbara Lee Family Foundation,**

*Program Director*, Cambridge, MA and Remote

2018 – Present

- Direct political and foundation grant making process for an organization supporting over one hundred contributions with outgoing funds totaling up to \$1,600,000 annually
- Develop and maintain annual organizational budget of \$2,500,000 and coordinate with external financial advisors
- Advise principal on personal support of candidates, c3 and c4 organizations, and PACs
- Coordinate external messaging to encourage financial contributions for endorsed political candidates
- Identify, track, research, and interview incumbents and candidates running for state and federal office throughout the country
- Drive program-related event planning for fundraisers, conferences, and other events
- Create and present programming update reports to the principal and the Board of Directors
- Manage a remote team of up to 3 direct reports and assisted with organization's transition from operating with a fully in-person team to a fully remote team

#### **MA State House, State Representative Alice H. Peisch, House Chair,**

**Joint Committee on Education**, Boston, MA

*Staff Director*

2011 – 2018

- Led and supervised an office staff of 7 plus student interns, including the onboarding, offboarding, and performance review of employees
- Oversaw work of team members to ensure district and committee priorities were attended to in a timely manner and that projects moved forward
- Developed and advanced the Representative's personal, district, and committee legislative priorities, helping manage over 300 bills per session and contributing to the passage of major pieces of legislation
- Drafted, filed, and tracked legislation, budget items, and legislative amendments
- Managed external relationships with elected officials, staff, constituents, and advocates
- Served as lead analyst and expert on a portfolio of education committee policy topics

*Legislative Aide*

2009 – 2011

- Work directly with the Representative to coordinate legislative priorities and connect district residents to state government services
- Planned, organized, and executed district events
- Participated in meetings, briefings, and committee hearings on behalf of the Representative
- Addressed and resolved all incoming concerns from the Representative's 40,000+ constituents

#### **Boston Career Connections, Inc., Freelance Associate**, Remote

2009 – 2015

- Collaborated on research for philanthropic proposals and initiatives, focusing on college and career readiness and workforce development
- Created, edited, and assembled documents and presentation materials for principal

*Allison O'Leary Goldberg*

Melrose, MA 02176 | [REDACTED]

**EDUCATION**

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Northeastern University, Boston, MA 2014  
Master of Science Degree, Law and Public Policy

Colgate University, Hamilton, NY 2008  
Bachelor of Arts Degree, double major in Political Science and History, *cum laude*

**HONORS**

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Pi Sigma Alpha National Political Science Honor Society | Phi Alpha Theta National History Honor Society  
Gamma Sigma Alpha National Greek Academic Honor Society | Colgate University Political Science Honors Society  
Colgate University History Honors Society | Colgate University Dean's Award for Academic Excellence

Attachment: Redacted\_Resume\_for\_Allison\_Goldberg (APPT-2023-2 : Appointment of Allison Goldberg to the Commission on Women)



Paul Brodeur  
Mayor

## CITY OF MELROSE

OFFICE OF THE MAYOR

City Hall, 562 Main Street  
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Fax - (781) 662-2182

### MEMORANDUM

To: Melrose City Council  
From: Mayor Paul Brodeur  
Re: Melrose Commission on Women  
Date: February 28, 2023

I respectfully request the Honorable City Council confirm the appointment of Emily Paisner, 71 E Emerson St, to the Melrose Commission on Women (MCW), for a one-year term set to expire on the last day of February 2024. Ms. Paisner's appointment replaces the term of Rilda Kissel, who has resigned from the Commission.

Ms. Paisner's genuine interest in serving on the MCW stems from her passion for advocating for equality for women and girls, which she has previously expressed through her podcast *Equal Parts*, which brought to the forefront the challenges around women, work, and motherhood. She also serves in a girls' leadership role in our community as a girls' lacrosse coach.

I believe the MCW would be an excellent outlet for Ms. Paisner's dedication to advocating for equality for women and girls and I look forward to her partnership to help the City promote constructive action in areas of interest and concern to women and girls in the community.

Thank you for your consideration and support for Ms. Paisner's appointment to the Melrose Commission on Women.

## Contact

emilypaisner@gmail.com

[www.linkedin.com/in/emilypaisner](http://www.linkedin.com/in/emilypaisner)  
(LinkedIn)

[www.rebrand.com/2009-winners-brands](http://www.rebrand.com/2009-winners-brands) (Portfolio)

[www.cspace.com](http://www.cspace.com) (Company)

[www.care.com/careatwork/insights/equal-parts-podcast](http://www.care.com/careatwork/insights/equal-parts-podcast) (Other)

## Top Skills

Brand Architecture

Email Marketing

Social Media Marketing

# Emily Paisner

Marketing Leader | Brand Evangelist | Content & Campaign Strategist | B2B and B2B2C Experience | Podcast Host | Storyteller Mom

Greater Boston

## Summary

An experienced B2B and B2B2C marketer leading the GTM strategy and execution of enterprise businesses with proven results. Demonstrated success in building brands, creating lead gen campaigns resulting in growth, and driving thought leadership and content strategies.

## Experience

Daybreak Health

Head Of Marketing

February 2022 - Present (1 year)

Mother Honestly

Advisory Board Member

January 2022 - Present (1 year 1 month)

Level

Marketing Lead

August 2021 - January 2022 (6 months)

Care.com

Director of Enterprise Marketing

July 2018 - August 2021 (3 years 2 months)

Greater Boston Area

Led the B2B and B2B2C marketing strategy for Care.com's enterprise solution, raising overall brand awareness, driving new business, retaining and expanding client accounts, and developing marcoms for end users. I brought mix of right brained & left brained thinking to build the brand narrative, create a content and campaign strategy for targeted audiences, and delivered on KPIs that contributed significant growth to the business. Launched and hosted Care.com's first-ever podcast, Equal Parts, interviewing experts, change

makers, and authors. Led and hosted a webinar series, spoke at industry events, and was featured and quoted in the press.

## C Space

5 years 3 months

### Director, Marketing

December 2014 - July 2018 (3 years 8 months)

Boston, MA

I lead the development and execution of strategic marketing and branding initiatives including developing key messaging and value propositions, person creation, digital experiences, lead gen programs, content and communication plans, strategic partnerships, in-person events, and internal communications. In support of the content strategy, I produced a customer-centricity podcast, Outside In, and created thought leadership that resulted in featured articles in well-respected publications like Harvard Business Review, Ad Age, Fast Company.

### Senior Global Marketing Manager

May 2013 - December 2014 (1 year 8 months)

## Continuum

### Marketing Manager

July 2009 - May 2013 (3 years 11 months)

Developed thought leadership and amplified the content across key marketing channels including byline articles, blog, PR, speaking opportunities, and email marketing campaigns. Led the creation and launch of global corporate website social media strategy, and strategic partnerships.

## Minelli, Inc.

### Strategy & Account Management

November 2006 - July 2009 (2 years 9 months)

Served as the lead account manager cultivating and managing client relationships, creating brand strategies, persona development, and messaging while collaborating with the creative team on design and brand standards. Worked primarily with mission-driven organizations to create both internal alignment as well as public expression.

## Jones Lang LaSalle

### Marketing Manager

January 2005 - November 2006 (1 year 11 months)

Developed award-winning marketing campaigns for one of the world's leading commercial real estate firms. Played a lead role in aligning the marketing team, internal clients, external clients, and vendors. Led the implementation of integrated marketing campaigns that included: website development, direct mail, email marketing, trade shows, events, and collateral. Ensured all projects were completed on-time and within budget. Responsible for managing the internal marketing team budget.

### Spaulding & Slye Colliers

2 years

#### Senior Marketing Associate

January 2004 - December 2004 (1 year)

Served as project manager for strategic planning of marketing campaigns and corporate events. Prepare marketing budgets and plans. Oversaw activities of staff in marketing department. Serve as main contact for internal and external clients.

#### Marketing Coordinator

January 2003 - December 2003 (1 year)

Produced marketing brochures and quarterly research reports. Provided design and project management for marketing collateral while coordinating with internal teams and external vendors.

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## Education

### DGMG University

An accelerator for B2B Marketers · (January 2021 - March 2021)

### University of Vermont

Bachelor of Arts, Economics and Marketing

# Application Form

## Profile

Emily Paisner  
First Name Middle Initial Last Name

[Redacted]  
Email Address

71 E Emerson St  
Home Address Suite or Apt

Melrose MA 02176  
City State Postal Code

**What district do you live in?**  
 None Selected

Mobile: [Redacted]  
Primary Phone Alternate Phone

Daybreak Health Head of Marketing  
Employer Job Title

**Which Boards would you like to apply for?**  
 Commission on Women: Submitted

## Interests & Experiences

Please tell us about yourself and why you want to serve.

### Why are you interested in serving on a board or commission?

I have lived in Melrose for ~4 years and am looking for additional ways to get involved in the community. Advocating for women's issues is extremely important to me. I previously hosted a podcast called Equal Parts, bringing issues and challenges around women, work, and motherhood to the forefront. I coach girls lacrosse in Melrose and am raising both a son and daughter in our community.

[Profile.pdf](#)  
Upload a Resume

## Demographics

Some boards and commissions require membership to be racially, politically or geographically proportionate to the general public. The following information helps track our recruitment and diversity efforts.

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

Date of Birth



Paul Brodeur  
Mayor

## CITY OF MELROSE

OFFICE OF THE MAYOR

City Hall, 562 Main Street  
Melrose, Massachusetts 02176  
Telephone - (781) 979-4440  
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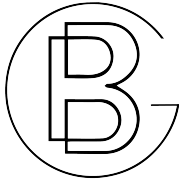
### MEMORANDUM

To: Melrose City Council  
From: Mayor Paul Brodeur  
Re: Beebe Estate Board of Trustees  
Date: February 28, 2023

I respectfully request the Honorable City Council confirm the reappointment of William Butler, 102 Crescent Road, to the Beebe Estate Board of Trustees for a three-year term set to expire on the last day of February 2026.

Mr. Butler is dedicated to working collaboratively with his fellow trustees to maintain and preserve a beloved community landmark—the Beebe Estate. I am proud to request his reappointment.

Thank you for your consideration and support.



BILL BUTLER GROUP

February 16, 2023

To Whom It May Concern:

Please let this letter serve as notice of my interest in continuing my duties on the Beebe Estate Board of Trustees.

It's been a pleasure these past years and I look forward to serving the city in the future.

Best,

Bill

Bill Butler



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: Melrose Board of Health  
Date: February 28, 2023

I respectfully request the Honorable City Council confirm the reappointment of Carol Ann Licitra, 308 E Foster St, to the Melrose Board of Health for a three-year term set to expire on the last day of February 2026.

Ms. Licitra, whose initial term on the BOH began during the peak of COVID-19, has proven herself a sensible decision-maker who is equipped to handle the challenges presented to a community during a public health crisis, as well as during the recovery phase of such a crisis. As the Health & Human Service Department and BOH continue to partner in 2023 to improve our community's health and well-being, Ms. Licitra's experience is an asset to the BOH.

Thank you for your consideration and support for Ms. Licitra's reappointment to the Melrose Board of Health.

Attachment: BOH\_Carol\_Ann\_Licitra\_Memo\_2023 (APPT-2023-3 : Reappointment of Carol Ann Licitra to Melrose Board of Health)

Carol Ann Licitra, LMHC  
308 E Foster Street  
Melrose, MA 02176  
617-922-3940  
[Licitra.ca@gmail.com](mailto:Licitra.ca@gmail.com)

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February 15, 2023

Dear Mayor Brodeur,

As my term on the Melrose Board of Health nears its end, I respectfully request that you consider renewing my term. I am proud to have served on the Board through the Pandemic and excited to be part of the various new initiatives that provide resources for the citizens of Melrose.

Thank you for your consideration,

Respectfully,

Carol Ann Licitra, LMHC