



CITY OF MELROSE
PUBLIC SERVICE COMMITTEE
AGENDA • JANUARY 17, 2023

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

7:30 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

Robb Stewart	Chair
Christopher Cinella	Vice Chair
Mark Garipay	
Manjula Karamcheti	
Shawn M. MacMaster	
Jen Grigoraitis	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

- ORDER-2023-49** : Appointment of Charles McCabe, 14 Orient Ave, to the Conservation Commission for a three-year term, said term to expire the last day of February 2026.

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
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MEMORANDUM

To: Melrose City Council
From: Mayor Paul Brodeur
Re: Conservation Commission Appointment
Date: December 13, 2022

I respectfully request the Honorable City Council confirm the following Conservation Commission appointment:

- Charles McCabe, 14 Orient Ave, to a three-year term, said term to expire on the last day of February 2026. Mr. McCabe's appointment replaces the term of Eugenia Gibbons, whose term is set to expire on the last day of February 2023.

In addition to holding a master's degree in urban placemaking, highlights of Mr. McCabe's candidacy include serving as executive director of a national research collaborative where he focuses on urban parks, urban public spaces, trails, programming, events, and community outreach, and advises public and non-profit parks and open spaces agencies on a range of planning, advocacy, and more.

Mr. McCabe intends to use his vast experience noted above and throughout his resume to assist the current members of the Conservation Commission in promoting and developing the natural resources in Melrose as well as advocating for the protection of our watershed resources.

Thank you for your consideration.

Hello,

My name is Charlie McCabe, I live at 14 Orient Avenue and I'm interested in applying for one of advertised openings on the Conservation Commission. I am interested in either the full or associate member positions and have familiarity with conservation, watershed protection and water quality regulations in both professional as well as volunteer roles. I'd be honored to serve the city.

By day, I'm a parks, open space and placemaking consultant, I have a sole-proprietor LLC based here in Melrose. Prior to becoming a full-time consultant in the summer of 2019, I worked for a number of parks nonprofit organizations in Austin, TX, Boston, MA and New York City in a wide variety of roles. I volunteer regularly with the Rose Kennedy Greenway in Boston, the Mystic River Watershed Association, and Friends of the Fells/Middlesex Fells Reservation. I've attached my current resume, you can also review my work at www.charliemccabe.co (I also earned a Masters Degree in Urban Placemaking and Management from Pratt Institute in February 2017.)

I moved to Melrose in late February 2021, having lived in Arlington, MA for a half dozen years. I was pleased to serve for a term on the Community Preservation Act (CPA) committee there, working with a group of volunteers to review and recommend CPA projects to the Town via the annual town meeting for approval from 2018 through 2021. I have been volunteering with the Melrose Bike/Pedestrian Committee (since I moved here) and have been walking/checking some of the smaller Conservation holdings in the northern edge of the city as well (since late last year).

I would love to apply my skills and knowledge in serving on the Conservation commission in Melrose. Thank you for your consideration and please let me know if I can answer any questions.

Yours truly,

Charlie McCabe
14 Orient Avenue
Melrose, MA 02176

Charlie McCabe
14 Orient Avenue, Melrose, MA 02176

Parks, open space, and placemaking consultant with extensive experience in public-private partnerships, programming, fundraising, project management, and community outreach. Master's degree in urban placemaking. Former parks non-profit executive director and director of a national research collaborative, with a focus on urban parks, urban public spaces, trails, programming, events, and community outreach. Extensive experience in a Fortune 100 company as a director, project leader, and technical support specialist.

Work Experience

Parks, Open Space, and Placemaking Consultant, Charlie McCabe Consulting LLC, Melrose, MA
July 2019 – present

- Advise public and non-profit parks and open space agencies on a range of planning, advocacy, analysis, programming, placemaking, funding, and operations efforts. Services include benchmarking, research, and analysis of park resources across the country. Clients include Central Park Conservancy (Institute for Urban Parks – multiple grantees through Partnerships Lab program), Google/LendLease, Bloomberg Associates (multiple grantees), Public Workshop/The City of Austin, and Salt Lake City Corporation. Past clients include The Trust for Public Land (July 2019-February 2021) Pro-bono clients include Bike to the Sea, Inc., the Emerald Necklace Conservancy, and the Dennis Conservation Land Trust. (Prior to 2/28/21, I was based in Arlington, MA)

Director, Center for City Park Excellence, The Trust for Public Land, Boston, MA
January 2017 – June 2019 (non-profit organization)

- Managed the research and publishing of annual report (*City Park Facts* – tpl.org/2020-city-park-facts) and annual ranking of public park systems (parkscore.tpl.org) in the 100 largest US Cities, as well as special reports and research for TPL staff and client organizations.

Research and Planning Fellow, New Yorkers for Parks, New York NY
May – July 2016 (non-profit foundation)

- Assisted in research and reviews of the 2016 Report Card on Parks: www.ny4p.org
- Developed physical activity park survey for six parks in the Bronx, using the SOPARC method developed by the RAND Corporation and trained three interns on the methods, working in the parks. Analyzed and reported on data for Bronx Community Health Network client.

Jane Jacobs at 100 Fellow, Municipal Art Society, New York, NY
February – May 2016 (non-profit foundation)

- Managed outreach and collaboration efforts to recruit programs, events, exhibitions and tours to celebrate the 100th Anniversary of Jane Jacobs's birthday, curating a custom website: www.jj100.org.
- Assisted colleague with outreach, training, website content, and logistics/coordination efforts for the annual Jane's Walk Weekend, with over 250 walks/tours through New York City.

Director of Public Programs, Rose Kennedy Greenway Conservancy, Boston, MA
February 2012 – July 2015 (non-profit foundation)

- Managed 4-person team organizing public events, markets, exercise classes, entertainment, and more than 30 food trucks and other vendors. Oversaw Greenway Carousel operation, as well as public relations, communications and IT support. Grew attendance (food vending, Wi-Fi, events/programs, and carousel visitation) from 372,000 in 2011 to 1,194,000 in 2015, with revenue increase from \$250,000 in 2012 to over \$650,000 in 2015.
- Worked with consultants to provide earned media and PR coverage. Directed web site, social media, and traditional communications coverage, as well as photography and video creation, with part-time communications coordinator.

(Over, please)

Charlie McCabe, Parks & Placemaking Consultant, Resume – Page 2

Executive Director, **Austin Parks Foundation**, Austin TX.

June 2005 – February 2012 (non-profit foundation)

- Managed three-person team providing accounting, membership, communications, marketing, and program management for projects ranging from programming to park improvements.
- Negotiated groundbreaking partnership with the Austin City Limits Music Festival and the City of Austin Parks and Recreation Department, resulting in annual donation of 8.25% of festival tickets sales. Funds of \$3.5 M were allocated to improvements at the Zilker Park festival as well as neighborhood park grants and park improvements citywide. The partnership has continued and grown to present day and been a model for other cities.
- Led all social media efforts, including the Foundation blog and Twitter and Facebook updates.
- Promoted the organization through frequent print, television, and radio appearances.
- Grew Foundation budget and revenues from \$174,000 in 2005 to \$812,000 in 2011, including park grants, volunteer events, and fundraising efforts.
- Expanded Adopt-a-Park services from 18 community groups to more than 95 community groups providing administrative support and hands-on project management.

Senior Manager, Service & Support Web Sites **Apple, Inc.**, Austin, TX

1996 – 2004 (consumer electronics)

- Managed team ranging from 10 to 22 people providing customer technical support and service web sites. Duties included web site design, management, technical content, and interactive (discussion, email) support with staff working in multiple locations in the USA, Europe, and Asia.
- Worked collaboratively with Apple staff across the globe to provide technical support content in seven languages.
- Received #1 rating from *Consumer Reports* for web-based support in 2003 and 2004.

Various Technical Specialist Roles **Apple, Inc.**, Cupertino, CA, and Austin, TX

1988 – 1996 (consumer electronics)

- Additional roles in technical support and software and hardware sales 1986 – 1988

Education

Master of Science, Urban Placemaking and Management, February 2017. Pratt Institute, Brooklyn, NY.

Bachelor of Arts, History and Political Science, May 1986, Colby College, Waterville, ME.

Community Service

Horticultural and Programs Volunteer, Rose Kennedy Greenway, Boston, MA	2016 – present
Trail Steward, Friends of The Fells, Melrose/Medford/Stoneham, MA	2016 – present
Advisor, community projects, Emerald Necklace Conservancy, Boston, MA	2019 – present
Volunteer leader, invasive species management, Mystic River Watershed Association, Arlington, MA	2020 – present
Stewardship Research and Analysis, Volunteer, Dennis Conservation Land Trust, Dennis, MA	2019 – 2021
Community Preservation Act Committee member, Town of Arlington, MA	2018 – 2021
Board member, Executive Committee, membership co-chair, City Parks Alliance, Washington, D.C.	2011 – 2018
Brooklyn Bridge Park Horticultural Zone Volunteer, Brooklyn, NY	2015 – 2016
Prospect Park Alliance Corps volunteer, Brooklyn, NY	2015 – 2016
City of Austin Bicycle Advisory Committee, Austin, TX	2008 – 2011
Board Member, representing Texas Affiliate, EarthShare, Washington, D.C.	2007 – 2012
Governing Board member, Board Chair (2011-2012) EarthShare of Texas, Austin, TX	2007 – 2011
Volunteer Trail Project Leader, Bull Creek Foundation, Austin, TX	1996 – 2006

Other Skills and Interests

Master gardener and volunteer park horticulturist. Trail building and maintenance project leader, specializing in invasive species management. Avid traveler with focus on comparing public spaces. Enthusiastic bicyclist.