



**AGENDA**  
**for the Board of Trustees**  
**of the Town of Palisade, Colorado**  
**341 West 7<sup>th</sup> Street**  
**June 2, 2020**  
**5:30 pm Virtual Special Meeting**

- I. SPECIAL MEETING CALLED TO ORDER AT 5:30 pm.**
- II. PLEDGE OF ALLEGIANCE**
- III. ROLLCALL**
- IV. AGENDA ADOPTION**
- V. UNFINISHED BUSINESS**

**A. TRUSTEE CANDIDATE INTERVIEWS**

*Candidates are scheduled in 15-minute intervals in alphabetical order*

- i. Jason Crowell**
- ii. Nicole Maxwell**
- iii. Betsy McLaughlin**
- iv. Dave Smith**

**B. VOTE FOR TRUSTEE**

- VI. ADJOURNMENT**

**Virtual Meeting Electronic Participation Instructions**

*Do to the COVID19 (coronavirus) social isolation mandates, the regular scheduled Board of Trustee meeting will be held through the meeting program Zoom.*

**Meeting: starts at 5:30 pm**

To Join Zoom Meeting:

**By Computer:** Click on <https://zoom.us/j/97960274638> and follow the instructions.

**\*By Telephone:** Dial the following phone number: 1 (253) 215 8782, then there will be a prompt to enter the meeting **ID Number 979 6027 4638**, and the User ID is the pound (#) sign.

Thank you for your participation in maintaining community health by following the social distancing regulations.

**From:** [Jason Crowell](#)  
**To:** [info](#)  
**Subject:** Board of Trustees Request  
**Date:** Tuesday, May 12, 2020 8:25:16 AM  
**Attachments:** [image002.png](#)  
[Jason Kent Crowell 2019.doc](#)

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Hello-

I am a Palisade resident (1<sup>st</sup> and Kluge), have been a Palisade Sunrise Rotary member, and have been in Recruiting and Management for business for the last 27 years. My attached resume speaks for itself to my business acumen, marketing, sales, and administrative skills.

I run events, create systems for recruitment and retention, and I'm a social media expert specializing in video, and I had a goal to become Mayor at some point down the road.

I love Palisade and can bring a fresh perspective to preserving the rich history as well as moving the town into the next steps to advance the goals and vision.

Please accept my application to become a Board Trustee.

Thanks!

**Jason Kent Crowell** | Recruiting & Retention Manager

**Brady Trucking, Inc**

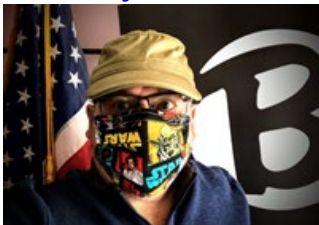
1896 Highway 6 & 50 Fruita, CO 81521

O: (970) 263-8791 ext.1114

M: (970) 985-1091

[bradytruckinginc.com](http://bradytruckinginc.com)

[drivebrady.com](http://drivebrady.com)



# Jason Kent Crowell

<http://www.linkedin.com/in/jasoncrowell>

Palisade, CO Mobile: 970-985-1091 ▪ J.Crowell@bradytruckinginc.com

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## Recruiting Process and Media Manager

*“Tenacious and creative People Process leader with a passion for attracting, engaging, and supporting people”*

Talent Acquisition \* Marketing/Advertising \* Employer Branding \* Media Management \* Communications

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### **Recruiting and Retention Manager**

2015 – Present

**Brady Trucking** – (\$75MM) [www.drivebrady.com](http://www.drivebrady.com)

Reporting to the CEO, lead all talent attraction, recruiting, employee engagement, and retention teams (8 sites). Manage all media, translate company culture to employer brand through employee stories. Developed KPIs and managed People Process with high energy and an infectious positive attitude.

- Drive all media with an emphasis on audience Zero Moment of Truth & employee generated content to capture & project the company’s unique Employer Value Proposition (heavily leveraged in video & employee generated content). Record setting applicant flow month over month, while **reducing spend per hire 20%**
- Built and trained Managers and Recruiters on high volume, quality, affordable staffing systems
- **Reduced Turnover 31% during a 40% headcount growth**
- Public Relations (earned media in national news & NPR radio)
- Championed online employee recognition and rewards program with employee surveys and the MyBradyRewards.com branded site
- Implemented weekly “pulse surveys” via text to foster communication to propel employee engagement

### **Corporate Recruiter**

2011 - 2015

**Links Logistics** – (\$50MM) [www.linkslogistics.com](http://www.linkslogistics.com)

Reported to the President. Talent acquisition and management for multi-state 3PL organization (10 sites). Strategic recruitment process development, training, and execution for disparate, recently acquired business units. Centralized the recruitment function and executed a plan to staff during worsening CDL Driver shortage.

- Implemented an ultra-low-cost social media recruitment strategy, producing candidate journey touchpoint content to inform and attract target audience in a newly created Recruiter role. Established Staffing KPIs for quality, speed and cost; **zero ad cost for last 6 months** (heavy focus on video)
- Trained Managers on high volume staffing model including staffing funnel, Behavioral Interviewing, and retention strategies. Designed Careers section functionality of new website
- Developed a Red Carpet on-boarding process speeding new hires’ indoctrination into company culture and strategic business vision & Introduced Exit Interview strategy resulting in **turnover reduction 35%**

### **Recruiting Manager**

2009 - 2011

**StarTek, Inc.** – (\$600MM) [www.startek.com](http://www.startek.com)

Reported to central Corporate Director. Talent acquisition and media management for AT&T call centers across the US. Marketing, branding, community involvement; Planned and executed a concerted brand message process and successfully staffed traditionally high turnover centers with **zero recruitment ad cost** through ultra-low-cost PR, weekly radio show, and social media.

- Developed a “Community Matters” brand leveraging the company’s non-profit involvement, which was our primary recruiting tool and source of hire. Planned charity events, hosted weekly radio show, coordinated volunteers and fund raisers to drive employer brand awareness.
- Introduced “Post Mortem” meetings with operations to fight turnover.
- **Achieved 100% Staffing** as of November 2010. Became a traveling Recruitment resource, collaborating in various StarTek sites across the US. Trained Staffing Coordinators, Hiring Managers, and Peer Recruiting Managers.
- **Over 100% job fill rate, 89% training throughput (goal 80%),** best attrition KPI ever realized at the local site

### **Field Recruiter**

*2007 - 2009*

**Waste Management, Inc.** (\$14B) [www.wm.com](http://www.wm.com)

Reported to Area HR Manager. Talent acquisition, management, and retention for the Western Slope of Colorado (14 sites). Employer branding, community involvement; Planned and executed a concerted recruitment process and successfully staffed areas with extremely low unemployment and high cost of living while serving as a ‘pilot’ Market Area for new RPO. Achieved **100% full staffing** for 1<sup>st</sup> time in 10 years.

- Developed Market Area On-boarding process speeding new hires’ indoctrination into safety culture
- Formulated staffing and retention KPIs
- Contributed nation-wide to RPO ‘pilot’ identifying and eliminating bugs in its 1<sup>st</sup> year
- Procured free press in newspapers & radio via press release and community involvement

### **Senior Corporate Recruiter**

*1997 - 2007*

**Generac Power Systems** (\$750MM) [www.generac.com](http://www.generac.com)

Reported to VP of HR. Talent acquisition at all levels of the organization in all functional areas (engineering, accounting, sales, marketing, IT, HR, and various skilled and unskilled labor). Lead various vendor selection processes (3<sup>rd</sup> party recruiters, ATS software, job boards, advertising).

- Successfully recruited a staff that grew 400% during my tenure
- Instituted relationships with specialty schools and universities, managed internship program, hosted class tours of the factories, conducted mock interviews at area schools
- Introduced Behavioral Interviewing and trained Hiring Managers (1998)

## **EDUCATION AND CREDENTIALS**

### **Mathematics**

University of Wisconsin

### **Skills & Professional Development**

Employment Law, ISO, LEAN Manufacturing, DDI Certified “Interviewing for STARS” Trainer  
Dale Carnegie, AIRS Certified Internet Recruiter, Front Line Leader Management Training

### **Soft Skills**

Creativity, Persuasion, Collaboration, Adaptability, Emotional intelligence

Nicole Maxwell  
102 Davis Circle  
Palisade, Co 81526  
nicole81526@bresnan.net  
(970) 314-3839

04/28/2020

Mayor and Palisade Board of Trustee's  
175 E 3<sup>rd</sup> St  
Palisade, Co 81526

Dear Mayor and Board,

It would be my honor to serve on the Palisade Board of Trustee's. I hope you will consider me as a candidate for this appointment. I am confident that my skills are well-aligned with the role and that I would be an excellent addition to the Board of Trustee's.

As a resident of this great community, I am passionate about preserving the integrity of Palisade's small-town charms and I am committed to Smart, thoughtful growth for Palisade. My family is imbedded and invested in Palisade, my father is a longtime resident, my children currently attend Palisade schools, we have friends and memories here and plan to make more friends and memories in the years to come.

As we navigate our way through these uncertain times due to the Covid outbreak, I believe my unique perspective as a Health Professional working on the front lines of our Health Care Industry makes me a perfect candidate to fill a specific need for the board. Due to the nature of my job, I am continually apprised of the most up to date information and guidelines put forth by local, state and national agencies and could bring this knowledge to the Board.

I believe that my involvement and investment in this community make me an excellent fit for the Board of Trustee's. Thank you for your time and consideration. I look forward to hearing from you.

Sincerely,

Nicole Maxwell

May 18, 2020

To the Board of Trustees,

I am writing to express my interest in the Trustee seat vacated by the election of Mr. Greg Mikolai to the position of Mayor in the election of April 7 of this year.

I'm not sure how I could express much more interest in this position than what I have been doing for the past nine + years. With the exception of five or six meetings PER YEAR, I have attended every meeting of the Board of Trustees, the Planning Commission, the Tourism Advisory Board and the Parks and Rec Committee which is no longer meeting. (I will admit that in the fall of 2019, I took a class at Western Colorado Community College and missed three or four meetings of the Board of Trustees, but no meetings of any other board).

Seven or eight years ago, after I had been a member of the Planning Commission for about a year and a half, the commission temporarily ceased meeting under Chair Richard Mathews. Town Administrator Rich Sales contacted me a few months later to ask if I would be the anchor on a new incarnation of the Planning Commission to get the meetings going again. I agreed to help restart and served as the Chair for the next couple of years. I can count on one hand the number of meetings that I did not attend until April of this year, and also participated in every training session offered for commission members, either by Mesa County or the Town of Palisade.

I was term-limited on the Planning Commission at the end of March of 2020, but continued to participate in the meetings as requested by Community Development Allyson Shellhorn since the COVID-19 meeting rules had disrupted the appointment of new members to fill the seats of the outgoing members (one by resignation, the other's term had been completed).

I also gathered signatures for a petition to run for the Board of Trustees in January of 2020 and proceeded to participate in the question and answer session with the public at the end of February. The COVID-19 virus put an end to any responsible door-to-door or event campaigning, which may have SEEMED to limit my interest, when all it really limited were the opportunities for meeting face-to-face with citizens to ask for their votes.

Trustees were advised by Town Attorney Jim Neu at the meeting of the Board of Trustees on April 28, 2020, that in filling the seat vacated by the election of Trustee Mikolai to Mayor, they were not limited to those who had legitimately run in the election of three weeks prior, and they were free to entertain letters of interest from any other citizens. I'm really unclear as to the timeline for disregarding the votes of the citizens, but obviously three weeks after the election met the criteria. The 50% chance that Trustee Mikolai would be elected as Mayor, thereby vacating his Trustee seat, was very well known to the Attorney, the Trustees and town staff at least two and a half months before the election, but no mention was ever made to citizens as to

how the possibility of a Mayor Mikolai would be dealt with or that it would be different than in past elections.

Since I am still of the belief that votes matter, I would also like to refer to the certified vote count, according to which I have the next number of votes cast by the citizens of Palisade on April 7. I am certainly not saying that I am entitled to the seat since, obviously, I am not. I am simply pointing out that votes represent the desires of the citizenry. I am hereby restating my interest in serving on the Board of Trustees. The mayor and at least two of the other Trustees stated in the discussion of April 28 that they believed, for some reason, that the people that had been running for the position for the past three months had probably now lost interest. To be very clear, I am still very interested in serving on the Palisade Board of Trustees.

Thank you for your time,

Betsy McLaughlin

Dave Smith  
362 W 7<sup>th</sup> St  
PO Box 485  
Palisade, CO 81526  
(970)712-0735  
daveamcat@hotmail.com  
4/30/2020

Palisade Mayor and Board of Trustees  
PO Box 128  
Palisade, CO 81526

Dear Palisade Mayor and Board of Trustees,

I am an 8-year resident of Palisade and a recent candidate of this past election. I am writing to express my interest in the vacated Trustee position.

I can be of value to the town council in many aspects, as a resident, as a parent, as an outdoor enthusiast, and as a small business owner. Wearing all of these hats, I can relate to a large portion of our resident's needs and circumstances. My professional career has offered me a diverse scope of skills, notably Project Management, Event Operations, Tourism, Guest Relations, Safety, and Crisis Management to name a few. All of these things relate directly to Palisade.

As a candidate of the April 7<sup>th</sup> election, I have already been vetted in the process starting in January. I secured my nomination by getting the required signatures, followed campaigning rules as set by the state, and secured over 25% of the vote. My interest has been solidified by these actions.

I am fully committed to doing what is necessary as a Palisade Trustee. I am prepared to represent the citizens of Palisade and uphold the town's missions, strategic goals, and objectives. I ask that you highly consider me for the Trustee position.

Sincerely,

Dave Smith