
GENEVIEVE CLARE BORICH

PLANNING . SUSTAINABILITY . DOWNTOWN REVITALIZATION . PUBLIC RELATIONS . CIVIC ENGAGEMENT . MARKETING . DESIGN
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SUMMARY OF SKILL SET

I have a variety of work experience in different settings, many of which are quite unique. Many of my efforts have focused on sustainability - program development, urban planning, urban design, community development, economic development, and downtown revitalization are just a few of the areas addressed professionally. In short, I have strived to merge the increasing complexity of community planning with the academic and professional worlds. I will be AICP eligible within the year, and I hope to also obtain LEED AP as soon as possible.

In addition, within my career I strive to bridge sustainable real world experience to professional and academic expertise. My doctoral research is allowing me to further explore the communicative social networks involved in community planning. Recently I guest lectured on sustainable issues for Iowa State University's Planning Department for two months in Rome, Italy. As Main Street Director for Ottumwa my work involved the administration, coordination, and implementation of community revitalization projects, and I worked closely with the local planning department in implementing Ottumwa's downtown development guide. I have much project administration experience as Director of the Main Street Ottumwa program, project administering a book on sustainability published by John Wiley & Sons, directing the design of a weekly commercial newspaper, and running the UIUC Community Design Center.

My design expertise allows me to effectively communicate about the vast array of issues in the field of sustainability. And, my experience in public relations and marketing allows me to excel in effectively communicating information for projects involving community planning or civic engagement. This includes work in writing public relations campaigns, branding campaigns, press releasing, grantwriting, and writing request for proposals.

EMPLOYMENT

- 2007
Toulon, Illinois
- Studio S27, Urban Design, Graphic Design, and Disaster Planning Firm
Urban Design Division Lead
Coordinated and supervised studio projects.
 - *Urban Designer: focusing on zoning updates, GIS, downtown plans, smart growth principles and policy, public participation, site design & layout, long-range planning, site plan review, building rehab, historical preservation.*
 - *Sustainable Design Coordinator: specializing in LEED-ND and green development practices.*
 - *Graphic Designer: specializing in design of PR materials for urban design purposes.*
- 2006 - 2007
Ottumwa, Iowa
- Main Street Ottumwa and Ottumwa Progress Incorporated, Downtown Revitalization Non-Profit
Director
Downtown Development Coordinator of blighted district.
 - *Manage/administrate downtown redevelopment projects and events.*
 - *Coordinate community participation in revitalization.*
 - *Coordinate economic development, urban design/architectural rehabilitation, promotional/ branding events and campaigns (the Main Street 4-Point Approach).*
 - *Managed OPI's properties.*
- 2006
Chicago, Illinois
- Farr Associates, Architecture and Urban Design Firm
Project Administrator
Project manager for sustainable urbanism text book published by John Wiley and Sons. Book includes history of human/natural systems, sustainability tools/standards, and case studies of sustainable neighborhood developments around the world.
 - *Manage/administrate office staff.*
 - *Assistant for marketing/public relations duties include grant writing, requests for proposals, and producing marketing materials for firm.*
- 2005
Urbana, Illinois
- The HUB Weekly, Cultural Newspaper
Creative Director
Director of design for weekly cultural paper.
 - *Layout Director.*
 - *Head Advertisement Designer.*
 - *Manager of Creative Template & Design of Photography.*
- 2003 - 2006
Urbana, Illinois
- University of Illinois at Urbana-Champaign
Founding Director of Community Design Center of UIUC
Engagement office for community members and university faculty/students/staff to focus on community cultural, planning, community development, and design issues. Funded by the University of Illinois' Office of Public Engagement and Institutional Relations.
 - *Supervised students, community members in engagement urban design and planning projects.*
 - *Served on numerous community and economic development committees.*
 - *Awarded several major grants.*
 - *Booked exhibits, facilitated community meetings, curated exhibits, hosted events, created engagement programs, and program maintenance, etc.*

EDUCATION

- 2004 - Present
Urbana, Illinois
University of Illinois at Urbana-Champaign
Doctoral Candidate of Urban and Regional Planning, ABD
Major Professor Emily Talen, Professor Urban and Regional Planning
- 2002 - 2004
Urbana, Illinois
University of Illinois at Urbana-Champaign
Masters, Urban and Regional Planning
Concentration in Urban Design, Urban Design History, Community Design Extension
- 1998 - 2002
Ames, Iowa
Iowa State University
Bachelor of Science, Community and Regional Planning
*Minor In Design Studies, Painting and Drawing
Graduation with Honors, Distinction*

SKILLS

Administrative

Project Planning, Management
Request for Proposal Writing
Staff Supervision, Evaluation

Sustainability

Density
Sustainable Corridors
Biodiversity Corridors
Neighborhood Housing
Locally Owned and Chain Retail
Walkable Streets
Car Sharing
Open Space Design
Food Production, Systems
Wastewater Treatment
Stormwater Systems
District Energy Systems
LEED and LEED-ND
Transit Systems

Planning & Urban Design

Housing Programs (rent assistance programs)
Statistics
Forecasting
Census Analysis
Geographic Information Systems
Land Use Policy
Streetscape Design
Site Design and Review
Signage Guidelines and Review
Design Guidelines and Review
Grant Application Review
Design Standards
Form-Based Codes
Community Development
Economic Development
Cultural Development
TIF Financing
Neighborhood & Comprehensive Planning
Long Range Planning
Smart Growth Principles

Design

Website, Logo, and Ad Design
Publication Design and Layout
Architectural & Urban Design Rendering

Historic Preservation

Architectural Surveys
GIS for Historic Preservation, Disaster Planning
Charrette Facilitation
Rehabilitation of Historic Properties
Community Participation Coordination
Disaster Planning for blighted areas

Economic Development

Market Analysis
Business Recruitment
Business Retention
Business Plan Development
Commercial Property Management
Sustainable Business Practices
Collective Advertising
Experiential Economy Method
Design Assistance
Tourism Development
Site Location
Technology Development

Civic Engagement

Managing Engagement Efforts
Teaching Effective Engagement Skills
Facilitating Public Meetings and Focus Groups
Conducting Asset Mapping
Running Appreciative Inquiry Exercises
Coordinating of Community Building
Engaging Diverse Populations

Communication

Public Speaking, Presentation Abilities
Communicating with the Public
Expressing Ideas to Diverse Populations
Listening, Negotiating Skills
Writing Reports/Proposals/Grants

Marketing and Public Relations

Press Releasing, Creating Press Kits
Organizing and Executing Press Campaigns
Creating and Distributing Press Materials
Designing Branding Campaigns
Guerrilla PR and Marketing Tactics
Networking with local community leaders

Software

COMPUTER WORKSHOPS

ArcGIS 9.2, Pinnacle MediaSuite, Nero, AutoCad 2008.

OFFICE APPLICATIONS

Microsoft Office 2007, Microsoft Access, Microsoft Project, UCInet.

DESIGN APPLICATIONS

Google Sketchup Pro, Microsoft Publisher, Microsoft Frontpage, Adobe CS3: InDesign - Photoshop - Ultra - Stock Photos - Premiere Pro - Flash Pro - Fireworks - Soundbooth - Encore - Dreamweaver - After Effects - Bridge.

LEADERSHIP, FORMER AND CURRENT RESPONSIBILITIES

Guest Lecturer on Sustainable Issues for Iowa State University's Planning Department in Italy
Rotary International
Kiwanis International
Americans for the Arts -- also Emerging Leaders Division
American Planning Association -- also New Urbanism Division
National Trust for Historical Preservation
Golden Key National Honor Society
Phi Kappa Phi National Honor Society
Congress for New Urbanism
Project for Public Spaces
Ottumwa Area Arts Council Board of Directors
Cofounder of IndividualsTOGETHER, young professionals organization in Champaign County
Deputy Registrar and Election Judge for Champaign County
Consultant for both Champaign Downtown Association and Urbana Business Association
40 North/88 West Champaign County Art Council's Public Relations Committee
Champaign County Boneyard Arts Festival Co-chair 2005
Urbana Sweetcorn Festival Marketing Co-chair 2005
Urbana Sweetcorn Festival Volunteer Coordinator 2004, 2005
Volunteer Coordinator for Beer and Chili Cook-off Festival 2004
Delegate for UIUC Chancellor's Office at 2004 Imagining America Conference
Panel Member of 2004 Krannert Museum's Discussion on Women and the Arts
Member, US Representative Naomi Jakobssen's Economic Development Committee
Cofounder, UIUC Students for New Urbanism Committee
Iowa State University College of Design's Design Council 2002-2003
Lifeguard Instructor, American Red Cross
T.A. for Iowa State University's Design Exchange Freshman Program 2002-2003

DISSERTATION TOPIC...Title: "Community Planning Networks"

Key research theories employed are continuous planning process, social networks, autopoiesis (self-organization of a system), open systems, social mobilization, social capital, and adoption and diffusion.

ABSTRACT

Rational planning is a myth. The inability of the planning field to empirically define and conceptually understand the social networks and communicative methods involved in the community planning process often disables practitioners from effectively engaging community members and subsequently undermines the efficacy of rational plans created. Through an unstructured survey this research aims to map and analyze the social sub-networks of community planning. It is the assertion of this research the profession is not recognizing or effectively engaging the informal social sub-network operating in the continuous planning process, the process "in-between" rational comprehensive planning. In fact, the continuous planning process is competing, overriding, and sometimes being done in lieu of it. The result is a chasm between utopian long-rang rational planning processes and the reality of how community members are actually planning and operationalizing their short-term goals.

ENGAGEMENT EXPERIENCE

2006 - 2007
Ottumwa, Iowa

Main Street Director - Ottumwa Progress Incorporated Director

CEO of downtown revitalization program. I managed four committee areas of revitalization: organization, promotions, business improvement, and design. Main duties include promotions, networking, education, and management of projects. Some of the primary engagement activities were the planning and implementation of Thursdays on Third (a weekly market/festival), recruiting volunteers, and engaging local service organizations. In addition, I served as manager of two buildings as well as the Director of Ottumwa Progress Incorporated, a local non-profit development organization.

2004 - 2006
Champaign, Illinois

National Consultant for Community Design Centers

Consultant for CDC's in Iowa, Texas, Illinois, and Pennsylvania. Advised on program creation, gallery management, etc.

2003 - 2006
Urbana, Illinois

Founding Director, University of Illinois' Community Design Center

This gallery space is used as a gallery/office to engage community members and university faculty/students/staff on community cultural, planning, community development, and design issues. Responsibilities included facilitating public meetings, supervising students in engagement projects, booking student and professional exhibits, curating exhibits, hosting events, creating programs, space and program maintenance, etc. Funded by the University of Illinois' Office of Public Engagement and Institutional Relations.

Specific projects include creating a University of Illinois' community building workbook for local leaders, working with CHDO's to assess materials to promote their program, working with Illinois Main Street and the City of Urbana, Illinois to assess benefit to participating in Illinois Main Street Program, working with Extension Services staff and community members to begin engagement projects with University students and staff through the Request for Assistance Program. Special emphasis in work with smart growth and new urbanist principles.

2005
Urbana, Illinois

Proposed CDC/Illinois Main Street Program/Extension Services Collaboration

This proposed program attempts to integrate the three programs to aid Illinois' communities in receiving community development, community design assistance from architecture, landscape architecture, and urban planning staff and students. Focused on Main Streets' 4-Point approach.

2004 - 2005
Urbana, Illinois

individualsTOGETHER

Co-founder individualsTOGETHER, a local effort to engage young community members (approximately 16-40 years old) in community issues. Networking, education about project management and completion, and exposure to the local power structure all aimed to support and grow tomorrow's leaders today.

2002
Ames, Iowa

Coordinator Freshmen Creativity Competition, Iowa State

This competition was aimed at exposing the Iowa State University College of Design's Freshmen Design students (architecture, graphic design, interior design, urban planning, art, landscape architecture) about inter-disciplinary collaboration, the creative process, and real-life community projects.

2002
Ames, Iowa

Student Advisor, Teaching Assistant - Design Exchange, Iowa State

This program oriented Freshmen Design Students to the College of Design by teaching methods and concepts to excel both an academic and professional sense. In addition, the students were taught coping and social skills helping them prepare for college life.

2001
Ames, Iowa

Intern, Extension Services in Community/Economic Development

Performed various tasks with the Iowa State Extension staff including publication design, archiving, etc.

DESIGN EXPERIENCE

Member, Special Initiative for Chicago's Mayor Office for Branding/Identity

Project worked with Chicago business leaders, venture capitalists, local residents, entrepreneurs, and young professionals to determine what determines the perception and reality of the creative economy. Focus groups, surveys, interviews, industry research all served to provide the basis of a branding/identity campaign for the Chicago Metro Area to compete in the next era of successful cities.

Artist and Website Design

Classically trained artist with a specialization in painting, drawing, and photography. Designer of weekly cultural paper. Exhibits displayed personal work including shows at Iowa State University, CDC Gallery in Urbana.

Director, Curator of Gallery

Founding Director of Community Design Center for the University of Illinois. Responsible for engaging cultural, artistic, and community planning students and professionals with community members to further communication about community issues. Curator of numerous shows at the CDC Gallery in Urbana, Illinois. Director of installation as well as promoter of shows. Also Lead Coordinator of running the 2005 Boneyard Art Festival's main event featuring artists and musicians.

Urban Design Rendering

Though coursework designed master plans, architectural CAD renderings, architectural sketches, and urban design sketches. Form-based codes, perspective drawing, painting, sketches, and photoshopping streetscapes are all skills employed.

Design Coordinator of 2005 Boneyard Festival

Coordinated and designed press kit as well as marketing materials. Also co-designer of space for the Cabaret main event.

PUBLIC RELATIONS & MARKETING EXPERIENCE

- 2006
Champaign, Illinois **Media Coordinator for CDC Continuing Ed Workshop Series**
This series focuses on skills not often utilized in grassroots planning. Drawing, Photoshop, InDesign, website design, marketing, and PR are all topics covered.
- 2005
Urbana, Illinois **Marketing Co-Coordinator Boneyard Art Festival**
Press and marketing coordinator for the Fifth Annual Boneyard Arts Festival. Coordinated and distributed press materials, coordinated design of press and marketing materials, and coordinator/lead manager of main event, the Cabaret.
- October 2004
Urbana, Illinois **Grand Opening of CDC**
Lead for Grand Opening of CDC, the University of Illinois' Community Design Center. Coverage in News Gazette Newspaper, The Hub Weekly cultural newspaper, Daily Illini University of Illinois newspaper.
- August 2004, 2005
Urbana, Illinois **Sweetcorn Festival Volunteer Coordinator, Marketing Coordinator**
Author of articles on urbanism and cultural organization in the Hub, local cultural newspaper. Press Representative to recruit Sweetcorn Festival's 400 volunteers, and interviews by Channel 3 News, Channel 15 News, UPTV local access station, and by The Daily Illini.
- August 2003
Urbana, Illinois **Lincoln Square Mall**
Lead for Public Forums for Lincoln Square Mall, Lead for Course Public Presentation Interviews by Channel 3 news, Channel 15 news, WILL public radio, and articles in News-Gazette newspaper and Daily Illini University of Illinois newspaper.

GRANT WORK

Facade Improvement Program

This grant was written to the City of Ottumwa requesting funds for a TIF financed facade improvement program. The program consists of a 25% matching grant up to \$10,000 per property and an interest buy-down component up to \$5,000 per property. Award amount \$150,000.

Historical Archives Engagement

Written with the UIUC Archives staff and a private consultant firm, this grant aimed to engage students and community members in cataloguing and creating learning programs for the architectural and urban planning archives in the UIUC library. Grant covered staffing, PR efforts, educational programming, and various materials. Award amount approximately \$30,000.

UIUC Community Design Center

Co-creator of proposal for seed funding of the University of Illinois' Community Design Center. Grant covered space funding, staffing, programming and miscellaneous materials. Award amount approximately \$70,000.

Galleria Design and Use

Research of Italian gallerias and efficacy within the urban landscape in terms of social issues and physical design. Grant covered travel expenses.

Imagining America Conference

Conference on higher education engaging community members using the arts and culture. Grant covered travel expenses and conference registration.

REFERENCES

- Himar Hernandez** Iowa State University Extension Services (641)682-5491
Community and Economic Development Specialist
101 North Court Street, Ottumwa, IA 52501 ... himarh@iastate.edu
- Andrew Morris** City of Moberly, MO (660)269-8705
City Administrator
105 East Third Street, Ottumwa, IA 52501 ... amorris@cityofmoberly.com
- Lisa Meid** Surface 51 (217)898-2418
Public Relations Coordinator
301 South Neil Street, Champaign, IL 61820 ... lisa@surface51.com
- Emily Talen** University of Illinois (217)333-3890
Major Professor, Doctoral Committee Chair, Associate Professor of Urban Planning
111 TBH, 611 Taft Drive, Champaign IL, 61820 ... talen@uiuc.edu