

# GENEVIEVE CLARE BORICH

URBAN PLANNING . DOWNTOWN DEVELOPMENT . PUBLIC RELATIONS . CIVIC ENGAGEMENT . MARKETING . DESIGN  
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## SUMMARY OF SKILL SET

I have an array of work experience in a number of different settings, many of which are quite unique. Many of my efforts have focused on supervising sustainability projects and programs including downtown revitalization, community development, historical preservation, economic development, urban planning, promotions, public relations, and urban design. Specific emphasis has been on facilitation of community participation and education in sustainable concepts, indicators, and implementation.

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## EMPLOYMENT

- 2007  
Toulon, Illinois
- Studio S27, Urban Design, Graphic Design, and Disaster Planning Firm  
**Urban Design Division Lead**
- Coordinated and supervised studio projects.*
- Sustainable Design Coordinator: specializing in LEED-ND, green development, and programs focusing on sustainability.
  - 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.
  - Graphic Designer: specializing in design of PR and marketing 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 Ottumwa Progress Incorporated'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 international case studies of sustainable neighborhood developments.*
- 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 sustainability, 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.

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## EDUCATION

- 2004 - 2008  
Urbana, Illinois
- University of Illinois at Urbana-Champaign  
**Doctorate, Urban and Regional Planning, ABD**
- Major Professor Emily Talen, Associate 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*

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## SKILLS SUMMARY

### 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, Auto-Cad 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.

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## LEADERSHIP, FORMER AND CURRENT RESPONSIBILITIES

Guest Lecturer for Iowa State University on Sustainability Topics in Rome, 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 Cochair 2005  
Urbana Sweetcorn Festival Marketing Cochair 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