

RESOLUTION NO. 2017- 331

A RESOLUTION APPOINTING MEMBERS TO THE VINELAND DOWNTOWN IMPROVEMENT DISTRICT MANAGEMENT CORPORATION BOARD OF DIRECTORS .

WHEREAS, Ordinance No. 90-99, passed on final reading by City Council on November 27, 1990, created a Special Improvement District within the City of Vineland, and established a District Management Corporation to provide services within the Special Improvement District; and

WHEREAS, said Ordinance No. 90-99, as amended (Ordinance No. 2014-8), provides that the Corporation shall be governed by a Board of Directors consisting of nine (9) members; with appointments by the City Council and appointments by the Mayor, and a member of the City Council appointed current to his term of office; and

WHEREAS, it is the desire of the City Council of the City of Vineland to appoint the following individuals to join the Council-controlled positions on the Board:

For a term expiring December 31, 2019:

Lizzy Kennedy (Resident)  
*(filling the unexpired term of Antoinette Finizio)*

NOW, THEREFORE, BE IT RESOLVED that those named above be and are hereby appointed as members of the Vineland Downtown Improvement District Management Corporation Board of Directors, pursuant to the provisions of Ordinance No. 90-99, as amended.

Adopted:

\_\_\_\_\_  
President of Council

ATTEST:

\_\_\_\_\_  
City Clerk

# Lizzy Kennedy

4679 Ascher Road • Vineland, N.J. 08361  
859-974-3777 • Lizzy.kennedy@comcast.net

A highly result driven professional with over 15 years of experience working in business development. Gained expertise in analyzing, developing and implementing strategic objectives that are not only cost effective but have obtained desired results.

## QUALIFICATIONS

- Business Management Academic Certificate
- Experience in developing and managing budgets
- Excellent oral and written communication skills
- Fluent in English and Spanish

## EXPERIENCE

### Marketing and Business Development Specialist Member's 1<sup>st</sup> of NJ Federal Credit Union

2015 - Present

- Responsible for researching and developing creative ideas for marketing campaigns
- Implement strategies, plans, and objectives for upcoming marketing campaigns or advertisements
- Evaluate current marketing trends and implement those that are most cost effective
- Negotiate contracts with vendors
- Do comparison analysis of past and present marketing campaigns
- Assists with advertising and media research
- Handle the advertising, communications, and posts on our social media sites
- Research new or upcoming businesses to promote credit union membership
- Collaborate with others in the industry for a joint effort in credit union awareness
- Responsible for hosting and managing community service efforts in our local communities
- Coordinate Financial Literacy Program for local schools
- Responsible for organizing and managing community events

### Member Services Coordinator YMCA of Vineland

2015 - 2016

- Responsible for overseeing the member services staff and the daily operations of the Y
- Implemented the first ever new employee orientation program
- Oversee the training of new and current employees on the policies and procedures of the member service desk
- Responsible for updating and implementing policies and procedures
- Responsible for assisting members and resolving members' complaints
- Prepare monthly membership reports for the Membership Director
- Responsible for the collection of returned payments
- Manage, organize and host special events throughout the year

### Store Trainer/Sales Control Representative Boscov's Department Store

2012-2015

- Oversaw, maintained and verified store's daily cash flow
- Responsible for verifying cash deposits
- Post deposit entries into accounting software
- Ensured all employees were trained on mandatory yearly risk management training

- Responsible for training employees on policies and procedures on cash-handling and managing cash registers
- Assisted associates with any questions in regards to the operations of the registers or any cash discrepancies
- Trained front desk employees on the daily operations of the customer service desk
- Responsible for helping associates with complex transactions
- Promoted company's credit card and maintained monthly goal

**Operations Manager/Compliance Officer/Member Service Supervisor** 2001 - 2010  
**Member's 1<sup>st</sup> of NJ Federal Credit Union**

- Oversaw the daily operations of 3 branches located in Cumberland and Salem counties
- Performed HR duties such as interviewing potential employees, performing background checks, collecting identifying documents for I-9 Forms
- Implemented the first employee incentive program
- Lead and trained our staff to provide excellent member service and comply with operational procedures and policies
- Ensure cohesive working environment in order to provide the best member experience
- Assisted frontline staff with complex transactions or situations resulting in a positive outcome
- Trained staff on yearly risk management and safety training
- Managed and maintained compliance programs
- Worked with other departments to established a well-rounded strategy to comply with federal government regulations
- Prepared monthly general ledger and compliance reports
- Worked with National Credit Union Administration (NCUA) auditors during audits
- Ensured representatives maintained their monthly goals
- Processed auto and personal loans
- Opened and closed branch offices

**EDUCATION**

Associates Degree in Business Management  
 Cumberland County College

2015

Bachelor's Degree in Psychology & Business Management  
 Rowan University

Current

**REFERENCES**

References are available upon request