

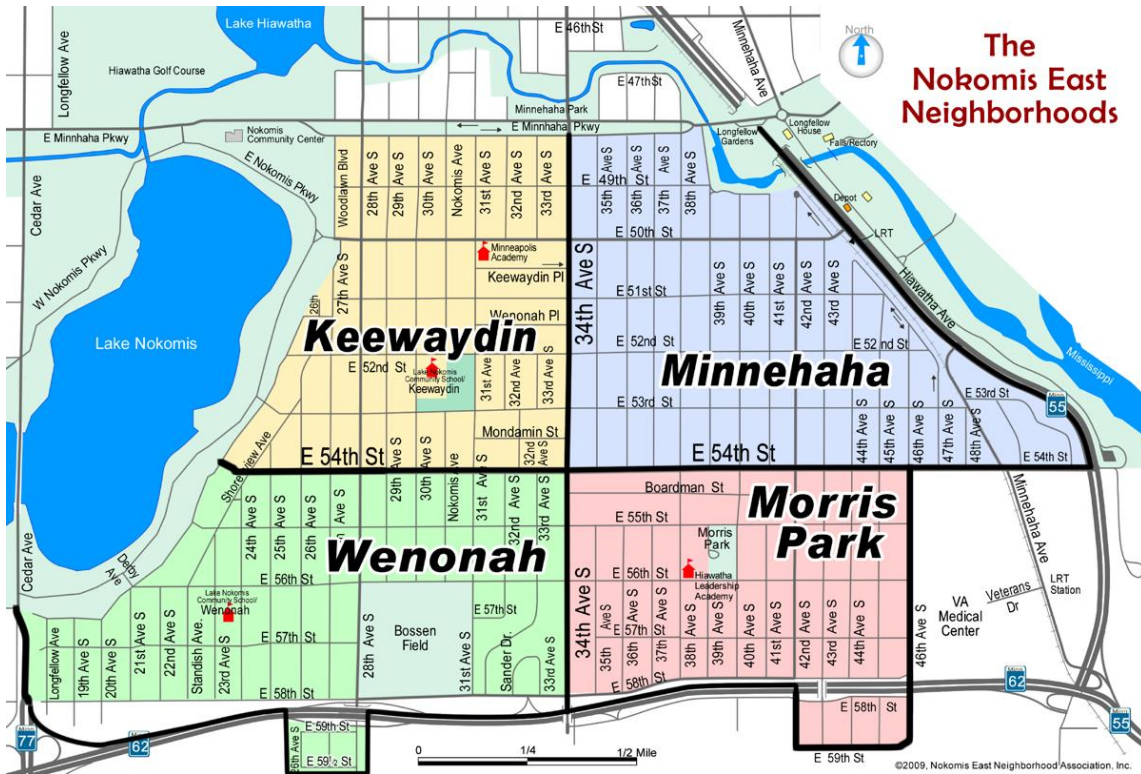
## Nomination Form – Part 2 Biographical Information

(Posted on the NENA Website)

Please Type or Print Legibly

Nominee Name: Aaron Weiss

Currently Serving on the NENA Board



### Board Seat Nomination (Check all that apply):

- |  |   |
|--|---|
| <p><input type="checkbox"/> Keewaydin Neighborhood Resident</p> <p><input checked="" type="checkbox"/> Minnehaha Neighborhood Resident</p> <p><input type="checkbox"/> Morris Park Neighborhood Resident</p> <p><input type="checkbox"/> Wenonah Neighborhood Resident</p> | <p style="text-align: center;"><u>And/Or</u></p> <p><input type="checkbox"/> Business Owner (Only eligible for At-Large Seat)</p> <p><input type="checkbox"/> Business Employee (Only eligible for At-Large Seat)</p> <p><input type="checkbox"/> Non-resident Property Owner (Only eligible for At-Large Seat)</p> |
|--|---|

### 1. Tell us about yourself and your experience in your neighborhood and in Nokomis East?

I bought my first home/condo in June of 2015 in the Minnehaha Place building. I currently live there with my boyfriend, Jerome, and our roommate, Ehren. I love the parks and green space the neighborhood has to offer as well as the great public transit options. I enjoy biking the trails and streets in the community. I have worked for Best Buy for 6 years, 3 years in Retail and 3 years in Demand Planning.

During the summer, we love spending time at lake Nokomis and getting lunch at the Nokomis Beach Coffee Café. Jerome and I both have a passion, but not necessarily a talent, for plants. This keeps us at Plantique throughout the spring and summer. We love having great small businesses within walking distance.

**2. Why are you interested in serving on the NENA Board of Directors? Describe your interests, skills, experience, hobbies, volunteer work or community involvement that will help your service on the Board?**

Why Serve on NENA Board:

Serving on the NENA board offers a huge opportunity to meet my neighbors, build up the sense of community, and make Nokomis East a better place to live. I am excited to leverage skills, honed working with other groups, to drive positive results for East Nokomis. I hope to help make Nokomis a better neighborhood to live and work in, build my network, and gain a new skill set.

Skills/Experience:

Over the past two years I have been a Lead for the Best Buy PRIDE Employee Resource Group leveraging relationships with nonprofits like Gay for Good, Human Rights Campaign, and Avenues for Homeless Youth. In the Best Buy PRIDE ERG Lead role, I developed and facilitated LGBT awareness training, developed a marketing plan to grow the group, and worked with cross function teams to maximize resources. These experiences will help guide me in how best to work with different community actors and drive consensus and results.

I have three years of experience in employee engagement leadership for Best Buy Demand Planning Operations. These responsibilities included developing team building exercises, providing volunteer opportunities, and facilitating large group (200+ people) meetings. These experiences will help me to drive the goals and strategic priorities outlined by the NENA board.

**3. What hopes, goals and concerns do you have for your neighborhood and Nokomis East?**

Enhancing the Neighborhood

- Organize monthly clean ups (trash in streets and yards)
- Intentional and meaningful financial investment in neighborhoods
  - Uncover unmet business needs from neighborhood and inform business council
  - Establish marketing goals around available financing through NENA offerings
- Explore options to address break ins and crime (neighborhood watch, connected home technology, etc)

**4. What hopes, goals and concerns do you have for NENA?**

My primary goal for the Nokomis East Neighborhood Association is to take thoughtful actions that make it the premiere neighborhood association in Minneapolis. Since 2014, the association has taken many steps towards strategic decision making, and thoughtful financial investment. I would like to continue these steps. I have a particular passion around marketing NENA and bringing awareness within the neighborhoods. The plan to diversify NENA's funding fits well into this plan.

**5. How will you reach out to the community during your Board term?**

- Community Night Out- This is the perfect opportunity to reach out and meet people in the neighborhood at community gatherings.
- Next Door Mobile App – This is a great venue to gain feedback and hear the community's concerns.

**6. What additional organizations, programs and events are you involved with?**

Best Buy Pride Employee Resource Group - Lead

Gay for Good - Member

Human Rights Campaign – Member

Cookie Cart – Volunteer