

July 10, 2015

Adam Chapdelaine, Town Manager
730 Massachusetts Avenue
Arlington MA 02476

Dear Mr. Chapdelaine,

I am writing to apply for one of the open positions on the Community Preservation Committee. As my enclosed resume illustrates, I have worked for over 20 years with community-based organizations and government leaders, both in my public health career and as a Town Meeting member and active volunteer in the Town of Arlington.

Successful CPC members will seek to understand and respect the different priorities and perspectives from the many stakeholders who have a vision for spending these funds. I have found that doing so always leads to better decision making. But the CPC must also integrate the many ideas into a pragmatic, fiscally responsible plan that nevertheless keeps sight of the purpose of the Community Preservation Act. The CPC will thus be tasked with a challenging balancing act, very likely centering around the legitimate need to offset qualifying short term expenses where appropriate, while also taking care to fund the long-term community preservation investments that we would not otherwise make.

My experience in my professional life and as a civic volunteer has prepared me well for these challenges. Although the professional portion of my resume speaks to my discipline of online communications in the public health and civic domains, all this work has required a great deal of collaboration with varied stakeholders, often in local communities.

I also became sensitized to the need for affordable housing in our community when I had the professional opportunity to work with the Housing Corporation of Arlington over a period of two years to help them with their online capacity. That experience continues to shape my vision for a vibrant Arlington enriched by welcoming people from all walks of life.

My varied volunteer experience in Arlington civic life has likewise afforded me many opportunities to learn how to get things done in town by working in good faith to bring people on board, and being open to new ideas. It's also taught me a great deal about town finance and the function of many town departments. I believe I would bring the same skills and experience to the CPC, and could help the committee strike the right balance between what is pragmatic in the short range, and what is visionary for the long term.

Sincerely,



Eric Helmuth

ERIC HELMUTH

33 Grandview Road, Arlington, MA 02476
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SUMMARY

Collaborative leader and team member with over 20 years experience working with community-based organizations and government leaders to improve public health, promote civic engagement and improve the quality of life in local communities.

TOWN OF ARLINGTON EXPERIENCE

- **Town Meeting Member, Precinct 12** (2010 – present)
- **Chair, Electronic Voting Study Committee** (2012 – 2015).
Led the successful effort to promote, study, finance, and build support for adopting e-voting in Town Meeting.
- **Board member, Arlington Heights Tower Association** (2011- present)
The Tower Association facilitates the cooperative maintenance of the Private Ways in Precinct 12.
- **Information Technology Advisory Committee** (2011 – present).
Projects have included an extended personal engagement assisting the Town Manager's office with planning, budgeting, and vendor selection for the new town website.
- **Arlington Recycling Committee** (2011 - 2012)

PROFESSIONAL EXPERIENCE

ONLINE COMMUNICATIONS CONSULTANT (2001-PRESENT)

Serving clients in the community nonprofit and government sectors, I provide strategic consulting for online communications and audience engagement. Clients include:

- **Housing Corporation of Arlington** (2011-2013)
Guided HCA through their website redesign and other online outreach projects.
- **Will Brownsberger for Congress**, (Feb. – Oct. 2013)
Director of Digital Communications.
- **Committee to Elect Will Brownsberger** (2012)
Managed digital communications for his successful Massachusetts state senate campaign.
- **Connecticut Health Foundation** (2001 – 2010).
Steered Connecticut's largest health philanthropy through two major website redesigns and many other digital initiatives.

BOSTON UNIVERSITY SCHOOL OF PUBLIC HEALTH DEPT. OF HEALTH POLICY & MANAGEMENT (1996-PRESENT)

Director, Internet Services (2005 – present)

Collaborating with a large team of academic and clinical experts, I manage the development and operation of health websites, web-based clinical research studies, mass email communications programs, and social media properties.

Editorial Director, JoinTogether.org (2001-2005)

Led a multidisciplinary team that produced a daily online news service and several digital properties for a national audience of local community leaders and policymakers working on substance abuse and gun violence.

National Outreach Coordinator, Join Together (1996-2001)

Ran online promotion for a major public policy and community empowerment initiative, funded by the Robert Wood Johnson Foundation, to help local communities and elected officials make better decisions about addressing alcohol, drug and tobacco addiction.

SUMMIT COMMUNITY PARTNERSHIP PROJECT, AKRON, OHIO (1993-1996)

Staffed a federally-funded community coalition working with local criminal justice agencies, public health officials, schools and faith communities to advance evidence-based alcohol, tobacco and drug prevention strategies.

COMMUNITY SUPPORT SERVICES, AKRON, OHIO (1989-1993)

Mental health counselor and clinical case manager for a public mental health services agency.

EDUCATION

University of Akron (1989) Master of Arts in Counseling Psychology

Cedarville University (1987) Bachelor of Arts in Psychology & Music Performance