

Michelle Ziel-Dingman
951 Limestone Drive
Idaho Falls, ID 83404

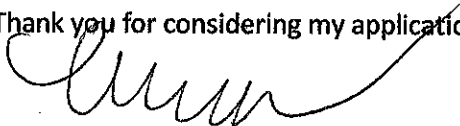
March 25, 2022

Dear Public Transportation Advisory Committee (PTAC),

Please find attached my application for a District 6 appointment to PTAC. Currently, I am in the middle of my second term on City Council and have discovered a passion and skills for public transportation that I would like to share in service to PTAC. As the President of the Idaho Falls City Council, Chair of the Greater Idaho Falls Transit Board of Directors, and 5+ year liaison to the Idaho Falls Regional Airport, I am fortunate to lead the conversation about transportation issues for our City.

My interest in public transportation began with an appointment by Mayor Rebecca Casper to the Bonneville Metropolitan Planning Committee, as I discovered the unique and complex way that MPOs work with stakeholders on transit planning. Since that time, I've been intimately involved with rebuilding a public transportation system in our city and believe that the skills I have gained in my roles would be useful to PTAC.

Thank you for considering my application,



Michelle Ziel-Dingman
Idaho Falls City Council President
Greater Idaho Falls Transit (GIFT) Board Chair



Public Transportation Advisory Committee (PTAC) Application Form

Required for Submission

Please include the following information:

- Cover Letter
- Letters of recommendation and/or references
- Conflict of Interest Statement (attached)
- Resume that includes work experience, educational background, and any other relevant experience.

Contact Information

Full Name: Michelle Pauline Ziel-Dingman
 Street Address: 951 Limestone Dr. City/State/Zip: Idaho Falls, ID 83404
 Phone: 208-206-4735 Email: mdingman@idahofalls.gov

Organization Affiliation (if any):

Name: City of Idaho Falls
 Street Address: 308 Construction Way City/State/Zip: Idaho Falls, ID 83402

District you are applying for:

District 1 ___ District 2 ___ District 3 ___ District 4 ___ District 5 ___ District 6



Conflict of Interest

As a member of the Public Transportation Advisory Council (PTAC), you will be leading and participating in meetings and processes related to public transportation.

This PTAC function requires that you fully disclose any real or potential conflict of interest that may influence or appear to influence your objectivity, judgment, or decisions. Based on the specific detail of any possible conflict of interest, you may be asked to recuse yourself from elements of the evaluation and recommendation process. If at any point you determine that a conflict of interest may exist, it is your responsibility to notify the presiding PTAC chair to determine the most appropriate action.

Examples of a conflict of interest, or the appearance of a conflict of interest, exist when a council member:

- Is directly or indirectly associated with the project applicant.
- Is employed, working as an intern, or considered for employment by the project applicant.
- Is a student or volunteer with the project applicant?
- Is providing, or intends to provide, direct or in-kind financial assistance related to the applicant or project application.
- Is elected to, appointed to, or employed by an organization that is providing, or intends to provide, direct or in-kind financial assistance to an applicant or the project application.
- Is a member of a committee or board, voting or otherwise, of the project applicant?
- Participated in the preparation of a submitted project application.
- Maintains an ownership position of any type, including securities or other evidences of debt, with the project applicant.
- Has a personal relationship with someone who has an interest in the project application.

The above examples and are not intended as a complete list. If you have any questions concerning possible conflicts of interest, contact Public Transportation Program Manager prior to signing this form.

I have read and fully understand this *Conflict of Interest Statement (Attachment A)* and will immediately advise the presiding PTAC Chair or the Public Transportation Program Manager of any potential conflict during my term on the PTAC.

Michelle Ziel-Dingman
Print Name

[Signature]
Signature

3/24/22
Date

Michelle Ziel-Dingman

951 Limestone Drive | Idaho Falls, ID 83404
(208) 206-4735 | michelleziel@gmail.com

EXPERIENCE

EXECUTIVE DIRECTOR

SNAKE RIVER ANIMAL SHELTER | 2022-CURRENT | IDAHO FALLS, ID

- Oversee and manage operations of a nonprofit animal rescue shelter with 15 employees and an operating budget of approximately \$800,000.
- Ensure that compassionate care for animals and humane education for the community is our top priority.
- Oversee the Idaho K9 Academy, a training program for dogs inside the shelter or owned by community members

COUNCILMEMBER & COUNCIL PRESIDENT

IDAHO FALLS CITY COUNCIL | 2016-CURRENT

- Elected Nov. 2015. Re-elected to my second term unopposed in Nov. 2019.
- Elected to serve as Council President in January 2020.
Re-elected to my second term as Council President in January 2022.
- Appointed to the Bonneville Metropolitan Planning Organization (BMPO) in Jan 2017. In January 2018, I was elected to the Chair of the BMPO Policy Board. I was re-elected as Chair in January 2019. I served in this role until January 2020.
- Appointed to the Targhee Regional Public Transportation Authority (TRPTA) Board of Directors in January 2020 to represent the City of Idaho Falls. In May 2020, I was elected as Chair of the TRPTA Board of Directors. I led the reorganization of TRPTA, formed the Assumed Business Name of Greater Idaho Falls Transit (GIFT), and am leading the re-launch of public transportation in Idaho Falls on behalf of GIFT.
- I serve as the liaison to the Idaho Falls Regional Airport (IDA) and am the longest serving liaison to any department in the City.
- My passion for transit planning has grown through these experiences.

VICE PRESIDENT OF MARKETING & OPERATIONS

BLUE PHOENIX BRANDING | 2019-CURRENT | IDAHO FALLS, ID

- Oversee the marketing and operations of a promotional product, printing, and apparel Proforma franchise.
- Our company was recently awarded our franchise's "Rising Star" award for our quick growth in the industry. We hit \$1M+ in sales in our second year (2019) and have continued to grow through 2021 with year-end sales closing at 20% over 2020.
- Spearhead marketing strategies and implementation for clients including direct mail, social media, and photography.

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COMMUNITY FOOD BASKET IDAHO FALLS (CFBIF)

2012-CURRENT | IDAHO FALLS, ID

- I have served CFBIF in a variety of roles including marketing and social media strategist/coordinator, public relations, event planner, newsletter manager, direct mail campaigns, Idaho Gives campaigns, donor appreciation, grant writing, website administrator, community speaker, and volunteer as both an independent contractor and with my positions in Artcore Visual Studio and Blue Phoenix Branding. I also seek volunteers and in-kind donations.
- In the spring of 2020, I transitioned into the contracted Development Director role after leading fundraising efforts for smaller projects since 2012 to coordinate a Capital Campaign to purchase their food storage warehouse. I still manage the general marketing of the organization but also lead fundraising efforts.
- We recently completed CFBIF's capital campaign with a final donation of \$51,500 from Melaleuca to purchase the warehouse. This final donation ended the campaign early, as my goal was to raise this extra \$750,000 during COVID-19 by 12/2022.
- Completed The Murdock Foundation 18-month "Essentials of Development" educational program on fundraising and case development.
- Created signature fundraising events including The CFB Hunger Games, Monsters Ball, and the 40th Anniversary Gala.
- Currently serve as the CFB Board Co-Chair and Secretary. This operates as a committee under the umbrella of Regional Council for Christian Ministry.

MARKETING MANAGER

FIN FUN / BLUE SPRING PARTNERS, LLC | 2016-2019 | IDAHO FALLS, ID

- Oversaw the marketing and creative functions of Fin Fun, the #1 online retailer of swimmable mermaid tails. Manage with enthusiasm and high standards the growing team of professionals and interns who produce copywriting, social media, videography, photography, events, children's programs, and influencer marketing plans.
- Provided vision for progressive, unique marketing techniques and opportunities. Ex: I revamped our annual Mermaid Mania program to produce measurable results including sold-out pool parties, national partnerships, and engaged brand ambassadors.
- Created data-driven promotional and sales programs to increase sales and profitability.
- Facilitated national public relations opportunities and nonprofit partnerships to increase brand exposure.
- Wrote and executed profitable email marketing campaigns utilizing advanced software.

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CHIEF EXECUTIVE OFFICER

ARTCORE VISUAL STUDIO | 2013-2016 | IDAHO FALLS, ID

- Managed the day-to-day operations and account management for a small, niche graphic design and advertising firm. Led a team of designers, programmers, and social media managers to use innovative thinking, community networking, and social media to attain marketing goals.
- Created marketing plans and provided strategic direction for a variety of Artcore Visual Studio clients. Worked one-on-one with owners and executives to set goals, produce marketing materials, implement plans, research, press releases, media and community events. Clients included businesses in retail, law, financial planning, health/beauty, political/elected officials, cleaning/restoration, and non-profits.
- Handled all media buying and placement on behalf of clients. Negotiated best rates and placement to meet the strategic vision of the client's plan. Lead production of print, radio, and video work.
- Updated the websites and social media accounts for Artcore Visual Studio's premier clients. Implemented campaigns and online advertising.
- Under my leadership, Artcore Visual Studio competed with agencies triple the size and longevity. During my tenure, the company received awards for several design/advertising implementations including print/brochure, T-shirt design, and logo design. The company continues to be profitable using the framework I created.

EXECUTIVE DIRECTOR

EASTERN IDAHO TECHNICAL COLLEGE FOUNDATION | 2011-2013 | IDAHO FALLS, ID

- Led fund raising efforts for the 501(c)3 organization of Eastern Idaho Technical College. Improved fund raising by over 15% during tenure. Utilized new online and traditional advertising techniques to improve community engagement.
- Worked autonomously to execute marketing and promotional strategies including managing the Foundation's website, social media, annual report, paid advertising, and publicity.
- Organized community and fund raising events from start to finish including attaining sponsors and coordinating with partners, vendors, media, volunteers and board directors. Increased profits of the Foundation's premier fund raising event, The Great Race for Education, by \$20,000 in the first year.
- Oversaw \$1.5M in investments and cash to ensure proper money management and oversight. Created and implemented annual budgets to maximize efficiency and fund raising profits.
- Worked in tandem with a Board of Directors consisting of fifteen (15) local business leaders for the greater good of the organization.

ADJUNCT INSTRUCTOR

EASTERN IDAHO TECHNICAL COLLEGE | 2010-2015 | IDAHO FALLS, ID

- Taught a variety of introductory and advanced classes related to social media, video marketing and business advertising strategy as part of the community education program at EITC. Classes were held in the evenings.
- Created all educational materials for instruction.
- Provided ongoing support for students.
- Worked with adjunct faculty coordinator to create exciting classes targeted at business professionals.

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MARKETING MANAGER

SNAKE RIVER LANDING & BALL VENTURES | 2008-2011 | IDAHO FALLS, ID

- Provided leadership in all aspects of strategic marketing and corporate branding for Snake River Landing and Ball Ventures projects.
- Created print-ready design materials including newspaper and magazine ads, brochures, posters, invitations.
- Organized community and VIP events from start to finish including attaining sponsors and coordinating with partners, vendors, media, volunteers and tenants. Directed more than 30 events at the property, driving event traffic to over 20,000 visitors annually.
- Wrote press releases, media quotes, and speeches for executive management.
- Directed social networking and publicity through outlets such as Facebook, Twitter and YouTube. Maintained website and blog for Snake River Landing.
- Prepared annual budget and related financial documents to control expenses and maintain long-term profitability for three business entities with a variety of funding sources. Meticulously forecasted and exceeded budgeting standards.
- Directed and produced video segments promoting various aspects of the project, events, promotions and current tenants.
- Engaged in public presentations five times per year to promote the vision of Snake River Landing.
- Cultivated relationships with area business leaders and community partners to ensure maximum participation and support of Snake River Landing's vision and goals.

MARKETING MANAGER

GRAND TETON MALL / GENERAL GROWTH PROPERTIES | 2005-2008 | IDAHO FALLS, ID

- Managed and tracked marketing expenses and income to maximize a healthy cash flow. In 2007, reduced expenses by \$20,000. Obtained alternative revenue through sales and sponsorships.
- Coordinated a variety of community, corporate-mandated and grand opening events.
- Managed up to ten seasonal and permanent office and customer service staff at both mall management and gift card satellite stations.
- Exceeded yearly non-profit fund raising goals for both Children's Miracle Network and Habitat for Humanity by nearly 10 percent.
- Assisted in exceeding property goals for NOI (up 7.7% over goal), alternative revenue (28% over goal), sales per square foot (up \$37 from 2007) and fund raising (up 25% over goal).
- Mentored six college-aged local students in the areas of marketing, customer service, fund raising, and event planning.
- Received training from the GGP College in Chicago, IL in a variety of areas including crisis management, safety planning, event coordination, fund raising, and more.

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PROFESSIONAL AFFILIATIONS & COMMUNITY SERVICE

- Idaho Falls City Council President, Seat 1, (2016–Current)
- Idaho Falls Civitans Project Member, President (2015–Current)
- President/Chair of the Greater Idaho Falls Chamber of Commerce Ambassadors (2014–2015)
- Mayor’s Scholarship Fund Committee Member (2014–Current)
- Idaho Falls Advertising Federation Board of Directors, Director of Marketing & Communications (2014)
- Greater Idaho Falls Chamber of Commerce Board of Directors, Vice-Chair of Programs & Events (2013)
- The Art Museum of Eastern Idaho Board of Directors, Secretary (2009–2012)
- EITC Foundation Board of Directors (2009–2011)
- Founder, Dancing with the Idaho Falls Stars, fund raising event for Relay for Life (Started in 2008)
- Greater Idaho Falls Chamber of Commerce Ambassadors (2008–2017)
- Community Youth in Action (CYA) Board of Directors (2019–Current)

HONORS

- Civitan Club of Idaho Falls Member of the Year (2020)
- Southeast Idaho Professional of the Year, Nominee (2015)
- Idaho Business Review “Women of the Year”, Nominee (2012)
- Aspen Award from the Idaho Small Business Development Center (2012)
- Accomplished Under 40 award from the Greater Idaho Falls Chamber of Commerce (2010)
- Idaho Business Review “Women of the Year”, Nominee (2009)

PROFESSIONAL SPEAKING ENGAGEMENTS (MOST NOTABLE)

- Keynote Speaker for Girl Scouts of Silver Sage “Shooting Stars” Banquet (2017)
- Inspirational Speaker at the Idaho Falls Education Association Celebration (2015)
- Keynote speaker for TEDxIdahoFalls (2014)
- Keynote Speaker: Women’s Business Symposium (2012)
- East Idaho Insurance Professionals (2011)
- East Idaho Association of Credit Unions (2010)
- Women’s Council of Realtors (2010)
- Grand Teton Mediation Association (2007)

SKILLS & ABILITIES

- Effective leadership
- Budget creation & management
- Non-profit board management & fund raising
- Event planning
- Influencer partnerships & sponsorships
- Public speaking
- Relationship building
- Advanced use of Facebook, Twitter, Instagram, LinkedIn
- Implementing campaigns
- Intermediate experience in WordPress, Weebly, & Nationbuilder web platforms
- Intermediate experience in Constant Contact, MailChimp & Bronto (Email Marketing)

EDUCATION

- 2005—University of Idaho | Bachelor of Science, Advertising with emphasis in Marketing
- Copywriter for the 2004–2005 Advertising Competition Team for University of Idaho (4th Place in Regional Competition)

Darrell M. West
BMPO Director
545 Shoup Ave #257, Idaho Falls, ID 83402
(208) 612-0539
dwest@bmpo.org

March 9, 2022

To whom it may concern,

I am writing this recommendation for City of Idaho Falls Councilmember Michelle Ziel-Dingman. Michelle has served on a couple of public transportation boards and has a wide range of knowledge regarding public transportation planning, programming, and other rules and regulations needed to evaluate conditions and make valuable decisions.

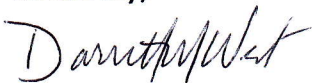
As the Director of the Bonneville Metropolitan Planning Organization (BMPO), I had the opportunity to work with Michelle as she served as a board member for the Regional Public Transportation Authority. During her tenure, she brought to the table a desire and commitment to ensure that services and operations were run with integrity, fiscal responsibility, and in coordination with federal rules and regulations.

Also, Michelle served for two years as the Chair of BMPO. Her leadership skills and ability to coordinate with other public entities on varying transportation issues and needs were exemplary.

I highly recommend Michelle Ziel-Dingman for District 6 Public Transportation Advisory Council (PTAC) member and am confident she will bring the same drive and dedication to PTAC.

If there is any other information I can provide, feel free to contact me at the email or phone number listed above.

Sincerely,



Darrell M. West



March 18, 2022

ITD – Public Transportation Office
Attn: Shauna Miller
206 Frontage Road
Lewiston, ID 83501

RE: Public Transportation Advisory Council (PTAC) District 6 Applicant Michelle Ziel-Dingman

To the Idaho Transportation Board:

It is my pleasure to recommend to you the appointment of Michelle Ziel-Dingman to serve in PCTAC's District 6 seat. Ms. Ziel-Dingman serves as City Council President for the City of Idaho Falls. She has a heart for service as evidenced by her tireless efforts to ease the suffering caused by food insecurity. She has also made a real difference in our community as she has worked to bring public transportation service back to the City of Idaho Falls.

Since Targhee Regional Public Transit Authority (TRPTA) closed in May 2019, Ms. Ziel-Dingman worked behind the scenes to revive public transit. We are thrilled to witness the rapidly approaching rollout of the Greater Idaho Falls Transit (GIFT) pilot program later this spring. Re-establishing public transit in Idaho Falls will provide accessibility and mobility for those needing access to and from their daily destinations. The public's demand for these services has been steady since TRPTA's closure 3 years ago.

Working through the TRPTA closure and having a front seat for bringing GIFT online have been tremendous learning opportunities for Ms. Ziel-Dingman. Her understanding and knowledge of transit administration is now significant. In addition, her ability to represent our community's concerns and need for safe, sustainable, and affordable public transportation will serve PTAC well. Just as her service has been a tremendous asset to the City of Idaho Falls, I am confident she will be no less so in representing the region. I believe that if there are concerns in other areas of District 6, she will waste no time becoming aware of and addressing them.

I see in Ms. Ziel-Dingman the qualities required to continue spearheading public transportation issues in both our region and in our state, and to impart her skills as a leader and champion of that cause. She is intelligent, curious, motivated, analytical, and tenacious. Her willingness to understand and anticipate the changing transportation landscape makes her an excellent fit for the District 6 seat. I am honored to support Ms. Ziel-Dingman's application to serve as a member of PTAC. Please do not hesitate to call on me should you desire more information.

Respectfully,

Rebecca L. Noah Casper, Ph.D.
Mayor, City of Idaho Falls