

# CITY OF NEW BEDFORD

## IN CITY COUNCIL

September 20, 2018

**RESOLUTION HONORING BRUCE MORELL, EXECUTIVE DIRECTOR OF  
PEOPLE ACTING IN COMMUNITY ENDEAVORS (PACE)  
ON THE OCCASION OF HIS RETIREMENT FROM PACE**

**WHEREAS**, Bruce Morell was born and raised in western Massachusetts where he completed his high school studies prior to attending Bridgewater State College and, for a time in the early 1980's, served as a coach for the New Bedford High School Swim Team and married his lovely wife, Suzanne; and together they are the proud parents of Ryan and Nicole, and loving grandparents to Maddox; and

**WHEREAS**, Bruce Morell worked for PACE's predecessor organization, ONBOARD, until the inception of People Acting in Community Endeavors (PACE) in 1982, at which time Bruce Morrell was called upon to become Director of the newly christened agency's Head Start Program, and after four years, was appointed Executive Director in 1986; and

**WHEREAS**, In the 1980's, Bruce Morell hit the ground running as Executive Director of PACE by accomplishing many great things, such as breaking ground for the Touraine Hotel restoration project, conducting the first local forum on AIDS, opening the Hispanic multi-service center, sponsoring the Hispanic Heritage Festival, beginning a housing rehabilitation project at 436 Purchase Street, creating the Public Access TV show aptly entitled, 'Pace Monthly', moving the Head Start program from Fort Rodman to the former Green School on Madison Street, and receiving one of only ten national HUD 'Urban Excellence Awards'; and

**WHEREAS**, Bruce Morell continued his vast efforts into the 1990's by organizing the South First Street Neighborhood Association through the 'ROC' (Reclaim Our Community) program, establishing the PACE Food Bank, partnering in the Neediest Family Fund, pioneering local 'Working Capital' micro-lending opportunities and winning a YouthBuild Grant, helping PACE to become an AmeriCorps site; and

**WHEREAS**, In the 2000's, Bruce Morell partnered with Greater New Bedford Regional Vocational Technical High School to create a dental sealant clinic for all 2<sup>nd</sup> grade students in New Bedford, continued to rehabilitate housing for sale to first-time, low-income homebuyers, expanded the Head Start program by opening a second location on Smith Street, led PACE to become the lead agency for the New Bedford AIDS Consortium, made PACE a host site for both the Clemente Course in the Humanities and a volunteer tax preparation effort and also led a city-wide ballot initiative to fluoridate the City's water supply; and

**WHEREAS**, Under the leadership of Bruce Morell, PACE has participated in many special projects within the community and, as more and more unique opportunities have come to light over the years, the organization has continued to provide its core services to thousands of area households, constructing a duplex for first-time homebuyers at 101-103 Tallman Street and a single family home on Jireh Street; PACE has deservedly received many honors, including a 'Drum Major' award at the 2016, Dr. Martin Luther King, Jr. Day Breakfast from the NAACP, and Mr. Morell himself being the recipient of the Sister Rose Award during the Community Development Block Grant Week for his work on the New Bedford Homeless Service Providers Network; and

**WHEREAS**, Bruce Morell, a kind man who is dedicated to serving people in need, has built a team of committed professionals at PACE, to whom he leaves a legacy of charity and his unquestionable love of humankind, and through his leadership and training, are ready to continue the good work that he has begun during his tenure at PACE; and

**WHEREAS**, On August 17, 2018, after thirty-six years of a distinguished career at PACE, it is with great sadness, but also the utmost respect, that his loving family, colleagues and fellow PACE employees will offer Executive Director Bruce Morell their heartfelt wishes for a long, happy and healthy retirement:

**NOW, THEREFORE, BE IT RESOLVED**, That the New Bedford City Council hereby sincerely thanks and honors **BRUCE MORELL, EXECUTIVE DIRECTOR OF PEOPLE ACTING IN COMMUNITY ENDEAVORS (PACE), ON THE OCCASION OF HIS RETIREMENT FROM PACE**, commends him for his exemplary career as the leader of PACE, and thanks him for his commitment, dedication and passion in his role as Executive Director of PACE; and further, **BE IT RESOLVED**, that the New Bedford City Council extends our warm and sincere best wishes to **BRUCE MORELL**, for a long, happy and healthy retirement.