



## CITY OF NEW BEDFORD

JONATHAN F. MITCHELL, MAYOR

June 2, 2020

City Council President Joseph P. Lopes and  
Honorable Members of the City Council  
City of New Bedford  
133 William Street  
New Bedford, MA 02740

Dear Council President Lopes and Honorable Members of the City Council:

I am submitting for your approval the **APPOINTMENT** of **PAULA POPEO** of 145 Union Street, Unit 6, New Bedford, Massachusetts to the **AIRPORT COMMISSION**. Ms. Popeo will be replacing Paul L. Barton. This term will expire in December 2021.

Sincerely,



Jonathan F. Mitchell  
Mayor

JFM/sds

cc: Airport Commission  
Paula Popeo



## CITY OF NEW BEDFORD BOARD & COMMISSION APPLICATION

The Mayor is seeking citizens who wish to serve on City Boards and Commissions established to assist and advise the City on specific matters. Please complete this application in full (attach a resume and other information which may assist the Mayor and the City Council in making its selection) and file it with the Personnel Office. The Mayor reserves the right to reject any application. Some appointments are subject to confirmation by the City Council.

Board/Commission applying for: (see reverse side) Airport Commission

Name: Paula Popeo

Email: - - - - -

Home Telephone: - - - - - Work Telephone: - - - - -

Residence Address: 145 Union Street, Unit 6, New Bedford Zip: 02740

Present Occupation & Place of Employment: Exec. Dir. Development, BCC

Educational Background: B.A. UMass Amherst, J.D. Suffolk Univ

Memberships in Community Organizations or Professional Groups:

Leadership SouthCoast '18, New Bedford Rotary, Member of MA Bar, MA Licensed Real Estate Broker ;prior member of MA Archives Museum(see resume)

City Boards and/or Commissions on which you have previously served:

As member of Leadership South Coast, assisted the EDIC on the revised version of the New Bedford Revitalization Plan; former elected Town Meeting member, Swampscott, MA

The reasons why you wish to be considered for appointment by the Mayor:

My position at Bristol Community College has piqued my interest in working to create a more vital South Coast region through education as well as through implementation of strategies that enhance workforce development and attract development to the region. Transportation is a vital component of any such plan. I also had the pleasure to work with the NB EDIC on the latest version of the City's Revitalization Plan.

Please detail specific areas of expertise:

20 years fundraising in the non-profit world and in higher education - UMass Boston and Bristol Community College; 10 years private practice of law in Boston and Salem, MA

Please detail specific areas of interest:

Maximizing educational opportunities for all South Coast residents, working to increase all modes of transportation to the area in order to attract business development and talent that meet the needs of the local economy

Available for meetings in the daytime ☐ evenings ☐ both ☒ (check one)

Resident of the City since what year: 2015

Appointees and incumbents may be required to file a Statement of Economic Interest, as required by the City Council Rules or the Mayor. The statement may require a declaration that you have no interest in conflict with the City of New Bedford. Please return your completed application to the Personnel Department, 133 William St., Room 212, New Bedford, MA 02740.

Applications will be kept on file for two years.

**I DECLARE UNDER PENALTY OF PERJURY THAT THE FOREGOING  
INFORMATION IS TRUE AND CORRECT.**

Signature of Applicant: Paula Popeo Digitally signed by Paula Popeo  
Date: 2020.05.30 09:54:41 -04'00'

Date: - - - - -

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***DEVELOPMENT EXPERIENCE***

**Bristol Community College**

**Executive Director of Development (2018 – present)**

***Development Office Achievements***

- One of eight members of the College President's Leadership Team that approves all major campus policy decisions and strategic planning initiatives
- Developed strategy and launched a \$2.5M campaign for the Attleboro campus securing the largest gift (\$1M) in that campus's history to build a new Library Learning Commons; currently working on a plan to raise \$15M for the New Bedford campus and \$2M for the Taunton Center
- Raised over \$1.43M in total new revenue in FY19
- Reorganized the Development Office to promote greater efficiencies in accordance with best practices to promote successful fundraising including data base upgrade, purchase of new equipment and transfer of all documents to an online system
- Implemented an online alumni engagement platform, Connect2Bristol with more than 500 members within its first year
- Oversaw 4 major college events including Scholarship Lunch, Manhattan Film Festival, Bristol Awards Night and the annual Golf Tournament
- Implemented employee giving campaign with plans to launch the first "crowd-funding" campaign on Giving Tuesday

***Bristol Community College Foundation Operations***

- Manage all operations including financial, for the Foundation with endowment assets of approximately \$19.6M.
- Serve as liaison to 26 member volunteer Board of Directors..
- Oversaw adoption of new By-laws, Investment and Spending Policy and new Gift Acceptance Policy in FY19
- Awarded record number of student scholarships for FY20 Academic Year totaling \$394,000; grants to faculty in the amount of \$75K and Emergency Loan funds to the college in the amount of \$30K
- Provide monthly Development Office and Foundation activity report and financials
- Directed implementation of new Fund Driver system that calculates the spending rate on endowment portfolio
- Works with Foundation's Finance Committee to monitor activity of the Foundation's professional investment team

**The University of Massachusetts Boston (2007 – 2018)**

**Assistant Vice Chancellor  
Leadership and Capital Giving**

**November, 2014 – present**

- Developed and implemented principal gifts strategy for campus-wide initiatives to build *corporate and foundation* donor base with primary focus on College of Science and Mathematics; Veterans Center of Excellence; and, School for the Environment's Nantucket Field Station operations.
- Successfully facilitated more than ten major corporate and/or foundation solicitations (6 and 7 figure gifts), several of which await disposition. Collaborate and/or write grant proposals.
- Developed and manage a portfolio of more than 25 corporate, foundation and individual prospects.
- Serve as campus liaison for the coordination of campus grant proposals to Eastern Bank Charitable Foundation with \$60K in grants received during this period.
- Solicited and received \$100K in corporate funding for the "build-out" of new dedicated space for the veterans' services office and expansion of academic counseling services.
- Prospect manager for outstanding renewal solicitations for two 7-figure pledges; successfully renewed commitments for two gifts totaling \$175K.
- Served with the Chancellor for two years as campus representative to Mass Fallen Heroes host committee.

**Director of Development**

**College of Science and Mathematics**

**January 2012 – October 2014**

- Developed and implemented principal gifts strategy with the CSM Dean resulting in over \$3.5M for support for CSM, more than 25% of all gifts raised by Advancement in this two year period. Gifts included a 6-figure gift and three 7-figure gifts, two of them among the largest individual gifts in university history.
- Secured \$75K commitment to fund new pre-med enrichment program, collaboration with Tufts University Medical School.
- Successfully solicited 3 new \$25K endowments.
- Developed and managed a portfolio of more than 100 prospects.
- Worked with the Dean to reorganize CSM Advisory Board and worked to create the Engineering Department's Industry Advisory Board, including the drafting of by-laws and operational guidelines.
- Served as membership committee liaison for Chancellor's Board of Visitors for recruiting and vetting Board members. Authored the by-laws and all amendments for the Chancellor's Board of Visitors.

**Major Gifts Officer**

**College of Nursing and Health Sciences**

**January 2011 – January 2012**

- Authored operational guidelines for Board of the College of Nursing and Health Sciences.
- Solicited and closed \$75K in endowments for nursing student support.
- As the first dedicated CNHS fundraiser, developed and managed a portfolio of nursing alumni and non-alumni.

**Director of Stewardship**

**October 2007 – January 2011**

- Managed the creation of a new Campus Center donor recognition wall and implemented the first annual celebration of support recognizing \$100K plus corporate and individual donors.
- Prepared annual donor endowment reports to donors and campus endowment managers.
- Wrote Chancellor's Advancement acknowledgements and correspondence.

**The University of Massachusetts Club  
Membership Director**

**June 2005 – August 2006**

- Raised \$10K from 30 donors (\$300K) in three months to cover Club "build out" for the launch of the new UMass Club. Worked with UMass Foundation Vice President to recruit a 60- member UMass Club Board of Governors headed by John Fish and Jack Welch. Closed more than 600 memberships in one year through collaboration with 5 – campus alumni boards through a series of events, solicitations, and club activity.

**PUBLIC AFFAIRS, NEWS**

**AND COMMUNICATIONS CONSULTING PROJECTS**

**1991 – 2007**

- Served a variety of clients in the government, media, and non-profit sectors with fundraising efforts, public affairs campaigns and event management projects. Clients included:
  - *Riverview School, Cape Cod (2007)*
  - *Salem State College (2005)*
  - *Quebec Delegation in Boston (2004 – 2005)*
  - *New England Canadian Consulate General (2004)*
  - *Northeastern University and Colette Phillips Communications (2003)*
  - *Peabody Essex Museum, Manager of Museum Events (2000 – 2002)*
  - *Peabody Essex Museum, Consultant (1997 – 1999)*
  - *Help for Abused Women and Their Children (1997 – 2000)*
  - *Press Secretary, Weld/Cellucci gubernatorial campaign committee (1994)*
  - *WCVB Channel 5, Researcher for news segment The Investigators, (1991 – 1994)*
  - *Assistant Press Secretary, Mayor's Office, Boston (1975 – 1976)*

**LEGAL EXPERIENCE**

1987 – 1989      **Attorney, Tinti, Quinn & Savoy, Salem, MA**  
1979 – 1986      **Attorney, Roche, Carens & DeGiacomo, Boston, MA**

**EDUCATION**

Legal:              **Suffolk University Law School, Boston, MA (J.D. 1978)**  
College:           **University of Massachusetts, Amherst, MA (B.A. 1974)**

**Cum Laude, Political Science**

**MEMBERSHIPS AND COMMUNITY SERVICE**

Massachusetts Archives Museum, Treasurer and member of the Board of Directors (2013 – present)  
Member in Good Standing of the Massachusetts Bar (1978 – present)  
Licensed Massachusetts Real Estate Broker (current) – (2009 – present)  
University of Massachusetts Club Board of Governors (2006 - 2013)  
Town of Swampscott Elected Town Meeting Member (1998 – 2000)  
Women's Bar Association of Massachusetts, Treasurer and Member of the Board of Directors (1981 - 1983)  
UMass Boston's representative on MA Fallen Heroes Annual Dinner Host Committee (2016, 2017)  
Class of 2018 Leadership South Coast – contributed to the revised "Regeneration Plan" for the City of New Bedford