



## **COLORADO RIVER HERITAGE GREENWAY PARK TRAIL ADVISORY COUNCIL APPLICATION**

On January 16, 2024, the Board of County Commissioners (“BCC”) approved the resolution to establish the Colorado River Heritage Greenway Park Trail Advisory Council (“Advisory Council”).

The Advisory Council broadly represents the diverse interests and needs of the recreational community in unincorporated Clark County as it relates to planning, maintaining, and protecting recreation in the Colorado River area. The goal of the Advisory Council is to advise and make recommendations to Clark County regarding recreation that also meets the County’s interests and needs pertaining to future economic growth and development while minimizing impacts where possible to recreation in the Colorado River area.

The Advisory Council is comprised of 5 members appointed by the BCC for a term of no more than 3 years. The BCC will appoint members who represent a broad spectrum of the recreation community in Clark County.

By accepting appointment by the BCC, Advisory Council members are expected to attend as many Council meetings as possible. If a Council member is absent for three consecutive council meetings, they shall be considered for replacement.

### **Application Overview:**

If you are interested in applying for membership on the Colorado River Heritage Greenway Park Trail Advisory Council, please complete the application below. If you have any questions related to the Colorado River Heritage Greenway Park Trail Advisory Council or the application process, please email [administrative.services@clarkcountynv.gov](mailto:administrative.services@clarkcountynv.gov).

**(Note: This document and accompanying materials become public record once it is received by Clark County.)**

**Full name (First, Middle Initial, Last):** Harold B Willett

**Home Street Address:** 3184 Del Monte Street

**Home Address City/State/Zip Code:** Laughlin, NV 89029

**Mailing Address:** 3184 Del Monte Street

**Mailing Address City/State/Zip Code:** Laughlin, NV 89029

**Employer:** Riverside Resort Hotel & Casino

**Occupation:** Graphics Manager

**Email Address:** [REDACTED]

**Cell Phone:** [REDACTED]

**Best Daytime Contact Phone:** [REDACTED]

**Relevant Affiliations:** Please list below any other committees you are currently serving on. Please list, if applicable, the jurisdiction and term of appointment. If you were appointed by an individual and not by a local jurisdiction, please include that information. If you need additional space, please attach an additional sheet of paper.

No current relevant affiliations.

**Skills and Experience:** Please provide a brief description of your qualifications; include any special skills, interests, experience, or training which you possess or have completed that would benefit the work of the Colorado River Heritage Greenway Park Trail Advisory Council. If you need additional space, please attach an additional sheet of paper.

My professional journey has equipped me with a keen understanding of the strategic role of marketing in driving positive change. I specialize in visual communication and photography, believing that compelling visuals are pivotal in conveying meaningful messages. This passion extends beyond the professional realm, as my active involvement in the off-road racing community has deepened my appreciation for well-maintained recreational spaces.

Prior to working in the entertainment sector, I was a Lieutenant at the Arizona State Prison Complex. In this role I wore many hats, but most notable was my role in the training and development of new and existing staff. I have always always found great pride in my ability to teach and train people from all walks of life. This role was pivotal in my develop leaders. I was able to effectively facilitate a large catalog of training courses to groups ranging from newly hired correctional officers, to AZDOC Wardens. I also received additional training and was a certified member of the Mohave County Crisis Intervention Team until I left my role in corrections.

My multifaceted background uniquely positions me to contribute to the Colorado River Heritage Greenway Park Trail Advisory Council.

**A resume and letter of interest is REQUIRED. Please attach it to this application.**



Resume



Letter of Interest

*I certify that the information provided in this application and supporting documentation is true and accurate to the best of my knowledge.*

*Ben Willett*

Ben Willett (Mar 4, 2024 12:35 PST)

Signature

Harold B Willett

Printed Name

Mar 4, 2024

Date

**Upon completing this form and hitting "Submit", it will be received by email.**

# BEN WILLETT

Passionate graphic artist with over 15 years of experience in visual communication. Throughout my dynamic career, I have had the privilege of collaborating with esteemed brands and community organizations, leaving an indelible mark on each project. Notable partnerships include the Bullhead City Parks Department, Laughlin Chamber of Commerce, and The Las Vegas Convention and Visitor Authority.

I thrive on transforming ideas into captivating visual narratives, believing my understanding of design to communicate messages that resonate. My commitment to excellence has earned me accolades in the industry, reinforcing my dedication to pushing the boundaries of visual storytelling.

With a proven track record of successful collaborations and a deep-seated passion for visual communication, I am ready to bring my unique blend of creativity and expertise to your team, elevating your brand to new heights.

## SKILLS

TOOLS I USE TO MAKE STUFF

Adobe Photoshop



Adobe Illustrator



Adobe In-Design



Adobe After Effects



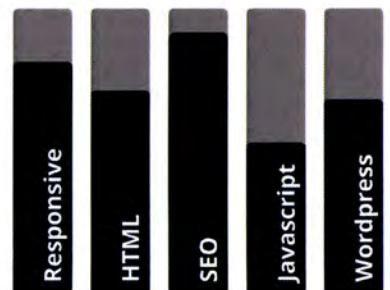
Adobe Premire Pro



Photography



WEB DESIGN



PHONE



EMAIL



INTSAGRAM



## EXPERIENCE

### GRAPHIC DESIGN MANAGER

RIVERSIDE RESORT HOTEL & CASINO 2020 - CURRENT

Experienced in working with cross-functional teams, I excel in translating business objectives into compelling visual strategies that resonate with target audiences.

### DIGITAL MEDIA ADMINISTRATOR

RIVERSIDE RESORT HOTEL & CASINO 2018 - 2020

Responsible for maintaining large scale digital signage network, coordinating social media content, managing multimedia libraries, and optimizing website assets.

### LIEUTENANT

ARIZONA STATE PRISON - KINGMAN COMPLEX 2014 - 2018

My experience includes enforcing policies and procedures, conducting security assessments, and overseeing day-to-day operations in a correctional environment.

## EDUCATION

2009 - 2011

Extensive coursework completed toward Associates degree in Business Management in Fine Arts

To whom it may concern,

I am writing to express my sincere interest in joining the Colorado River Heritage Greenway Park Trail Advisory Council. Having been actively involved in the marketing sector for several years, I am confident that my skills and experience will contribute significantly to the Council's mission and objectives.

Currently working as the Graphics Manager at Riverside Resort Hotel & Casino, I have garnered valuable insights into effective communication strategies and community engagement. My responsibilities encompass a broad spectrum of marketing functions. These experiences have honed my ability to leverage visual communication effectively, ensuring that messages resonate with diverse audiences.

In addition to my professional background, my involvement in the off-road racing community has provided me with a unique perspective on the importance of maintaining and enhancing recreational spaces. I have witnessed firsthand the positive influence that well-maintained trails and parks can have on community cohesion and well-being. This personal connection to outdoor activities fuels my dedication to contributing meaningfully to the development and preservation of recreational spaces along the Colorado River Heritage Greenway.

Understanding the strategic role that marketing plays in promoting community engagement, I am confident that my skills and insights can significantly contribute to the goals of the Advisory Council. My experience in leveraging marketing strategies to drive positive change, coupled with my passion for visual communication positions me as a dedicated and valuable candidate for this role.

I am enthusiastic about the opportunity to bring my skills to the newly created Advisory Council and contribute to the success of the organization. Thank you for considering my application. I look forward to the possibility of discussing how my background and passion align with the Council's objectives in further detail.

Sincerely,

Harold "Ben" Willett