



REQUEST FOR ACTION

Experience Rochester Board of Directors Board Appointments and Reappointment

MEETING DATE:

June 15, 2026

ORIGINATING DEPT:

City Administration

AGENDA SECTION:

Consent Agenda

PRESENTER:

Alison Zelms

Action Requested:

Approving the appointment of Collin Nash, Carol Lammers, Charles Brannon, and Barb Ward, and the reappointment of Jay Stoyles to the Experience Rochester Board of Directors.

Report Narrative:

According to the Experience Rochester Bylaws, the City Council is responsible for appointing Board Members based on a recommendation by the City Administrator. The Board recently amended its Bylaws to expand membership from five voting members to up to nine voting members, providing an opportunity to broaden the range of perspectives and expertise represented on the Board. Directors must live or work in the City of Rochester at all times during their respective terms.

The Bylaw amendments also allow the Board, at its discretion, to extend a member's term by one year to support continuity during periods of transition. At its May 2026 meeting, the Board exercised this authority and approved a one-year extension for Jacob Malwitz to support continuity as the Board expands.

Following the Bylaw amendments and the expiration of a prior member's second full term, the Board currently has up to five vacancies. One vacancy will remain open at this time to allow for future recruitment of additional perspectives and expertise. In order to ensure an orderly transition and future staggered terms. In addition to the traditional application, seven applicants completed a questionnaire (an eighth applicant, who will remain eligible for future appointment, was received after interviews were scheduled) and participated in an interview to inform the recommendation. The following appointments for traditional and transitional terms, and one reappointment are recommended:

- Jay Stoyles – Reappointment for their second three-year term ending May 31, 2029 – Mr. Stoyles currently serves on the Board and has provided valuable insight through his hospitality, sales, marketing, and business development experience. As a former sales executive with Broadway Plaza and an active participant in Rochester's hospitality and business community, Mr. Stoyles has contributed to discussions regarding visitor experience, downtown vibrancy, and board governance. Reappointment will provide continuity as the Board transitions to its expanded structure.
- Collin Nash – Appointment for their first three-year term ending May 31, 2029 (traditional) – Mr. Nash brings experience as a CPA, MBA, business owner, hotel owner, and real estate developer. His background provides a strong financial, entrepreneurial, and investment perspective, as well as insight into hospitality development and economic growth. Mr. Nash emphasized the importance of balanced representation and collaborative decision-making in support of

Rochester's tourism and economic development goals.

- Barb Ward – Appointment for their first three-year term ending May 31, 2029 (traditional) – Ms. Ward brings extensive hospitality sales, marketing, revenue strategy, and business development experience. In addition to her hospitality background, she has experience in education and nonprofit arts organizations. Her perspective will help strengthen connections between visitor attraction efforts, resident engagement, and community vibrancy.
- Carol Lammers – Appointment for their first five-year term ending May 31, 2031 (transitional) – Ms. Lammers brings more than 35 years of experience in communications, marketing, event planning, project management, and nonprofit leadership. Her experience includes work with large-scale events, strategic communications, governance, and community engagement. Ms. Lammers offers a valuable perspective on relationship building, destination marketing, and organizational stewardship.
- Charles Brannon – Appointment for their first five-year term ending May 31, 2030 (transitional) – Mr. Brannon is a longtime Rochester restaurant owner and is a hospitality leader with extensive involvement in local business and community organizations. His experience provides practical insight into the visitor experience, local business environment, and the importance of fostering a vibrant downtown and hospitality sector.

These appointments will help ensure the Board reflects a diverse mix of professional expertise, community perspectives, and industry knowledge while supporting Experience Rochester's mission to promote Rochester as a destination for visitors, conventions, events, and tourism-related economic activity.

Priorities & Foundational Principles:

Economic Resilience

Inclusive Decision-Making

Policy Considerations & DEI Impact:

The recommended appointments provide a broad mix of backgrounds, experiences, and perspectives that support effective governance and strategic oversight of Experience Rochester. Expanding the Board creates additional opportunities for diverse representation and community participation.

Prior Legislative Actions & Community Engagement:

The City Council has previously approved appointments to the Experience Rochester Board of Directors. The Board approved amendments to its Bylaws in 2026 to expand membership and allow limited term extensions for continuity purposes.

Fiscal & Resource Impact:

No fiscal or resource impact.

Alternative Action(s):

Council may choose to appoint different candidates or defer appointments for further recruitment and consideration.

Prepared By:

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Attachments: