

RESUME

Kristine F. Martinsek

**1993-Present Principal/Owner
Martinsek & Associates**

Martinsek & Associates is a project-oriented consulting firm specializing in public policy, development and execution of public information campaigns, marketing & public relations, government affairs, and special events.

Current Projects: Consulting, providing community involvement planning and outreach support services for

- I 794 Lakefront Gateway Project
- Menomonee River Parkway Reconstruction Project
- City of Milwaukee Streetcar
- Basement Connections, MMSD community storm-water reduction program

Previous Projects

Managing Public Involvement and Neighborhood Outreach:

St. Paul Bridge Reconstruction; City of Milwaukee Support for Business Program; Milwaukee Downtown Transit Connector Alternatives Analysis; Kenosha Racine Milwaukee Commuter Rail Alternatives Analysis; Racine Water Utility conversion to user fee; US Hwy 18 resurfacing and improvements to Bluemound Road/Moreland Boulevard in the cities of Waukesha & Brookfield, Village of Elm Grove, and Town of Brookfield; The design/builders of The Frontier Airlines Center; Milwaukee Canal Street Extension/Reconstruction in Menomonee Valley; Calhoun Road improvements, City of Brookfield; Port Washington Main Street reconstruction project; Beerline B in Milwaukee's Brewer's Hill area; Racine Main, Sixth Street, Seventh Street reconstruction projects, streetscaping and development of arts district

Consulting, business development, planning:

Milwaukee Metropolitan Sewerage District, DOC grant assistance; City of Milwaukee Comprehensive Plan; Southeast Wisconsin Professional Baseball Park District minority and women business participation program for the design and construction of Miller Park; Milwaukee Public Schools Long Range Facility Planning and Bay View cluster facilities planning facilitator; Kinnickinnic River Business Improvement District creation and financing; Milwaukee Public School Neighborhood Schools Initiative monitoring participation of historically underutilized business

Consulting, event planning and production:

Safe & Sound; International Joint Commission; International Conference of City County Management Association; Milwaukee City Hall Historic Rededication; Congress on the New Urbanism; Americans for the Arts; International Association of Assessing Officials; National League of Cities; Milwaukee Institute of Art and Design; Wisconsin Gubernatorial Inauguration of Governor Jim Doyle; Inaugural ceremonies for Milwaukee Mayor Tom Barrett and members of the City Council; National Association of Counties; US Conference of Mayors; National Governors Association; National Conference of State Legislators; City of Milwaukee Sesquicentennial

Community Service

Board of Directors Wisconsin Executive Residence Foundation; Chair of Wisconsin Women's Council; Board of Directors Boulevard Ensemble Studio Theatre; Board of Directors Greater Milwaukee Foundation Women's Fund; Mayoral appointee Milwaukee Metropolitan Sewerage Commission, Finance Committee and Public Policy Committee; Board of Directors Greater Milwaukee Convention and Visitor's Bureau; Board of Directors Milwaukee World Festivals; Board of Directors Friends of Lakeshore State Park; Board of Harbor Commissioners, Economic Development Committee Chair.

Previous Employment

**1992-1993 President & CEO,
Great Lakes Communications**

Led a direct mail and telemarketing firm employing 400 people with offices in Milwaukee and Madison specializing in issue advocacy and fund raising for nationwide progressive initiatives.

**1988-1992 Marketing Director
Department of City Development**

Responsible for managing staff and resources to develop, implement and administer projects and events promoting Milwaukee as a tourism and convention destination as well as a good place to live and do business. Led the city's Riverwalk development team.

**1984-1987 Director of Housing Development and Rehabilitation
Department of City Development**

Responsible for managing staff and resources required to develop and administer the city's low income housing rehabilitation and development programs. Served as President of Neighborhood Improvement Development Corporation, a 501C3, overseeing neighborhood and commercial revitalization lending programs.

**1980 – 1984 General Manager
Milwaukee World Festivals, Inc. (Summerfest)**

Responsible for managing staff, maintaining facilities, developing and managing budgets, and overseeing all contracting for production of Summerfest, Ethnic Festivals, and events taking place on the Henry Maier Festival grounds.

**1974 – 1980 Project Monitor
Milwaukee Community Development Block Grant Program**

Worked in Milwaukee's low income neighborhoods with organizations and people applying for and receiving community development block grant funding. Reviewed funding requests, program effectiveness, and evaluated outcomes against stated goals.

**1974 Marketing Associate
Milwaukee Brewers**

Produced promotions and events for Milwaukee Brewers baseball.

**1971 – 1973 Promotions Assistant
Taubman Company**

Produced events and promotions for the developers of Southridge and Northridge Malls

Education

1968-1971 Attended University of Wisconsin Milwaukee and University of Wisconsin Madison with Liberal Arts focus