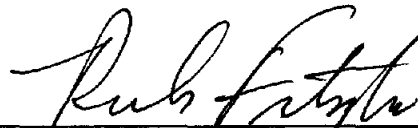


## APPOINTMENT

Approving the appointment of Sean Brady to serve as a member of the Allegheny County Parks and Recreation Commission for a term to expire on December 31, 2007.

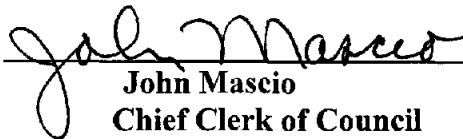
In Council June 1, 2004.

Read and approved by Motion of Council.



\_\_\_\_\_  
Rich Fitzgerald  
President of Council

Attest:

  
\_\_\_\_\_  
John Mascio  
Chief Clerk of Council



OFFICE OF THE CHIEF EXECUTIVE

County of Allegheny

101 COURTHOUSE • 436 GRANT STREET  
PITTSBURGH, PENNSYLVANIA 15219  
PHONE (412) 350-6500 • FAX (412) 350-4360

1520-04

April 15, 2004

Honorable Council President and Council Members  
Allegheny County Council  
119 County Courthouse  
Pittsburgh, PA 15219

Dear Council Members:

Please find the attached resume of Sean Brady, whom I am recommending for appointment to the Allegheny County Parks and Recreation Commission ("Commission").

The purpose of the Commission is to advise the Director of Parks and Recreation on budget issues, fees and charges, personnel recruitment and training, and general operating responsibilities. Pending confirmation, Mr. Brady will serve the remainder of Larry Schweiger's term due to his resignation from the Commission. Therefore, Mr. Brady's term will end December 31, 2007.

Mr. Brady currently serves as Program Director at the Western Pennsylvania Field Institute. He has created many outdoor programs, like TriAnglers, a program that brings people to Point State Park to fish during lunch. Mr. Brady is currently working to map all the trails of local parks to better manage and promote the outdoor experience in Western Pennsylvania. His expertise will inform the work of the Commission.

I appreciate your consideration, and ask you to act on this appointment as quickly as possible. Mr. Brady will make himself available for review by County Council, if members of Council wish to speak with him.

Sincerely,  
  
Dan Onorato

cc: Sean Brady  
Shawn Fox, Office of the Chief Executive of Allegheny County

Clarks &amp; Rec.

## Nomination for 40 Under 40 – Sean Brady

**Sean Brady**

**Program Director**

**Western Pennsylvania Field Institute**

304 Forbes Ave., 2<sup>nd</sup> Floor, Pittsburgh, PA 15222

(412) 255-0564 (W), 412-417-5825 (C)

shbrady@wpfi.org

Home address:

3323 Delaware Avenue, Pittsburgh, PA 15214

**Please Note:** Most of the following information was taken directly from the nomination of Sean Brady by Michael Schiller for the 2003 *Pittsburgh Magazine* and Pittsburgh Urban Magnet Project (PUMP) "40 Under 40" list of honorees:

### **40 Under 40 Winner**

"40 Under 40" recognizes 40 talented individuals under the age of 40 who are making a positive impact on the region's development. Chosen from a nomination pool of more than 160 candidates, Sean Brady and the other honorees were chosen based on their vision, passion, commitment, visibility, diversity of interests and involvement in their communities.

### **Raising an Organization from Scratch**

As Program Director for the Western Pennsylvania Field Institute, Sean has created dozens of new activities and programs that have never before existed and/or never been publicly available here in Pittsburgh. Sean was the first person I hired at WPFI when we started the organization in July 2001 and he has worked tirelessly to design and deliver cool outdoor activities to people in the region.

Sean understood and bought into the mission of the Western Pennsylvania Field Institute right from the beginning. He turned down a much more lucrative job offer to join WPFI and has played a key role in the effort to promote this region's outdoor recreation and to actually get people out there enjoying and recreating in the outdoors.

Starting from scratch two years ago, Sean has developed a programming schedule for WPFI that awes everyone who sees it and realizes that WPFI is less than two years old. The schedule includes more than 500 outings during 2003; 250 of these occur in the four summer months of May through August. Across the course of calendar year 2003 WPFI will sponsor more than 5,000 participant days in the field (one person on an activity for some part of a day) while generating customer satisfaction results that consistently deliver average scores of 4.6 or higher out of 5.0.

### **Developing Effective Programs**

Sean has invented and produced a number of activities that are unique to the region. One of the most popular and successful is the TriAnglers, a program that gets people fishing at Point State Park every Wednesday during lunch time. Every Wednesday between 11:00 AM and 1:30 PM Sean and WPFI, along with a team of volunteers that Sean has recruited, supply 50 fishing rods, bait, tackle and expertise to anyone who wants to join them in Point State Park to fish. Everyone from business people in suits and ties or a dress and heels to students at the local City High charter high school to tourists just wandering around downtown will join them for an urban fishing experience. They often get more than 70 or 80 participants each week who collectively catch an average of 70 or 80 fish each week. All

## Nomination for 40 Under 40 – Sean Brady

fish are released back into the rivers. In 2003, the TriAnglers caught and documented twenty-five different species of fish. The data from the 2002 and 2003 fishing seasons was provided to assist in recruiting the prestigious Bassmaster's Classic tournament to Pittsburgh in 2005. The tournament brings approximately \$23 million in potential revenue to the city.

Sean is the force behind the Laurel Mountain Bike Festival. He designed and produced the first of these last July and is currently organizing the second one – to be held this July 25 to 27. Western PA has such great mountain biking trails and there is a dedicated group of bikers who ride them, but Sean was the first to organize these folks into a festival to promote the sport to other folks, generate a sense of community among participants and build in some education about Leave No Trace and volunteer trail maintenance. Last year's festival attracted 250 participants.

Some of the other unique and creative outings that Sean has created and produced include:

- Carp All Night – produced in conjunction with Pat Clark and Ground Zero, Sean has run all night fishing from 12 midnight to 6:00 AM after FLUX and Art All Night events.
- Spokes and Splash – a combination bike ride and canoe float that is suitable for all ages, but is especially designed for families with kids.
- Mountain Bike fly fishing – rather than walk in to the good fishing spots, Sean has delivered programs that allow folks to ride in on mountain bikes, thus covering more ground and maybe catching more fish in a given day.
- Japanese Knotweed Feast – Using this invasive exotic plant's edible qualities to raise awareness of what it looks like and the problems it creates.
- Doggie hikes and doggie backpacking – Especially designed for folks with dogs, these trips have been a big hit at WPFI.
- Women only outings. Sean has worked hard to deliver a series of women-only outings, led by women, which involve everything from hiking, biking and canoeing to fly-fishing and cross-country skiing. )
- Japanese fish printing. In conjunction with the Pittsburgh Center for the Arts and also the Greater Pittsburgh Arts Alliance, Sean has developed several innovative programs that combine the arts with outdoor recreation. Besides fish prints, other programs have included kite-making, sketching, nature journaling, hiking tours and biking tours of arts districts and museums.

All of this is on top of the regular programs run by WPFI of hiking, kayaking, canoeing, rock-climbing, caving, fishing, mountain biking, trail biking, Wilderness First Aid classes, naturalist training classes and more.

### Community Building

In doing all this, Sean has built relationships with countless other organizations and agencies. He has been the primary liaison between WPFI and the PA DCNR (Department of Conservation and Natural Resources), all the individual state parks, Pittsburgh Parks Conservancy, PA Fish and Boat Commission, Pittsburgh CitiParks, Allegheny County Parks, Allegheny Land Trust, Three Rivers Rowing Association, Arts organizations, etc. and dozens of local retailers and outfitters.

Working with Director of Allegheny County Parks, Andy Baechle, Sean is helping to map the trails of county parks to help inventory, manage and promote the county parks as the pride and joy of this region. A major part of this process is building consensus among hikers, bikers, and equestrians to work together.

## Nomination for 40 Under 40 – Sean Brady

Sean serves actively on Sustainable Pittsburgh's Urban Cycling Committee, is a volunteer Land Steward for the Western PA Conservancy, and has been active in the Planning Committee for the redesign of Point State Park.

In terms of making the western PA region an attractive place to live, work and play, Sean is walking the walk. Outing by outing he is changing the way people think about Pittsburgh and western PA with the hope that it becomes more well known for its terrific outside adventures than its smoky past.

### Unique

Sean demonstrated incredible passion and commitment to the mission of getting people outdoors, of making it fun, of making these activities something that everyone ought to want to do. He clearly has a passion for the outdoors and works long hours, including many weekends in the field leading trips, to deliver the message and outings to the world.

What sets Sean apart is that he is terrific at many different roles required in delivering excellent programs. By nature of his position, in any given week or even day, Sean serves as a trip organizer and planner, as manager, guide, naturalist, coach, instructor, cook, and practitioner. Good at all these aspects, Sean delivers excellent programs to his participants and leaves everyone feeling good about themselves, the outdoors and the new friends made on each outing.

What also sets Sean apart is that he is creative enough to generate new program ideas and simultaneously practical enough to implement them. He is open to suggestions and ideas from WPFT's customer base and able to find ways to deliver on many of them.

Sean is one of a small number of certified Wilderness First Responders (WFR) in the region. He is also certified as a Boating and Water Safety Instructor.

### EDUCATION

- Carnegie Mellon University  
M.A. Professional Writing 1994
- Allegheny College  
B.S. Biology 1989

### PAST WORK EXPERIENCE

- ServiceWare, Inc.  
Technical Writer/Systems Analyst 1996-2001
- Pannier Corporation  
Technical Writer 1994-1996
- University of Pittsburgh Medical Center  
Biomedical Technician 1989-1991



OFFICE OF THE COUNTY COUNCIL  
**County of Allegheny**

ROOM 119 • 436 GRANT STREET • PITTSBURGH, PENNSYLVANIA 15219  
412.350.6490 • 412.350.6499 (FAX)

**RICH FITZGERALD**  
DISTRICT 11  
PRESIDENT

May 4, 2004

**WAYNE FONTANA**  
DISTRICT 12  
VICE-PRESIDENT

Sean Brady  
Program Director  
Western Pennsylvania Field Institute  
304 Forbes Avenue, 2<sup>nd</sup> Floor  
Pittsburgh, PA 15222

**JOHN DeFAZIO**  
AT-LARGE

**DAVE FAWCETT**  
AT-LARGE

Dear Mr. Brady:

**RON FRANCIS, JR.**  
DISTRICT 1

This is to inform you that Council President Rich Fitzgerald, Chairperson of Council's Committee on Appointment Review, has scheduled an Appointment Review Committee Meeting for 4:00 PM, **Thursday, May 20, 2004** in Conference Room One, 119 County Courthouse.

**JAN REA**  
DISTRICT 2

**TOM SHUMAKER**  
DISTRICT 3

The Councilman requests your presence at the meeting to discuss your nomination for appointment to the Allegheny County Parks and Recreation Commission. He indicated that those of you that were nominated for reappointment should be prepared to answer questions including how long you have served on the board, your biggest accomplishments on that board, and what you envision your future goals to be if reappointed.

**DOUG PRICE**  
DISTRICT 4

**VINCE GASTGEB**  
DISTRICT 5

**JOAN CLEARY**  
DISTRICT 6

Those of you that are new nominees should be prepared to answer questions relative to your background and qualifications and what you hope to accomplish if appointed.

**CHARLES MARTONI**  
DISTRICT 8

**C.L. JABBOUR**  
DISTRICT 9

If you have any questions regarding this please contact me at 412-350-6495.

**WILLIAM RUSSELL  
ROBINSON**  
DISTRICT 10

Sincerely,

**BRENDA FRAZIER**  
DISTRICT 13

John Mascio  
Chief Clerk  
Allegheny County Council

**JOE CATANESE**  
CHIEF OF STAFF

**JOHN MASCIO**  
CHIEF CLERK

JM/fb



RICH FITZGERALD, PRESIDENT

County of Allegheny

ROOM 119 • 436 GRANT STREET • PITTSBURGH, PENNSYLVANIA 15219

412.350.6575 • 412.350.6499 (FAX)

RFITZGERALD@COUNTY.ALLEGHENY.PA.US

June 7, 2004

Sean Brady  
Program Director  
Western Pennsylvania Field Institute  
304 Forbes Avenue, 2<sup>nd</sup> Floor  
Pittsburgh, PA 15222

Dear Mr. Brady:

This is to inform you that at the Regular Meeting of Council held on June 1, 2004, Council approved your appointment to serve as a member of Allegheny County Parks and Recreation Commission for a term to expire December 31, 2007.

Congratulations on your appointment.

Sincerely,

Rich Fitzgerald, President  
District 11 Representative

RF/fb

OFFICE OF THE COUNTY COUNCIL



# County of Allegheny



## PARKS DEPARTMENT

ANDREW G. BAECHLE  
DIRECTOR

June 21, 2004

Sean W. Brady  
Program Director  
Venture Outdoors  
304 Forbes Avenue, 2<sup>nd</sup> Floor  
Pittsburgh, PA 15222

Dear Mr. Brady:

On behalf of Honorable Chief Executive Dan Onorato, Office of the County Manager and Members of County Council, the Department of Parks, in conjunction with the Members of the Parks Commission would like to congratulate you on your recent appointment to serve as a member of the Allegheny County Parks Commission.

Enclosed please find An Ordinance, No. 53-02, Bill No. 0822-02, outlining the responsibilities of the Parks Commission.

A complete packet of information will be provided to you at the next scheduled Parks Commission Meeting taking place on Tuesday, July 20, 2004 at the Settler's Cabin Wave Pool. The meeting will commence at 8:15 a.m. and continue through 11:15 a.m. Transportation will be provided to the Park on the County Bus. Please forward your e-mail address to my attention in order to receive additional information.

Best wishes for a most successful term of service. If you have any questions, please do not hesitate to contact my office at (412) 350-2460.

Sincerely,

Andrew G. Baechle  
Director - Parks Department

- |   |                                |
|---|--------------------------------|
| cc: Dan Onorato, Chief Executive                  | John Oliver, Chairman          |
| James M. Flynn, County Manager                    | Karen Wolk Feinstein, Co-Chair |
| Members of County Council ✓                       | Joseph B. Natoli               |
| Joan Cleary, Chair of Parks Commission            | William J. Bates               |
| Clarence J. Hopson, Deputy Director of Recreation | Duane T. Ashley                |
| Parks Executive Staff                             | George R. Kemp                 |

