



Team Introduction

Boulder City - Strategic Plan Facilitator

Zimmerray Studios

804 Los Tavis Way
Boulder City, NV 89005

Zimmerray Studios is a small firm with offices in Seattle and Las Vegas, co-founded in 2008 by longtime friends and colleagues Harry Ray and Robert Zimmer. Harry and Robert each have more than 25 years of experience in the field of architecture and design, both having worked for large firms on all sizes of projects. With this background Zimmerray Studios brings the understanding of large projects and organizations to a small and personal practice of architecture.

Prior to co-founding this firm, Harry and Robert worked collaboratively with Lucchesi Galati on client-focused and vision-driven projects such as the Public Outreach program for the Regional Transportation Commission of Southern Nevada, and the Experience Enhancements of the Las Vegas Convention Center for the Las Vegas Convention & Visitors Authority.

Zimmerray Studios maintains and enjoys several long-term relationships with an impressive list of consultants and colleagues, offering clients an established collaborative team dynamic that provides value from the very starting point of a project.

Lucchesi Galati

500 Pilot Road, Suite A
Las Vegas, NV 89119

Established in 1986, Lucchesi Galati has evolved from a traditional architectural practice to a multifaceted consultancy. We are a community of peers who use our skill and care to nurture organizations, society, and the environment. We work collaboratively with like-minded people, and our activities are grounded in learning and teaching. Through the substantive disciplines of sustainability, architecture, and sociology, we empower our people to design tailored processes grounded in empathy and innovation. Moreover, we believe in a multifaceted philosophy of "People-Process-Place," which results in tangible, transformational experiences for our clients, their communities, and beyond.

"I feel like Lucchesi Galati's biggest contribution to the project was just helping us to chart the overall strategy to get to the end result that we wanted. And they really kept us on course, kept us focused, and really helped us see the end from the beginning"

Jacob Snow

General Manager
Regional Transportation Commission
of Southern Nevada



Boulder City - Strategic Plan Facilitator

Lucchesi Galati is comprised of talented individuals with varied backgrounds and interests. Among these dynamic professionals are licensed architects, interior designers, construction managers, process designers, and facilitators, many of whom are LEED Accredited Professionals. Each person brings a unique yet complementary passion to the firm, with interests and advocacies that include:

- Architecture and interior design excellence
- Environmental sustainability and conservation
- Sociology
- Research and urban studies
- Strategic Planning
- Community outreach and facilitation
- Cultural anthropology
- Ecology
- Marketing and brand expression
- Practice innovation
- Building Information Modeling (BIM)
- Construction administration and management

Lucchesi Galati has a history of contribution to our profession and community, and a reputation as a leader in environmental stewardship through conscientious design. Whether collectively or individually recognized, our dedicated staff has been honored numerous times by clients, peers, civic organizations, public agencies, and industry publications. We are proud to include the *2009 American Institute of Architects Nevada Sustainable Practice Award* among this list of acknowledgements.

Strategic Solutions

7936 W. Sahara Avenue
Las Vegas, NV 89117

Strategic Solutions was founded in 1997 by its current President, Terry Murphy. Our company is among the most recognized and respected government relations and public affairs firms in Nevada.

Our culture is predicated on a "can do" approach to consensus building, uniting diverse interests to achieve common goals. Our associates specialize in problem solving, communications, and government and community relations.

Our professional service history includes managing all public outreach and communications processes for large-scale public works projects, public relations for high-profile private developments and non-profit initiatives, and facilitating stakeholder management functions for vital infrastructure projects.

We base our decision-making and the advice we dispense to our clients on sound research, deeply rooted knowledge of our community, and a desire to always leave situations better than we found them. Strategic Solutions is a team assembled to offer the very best of what we each offer in terms of resources and professional services.

We pride ourselves on our expansive service to public sector agencies, a respect for the expenditure of public funds, an unparalleled track record of success, and for caring and creating effective vehicles for citizen participation.

Why this team?

We are a collaborative team that thrives in working with neighborhood groups. We are strategic thinkers who are always searching for the best way to tackle a problem. We are experienced in working with community members and organizations. We are interested in gathering meaningful information that can be used to achieve your goals. We are easy to work with, and citizen groups like us.

Why Harry?

Harry Ray is a Boulder City resident and local BC business owner who first came to Nevada in 1965. Harry's wife, Lisa, was born in Boulder City and enjoys living in the same town with four generations of her entire family. The City of Boulder City is a very important part of everyday life in the Ray household. Harry's 30-year background in design and planning bring an acute awareness of the challenges and opportunities facing the City. His prior experience with public outreach and facilitation programs, in addition to his personal affection for his own home town, make him uniquely qualified to assist with the process of updating the City's Strategic Plan. Plus, he's literally five minutes away, should you require an impromptu meeting.

Why Craig?

Craig Galati is a native Las Vegan and loves working with people. A successful businessman, Craig

understands the power of a vision and a sound strategic plan, as he has participated in charting the course and managed Lucchesi Galati for the past 20 years. Craig is former chairman of the City of Las Vegas Planning Commission, and the 2004 recipient of the prestigious DeBoer Excellence in Planning Award from the American Planning Association. He has facilitated hundreds of workshops for citizen groups and public and private client organizations.

Why Veronica?

She's organized, she's focused, and she is great with people. Veronica Mabe will keep the project on track and will ensure that its goals are met. (It's a tough job, but somebody's got to do it!) Veronica excels in stakeholder interviews and has a true understanding of community issues. She will orchestrate the team for maximum effectiveness.

Why Jason?

Simply put, he's the best research and survey guy around. Jason Gray will implement sound research methodology and prepare survey scripts and questionnaires that will elicit credible, non-biased data that will be used to assist the City in understanding the generalized population. He is a master at analyzing data and putting it in usable, friendly formats. And, for a statistician, Jason is a really good guy.



Harry O. Ray, AIA – Principal Architect/Planner/Facilitator

Harry Ray's 30-year career began in Las Vegas, his home town since 1965. His initial architectural experience was gained through an array of work ranging from large and long-term projects such as the original expansion of the McCarran Central Terminal to small and personal church facilities. Harry offers extensive architecture, development and facilitation experience having worked in Seattle, Washington and Las Vegas, Nevada for such companies as NBBJ, American Nevada Corporation, and Lucchesi Galati. Harry's talent and interests as a firm principal of **Zimmerray Studios** have resulted in a diverse resume of valuable professional experience in cultivating relationships, business organizational guidance, group facilitation, project planning, and project management.

Harry's personality and temperament are particularly suited to gathering unfiltered data and working in groups to synthesize and formulate information to produce meaningful and useable direction. As a team member on the RTC's Regional Fixed Guideway Citizens Participation Program, he collaborated in the formulation and facilitation of a steering committee comprised of a cross-section of community representatives charged with the year-long task of recommending a technology and route for a proposed valley-wide public transportation system. Harry helped guide the process to gather, synthesize and report data from many stakeholder groups. Throughout the process he was involved in the facilitation of neighborhood outreach meetings, community informational meetings, client communications, and final reporting.



Education

Master of Architecture
University of Washington

Bachelor of Arts in Architecture
University of Washington

Registrations

Nevada
Washington
NCARB Certified

Experience in Nevada

- RTC Regional Fixed Guideway Citizen Participation/Outreach/Education Program; Clark County, Nevada
- LVCVA Customer Experience Enhancements at the Las Vegas Convention Center; Las Vegas, Nevada
- Hang Time Sports Complex; Boulder City, Nevada
- Green Valley Presbyterian Church Religious Education Building; Henderson, Nevada
- Volunteers of America, Senior Community; Boulder City, Nevada
- Lake Mead View Estates Custom Residence; Boulder City, Nevada
- Cielo Vista High-Rise Condominiums; Las Vegas, Nevada
- Otto Merida Desert Villas; Las Vegas, Nevada
- Bank of America Plaza Remodel; Las Vegas, Nevada
- CSAA District Office and Car Care Facility Design; Henderson, Nevada
- Salvation Army Adult Rehabilitation Center; Las Vegas, Nevada
- The Crossing A Christian Church; Las Vegas, Nevada
- Big Brothers and Big Sisters Nevada Headquarters; Las Vegas, Nevada
- American Nevada Corporation Headquarters; Henderson, Nevada
- McCarran Airport Central Terminal Expansion; Las Vegas, Nevada

Experience with Municipal Projects in other States

- Westin Hotel at Denver International Airport; Denver, Colorado
- Seattle Tacoma International Airport South Terminal Expansion; Seattle, Washington
- Tri-County Regional Transportation Planning Project; Washington
- Downtown Seattle 5-Station Transit Project; Seattle, Washington
- SeaTac Int'l Airport Concourse Improvements; Seattle, Washington
- University of WA Husky Stadium - West Stands; Seattle, Washington

Membership/Service

- American Institute of Architects (AIA), Director, Las Vegas Chapter
- Las Vegas Green Council, council member
- University of Nevada Las Vegas, School of Architecture Part Time Instructor

Craig S. Galati, AIA – Principal/Planner/Facilitator

Craig Galati is a native Las Vegas and has been active in both the community and the field of architecture since 1983; a direct result of his commitment garnered him as a member of the "Most Respected CEOs in Nevada for 2009." He joined **Lucchesi Galati** in 1988 and became one of our firm's principals in 1990. Craig focuses on transformative strategic solutions that result in organizational and operational excellence. Through his passion for workshop facilitation and public outreach, Craig has provided invaluable clarity and direction on community-based projects for multiple public and private organizations. He is highly respected for his integrity and dedication to the architectural profession, and has received numerous honors throughout his career. Moreover, Craig is a sought-after presenter who has spoken on subjects such as visioning, strategic planning, business ethics, and customer service to myriad organizations on the local regional, and national level, including the American Planning Association, American Public Works Association, Urban Land Institute, Society for Marketing Professional Services, Nevada Library Association, Lied Institute for Real Estate Studies, Purdue University, and National Association of Industrial and Office Properties.



Education

Bachelor of Architecture
University of Idaho

Registrations

Colorado
Idaho
Montana
Nevada
New Mexico
Oregon
Washington
NCARB Certified

Experience

- RTC Regional Fixed Guideway Citizen Participation/Outreach/Education Program; Clark County, Nevada
- City of Henderson Neighborhood Services Division Citizen Participation/Outreach/Education Program, including:
 - 2004 Serene Country Estates Neighborhood Survey
 - 2004 Interdepartmental Team (I-Team) Survey
 - A Citizen's Guide to Neighborhood Associations
- North Las Vegas Teen & Senior Center Feasibility Study, leading to our design of SkyView Multigenerational Center; North Las Vegas, Nevada
- LVCVA Customer Experience Enhancements at the Las Vegas Convention Center; Las Vegas, Nevada
- City of Henderson Parks & Recreation Master Plan; Henderson, Nevada
- Mesquite Urban Corridor Development Plan; Mesquite, Nevada
- SoSA Vision Plan & Design Guidelines; Las Vegas, Nevada
- City of Henderson Utility Services Department Needs Assessment & Long-Range Master Plan; Henderson Nevada
- Clark County Regional Flood Control District Flash Flood Awareness Surveys; Clark County, Nevada
- Volunteers of America Senior Living Community; Boulder City, Nevada
- Aliante & Alexander Libraries; North Las Vegas, Nevada
- The Library at Anthem Program and Design; Henderson, Nevada
- Henderson Chamber of Commerce and Henderson Development Authority - Board of Directors Visioning Facilitator; Henderson, Nevada

Membership/Service/Honors/Publications

- Society of Marketing Professional Services, Las Vegas Chapter President
- Featured in "Most Respected CEO's," *Nevada Business*, February 2009
- Las Vegas Planning Commission, 1997-2003 (Chairman, 2001-2002)
- Henderson Chamber of Commerce, Board of Directors, 2001-2003
- American Planning Association, 1997 - Present
- LV Chamber of Commerce Government Affairs Committee, 2002- Present
- Las Vegas Chamber of Commerce Leadership Las Vegas - Class of 1996
- 2010 Silver Medal - American Institute of Architects, Nevada
- 2004 DeBoer Excellence in Planning Award - American Planning Assn.
- 2003 Community Achievement Award - Business
- 1996 Service Award - American Institute of Architects Nevada
- *Admit It! 21 things you already know but apparently have forgotten about client service*, 2006
- *A Man in Transition: Reflections on Relationships, Leadership, and Life*, 2008

Veronica A. Mabe, CPSM – Community Liaison/Project Manager

Veronica Mabe is a long-time Las Vegas valley resident with over 25 years of professional experience in the fields of architecture, engineering, banking, and government contracting. Her background—infused with diverse knowledge of research, coordination, marketing, and management—uniquely informs Veronica's role with **Lucchesi Galati**. As the firm's Community Liaison, she serves in a dual capacity, working with our marketing team to strategize and develop relationships with the business community, and participating on project teams as a project manager and liaison between our clients, our in-house and consulting teams, and the community-at-large. In the latter capacity, Veronica's responsibilities include the cultivation of client relationships; organization of personnel resources and internal project information; coordination of public meetings and workshops; and creation, maintenance, and analysis of "public input" databases.

In addition to her project responsibilities, Veronica has also served on Lucchesi Galati's Board of Directors and Advisory Board, and played an integral role in the development of the firm's brand identity and expression.



Education

Bachelor of Science
Business Administration
University of Nevada, Las Vegas

Experience

- RTC Regional Fixed Guideway Citizen Participation/Outreach/Education Program; Clark County, Nevada
- City of Henderson Parks & Recreation Master Plan; Henderson, Nevada
- LVCVA Customer Experience Enhancements at the Las Vegas Convention Center; Las Vegas, Nevada
- U.S. Fish & Wildlife Service - Corn Creek Visitor Center, Basis of Design Report; Desert National Wildlife Refuge, Nevada
- Las Vegas Chamber of Commerce - Internal Messaging for Office Relocation to *Town Square* Commercial Center; Las Vegas, Nevada
- Harrahs Entertainment, Corporate Culture Enhancements; Las Vegas, Nevada
- Volunteers of America Senior Living Community; Boulder City, Nevada
- Lucchesi Galati Internal Visioning Process/Brand Expression Rollout; Las Vegas, Nevada

Certification/Membership/Service

- Certified Professional Services Marketer - 2009
- Certified as a Grant Proposal Writer - 2009
- Lucchesi Galati Advisory Board - 2009
- Lucchesi Galati Board of Directors - 2006-2008
- Society for Marketing Professional Services, 2001 - Present
- Invited Panelist, "Proposals Done Right," SMPS July 2008 Luncheon

Training/Conferences/Continuing Education

- SMPS /PSMA "Build Business" National Conference, 2005
- MWHU Americas Knowledge-Based Marketing Conference, 2004
- MWHU Americas "Resumes for Marketers" Online Training Session, 2003
- MWHU Americas "Water & Wastewater 101" Seminar, 2003
- MWHU Americas, Sales Training Workshop, Thomas R. Cutting Consulting, 2001
- Special Events Planning, University of Nevada Las Vegas, 1999
- Supervisory Committee Conference, O'Rourke Sacher & Moulton, 1997
- "Tools & Techniques for the Beginning Auditor," Institute of International Auditors, 1996
- Risk Management Seminar, CUNA Mutual Group and the Las Vegas Credit Union League, 1996

Jason Gray – Vice President of Research

As Research Division Vice President at **Strategic Solutions**, Jason Gray assists clients in various capacities. Jason is the primary administrator of the firm's Research Division, developing comprehensive research programs for clients that conform to the highest methodological principles. In applying the knowledge he has acquired through collaboration with various government agencies and private enterprises, Jason is also highly effective in helping clients meet their goals in organizational development, strategic planning, and community outreach.

Jason's role on the Boulder City Strategic Plan Update will be implementing the research methodology and preparing the instruments, i.e. survey scripts and questionnaires. He will be charged with the data analysis and drafting an executive summary of the baseline findings.



Education

Bachelor of Science
Political Science and
International Relations
Boston University

Prior Experience

Prior to joining Strategic Solutions, Jason was employed as a Government Affairs Analyst with the Las Vegas Chamber of Commerce. His areas of responsibility included the supervision of all research design and data analysis functions at the Chamber's Center for Polling and Research.

In addition to public opinion polling, Jason has conducted community-based market research surveys for various public, private and non-profit agencies; including

- Regional Transportation Commission of Southern Nevada
- Nevada Public Radio
- UNLV's International Gaming Institute
- Southern Nevada Health District
- Nevada State Health Division
- Greenspun Media Group
- Station Casinos
- MGM Mirage

Jason was tasked with mobilizing a membership of 7,000 diverse businesses through the Chamber's Grassroots Organization for Action and Leadership (GOAL) program. Active participation in the GOAL program, created to educate the business community about public policy and legislative issues affecting free enterprise in Nevada, doubled under Jason's guidance.

Membership/Service

Jason's service to the business community includes tenure on the Clark County Business Development Advisory Council (CCBDAC), a group of community stakeholders established by the Clark County Board of Commissioners to enhance and promote public/private partnership opportunities for minority and women-owned businesses.

He is a 2009 graduate of the Las Vegas Chamber of Commerce Leadership Las Vegas program.