

Application for Service

Profile

Melissa

First Name

Ceriale

Middle Initial

Last Name

230 S Ocean Blvd

Home Address

Suite or Apt

Palm Beach

City

FL

State

33480

Postal Code

mceriale@mac.com

Email Address

Mobile: (203) 820-4608

Primary Phone

Alternate Phone

Question applies to multiple boards

I am a resident of the Town of Palm Beach (Initial below)

Msc

Question applies to multiple boards

Please attach proof of Town of Palm Beach residency. Failure to attach proof of residency shall be grounds to reject your application. Proof of residency shall be either a copy of your Florida's Driver's License matching the address of your residence as shown on this application, a copy of a utility bill in your name at the residence address shown on this application, or by providing an original, fully executed and notarized Declaration of Domicile with this application.

Question applies to multiple boards

[VERIFIED - KMC](#)

Please upload proof of residency

Which Boards would you like to apply for?

Shore Protection Board: Submitted

In what area of town do you live?☒ Midtown

Interests/Experience

Question applies to Shore Protection Board

Why are you interested in serving on the Shore Protection Board?

Continuing my service to the town.

Question applies to Shore Protection Board

How many meetings of the Shore Protection Board have you attended in the last year?

All

Please indicate if there are any periods of time for which you will be unavailable for meetings.

None

Question applies to multiple boards

If you have served on any boards/commissions/committees in the Town of Palm Beach or elsewhere, please list them and include details such as length of service, attendance record, etc.

SPB since 2016. I believe this would be my last service extension due to town limits now.

Question applies to Shore Protection Board

Please list your qualifications specifically relevant to shore protection, including any degrees or certifications you possess.

History of service. Hopeful that it will count!

Question applies to Shore Protection Board

Please describe your experience with the design and/or construction of coastal protection projects.

Working with Robert Weber and Town Staff for the past several years on groins, sea walls, Woods Hole resiliency.

Question applies to Shore Protection Board

Please describe any particular knowledge or experience you may have regarding alternative or emerging shore protection technology or coastal management processes.

Engagement with organizations like the Aspen Institute on Climate Change and technology, continual reading on advancements in the field, reliance on experts that have been hired by the Town of Palm Beach and others.

Are you a member of any of the following organizations? (Check all that apply)

- ☒ Palm Beach Civic Association
- ☒ Preservation Foundation of Palm Beach

Present Occupation

Homemaker

No. of years

Past occupation(s)

Hotel Sales, Construction Management

No. of years

Please provide details regarding your educational background:

BS, Michigan State University, Hospitality, Restaurant and Institutional Management

Upload a Resume

Have you ever been convicted or pled guilty or nolo contendere to a crime other than minor traffic violations?

☐ Yes ☒ No

If you are currently serving on a Town board, commission, or committee, please identify in the space below and check the "I Agree" box indicating that you will resign from that position if you are appointed to the position you are seeking in this application.

I agree that I will resign from the board, commission, or committee if I am appointed to the position I am seeking in this application.

☒ I Agree

To enable Town Council to consider potential conflicts of interest, please list the family members who live and/or work in the Town of Palm Beach, including your spouse, parents, siblings or children.

None

Demographics

Melissa Ceriale

Question applies to Shore Protection Board

The following information is needed to facilitate Town reporting requirements in Florida Statute 760.80. Please check one in each category.

Some boards and commissions require membership to be racially, politically or geographically proportionate to the general public. The following information helps track our recruitment and diversity efforts.

Ethnicity

☒ Caucasian/Non-Hispanic

Gender

☒ Female

Physically Disabled

☐ Yes ☒ No

I hereby certify that I have read the sections of the Town Code of Ordinances for the particular board/commission/committee that I have selected above and have noted the description of the board/commission/committee and its members' duties, and further I have read the regulations concerning absences and conflicts of interests. I certify the information given by me is true and complete to the best of my knowledge and belief. I understand that any falsification of material facts will be grounds for rejection of this application of dismissal after appointment.

☒ I Agree

Question applies to Shore Protection Board

Please attach proof of Town of Palm Beach residency (as listed above) with this application.

Please note that Board/Commission applications will expire on December 15 each year.

SHORE PROTECTION BOARD

The Shore Protection Board acts in an advisory capacity and makes recommendations to the Town Council in matters relating to shore protection, coastal management, beach nourishment, coastal armoring, the sand transfer plant, and matters relating to the Town's Lake Worth lagoon shoreline. The scope of the Board shall include long term planning, budgeting, lobbying, public education, and intergovernmental coordination. Members of the Board shall possess knowledge of or interest in shore protection, coastal management, and/or beach nourishment. The Board shall be composed of seven members to be appointed by the Town Council. Members of the Board shall serve for terms of three years. Each member of the Board is required to be a resident of the Town of Palm Beach, except that one member of the Board may be a non-Town resident who possesses specific knowledge or skills directly related to shore protection, coastal management, and beach nourishment. The Board shall hold at least four meetings per year and more if deemed necessary.

Melissa Ceriale

Melissa S Ceriale

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Palm Beach, FL 33480

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Mceriale@mac.com

Skills

- Public Speaking
- Philanthropy
- Development
- Activism
- Project Management
- Hospitality
- Entertaining

Experience - Healthcare, Education and Other

Montefiore Medicine / Board of Trustees, Chair of Development

August 2013 - PRESENT, Bronx, New York

Chair of the Montefiore Medicine Foundation and active member of both the development and governance efforts of the Montefiore Health System in the Bronx for the past decade. As one of the nation's premiere Accountable Care Organizations, MM is a leader in population health and providing transformational care to the poorest congressional district in the United States.

Einstein College of Medicine / Board of Trustees

August 2020 - PRESENT, Bronx New York

Officially a trustee to the Einstein College of Medicine this past summer as well as an advisor and overseer for the past 4 years during the acquisition of one of the country's top-ranked and highly-funded NIH research and medical education facilities by Montefiore Medicine. While heading development for the Einstein College of Medicine for the past four years, now also active in the governance of both the medical education of our next generation's leaders in medicine and the science and research of this institution.

Montefiore School Based Health Clinics / Advisory Council Member

August 2019 - PRESENT, Bronx New York

As a key fundraiser and leader in the expansion of the nation's leading school-based health clinics, worked to establish a formal Advisory Council to change the landscape for school programs in the Bronx and around the country. Although the Advisory Council is a recent creation, have been a key member of this work for a decade. Currently serving 40% of all kids in the Bronx, our SBHC's are providing full healthcare

including physical, dental, vision and social medicine to this constituency in their school settings as well as telemedicine with the onset of Covid-19 restrictions. We have established state and federal funding along with private philanthropy partnerships to bring the full spectrum of health delivery to all children in the Bronx and to also show communities across the country that this can be done with tremendous long-term savings on all levels.

The Aspen Institute / Society of Fellows

July 2019 - PRESENT, Aspen Colorado

Actively participate in Aspen Institute programming, serving as an advocate and ambassador, and upholding the Institute's commitment to a free, just, and equitable society. Established the inaugural programming in Palm Beach, FL in March of 2020.

Shore Protection Advisory Council / Board Member

December 2015 - PRESENT, Palm Beach Florida

Active in the beach management activities in the county of Palm Beach, FL, working with local community members and town staff to oversee and advise the Town Council of Palm Beach on appropriate actions to protect both the residents and structures of the county as well as the waters and wildlife of our ocean. We are keenly observing the science of global climate change and the effects on our shorelines of this coastal state.

The Cornell Institute for Healthy Futures / Inaugural Council Member

November 2015 - PRESENT, Ithaca New York

As an inaugural funder and founder of the Institute, an integral part in furthering research and education across the disciplines of hospitality, design and healthcare. In part preceded by the establishment of Medicare and Medicaid funding requirements, working to firmly implant customer service-facing skills in the space of healthcare delivery and also bringing new technologies and data on the impact of facilities and design in overall health and well-being.

Teach For America, Connecticut Chapter / Member

August 2009 - August 2013, Connecticut

Participated in fundraising and the Sponsor A Teacher programs, mentoring both first and second year corps members in their journeys.

Achievement First Academy / Board Member

September 2009 - October 2010, Bridgeport Connecticut

Contributed to the critical thinking of the Bridgeport-based AF school as well as the expansion of the organization into Rhode Island and Brooklyn, NY.

Prospect Design & Build, LLC / Principal

February 2004 - August 2017

Established and ran a design/build firm for home restoration and new build. Worked for many clients in the construction management role of all phases of design, implementation and cost management of projects across the country.

Marriott Hotels and Resorts / Sales

August 1986 - October 1995

Worked in group sales on both a national level while based in Washington DC from 1986-1989 and then on a local level while based in San Francisco, CA from 1989-1995. Cultivated relationships within the national association market in the DC area for their convention and meeting business both across the country and in San Francisco. Rose to prominent sales level within the industry during this tenure.

Education

Michigan State University / Bachelor of Science; Hotel, Restaurant and Institutional Management

September 1982 - May 1986, East Lansing, Michigan

Graduated with a degree in HRI Management while holding employment on-campus as a TA in food management and off-campus in retail sales. Worked throughout my academic progress with both spring and summer internships for Marriott Hotels and Resorts in Washington, DC, Anaheim, CA and Atlanta, GA

Philanthropy and Politics

The Melissa and John Cerial Family Foundation / President

November 2009 - PRESENT, Palm Beach, Florida

As a family, we stand for human rights and equality for all. Therefore, the Cerial Family Foundation promotes equality of access and opportunity for disadvantaged people through the support of educational, environmental, health, and arts and culture programs.

Biden-Harris Transition Team

Biden for President, Finance Committee

Harris for President, Finance Committee

DCCC Speaker's Cabinet

DSCC Speaker's Cabinet

Florida Alliance

Florida Democratic Party