



Application to City Board or Commission

CITY OF LONG LAKE
450 Virginia Avenue, PO Box 606
Long Lake, MN 55356
Phone / 952-473-6961

APPLYING FOR:

- City Council Planning Commission Park Board EDA
 LMCC Resident Representative
 Other _____

Applicant Information

Name Kelly Grady
Residence Address Greenhill Lane
Residence City, State, Zip Long Lake, MN 55356
Primary Phone _____ Alternate or Work Phone _____
E-mail Address _____
I've been a resident of Long Lake for 10 years.

NOTE: Applicant's name, address and primary phone number will become public information if applicant is appointed to serve on a City Board or Commission.

Experience & Additional Information

Work Experience 2021 - Today: Co-owner, Red Mood Marketing
2018 - 2021: Creative Director, Unrestricted Mktg
2013 - 2018, Marketing Manager, Oggi Professional Services
2007 - 2013, Marketing Coordinator, Ryan Companies US, Inc.
Education Blaine High School, Hennepin Technical College

Civic & Volunteer Activities (Past/Present) 2026 MN Strong Fundraiser, Coordinator
2024 & 2025 Long Lake Tree Lighting Ceremony, Mrs, Claus
2023 - 2025 Figure Out Fire, Founder
2022 American Heart Association, Woman of Impact
2020 Orono Foundation, Board of Directors, Marketing Chair

On the lines provided below, please state your reasons for wanting to serve on this Commission. Be as specific as possible, and use additional sheet(s) if necessary.

See attached.

What is your view of the role of this Commission?

See attached.

OTHER COMMENTS: Use the lines provided below to include any further information you would like the City Council to consider, or that you feel may be relevant to the appointment you are seeking. You may also attach other materials you would like the Council to consider.

See attached.

Applicant Signature

I understand this appointment may be discussed at a public meeting.



Signature

2/19/26

Date

Reasons for wanting to serve on the Long Lake Park Board

I am interested in serving on the Long Lake Parks Board because I care deeply about giving back to the community I call home. I recently organized MN Strong, a successful community engagement event and fundraiser that raised \$10,600 for families impacted by ICE-related separation. Through that experience, I saw firsthand the power of bringing people together around a shared purpose.

I also founded and led Figure Out Fire, a two-year community education initiative focused on the future of fire service delivery. That effort helped build public understanding and support for the Joint Powers Agreement that ultimately created the Shoreline Fire Department. The initiative emphasized service improvement, fiscal responsibility, resource sharing, and strong relationship-building—values that closely align with the mission of the Parks Board.

I would bring the same collaborative, thoughtful, and community-centered approach to supporting Long Lake's parks and serving its residents.

What is your view of the role of this Commission?

I see the Park Board as a group that cares for Long Lake's parks, trails, and recreational spaces while ensuring they meet the needs of the community. The Board provides input on improvements and policies and engages with residents, gathering ideas and feedback to make our parks enjoyable and accessible for everyone. My special gift is bringing the community together. With *Figure Out Fire*, I helped educate Long Lake residents and the surrounding community about the impact of a major public safety change. With *MN Strong*, I focused on creating an opportunity for people to connect for a common good in a family-friendly and peaceful way. I believe it's important for residents to learn about topics that impact our city, meet neighbors, and enjoy shared spaces—and I would welcome the opportunity to use this gift on the Park Board to strengthen connections through our parks, programs, and events.

Other Comments

In my role as Co-Owner and Creative Director at Red Mood Marketing, my clients include a range of public and community-focused organizations, including the Minnesota Public Housing Authority, Minnesota Housing Partnership, Saint Paul Port Authority, and Saint Paul's District 2 Greater East Side Community Council, as well as developers specializing in multi-family housing and commercial real estate. Through this work, I have supported initiatives that strengthen neighborhoods, promote equitable housing access, and contribute to sustainable community development across Minnesota.