



Board of Aldermen Request for Action

MEETING DATE: 10/6/2026

DEPARTMENT: Development

AGENDA ITEM: Appointment of Planning and Zoning Commission Members

REQUESTED BOARD ACTION

Motion to approve the nomination of Andrea Sheridan and Matt Tyson to the Planning and Zoning Commission.

SUMMARY

The Mayor nominates and the Board of Aldermen appoints members to the Planning and Zoning Commission. The Planning and Zoning Commission has seven members, the Mayor if the Mayor chooses to be a member; a member of the Board of Aldermen, if they choose to have a member serve; not more than seven nor less than five citizen members subject to the seven-member limit above.

A vacancy occurred with the departure of Billy Muessig at the end of his term. The Mayor nominates Andrea Sheridan to fill the seat vacated by Mr. Muessig. Mayor Boley has decided to step down as a member and appoints Matt Tyson as a sixth citizen member in accordance with 400.650 of the Code of Ordinances. The terms of citizen members shall be for four years and expire in October of 2030.

PREVIOUS ACTION

N/A

POLICY ISSUE

Section 400.650 of the Code of Ordinances requires the Mayor to appoint members, subject to the approval of the Board of Aldermen to the Planning and Zoning Commission.

FINANCIAL CONSIDERATIONS

None

ATTACHMENTS

- | | |
|---|-----------------------------------|
| ☐ Ordinance | ☐ Contract |
| ☐ Resolution | ☐ Plans |
| ☐ Staff Report | ☐ Minutes |
| ☒ Other: Resume | |

ANDREA SHERIDAN

REAL ESTATE PROFESSIONAL | COMMUNITY LEADER | EDUCATOR | BUSINESS OWNER

Kansas City Northland / Smithville, Missouri • 816.668.7756 • andreasheridan@kw.com • happy2helpnetwork.com

PROFESSIONAL PROFILE

Experienced real estate professional, business owner, educator, and community leader with more than 20 years of experience helping individuals, families, investors, and businesses make informed decisions involving real estate. As a second-generation REALTOR® and lifelong educator, I bring practical knowledge of residential property, housing needs, property values, market conditions, and the ways community decisions can affect residents and businesses.

Following participation in the **Smithville Citizens Academy**, I developed an even stronger interest in Smithville's continued growth and long-term success. I am particularly interested in how planning, zoning, infrastructure, development, schools, and responsible use of public resources work together to shape the community's future.

CORE QUALIFICATIONS

Real Estate & Housing	Community & Development	Leadership & Governance
Property values • Market analysis • Homeownership • Investment • Buyer/seller representation	Housing needs • Property use • Development considerations • Local market knowledge • Stakeholder education	Strategic planning • Board leadership • Professional organizations • Communication • Community engagement

PROFESSIONAL EXPERIENCE

HAPPY 2 HELP REAL ESTATE NETWORK

Team Leader / REALTOR® / Real Estate Consultant | Kansas City Northland | 2002–Present

- More than 20 years of experience helping buyers, sellers, and investors evaluate real estate decisions and navigate changing market conditions.
- Advise clients on property values, neighborhood characteristics, housing options, market conditions, property use, and long-term real estate decisions.
- Work extensively with homeowners and investors to evaluate properties and understand the financial and practical implications of ownership and investment decisions.
- Lead and train real estate professionals on buyer and seller representation, business development, client experience, leadership, and professional standards.
- Work with clients relocating to and within the Kansas City Northland, including Smithville and surrounding communities.

KANSAS CITY REAL ESTATE SCHOOL

Owner / Instructor

- Own and operate a Missouri real estate education business.
- Develop and teach education programs covering real estate principles, property ownership, agency, contracts, law, investment, and professional practice.
- Translate complex real estate concepts into practical information that helps people make informed decisions.

ICENHOWER COACHING & CONSULTING

Business Coach / Trainer

- Coach real estate professionals, team leaders, brokers, and business owners in leadership, strategic planning, recruiting, retention, systems, and growth.
- Facilitate educational programs focused on leadership, communication, business development, and organizational effectiveness.

COMMUNITY & PROFESSIONAL LEADERSHIP

SMITHVILLE CITIZENS ACADEMY

Participant

- Completed the Smithville Citizens Academy to gain a deeper understanding of city operations, community priorities, infrastructure, development, and the challenges and opportunities facing Smithville.
- Developed a particular interest in the City's future growth, schools, development, and responsible use of tax dollars.
- The experience reinforced my desire to become more actively involved in Smithville's future and contribute to thoughtful community decision-making.

MISSOURI REALTORS®

Past President

Served as President of Missouri REALTORS®, providing leadership and representation for real estate professionals across Missouri and participating in discussions involving housing, real estate, property ownership, and issues affecting communities.

KANSAS CITY REGIONAL ASSOCIATION OF REALTORS® (KCRAR)

Past President

Served as President of KCRAR, providing leadership to a large professional membership and participating in regional conversations involving housing, real estate, economic development, and community issues.

PROFESSIONAL RECOGNITION

Missouri REALTORS® Salesperson of the Year	KCRAR Salesperson of the Year
Graduate, REALTOR® Institute (GRI)	Second-Generation REALTOR®

EDUCATION & PROFESSIONAL DEVELOPMENT

- **Graduate, REALTOR® Institute (GRI)** — advanced education in real estate practices, contracts, finance, risk management, and professional standards.
- **Missouri Real Estate License** — active real estate professional since 2002.
- **Smithville Citizens Academy** — community education focused on Smithville government, operations, development, and community priorities.

AREAS OF EXPERTISE

Residential Real Estate	Property Values & Market Analysis	Housing & Homeownership
Real Estate Investment	Community Development	Property Use & Development
Real Estate Law & Regulation	Leadership & Governance	Strategic Planning
Community Education	Stakeholder Communication	Business & Economic Development

COMMUNITY SERVICE PHILOSOPHY

Strong communities are built when residents take the time to understand the issues, listen to different perspectives, and participate in the decisions that shape their community. My experience in real estate has given me a practical perspective on how planning and development decisions can affect homeowners, businesses, property values, housing opportunities, and the character of a community.

I am interested in being part of Smithville's future growth and would welcome the opportunity to contribute my experience, continue learning, and work collaboratively with city staff, residents, developers, and fellow committee members in service to the community.

Lee Matthew Tyson – “Matt”

603 Horseshoe Lane
Smithville, MO 64089

BalloonGuy@ProTwister.com
(816) 433-8783

SUMMARY

Seasoned product strategist and innovation leader with over 17 years of experience developing products and strategies for both industrial and retail markets. At Kimball Midwest, drove product expansion and lifecycle strategies across thousands of SKUs for maintenance professionals in demanding environments. At Spyder Products, led end-to-end development of award-winning power tool accessories, scaling the brand's footprint in both B2B and B2C channels through rapid innovation, compelling product education, and data-driven growth strategies. At Midland Industries, rapidly developed and scaled NPI pipeline while modernizing digital assets. Known for transforming complex technical challenges into commercially successful, user-friendly solutions.

WORK EXPERIENCE

CORNERSTONE BUILDING BRANDS *Manufacturer of vinyl cladding* **Kansas City, Missouri** – 2026 to present

Group Product Manager, *Mastic and Ply Gem Performance Collection vinyl siding and accessories*

- **Portfolio Strategy & Lifecycle Management:** Direct product strategy, roadmap planning, and lifecycle management for Mastic and Ply Gem Performance Collection siding and accessory portfolios.
- **Go-To-Market Leadership:** Develop commercialization strategies for new products, colors, and accessories, including pricing, positioning, launch planning, and sales enablement.
- **Master Label Transformation:** Led enterprise-wide consolidation of 600+ product label formats into a unified platform, improving customer experience, content consistency, regulatory compliance, and manufacturing efficiency.

MIDLAND INDUSTRIES *Manufacturer & Distributor of Pipe, Valves & Fittings* **Kansas City, Missouri** – 2024 to 2025

Director of Product Strategy, *Product Development & Go-To-Market Strategy*

- **Product Expansion & Lifecycle Management:** Led a cross functional team that introduced 3,000+ new SKUs across established and emerging product categories, growing total stocked inventory to over 25,000 items.
- **Built Scalable NPI Framework:** Designed and implemented a cross-functional New Product Introduction process incorporating a weighted scoring model, targeted forecasting, dynamic pricing strategies, and both active and passive sales enablement tactics across print and digital platforms.
- **Enabled Market Segmentation:** Executed a tiered quality-and-price product strategy to enhance customer segmentation, improve competitive positioning, and drive deeper market penetration.
- **Launched Promotional Strategy:** Developed and deployed customer-focused promotional initiatives including digital promo codes, targeted sales campaigns, and incentive programs (spiffs) for distributor partners.
- **Modernized Marketing Collateral:** Led a full overhaul of the 700-page product catalog, introducing a refined structure, updated product hierarchy, improved photography, and refreshed marketing content to enhance usability.
- **Optimized Vendor Strategy:** Established a comprehensive re-vend process for vendor assessment, onboarding, and transition - driving cost reduction, mitigating geopolitical risks, improving payment terms, and improving quality standards.
- **Advanced PIM Integration:** Refined the Product Information Management system to improve product specification, visualization, and categorization, enabling accurate syndication of virtual inventory across customer platforms.
- **Led Data-Driven Logistics Initiative:** Lead the Weights & Measures Campaign, securing dimensional data for ~25,000 SKUs - resulting in measurable improvements in shipping accuracy, warehouse efficiency, and digital product presentation.
- **Executive-Level Reporting:** Regularly present product performance, strategic insights, and key KPIs to private equity stakeholders on a bi-weekly cadence, supporting data-driven decision-making and investment alignment.

SPYDER PRODUCTS *High Performance Power Tool Accessories Brand* **Kansas City, Missouri** – 2019 to 2024

Senior Product Manager, *Product Development, Innovation & Brand Leader, Go-To-Market Strategy*

- **Built New Product Development from the Ground Up:** Operated as a one-person product development team (2019-2022), creating new product briefs, driving innovation, securing manufacturing partners, developing branding and packaging, and launching all new Spyder product lines. Expanded team with engineering hires in 2022 to scale growth.
- **Drove Revenue Growth:** Grew Spyder's annual sales from **\$16M** (2018) to **\$56M** (2023) through new product development, successful line reviews, and strategic category expansion.
- **Expanded Product Portfolio:** Increased active SKUs from 170 to 712, in 23 new Power Tool Accessory categories.

- **Award-Winning Innovation:** Twice recognized as Lowe's *Innovation Partner of the Year – Hardlines* (2019, 2021) for standout product launches: Stinger Woodboring Bits and Mach-Blue HSS Drill Bits.
- **Brand Ambassador & Educator:** Served as the face of Spyder in training videos, trade shows, pro sales events, and social media - driving brand trust and customer engagement.
 - Lowe's For Pro's live product demonstration link: <https://www.youtube.com/watch?v=hgHJsi0dc-U>
- **Vendor Management & Engineering:** Conducted global factory audits (U.S., Europe, China) to fast-track product innovation, ensure production consistency, elevate tool quality, and reduce manufacturing and production costs.
- **Technical Content Development:** Author all product packaging, catalog pages, technical briefs, and safety labels.
- **Pricing Strategy:** Develop go-to-market and promotional pricing models for all new Spyder product lines.
- **In-House Testing & Validation:** Fabricated automated test equipment to validate product speed and life claims.

KIMBALL MIDWEST *Industrial Products for Facility & Fleet Maintenance*

Columbus, Ohio – 2008 to 2019

Product Line Manager, Business Unit Lead, Product Management & Sales Enablement Leadership

2012 to 2019

- **Leadership & Technical Support:** Managed an 8-person team responsible for launching 200+ product lines and handling over 25,000 technical support calls annually - ensuring responsiveness and customer confidence.
- **Sales Growth Driver:** Contributed directly to corporate revenue growth from **\$112M** (2008) to **\$452M** (2019) by driving value-added product introductions, strategic line expansions, and comprehensive sales and marketing support.
- **Consistent Product Pipeline:** Led the release of 10 new product bundle launches annually, contributing ~3% of total corporate revenue, equating to \$6.64M in incremental sales in 2017.
- **Company Spokesperson:** Served as the public-facing voice for new product launches via training videos, live demos, and presentations to internal sales teams and external stakeholders.
 - Product demonstration link: <https://www.youtube.com/watch?v=1BJdbAvffs>
- **Marketing Content Development:** Designed catalog & brochure layouts, supported product photography, and directed corporate demonstration video production to align with branding and messaging goals.
- **Strategic Pricing Development:** Created standard and promotional pricing models to support profitable market entry and competitive positioning for all new products.
- **Record-Breaking Product Launch:** Delivered the most successful new product introduction in company history (April 2013), generating \$2.07M in sales within three months and \$3.13M in the first year.

Product Line Specialist II, Product Development & Sales Support

2008 to 2012

- **Launched High-Impact Product Lines:** Successfully developed and launched a suite of value-added maintenance chemical products, surpassing corporate sales target by achieving 1.14% of total revenue (\$1.5M in 2011).
- **End-to-End Product Engineering:** Conducted hands-on product analysis, including reverse engineering, design enhancements, performance testing, and validation of product claims through life-cycle and destructive testing methods.
- **Full-Scope Content Creation:** Designed all product packaging, labels, and marketing collateral - including catalog pages, sales guides, bulletins, and demonstration videos - using Adobe InDesign and other creative tools.
- **Regulatory & Compliance Oversight:** Maintained compliance for 1,000+ chemical products, ensuring all formulations, labels, and SDS documentation met CARB, OTC, NSF, and federal standards through annual audits of over 100 vendors.
- **Frontline Technical Support:** Responded to 250+ monthly inquiries from sales teams, providing product guidance, application recommendations, and technical specifications to drive confidence and close rates.

MOEN INC. *Faucets, Valves & Plumbing Accessories*

Cleveland, Ohio – 2004

New Product Development & Strategic Sourcing, Internships

- **Product Design & Testing:** CAD designed tub spouts and conducted flow tests to validate the user experience.
- **Life-Cycle Development:** Re-engineered faucet, valve, and spout designs; sourced enhanced designs and reduced cost.

ADDITIONAL INFORMATION

Education

- **The Ohio State University**, Master of Business Administration, Marketing Management **Columbus, Ohio** – 2008
- **The Ohio State University**, Bachelor of Science, Mechanical Engineering; Business Minor **Columbus, Ohio** – 2006

Certifications & Technical Training

- **Hydraulic Systems:** Certified graduate of Eaton Weatherhead School for hydraulic hose coupling and product knowledge.
- **Fastener Specialist:** Industrial Fastener Institute (IFI) certified for technical knowledge and failure diagnostics.
- **Welding Processes:** Trained in arc, MIG, and TIG welding by Edison Welding Institute (EWI) and Hobart.

Leadership & Volunteer Work

- **President, Mid-America Trials Team:** Lead a 38-member motorcycle team; organizing events and fostering community.
- **Meals on Wheels Volunteer:** 9-year driver delivering meals to support food-insecure households.
- **ProTwister, LLC:** 20-year entertainment & booking agency career with hundreds of hours donated to local organizations.