



Kelly Devine

Executive Director

Kelly Devine has served as Executive Director for the Burlington Business Association (BBA) since 2007. During that time she has worked hard to support the needs and interests of the business community, and advocate for change at the city level. Under Devine's leadership the BBA has been responsible for:

- A new parking management system in downtown Burlington
- The implementation of new wayfinding signage system throughout Burlington
- Helped pass Church Street Marketplace no-trespass ordinance
- Helped pass changes to the 50/50 zoning rule in the downtown
- Annual creation and publication of the popular Waterfront Map
- Hosted "Housing and BTV's Economic Vitality" Business Summit in January 2015
- Selected by Mayor to Represent Business in hiring of new Police Chief
- Advocated for Champlain Parkway
- Worked with the South End Action Group to create a position letter in response to PlanBTV South End Draft Plan
- Supported Security Efforts of Retailers
- Advocated for Moran Redevelopment
- New and Improved Member Website
- Created a downtown Security Camera database and map

Kelly coordinates a team that includes BBA staff, its Board of Directors and the committees of the organization to:

- Impact City of Burlington policy, planning and key initiatives which impact the economic vitality of Burlington
- Communicate effectively with BBA members and the community at large on business interests.
- Maintain awareness among members and the community as to key issues and opportunities
- Develop membership programs, events, networking opportunities, benefits and outreach efforts to raise the visibility of BBA
- Execute policy set by the Board of Directors to enable the organization to meet its mission
- Ensure that the BBA meets its annual fiscal goals.

The Executive Director serves as the chief spokesperson for issues affecting the Burlington business community, and is BBA's primary liaison to the City of Burlington, Burlington City Council, the Church Street Marketplace, and to local institutions including the University of Vermont, Champlain College, and the University of Vermont Medical Center. Devine serves of the Board of Directors of the Greater Burlington

Industrial Corp. and the Queen City Police Foundation. Her work was featured on the cover of Business People Vermont's December 2011 issue.

Kelly has over 20 years of experience in leading organizations and initiatives to success in delivering value to clients and maximizing potential. Her unique role as a change agent in organizations has earned her the reputation for being effective, efficient and thoughtful in her approach to people, process and profitability.

A recognized community leader, Ms Devine is an effective communicator who leads initiatives in the public and private sectors to successful outcomes. She has a degree in Communications from Boston University and attended Babson College's Franklin W. Olin Graduate School of Business, where she earned her Masters in Business Administration graduating Magna Cum Laude.