



# COUNTY OF ERIE

**MARK C. POLONCARZ**

COUNTY EXECUTIVE

June 18, 2026

Erie County Legislature  
92 Franklin St., 4<sup>th</sup> Floor  
Buffalo, NY 14202

**Re: Appointment to the Buffalo & Erie County Public Library Board of Directors**

Dear Honorable Members,

Pursuant to Section 2204 of the Erie County Charter, I hereby appoint and submit for your confirmation of the following individual to the Buffalo and Erie County Public Library Board of Directors:

**Dinorah Baines**

276 Woodward Ave

Buffalo, New York 14214

***New Appointment***

Term Expires: May 31, 2031

Should you have any questions about this appointment, please feel free to contact my office at 716-858-8500.

Sincerely yours,

A handwritten signature in blue ink that reads "Mark C. Poloncarz". The signature is written in a cursive style and extends to the right with a long horizontal stroke.

Mark C. Poloncarz, Esq.

Erie County Executive

MCP/am

CC: Appointee, Caitlin Goodrich BECPL

# DINORAH E. BAINES

276 Woodward Ave., Buffalo, New York 14214 • Phone: 716-948-5861 • Email: [Dinorahenid@gmail.com](mailto:Dinorahenid@gmail.com)

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Bi-lingual (English and Spanish) communications professional with a diverse public relations background. Strong organizational skills with the ability to multitask, prioritize and work under pressure. Quick learner with strong attention to detail. Excellent communication skills and public speaking ability. Hands-on experience in utilizing analytical research to guide messaging and voice. Experienced digital accessibility professional.

## PROFESSIONAL EXPERIENCE

**Digital Information Officer**, NYS Office for People With Developmental Disabilities, Albany, NY

**May 2021 – Present**

**Assistant Public Information Officer April 2019 – May 2021**

- Oversee the agency's internal and external digital communication platforms, ensuring consistent messaging, accessibility, and audience engagement.
- Lead agency-wide digital accessibility initiatives to ensure compliance with accessibility standards and promote inclusive communication practices.
- Manage and oversee large-scale digital projects, including serving as Project Manager for the redesign and modernization of the agency website and intranet.
- Monitor and interpret evolving regulations, policies, and guidance related to agency programs, services, and workforce communications.
- Direct creative and cross-functional projects in a fast-paced environment, collaborating with multiple departments and divisions to meet organizational goals and deadlines.
- Translate complex technical information into clear, accessible, and audience-focused communications for stakeholders at all levels.
- Demonstrate strong written and verbal communication skills, effectively engaging senior leadership, technical teams, employees, and external audiences.
- Partner with Human Resources to develop recruitment strategies, branding initiatives, and marketing materials to support workforce outreach and talent acquisition efforts.
- Collaborate with Talent Management and staff to strengthen workplace communication, improve employee engagement, support morale, and enhance retention initiatives.
- Analyze communication and engagement data to produce reports that inform messaging strategies, outreach efforts, and organizational best practices.
- Plan, develop, and implement strategic communication and public awareness campaigns aligned with agency priorities.
- Develop and execute comprehensive social media strategies to increase audience engagement and public outreach.
- Design and produce engaging digital and social media graphics that align with agency branding and communication standards.

**Public Information Coordinator**, Capital Region BOCES, Albany, NY

**April 2017 – April 2019**

- Served as strategic communications advisor for superintendents and district administrators
- Planned, develop and implement comprehensive communications programs for school district to connect with various stakeholders, including parents, students, staff, community members, among others
- Developed key messaging to promote district mission and assisting in crisis communications
- Increased community support by planning and facilitating community meetings and forums
- Assisted in the recruitment of faculty, district staff and administrators
- Developed a budget for publications, marketing materials and printing
- Coordinated and execute results-driven communications plans
- Responsible for quality control of all new websites
- Developed and execute strategic social media plans for districts
- Developed website plans and research analyses
- Responsible for communicating effectively with the public and building relationships with key audiences through a variety of outlets
- Acted as the Adobe PDF and website accessibility expert, advisor and trainer
- Trained staff to use WordPress
- Acted as the Social media advisor and trainer

**Public Relations & Social Media Coordinator**, Amherst Chamber of Commerce, Amherst, NY

**March 2016 – December 2016**

- Developed and executed internal and external Chamber and assigned affiliate communications and marketing strategies and tactics
- Coordinated comprehensive multimedia communication plans to promote the Chamber members and to potential members and maximize public awareness of all Chamber programs, events, and benefits.
- Established critical working relationships with political figures of the Western New York (WNY) Region and New York State (NYS)
- Managed Chamber of Commerce website and social media accounts
- Acted as content curator for all external communications to the media and the general public
- Assisted in program development for Chamber events, educational workshops, and the Emerging Business Leaders (EBL) Leadership Program

**Community Relations Specialist**, Community Services for Every1, Buffalo, NY

**May 2014 – March 2016**

- Identified public and media relation opportunities for the purpose of promoting services, events and other agency activities
- Maintained organization website and social media accounts
- Collaborated with the Fundraising Coordinator to implement fundraising campaigns throughout the year
- Researched and created media coverage/content, press releases, and speaking proposals
- Rebranded all marketing materials for the agency and implemented a style guide that will be used across all programs for future outreach and communication material
- Worked with executives to analyze and update crisis communication plan

## **EDUCATION**

**Master of Science, Non-Profit Management & Leadership**

Walden University- May 2018

**Bachelor of Arts, Communications & Psychology**

SUNY University at Buffalo- May 2014

## **COMMUNITY INVOLEMENT**

**Board Director**

Hispanic Heritage Council of WNY

**Board Member**

Independent Health Foundation

**Council Member**

The Communities of Giving Legacy Initiative

**Committee Member**

Buffalo History Museum, Diversity Equity and Inclusion Committee

**Committee Member**

City of Buffalo, Disability Advisory Committee

## **AFFILIATIONS & AWARDS**

- Communities of Giving Legacy Initiative- Council Member (Present)
- Buffalo History Museum- DEI Committee Member (2023-Present)
- Hispanic Heritage Cultural Institute- Executive Leadership Team (2019- Present)
- Hispanic Heritage Council of WNY- Board Director (2014-2017) (2023-Present)