

12

**AGENDA ITEM
ST. JOHNS COUNTY BOARD OF COUNTY COMMISSIONERS**

Deadline for Submission - Wednesday 9 a.m. - Thirteen Days Prior to BCC Meeting

2/2/2021

BCC MEETING DATE

TO: Hunter S. Conrad, County Administrator **DATE:** December 10, 2020
FROM: Melissa Lundquist, Assistant to the Board of County Commissioners **PHONE:** 904 209-0563
SUBJECT OR TITLE: Consider appointments to the Tourist Development Council
AGENDA TYPE: Appointments, Business Item

BACKGROUND INFORMATION:

In accordance with Florida Statutes 125.0104 and SJC Ordinance 1996-71, the SJC Tourist Development Council (TDC) is required to have two elected municipal officials on the council. The seat held by a City of St. Augustine Beach representative has expired. Please find attached for review and consideration a letter from Max Royle, City Beach Manager, requesting Vice Mayor Don Samora be appointed as the City of St. Augustine Beach representative on the TDC, along with a completed application from Vice Mayor Samora. In addition to this appointment recommendation, there are currently three other vacancies on the TDC due to a resignation and two expired terms. Two vacancies are required to be held by an owner or operator of tourist accommodations subject to bed tax. The third seat may be filled by either an individual involved in a tourist-related business other than accommodations or an owner or operator of tourist accommodations subject to bed tax. These vacancies were advertised in September 2020 for a four-week span. Please find attached for your review and consideration a letter of recommendation from the Tourist Development Council and Sixteen (16) applications. Accommodations applicants: Samuel Blevins - (District 5), Shannon Dearin - (District 1), Joe Finnegan - (District 5), Irving Kass - (District 2), Bill McClure - (District 3), Charles Robles - (District 5), and Stephanie Wyland - (District 3). Non-Accommodations applicants: Zachary Cole - (District 3), Kathy Fleming - (District 5), Kathy Hiester - (District 4), Peter Karpen - (District 4), Terran McGinnis - (District 5), Victor Raymos - (District 1), Albert Syeles - (District 5), Christopher Waters - (District 1), Michael Wicks - (District 4).

1. IS FUNDING REQUIRED? No **2. IF YES, INDICATE IF BUDGETED.** No
IF FUNDING IS REQUIRED, MANDATORY OMB REVIEW IS REQUIRED:
INDICATE FUNDING SOURCE:

SUGGESTED MOTION/RECOMMENDATION/ACTION:

Motion to appoint Vice Mayor Don Samora to the Tourist Development Council as the City of St. Augustine Beach's representative for a four-year term scheduled to expire on February 2, 2025.
Motion to appoint _____ as an accommodation member to the Tourist Development Council for a partial term scheduled to expire June 20, 2021.
Motion to appoint _____ as an accommodation member to the Tourist Development Council for a full four year term scheduled to expire February 2, 2025.
Motion to appoint _____ as a non accommodation but related to tourism industry member for a full term scheduled to expire February 2, 2025.

For Administration Use Only:
Legal: RDR 1/21/2021 **OMB:** N/A **Admin:** Joy Andrews 1/22/2021

TOURIST DEVELOPMENT COUNCIL

The Council meets at 1:30 p.m. the third Monday of every month in the County Auditorium. The Tourist Development Council is comprised of nine members appointed by the Board of County Commissioners. Three (3) are elected officials including the Chairman of the Board of County Commissioners, or their designee, and two elected municipal officials, one of which must be from the County's most populous municipality. Up to four (4) members (but not less than 3 members) are owner/operators of tourist accommodations which are subject to bed tax. The remaining members are persons involved in tourist related businesses other than accommodations. All members must be electors of St. Johns County.

Staff Support, Tera Meeks, TDC Executive Director, and Dena Masters, Office Manager, 209-4420

Waldron, Paul 500 San Sebastian View St. Augustine, FL 32084	District: 3 Position: County Commissioner Requirement: Board of County Commissioners Representative		
Sikes-Kline, Nancy 15 Mireula Avenue St. Augustine, FL 32080	District: 5 Position: Commissioner Requirement: City of St. Augustine Representative	Appt. Date: 03/05/19 Exp. Date: 06/20/21	
George, Undine 2200 A1A South St. Augustine Beach, FL 32080	District: Position: Mayor Requirement: City of St. Augustine Beach Representative	Appt. Date: 01/16/18 <u>Exp. Date: 04/01/20</u>	
Gordon, Michael 200 Ponte Vedra Blvd. Ponte Vedra Beach, FL 32082 Phone #: 273-7717	District: 4 Position: Member Requirement: Owner or Operator	Appt. Date: 11/21/17 Exp. Date: 11/21/21	
<u>VACANT</u>	District: Position: Member Requirement: Owner or Operator	Appt. Date: <u>Exp. Date: 06/20/21</u>	
Phone #:			
Kass, Irving 887 Garrison Drive St. Augustine, FL 32092 Phone #: 540-0390	District: 2 Position: Member Requirement: Owner or Operator	Appt. Date: 10/06/11 Exp. Date: 10/06/15 Appt. Date: 11/15/16 <u>Exp. Date: 11/15/20</u>	
Berenberg, Danny 91 San Juan Drive, Bldg. C Unit 2 Ponte Vedra Beach, FL 32082 Phone #: 285-9700	District: 4 Position: Chair Requirement: Non-Accommodation Tourism Related Rep.	Appt. Date: 11/21/17 Exp. Date: 11/21/21	
Mataraza, Diane L. 125 Woodcutters Trail St. Augustine, FL 32086 Phone#: 321-427-0049	District: 3 Position: Vice-Chair Requirement: Non-Accommodation Tourism Related Rep.	Appt. Date: 06/20/17 Exp. Date: 06/20/21	
Peter, John E. "Jack" 1145 Neck Road Ponte Vedra Bch, FL 32082 Phone #: 273-8047	District: 4 Position: Member Requirement: Non-Accommodation Tourism Related Rep.	Appt. Date: 08/25/09 Exp. Date: 08/25/11 Reappt Date: 10/06/11 Exp. Date: 10/06/15 Appt. Date: 11/15/16 <u>Exp. Date: 11/15/20</u>	

Tourist Development Council (3)

Purpose of Committee: Recommend funding of facilities, programs, or contracts which are primarily for the purpose of and related to the development, advancement, furtherance, improvement, or promotion of tourism.

Qualifications: Seeking applicants who are an owner or operator of motels, hotels, or other tourist accommodations subject to the bed tax and persons involved in tourist related businesses other than accommodations. Applicants must be registered voters in St. Johns County.

Term: Members serve a term of four (4) years.

Meeting schedule: This Council meets the 3rd Monday of every month at 1:30pm in the County Auditorium, 500 San Sebastian Way. St Augustine FL 32084

Questions: Questions can be directed to Lovinue Taylor, Administrative Coordinator, at 904-209-0308, or lataylor@sjcfl.us

Application Submission Deadline: October 15, 2020



City of St. Augustine Beach

2200 A1A South
St. Augustine Beach, FL 32080
www.staugbch.com

CITY MGR. (904) 471-2122
FAX (904) 471-4108

BLDG & ZONING (904) 471-8758
FAX (904) 471-4470

January 6, 2021

Ms. Tera Meeks
Executive Director, Tourist Development Council
500 San Sebastian View
St. Augustine, FL 32084

Subject: City's Representative to TDC

Dear Ms. Meeks,

At its January 4, 2021, regular meeting, the City Commission nominated Vice Mayor Don Samora to be the City's representative on the TDC. He would replace the City's current representative, Commissioner Undine George.

Enclosed is the Board of County Commissioners' Board/Committee Application that Vice Mayor Samora has completed. His resume is also included. Please inform him if, as part of the application process, he must appear before the TDC and/or the County Commission.

Sincerely,

Max Royle, City Manager

Rec'd - 1-12-21
Loman - 7-12-21
1 year - 1-12-22



BOARD OF COUNTY COMMISSIONERS BOARD / COMMITTEE APPLICATION

1/12/2021 UAT
DATE RECEIVED BY ST. JOHNS COUNTY

Thank you for expressing interest to be considered for appointment to committees, boards, commissions or advisory groups addressing land use appointed by the St. Johns County Board of County Commissioners. The County Commission appreciates your willingness to serve your fellow County residents in a volunteer capacity. Please complete this application to the best of your knowledge. (You may attach a resume and/or additional data. Please reference attachments in the appropriate section(s).)

Name: Donald J Samora District #: 5

Address: 213 N Forest Dune Dr

City: St Augustine Beach State: FL Zip: 32080

Phone #: (904) 460-4404 E-mail Address: comdsamora@cityofsab.org

How long have you been a legal resident of St. Johns County? 18 years

Most recent occupation/employer: Commissioner, Sales Manager, Restaurant Owner

I am am not a registered voter in St. Johns County, Florida.

List all active professional licenses and certifications: Resume attached

Educational background: Resume attached

Past work experience: Resume attached

Please list **all** civic clubs, professional organizations, public interest groups and other not-for-profit organizations of which you are a member or in which you have been active in the last three years, particularly those in St. Johns County.

- 1. Resume attached 2. _____
- 3. _____ 4. _____

Please list the location and size of all parcels of property in St. Johns County of which you have ownership:
213 N Forest Dune Dr, St Augustine, 32080 - .22 acres

1677 Castile St, St Augustine, 32080 - .11 acres

2 & 4 A Street, St Augustine, 32080 - .43 acres

Please indicate any companies/industries doing business in St. Johns County in which you have a financial interest (i.e., proprietary, partnership, stock holdings, etc.) _____

Beachcomber of St Augustine, LLC dba Beachcomber Restaurant

(Over)

Please indicate, by preference, all County committees, boards, or councils addressing land use in which you have an interest:

1. TDC _____
2. _____
3. _____
4. _____

List three (3) personal or professional references:

1. Max Royle - St Augustine Beach City Manager - (904) 471-2122 _____
2. Henry Dean - St Johns County Commissioner - (904) 814-0175 _____
3. Hunter Conrad - St Johns County Administrator - (904) 687-3465 _____

You may use this space for a brief biographical sketch or to list other skills you possess that are relevant to the appointment you are seeking: (Please indicate in the space below if you are attaching your resume.)

Resume attached

All information provided will become a matter of public record and will be open to public inspection. If you require special accommodations because of a disability to participate in the application/selection process, you must notify the Board of County Commissioners in advance to allow for reasonable accommodation. This application will be kept on file for one year, at which time you must notify the Board of County Commissioners of your intent to remain an active applicant and update your application accordingly or it will be removed from the active file.

I hereby authorize St. Johns County or its representatives to verify all information provided and I further authorize the release of any information by those in possession of such information which may be requested by the County. I certify that all information provided herein is true and accurate to the best of my knowledge. I understand that a volunteer position provides for no compensation except that as may be provided by Florida Statutes or other enabling legislation, and that if appointed, I shall serve at the pleasure of the Board of County Commissioners.


Signature

1/5/2021

Date

**Please return completed application to:
St. Johns County Board of County Commissioners
500 San Sebastian View, St. Augustine, FL 32084
Phone: (904) 209-0300 Fax: (904) 209-0538**

Thank you for your interest!

For Office Use Only:

Mailed expiration letter: _____

Confirmed interest to extend 6 months:

1. _____
2. _____
3. _____

DONALD J SAMORA

213 North Forest Dune Drive | Saint Augustine, FL 32080 | (727) 224-1253
donsamora@gmail.com

CAREER PROFILE

My career is founded upon a strong technical and engineering background. This foundation complimented by an acute business acumen and over a decade of sales experience has resulted in a proven leader who excels at building relationships. The breadth of my experience in the areas of software, engineering, automated manufacturing, and most recently, new product development, have positioned me well for the future. I am pursuing opportunities that will allow me to continue my personal development while contributing to the success of an innovative, world class organization.

EDUCATION

University of Tennessee **Knoxville, TN**
Master of Business Administration, 2000

State University of New York **Binghamton, NY**
Thomas J Watson School of Engineering
Bachelor of Science in Mechanical Engineering, 1993

EXPERIENCE

2017 to Current **City of St Augustine Beach Commission** **St. Augustine, FL**
Commissioner, Vice Mayor

- Ran a successful campaign and won election.
- Provide strategic direction to direct reports - City Manager and Chief of Police.
- Approve fiscally responsible city budget, maintain millage, and find new revenue sources.
- Craft legislation and gain consensus as part of a five person public commission.

2014 to Current **Beachcomber of St Augustine, LLC** **St. Augustine, FL**
Managing Member

- Setup Corporate Operating Structure and Management Team.
- Provided strategic direction and guidance leading to over 300% revenue growth.
- Oversaw capacity and product line expansion resulting in 40% YoY revenue growth.
- Responsible for forecasting and budgeting of finances and P&L performance.
- Identified KPIs and setup systems allowing for continual reporting and monitoring.

2014 to Current **DADS Properties, LLC** **St. Augustine, FL**
Managing Member

- Conducted Due Diligence and Acquisition of Oceanfront Property & Full Service Restaurant.
- Secured S1M in SBA Financing necessary to complete acquisition.
- Setup Commercial Lease Agreements.

2001 to Current **Alpine an ITW Company** **St. Augustine, FL**
District Sales Manager

- Manage a multi-million dollar, multi-state district showing consistent YoY revenue growth.
- Generate revenue selling software, capitol equipment, and consumables.
- Advise clients on New Facility Design, Business Development, and Strategic Planning.
- Consistently Generated Sales Growth that exceeded quotas and outpaced the market.
- Effectively work cross functionally to defend existing business and win new business.

1999 - 2001 **Alpine Engineered Products** **Knoxville, TN**
Software Support Coordinator

- Managed software field support team for the eastern half of the U.S.
- Responsible for training and development of Software Consultant Team.
- Setup best practices for software demonstrations resulting in winning new business.

DONALD J SAMORA

213 North Forest Dune Drive | Saint Augustine, FL 32080 | (727) 224-1253

donsamora@gmail.com

1997 - 1999 **Alpine Engineered Products** St. Petersburg, FL
Software Consultant

- Consulted with customers ensuring the optimal use of our software to grow their business.
- Provided software sales demonstrations, training, and technical support.

1994 - 1997 **Construction Components Inc.** Tampa, FL
Design Manager

- Managed, trained, and provided continued development of 10 person design staff.
- Implemented processes and systems that improved designer performance and output.
- Acted as design liaison to builders and general contractors.

SKILLS AND ACTIVITIES

- West Florida Truss Manufactures Association - Board of Directors
- St John's County VCB - Board of Directors and Government Liaison
- St John's County Chamber of Commerce - Government Liaison
- FRLA North East Chapter - Board of Directors
- St. Augustine Investors Club - Member
- New Product Development - Development and launch of Alpine's first mobile application.
- Toastmasters International - Past President
- St. Augustine Young Professionals Organization - Alum
- Sea Colony, HOA Board of Directors - Past Member
- Architectural Review Board - Past Chair
- I enjoy maintaining an active lifestyle including Golfing, Skiing, Running, and time with family



ST. JOHNS COUNTY, FLORIDA
TOURIST DEVELOPMENT COUNCIL
St. Augustine | Ponte Vedra on Florida's Historic Coast

11 January 2020

Commissioner Jeremiah Blocker, BCC Chair
St. Johns County Board of County Commissioners
500 San Sebastian View
St. Augustine, FL 32084

Re: TDC recommendations for appointments to the Tourist Development Council

Dear Commissioner Blocker:

On behalf of the Tourist Development Council (TDC), I respectfully request the appointment of four (4) TDC member seats be place on an upcoming Board of County Commissioners meeting agenda.

Two of the TDC seats, previously held by Mr. Tom Manno and Mr. Irving Kass, are required to be held by a qualified representative from the accommodations industry. A recommendation was made by the TDC during the December 7th meeting, to appoint Mr. Joe Finnegan, owner/operator of the St. Francis Inn and Casa de Suenos Inn, and Mr. Charles Robles, General Manager for The Collector Luxury Inn and Gardens, to these seats each for a full four-year term.

The third seat, previously held by Mr. Jack Peter, may be filled by either a qualified representative from the accommodations industry or an individual 'involved' in the tourist industry. A recommendation was made by the TDC during the December 7th meeting, to appoint Ms. Kathy Fleming, Executive Director of the St. Augustine Lighthouse and Maritime Museum to the seat for a full four-year term.

The fourth seat is currently held by Commissioner Undine George, City of St. Augustine Beach. This seat is required to be filled by an elected municipal official. The City of St. Augustine Beach has indicated that they desire to have Vice Mayor Donald Samora serve as their representative going forward and a letter from the City of St. Augustine Beach as well as an application from Mr. Donald Samora are enclosed. Mr. Samora's service on the TDC is contingent upon his continued representation of the City of St. Augustine Beach as an elected official.

Thank you for your consideration of this item. If additional information is needed, please let me know.

Regards,

A handwritten signature in blue ink, appearing to read "T. Meeks".

Tera Meeks
Director of Tourism and Cultural Development

Cc: Melissa Lundquist
Lovinue A. Taylor

2020 TDC APPLICANTS

NAME	ACCOMODATION	POSITION	AFFILIATIONS
Samuel Troy Blevins	Vista Hospitality Management	Director of Development	Home Again, Elks, Rotary, Field of Dreams
Shannon Dearin	Courtyard Marriot St. Augustine I-95	General Manager	FRLA, NFHLA, Nease Hospitality Academy, ROSE awards
Joe Finnegan	St. Francis Inn and Casa de Suenos Inn	Owner/Innkeeper	St. Cyprians Church, St. Augustine Historical Society, St. Augustine Lighthouse, VCB Board Member
Irving Kass	St George Inn	Owner/Operator	Chamber, Rotary, Lighthouse
Bill McClure	Crescent Beach Bed and Breakfast	Owner - anticipated operation date Nov 15, 2020	Friends of A1A, SJC Sheriff Office Civilian Law Academy, St. Aug School of Performing Art, Fostering Connection SJC
Charles Robles	The Collector Luxury Inn & Gardens	General Manager	VCB, St. Aug Historic Inns, FL Rest and Lodging Association
Stephanie Wyland	Coastal Realty and Property Management	Director of Rental Services	Charity event with Coastal Realty

TDC NON-ACCOMODATION APPLICANTS

NAME	ORGANIZATION/EMPLOYMENT	POSITION	AFFILIATIONS
Zachary Cole	Flagler College	Professor (Tourism)	Travel and Tourism Research Association, National Parks and Recreation Association, Florida Attractions Association, Nease HS Hospitality and Tourism Academy Advisory Board
Kathy Fleming	St Augustine Lighthouse & Maritime Museum	Executive Director	Sertoma Club of St. Augustine, Junior Service League, US Lighthouse Society, Florida Association of Museums
Kathy Hiester	St. Augustine Aquarium	Owner	St. Aug Attractions Assoc, Nease HS Academy Advisory Board, St. Aug Tech Academy of Coastal and Water Resources Advisory Board Member
Peter Karpen	Retired	NA	Cummer Beaches Jacksonville Symphony Foundation Cummer Museum Marsh Landing Master HOA
Terran McGinnis	Marineland Dolphin Adventure	Manager	League of Enviro Educators of FL, Alliance of Marine Mammal Park and Aquariums, Florida Marine Science Educators Associations, St Augustine Archivist Association
Victor Raymos	St. Augustine and St. Johns County Board of Realtors	CEO	SJC Chamber of Commerce, Housing Finance Authority, Economic Development Council, St. Johns County Airport Authority
Albert Syeles	Romanza - St. Augustine Epicenter Alliance, Inc	President	Visit Florida Culture Heritage Committee
Christopher Brodie Waters	World Golf Hall of Fame	Vice President	International Sports Heritage Assoc, SJ NW Commercial POA, WGV POA, Buena Vista Sports Academy
Mike Wicks	Self Employed	Financial Advisor	Friends of Ponte Vedra Concert Hall

Note: Janet Williamson and Andy Witt have withdrawn their respective applications for the opportunity

Rec'd - 7.29.20
Lemon - 1.29.21
1 year - 7.29.21

JUL 29 '20



BOARD OF COUNTY COMMISSIONERS BOARD / COMMITTEE APPLICATION

July 29, 2020

DATE RECEIVED BY ST. JOHNS COUNTY

Thank you for expressing interest to be considered for appointment to committees, boards, commissions or advisory groups addressing land use appointed by the St. Johns County Board of County Commissioners. The County Commission appreciates your willingness to serve your fellow County residents in a volunteer capacity. Please complete this application to the best of your knowledge. (You may attach a resume and/or additional data. Please reference attachments in the appropriate section(s)).

Name: Samuel Troy Blevins District #: 5

Address: 14 Riberia St

City: St Augustine State: FL Zip: 32084

Phone #: 904 669 7901 E-mail Address: troy.blevins@jalaramhotels.com

How long have you been a legal resident of St. Johns County? 30

Most recent occupation/employer: Vista Hospitality Management

I am am not a registered voter in St. Johns County, Florida.

List all active professional licenses and certifications: License Real Estate

Educational background: B.A. Flagler College

Past work experience: Director of Development Vista Hospitality, Business Development AD Davis Const.

Walking Man Consulting, Trivia Nation, Entertainment Business and Former Parks and Rec. Director, Coquina C

Please list all civic clubs, professional organizations, public interest groups and other not-for-profit organizations of which you are a member or in which you have been active in the last three years, particularly those in St. Johns County.

- 1. President of Home Again
- 2. Rotary
- 3. Elks Member
- 4. Field of Dreams/ Project Autism

Please list the location and size of all parcels of property in St. Johns County of which you have ownership:
14 Riberia St St Augustine FL 32084—410 Villa San Marco apt 301 St Augustine FL 32086— 144 Segovia St St Augustine FL 32086

Please indicate any companies/industries doing business in St. Johns County in which you have a financial interest

(i.e., proprietary, partnership, stock holdings, etc.)
Vista Hospitality Management, A.D. Davis Construction, Coquina Coast Realty

(Over)

Please indicate, by preference, all County committees, boards, or councils addressing land use in which you have an interest:

1. Tourist Development Board
2. _____
3. _____
4. _____

List three (3) personal or professional references:

1. Kanti Patel
2. Phil Mc Daniel
3. Hunter Conrad

You may use this space for a brief biographical sketch or to list other skills you possess that are relevant to the appointment you are seeking: (Please indicate in the space below if you are attaching your resume.)
I was former Director of Parks and Rec. I have a long history with our local TDC over 30 years now. My current position with Vista Hospitality Management we have several hotel properties and have more under construction. I oversee all government relations and am the Director of Development for the company. My experience in government, hospitality and with our staff person that was our representative no longer on the board. Our company would request I be able to take his seat on the board.

All information provided will become a matter of public record and will be open to public inspection. If you require special accommodations because of a disability to participate in the application/selection process, you must notify the Board of County Commissioners in advance to allow for reasonable accommodation. This application will be kept on file for one year, at which time you must notify the Board of County Commissioners of your intent to remain an active applicant and update your application accordingly or it will be removed from the active file.

I hereby authorize St. Johns County or its representatives to verify all information provided and I further authorize the release of any information by those in possession of such information which may be requested by the County. I certify that all information provided herein is true and accurate to the best of my knowledge. I understand that a volunteer position provides for no compensation except that as may be provided by Florida Statutes or other enabling legislation, and that if appointed, I shall serve at the pleasure of the Board of County Commissioners.


Signature

July 29, 2020

Date

Please return completed application to:
St. Johns County Board of County Commissioners
500 San Sebastian View, St. Augustine, FL 32084
Phone: (904) 209-0300 Fax: (904) 209-0538

Thank you for your interest!

For Office Use Only:
Mailed expiration letter: _____
Confirmed interest to extend 6 months:

1. _____
2. _____
3. _____



VISTA HOSPITALITY MANAGEMENT, INC.
by Jalaram Hotels, Inc.

SJC BOCC DISTRIBUTION

ALL Districts

District 1 _____ District 2 _____
District 3 _____ District 4 _____
District 5 _____ Legal _____
Admin _____ Other TOC, Admin _____

RECEIVED
NOV 09 2020

November 2, 2020

BY:K.....

Dear Commissioners,

I would like to thank you for your dedication and service to our community that we all love. It has been brought to my attention that there are questions regarding Troy Blevins's position in our organization. Troy is active in many facets of our organization and works closely with General Managers and our Development team in day to day operations. Troy has many vital roles throughout the organization, including acting as our government liaison, which is why I asked him to represent our company with respect to the Tourist Development Council. His experience in this group would benefit both, our company, as one of the largest contributors to the bed tax, as well as the County it represents. I also know he will be a strong representative for hotel owners and the lodging industry. I have been a hotel owner and developer since the bed tax was introduced in our County and have seen many changes in our community in the world of tourism. I kindly request the Board to accept Troy Blevins as replacement for Tom Manno as Board Member to the Tourist Development Council.

Sincerely,

Kanti Patel

1 RIBERIA STREET
SAINT AUGUSTINE, FL 32084
OFFICE: 904-677-5111 | FAX: 904-677-5129
www.vistahospitalitymanagement.com

placed w/ applicant info

Emailed to Jay + Tera needs placed in application

Rec'd - 9/21/20
6mos - 3/21/20
1.yr. - 9/21/21



BOARD OF COUNTY COMMISSIONERS BOARD / COMMITTEE APPLICATION

September 21, 2020 MAZ
DATE RECEIVED BY ST. JOHNS COUNTY

Thank you for expressing interest to be considered for appointment to committees, boards, commissions or advisory groups addressing land use appointed by the St. Johns County Board of County Commissioners. The County Commission appreciates your willingness to serve your fellow County residents in a volunteer capacity. Please complete this application to the best of your knowledge. (You may attach a resume and/or additional data. Please reference attachments in the appropriate section(s).)

Name: Shannon Dearin District #: 1

Address: 229 Clear Creek Court

City: St. Augustine State: FL Zip: 32095

Phone #: 501-944-9782 E-mail Address: sdearin@shanercorp.com

How long have you been a legal resident of St. Johns County? 12

Most recent occupation/employer: Courtyard St. Augustine

I am am not a registered voter in St. Johns County, Florida.

List all active professional licenses and certifications: ServSafe Certification

Educational background: Graduated in 1992 BBA with an Emphasis in Marketing.

Past work experience: I have worked in various positions with Marriott since 1992, being a General Manager for different hotels for the last 10 years mainly in the Jacksonville/St. Augustine area.

Please list all civic clubs, professional organizations, public interest groups and other not-for-profit organizations of which you are a member or in which you have been active in the last three years, particularly those in St. Johns County.

- 1. VP and State Board member of FRLA
- 2. Past President of NFHLA
- 3. Board Member, Allen D Nease Hospitality Academy
- 4. Chair of the ROSE awards

Please list the location and size of all parcels of property in St. Johns County of which you have ownership:
229 Clear Creek Court, St. Augustine FL 32095

Please indicate any companies/industries doing business in St. Johns County in which you have a financial interest (i.e., proprietary, partnership, stock holdings, etc.)

I am the General Manager of the Courtyard by Marriott St. Augustine I-95

(Over)

Please indicate, by preference, all County committees, boards, or councils addressing land use in which you have an interest:

1. TDC _____
2. _____
3. _____
4. _____

List three (3) personal or professional references:

1. Tom Jankowski, General Manager, Fairfield Inn and Suites _____
2. Kathy Hiester, Owner of the St. Augustine Aquarium _____
3. Todd Hickey, General Manager, Sawgrass Marriott _____

You may use this space for a brief biographical sketch or to list other skills you possess that are relevant to the appointment you are seeking: (Please indicate in the space below if you are attaching your resume.)

I have worked on several boards in the North Florida area including Visit Jacksonville. I am familiar with the Sunshine laws and the importance of making the best decisions for the city without regard for my personal or professional gain. I realize that what benefits the city will benefit us all. I have worked in several different cities including New Orleans, Little Rock and St. Louis. My years in the hospitality community and as President of NFRLA, Vice President of FRLA and State board for FRLA have prepared me for this role.

All information provided will become a matter of public record and will be open to public inspection. If you require special accommodations because of a disability to participate in the application/selection process, you must notify the Board of County Commissioners in advance to allow for reasonable accommodation. This application will be kept on file for one year, at which time you must notify the Board of County Commissioners of your intent to remain an active applicant and update your application accordingly or it will be removed from the active file.

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Signature

9. 21. 20
Date

**Please return completed application to:
St. Johns County Board of County Commissioners
500 San Sebastian View, St. Augustine, FL 32084
Phone: (904) 209-0300 Fax: (904) 209-0538**

Thank you for your interest!

For Office Use Only:

Mailed expiration letter: _____

Confirmed interest to extend 6 months:

1. _____
2. _____
3. _____

SHANNON DEARIN

229 Clear Creek Court • St Augustine, FL 32095
(904) 808-0402 (H) (501) 944-9782 (C) • sssdearin@aol.com

PROFESSIONAL EXPERIENCE

COURTYARD BY MARRIOTT ST. AUGUSTINE i-95, St. Augustine, FL **2017-Present**
General Manager

Responsible for all aspects of the performance of the hotel including financial results, guest satisfaction, and employee engagement. Managed a staff of 30. Cultivates relationships with local businesses to ensure corporate loyalty.

COURTYARD BY MARRIOTT/RESIDENCE INN JACKSONVILLE AIRPORT, Jacksonville, FL **2016-2017**
Complex General Manager

Responsible for all aspects of the performance of both hotels. Currently focusing on improving financial results and increasing guest satisfaction. Manages a staff of over 50. Cultivates relationships with local businesses to ensure corporate loyalty. Guest satisfaction scores for both properties have increased during my tenure. Certified in Operational Excellence for Residence Inn.

COURTYARD BY MARRIOTT BUTLER BLVD, Jacksonville, FL **2011-2016**
General Manager

Responsible for all aspects of the performance of the hotel including financial results, guest satisfaction, and employee engagement. Managed a staff of 35. The property was name Hotel of the Year for Crestline Hotels and Resorts and received the Silver Award as a Top 20% nation-wide Courtyard in guest satisfaction for 2015. Certified in Operational Excellence for Courtyard.

FAIRFIELD INN AND SUITES JACKSONVILLE WEST/CHAFFEE ROAD, Jacksonville, FL **2009-2011**
General Manager

Responsible for all aspects of the performance of the hotel. Focuses on revenue management, guest satisfaction, employee development and vendor contracts. The property received the Gold Award as a Top 10% nation-wide Fairfield Inn in guest satisfaction for 2010.

RENAISSANCE RESORT WORLD GOLF VILLAGE, St. Augustine, FL **2008-2009**
Guest Service Representative

Performed all responsibilities of a guest service representative effectively. Relocated to area in 2008.

COURTYARD BY MARRIOTT, Little Rock, AR **2001-2007**
Guest Care Manager/Rooms Care Manager/Sales Manager, 1998-2007

Managed Front Desk and Bistro. Supervised sales and room care staff. Interviewed potential associates and aided in hiring decisions. Oversaw sales staff. Analyzed property's revenue to forecast sales. Cultivated current customer relationships and established new contacts throughout community by getting involved with the Chamber of Commerce and Arkansas Hospitality Association. Assisted in Revenue Management to increase sales potential.

Prior to 1997, held additional positions, including non escrow tax specialist, notarial specialist, deposit verifier, and operations and front desk supervisor.

PROFESSIONAL ORGANIZATIONS

President, North Florida Hotel and Lodging Association (NFHLA) **2016-2017**

Executive Board Member, Visit Jacksonville **2016-2017**

Board Member, NFHLA **2017**

EDUCATION

Bachelor of Business Administration, Harding University, Searcy,

recvd 9.29.20
Leman 3.29.21
lyr 9.29.21

SEP 29 '20



BOARD OF COUNTY COMMISSIONERS BOARD / COMMITTEE APPLICATION

9.29.20 LAT
DATE RECEIVED BY ST. JOHNS COUNTY

Thank you for expressing interest to be considered for appointment to committees, boards, commissions or advisory groups addressing land use appointed by the St. Johns County Board of County Commissioners. The County Commission appreciates your willingness to serve your fellow County residents in a volunteer capacity. Please complete this application to the best of your knowledge. (You may attach a resume and/or additional data. Please reference attachments in the appropriate section(s).)

Name: Joe Finnegan District #: 5

Address: 34 St. Francis Street

City: St. Augustine State: FL Zip: 32084

Phone #: 904 669 9713 E-mail Address: joef@stfrancisinn.com

How long have you been a legal resident of St. Johns County? 24 years

Most recent occupation/employer: Owner/innkeeper St. Francis Inn and Casa de Suenos Inn

I am am not a registered voter in St. Johns County, Florida.

List all active professional licenses and certifications: _____

Educational background: BA Providence College; MA Canisius College; MA California State University

Past work experience: _____

Principal, FSDB; Headmaster, PA School for the Deaf; President, SC School for the Deaf and Blind

Please list **all** civic clubs, professional organizations, public interest groups and other not-for-profit organizations of which you are a member or in which you have been active in the last three years, particularly those in St. Johns County.

1. Senior Warden- St. Cyprians Church
2. Board of Trustees- St. Augustine Lighthouse
3. Board of Trustees-St. Augustine, Historical Society
4. Board Member (Chair) of VCB

Please list the location and size of all parcels of property in St. Johns County of which you have ownership: _

34 St. Francis Street; 279 St. George Street; 280 St. George Street; 276 St. George Street; 30 Marine Street; 20 Cordova Street; 179 & 181 Cordova Street; 8 B Street; 12 Fountain of Youth Blvd.; 11 Fountain of Youth Blvd.; 26 Yacht Club Drive.

Please indicate any companies/industries doing business in St. Johns County in which you have a financial interest (i.e., proprietary, partnership, stock holdings, etc.) _____

The St. Francis Inn Corporation

(Over)

Please indicate, by preference, all County committees, boards, or councils addressing land use in which you have an interest:

1. TDC _____
2. _____
3. _____
4. _____

List three (3) personal or professional references:

1. Bill and Carla Young - The Wedding Authority _____
2. Lorna MacDonald - Raintree Restaurant _____
3. Father Ted Vorhees - St. Cyprian's Church _____

You may use this space for a brief biographical sketch or to list other skills you possess that are relevant to the appointment you are seeking: (Please indicate in the space below if you are attaching your resume.)

~~In addition to the above community/civic activities, I also currently serve as chair of the Nease High School Hospitality and Tourism Advisory Board (Career Academy) and serve on the Advisory Board of the Hospitality and Tourism Management Program at Flagler College. Also, I owned the Casa de Solana Bed and Breakfast for 10 years.~~

All information provided will become a matter of public record and will be open to public inspection. If you require special accommodations because of a disability to participate in the application/selection process, you must notify the Board of County Commissioners in advance to allow for reasonable accommodation. This application will be kept on file for one year, at which time you must notify the Board of County Commissioners of your intent to remain an active applicant and update your application accordingly or it will be removed from the active file.

I hereby authorize St. Johns County or its representatives to verify all information provided and I further authorize the release of any information by those in possession of such information which may be requested by the County. I certify that all information provided herein is true and accurate to the best of my knowledge. I understand that a volunteer position provides for no compensation except that as may be provided by Florida Statutes or other enabling legislation, and that if appointed, I shall serve at the pleasure of the Board of County Commissioners.


Signature

09/25/2020 _____
Date

**Please return completed application to:
St. Johns County Board of County Commissioners
500 San Sebastian View, St. Augustine, FL 32084
Phone: (904) 209-0300 Fax: (904) 209-0538**

Thank you for your interest!

For Office Use Only:
Mailed expiration letter: _____
Confirmed interest to extend 6 months:
1. _____
2. _____
3. _____

recvd - 10-15-20
6mon 4-15-20
1 yr - 10-15-21



BOARD OF COUNTY COMMISSIONERS BOARD / COMMITTEE APPLICATION

10/15/20
DATE RECEIVED BY ST. JOHNS COUNTY

Thank you for expressing interest to be considered for appointment to committees, boards, commissions or advisory groups addressing land use appointed by the St. Johns County Board of County Commissioners. The County Commission appreciates your willingness to serve your fellow County residents in a volunteer capacity. Please complete this application to the best of your knowledge. (You may attach a resume and/or additional data. Please reference attachments in the appropriate section(s).)

Name: Irving J Kass District #: 2

Address: 887 Garrison Drive

City: St. Augustine State: Fl Zip: 32092

Phone #: 904 540-0390 E-mail Address: ikassfcme@aol.com

How long have you been a legal resident of St. Johns County? 19 years

Most recent occupation/employer: St. George Inn

I am am not a registered voter in St. Johns County, Florida.

List all active professional licenses and certifications: none

Educational background: BS Hotel and Restaurant Administration Florida State University

Past work experience: Owner and operator St George Inn. Vice President KSL Recreation
Hyatt Hotels, Doral Hotels,

Please list all civic clubs, professional organizations, public interest groups and other not-for-profit organizations of which you are a member or in which you have been active in the last three years, particularly those in St. Johns County.

- 1. Chamber
- 2. Lighthouse
- 3. Rotary
- 4. _____

Please list the location and size of all parcels of property in St. Johns County of which you have ownership:
887 Garrison Drive approximately 1/4 acre

Please indicate any companies/industries doing business in St. Johns County in which you have a financial interest (i.e., proprietary, partnership, stock holdings, etc.)
St. George Inn

(Over)

Please indicate, by preference, all County committees, boards, or councils addressing land use in which you have an interest:

- 1. None TDC _____
- 2. _____
- 3. _____
- 4. _____

List three (3) personal or professional references:

- 1. Dana Current _____
- 2. Steve Binninger _____
- 3. Bruce Helsel _____

You may use this space for a brief biographical sketch or to list other skills you possess that are relevant to the appointment you are seeking: (Please indicate in the space below if you are attaching your resume.)
Involved in St Johns County tourism since 2005. Forty Five years in the tourism industry including five years in senior management with a hospitality company which sold for 2.7 Billion in 2003 Oversight of numerous multi million dollar marketing budgets. Sound understanding of ROI.

All information provided will become a matter of public record and will be open to public inspection. If you require special accommodations because of a disability to participate in the application/selection process, you must notify the Board of County Commissioners in advance to allow for reasonable accommodation. This application will be kept on file for one year, at which time you must notify the Board of County Commissioners of your intent to remain an active applicant and update your application accordingly or it will be removed from the active file.

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 _____
Signature

October 7, 2020 _____
Date

**Please return completed application to:
St. Johns County Board of County Commissioners
500 San Sebastian View, St. Augustine, FL 32084
Phone: (904) 209-0300 Fax: (904) 209-0538**

Thank you for your interest!

For Office Use Only:
Mailed expiration letter: _____
Confirmed interest to extend 6 months:
1. _____
2. _____
3. _____

Rec'd 8/12/20
bmos. 2/12/21
1 yr. 8/12/21



BOARD OF COUNTY COMMISSIONERS BOARD / COMMITTEE APPLICATION

8/12/20 MAC
DATE RECEIVED BY ST. JOHNS COUNTY

Thank you for expressing interest to be considered for appointment to committees, boards, commissions or advisory groups addressing land use appointed by the St. Johns County Board of County Commissioners. The County Commission appreciates your willingness to serve your fellow County residents in a volunteer capacity. Please complete this application to the best of your knowledge. (You may attach a resume and/or additional data. Please reference attachments in the appropriate section(s).)

Name: Bill McClure District #: 3

Address: 6905 Richards Place

City: St Augustine State: FL Zip: 32080

Phone #: 9044524556 E-mail Address: bill@billmcclure.com

How long have you been a legal resident of St. Johns County? 20 yrs

Most recent occupation/employer: McClure Benefits

I am am not a registered voter in St. Johns County, Florida.

List all active professional licenses and certifications: State of Florida Insurance License

Certified and Advanced County Commissioner _____

Educational background: Bachelor of Science, Education.

Masters in Public Administration degree expected May 2021. Harvard Graduate Program

Past work experience: County Commissioner 2012-2016. Trustee for FAC Trust (Risk Mgmt)

President, COO Human Resources - Employee Healthcare Benefits Industry since 2000

Please list all civic clubs, professional organizations, public interest groups and other not-for-profit organizations of which you are a member or in which you have been active in the last three years, particularly those in St. Johns County.

1. Friends of A1A - President
2. SJC Sheriff Office Civilian Law Academy - Pres
3. St Augustine School for Performing Arts
4. Fostering Connection SJC

Please list the location and size of all parcels of property in St. Johns County of which you have ownership:
Residential - 6905 Ricards Pl, 32080; 132 Hidden Palms Ln, 32082 Agricultural 9850 CR 13S, 32145 (100 ac) - Commercial - 6943 A1A South, 32080

Please indicate any companies/industries doing business in St. Johns County in which you have a financial interest

(i.e., proprietary, partnership, stock holdings, etc.)
McClure Benefit Administrators TPA, Crescent Beach Bed and Breakfast

(Over)

Please indicate, by preference, all County committees, boards, or councils addressing land use in which you have an interest:

- | | |
|---------------------------------------|----------------------------------|
| 1. <u>Tourist Development Council</u> | 2. <u>Value Adjustment Board</u> |
| 3. _____ | 4. _____ |

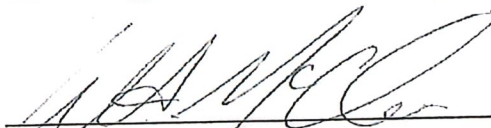
List three (3) personal or professional references:

1. Sander Kaplan - Owner of Candies Motorcoaches Transportation
2. Dr Scott Fechter - Owner Pain Relief Centre
3. Dr Roy Hinman - Owner Island Doctors

You may use this space for a brief biographical sketch or to list other skills you possess that are relevant to the appointment you are seeking: (Please indicate in the space below if you are attaching your resume.)
I believe I have the qualifications to best understand the financial implications of where Tourist Dollars come from, can be used, and forecasting future revenues or opportunities. I understand the recommendations to be made to the SJC BOCC and the current needs of the County.

All information provided will become a matter of public record and will be open to public inspection. If you require special accommodations because of a disability to participate in the application/selection process, you must notify the Board of County Commissioners in advance to allow for reasonable accommodation. This application will be kept on file for one year, at which time you must notify the Board of County Commissioners of your intent to remain an active applicant and update your application accordingly or it will be removed from the active file.

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Signature

8/11/2020
Date

**Please return completed application to:
St. Johns County Board of County Commissioners
500 San Sebastian View, St. Augustine, FL 32084
Phone: (904) 209-0300 Fax: (904) 209-0538**

Thank you for your interest!

For Office Use Only:
Mailed expiration letter: _____
Confirmed Interest to extend 6 months:
1. _____
2. _____
3. _____

recvd 9.24.2020
lomon 3.24.2021
1 year 9.24.2021



BOARD OF COUNTY COMMISSIONERS BOARD / COMMITTEE APPLICATION

9.24.2020 LAT
DATE RECEIVED BY ST. JOHNS COUNTY

Thank you for expressing interest to be considered for appointment to committees, boards, commissions or advisory groups addressing land use appointed by the St. Johns County Board of County Commissioners. The County Commission appreciates your willingness to serve your fellow County residents in a volunteer capacity. Please complete this application to the best of your knowledge. (You may attach a resume and/or additional data. Please reference attachments in the appropriate section(s).)

Name: Charles J. Robles, Jr District #: 5
Address: 212 Adelanto Ave
City: St. Augustine State: FL Zip: 32092
Phone #: 760-333-1455 E-mail Address: CRobles@TheCollectorInn.com

How long have you been a legal resident of St. Johns County? 3.5 years
Most recent occupation/employer: The Collector Luxury Inn & Gardens
I am am not a registered voter in St. Johns County, Florida.

List all active professional licenses and certifications: _____

Educational background: Hofsta University, Hempstead, NY, SUNY @ Farmingdale, NY

Past work experience: See attached resume

Please list all civic clubs, professional organizations, public interest groups and other not-for-profit organizations of which you are a member or in which you have been active in the last three years, particularly those in St. Johns County.

- VCB
- ST Aug Historic Inns (VP)
- FL Rest and Lodging Assoc. (VP)
- _____

Please list the location and size of all parcels of property in St. Johns County of which you have ownership:
My home @ 212 Adelanto Ave, St Augustine 232092

Please indicate any companies/industries doing business in St. Johns County in which you have a financial interest (i.e., proprietary, partnership, stock holdings, etc.)
None

(Over)

Please indicate, by preference, all County committees, boards, or councils addressing land use in which you have an interest:

1. TDC _____
2. _____
3. _____
4. _____

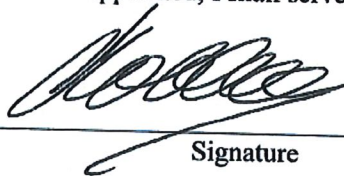
List three (3) personal or professional references:

1. Richard Goldman (VCB) _____
2. Anthony Sexton (Victorian House BnB) _____
3. Phillip McDaniel (St Aug Distillery) _____

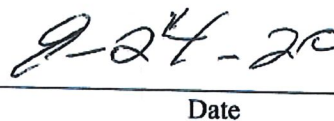
You may use this space for a brief biographical sketch or to list other skills you possess that are relevant to the appointment you are seeking: (Please indicate in the space below if you are attaching your resume.)
See Attached resume

All information provided will become a matter of public record and will be open to public inspection. If you require special accommodations because of a disability to participate in the application/selection process, you must notify the Board of County Commissioners in advance to allow for reasonable accommodation. This application will be kept on file for one year, at which time you must notify the Board of County Commissioners of your intent to remain an active applicant and update your application accordingly or it will be removed from the active file.

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Signature



Date

**Please return completed application to:
St. Johns County Board of County Commissioners
500 San Sebastian View, St. Augustine, FL 32084
Phone: (904) 209-0300 Fax: (904) 209-0538**

Thank you for your interest!

For Office Use Only:
Mailed expiration letter: _____
Confirmed interest to extend 6 months:
1. _____
2. _____
3. _____

Charles J Robles Jr.

212 Adelanto Ave. St. Augustine, FL 32092 * 760 333-1455

DesertCharlie@Me.com

2017- Present **THE COLLECTOR LUXURY INN & GARDENS**, St. Augustine, FL

- Opened the only 4- Diamond Hotel in St Augustine. (3 years in a row)
- Developed Marketing plan and worked with NY based PR Firm
- Developed SOP's to deliver highest level of guest satisfaction
- Achieved 5-year proforma at the end of year 1
- Named #3 hotel in FL by Travel & Leisure Magazine, top 25 Romantic Hotels by TripAdvisor, and Top 10 New hotels by USA Today

2015- 2017 **INNISFREE HOTELS**, Traverse City, MI

- Recruited to manage 179 full-service resort on the beach at Traverse Bay, Michigan.
- Lead 10 department heads and a staff ranging from 68-165 (seasonally)
- Increase total revenue from \$903K to \$2.1M
- Increased Trip Advisor score from #10 to #4 in 6 months.
- Developed \$6M- 5 year Cap Ex budget for owner.

2013- 2015 **VIP HOSPITALITY, LLC**

Recruited to open the first new hotel (Holiday Inn Express) in Indio, CA in 24 years.

Used previous experience to instruct senior management in developing, planning and opening a new 98 room limited-service flagged hotel.

Reviewed and instituted standards as required by flag.

Recruited, hired and trained staff for all departments.

2008 - 2013 **BROUGHTON HOSPITALITY**

Area Manager, Palm Springs, CA (3 Properties)

General Manager for 249-room full service "Holiday Inn resort" with staff of 80.

Increased NOI by 13% points in 12 months.

General Manager for 25 room boutique hotel and 3500 sq ft Spa

Increased revenue 18% within a year.

Raised hotel placement on Trip Advisor from #27 to #3 out of 69 hotels in six months.

- 2005 - 2008** **TIMEOUT SERVICES, Palm Springs, CA**
Co-owner, Hospitality Consulting business
Clients include:
Mission Hills Country Club-One-year project to develop, open, and manage new Spa and Fitness Club for members.
Desert Riviera Hotel- co-design, purchasing, and installation for renovated mid-century boutique property.
Ingleside Inn and Melvyn's Restaurant- Contracted to review operation with emphasis on Customer Service, upgrading service level, and recruiting a new GM.
Tourism TV- Assist in marketing resort hospitality TV channel to area resorts.
- 2003 - 2005** **PARKER PALM SPRINGS RESORT AND SPA**
Opening General Manager
Coordinate \$22 Million renovation
Reposition resort to a luxury 5-star destination resort
Responsible for all local marketing and public relations
Manage 9 department heads and staff of over 200
Work closely with designer, project manager, and owner
Close existing resort and prepare for renovation
Develop and implement new SOP's
Hire new department heads, managers and staff
Prepare for reopening and branded 15,000 sq ft spa
- 2000 - 2003** **TOWNHOUSE DEVELOPMENT (dba-Caliente Tropics Resort)**
President
Managing Partner for \$2.0M renovation and management of 90 room Mid-market Tiki Resort in Palm Springs, CA
- 1997 - 2000** **JOIE DE VIVRE HOSPITALITY, SF, CA**
Project Manager
General Manager- Hotel Del Sol, San Francisco
General Manager- Nob Hill Lambourne, San Francisco, CA
General Manager- Abigail Hotel, San Francisco, CA
- 1996 - 1997** **HOTEL INFORMATION SYSYEMS, Concord, CA**
National Sales Manager
Sales of top rated Property Management Systems
- 1993 - 1996** **KIMPTON HOTEL GROUP, SF, CA**
The Prescott Hotel, Executive Assistant Manager

Memberships and Affiliations

Traverse City Tourism- Board Member
Traverse City
PS Bureau of Tourism Advisory Board, Board Member
PS Hospitality Association, Board Member
Hospitality Sales and Marketing Assoc (HSMAI) Chapter President
Greater PS Wedding Assoc. Board Member
PS Desert Resorts CVA, International Marketing Partnership
PS Desert Resorts CVA, Chairman, Small Discoveries
PS Chamber of Commerce, PAC Chairman
Desert Business Association, Board Member, President
CA Hotel and Lodging Assoc. Board Member
St Aug Historic Inns VP
FRLA (FL Restaurant & Lodging Assoc) VP
St Aug Chamber, Member

Rec'd - 9/21/20
6 mos. - 3/21/21
1 yr. - 9/21/21



BOARD OF COUNTY COMMISSIONERS BOARD / COMMITTEE APPLICATION

September 21, 2020 MAZ
DATE RECEIVED BY ST. JOHNS COUNTY

Thank you for expressing interest to be considered for appointment to committees, boards, commissions or advisory groups addressing land use appointed by the St. Johns County Board of County Commissioners. The County Commission appreciates your willingness to serve your fellow County residents in a volunteer capacity. Please complete this application to the best of your knowledge. (You may attach a resume and/or additional data. Please reference attachments in the appropriate section(s).)

Name: Stephanie Wyland District #: 3

Address: 798 Viscaya Blvd

City: St. Augustine State: FL Zip: 32086

Phone #: (904) 599-3978 E-mail Address: stephanie@coastalrealtyfl.com

How long have you been a legal resident of St. Johns County? 26 years

Most recent occupation/employer: Director of Rental Services, Coastal Realty & Property Management

I am am not a registered voter in St. Johns County, Florida.

List all active professional licenses and certifications: CAM35022

Educational background: Bachelor of Arts, Flagler College Class of 2007, Cum Laude

Advanced College Ready Diploma, St. Augustine High School Class of 2003, Summa Cum Laude

Past work experience: Have been working in the vacation rental/property management industry since 2007.

Please list all civic clubs, professional organizations, public interest groups and other not-for-profit organizations of which you are a member or in which you have been active in the last three years, particularly those in St. Johns County.

1. Charity Events with Coastal Realty 2. _____
3. _____ 4. _____

Please list the location and size of all parcels of property in St. Johns County of which you have ownership:
798 Viscaya Blvd, 32086

Please indicate any companies/industries doing business in St. Johns County in which you have a financial interest (i.e., proprietary, partnership, stock holdings, etc.) _____

N/A

(Over)

Please indicate, by preference, all County committees, boards, or councils addressing land use in which you have an interest:

1. Tourism Development Council
2. _____
3. _____
4. _____

List three (3) personal or professional references:

1. Judy Alligood, Owner/Broker, Coastal Realty & Property Management, (904) 471-6606 Ext 106
2. Joy Gossett, VP/Branch Manager, Center State Bank, (904) 342-4902
3. Betsy Barbieux, CAM, CFCAM, CMCA, Florida CAM Schools, LLC, (352) 326-8365

You may use this space for a brief biographical sketch or to list other skills you possess that are relevant to the appointment you are seeking: (Please indicate in the space below if you are attaching your resume.)

Current tasks at my job include: Supervisor/Team Lead, daily/monthly reconciliation, tax collection/reporting, owner/vendor disbursements, website/marketing management, guest/owner relations, company liaison with PMS. As a CAM: Vendor relations, owner relations, budget creation, project management, financial management. Have previously managed a condotel (Inn at Camachee Harbor) and condos/homes as a portfolio manager. I hope these job experiences/skills will be seen as an asset to the TDC.

All information provided will become a matter of public record and will be open to public inspection. If you require special accommodations because of a disability to participate in the application/selection process, you must notify the Board of County Commissioners in advance to allow for reasonable accommodation. This application will be kept on file for one year, at which time you must notify the Board of County Commissioners of your intent to remain an active applicant and update your application accordingly or it will be removed from the active file.

I hereby authorize St. Johns County or its representatives to verify all information provided and I further authorize the release of any information by those in possession of such information which may be requested by the County. I certify that all information provided herein is true and accurate to the best of my knowledge. I understand that a volunteer position provides for no compensation except that as may be provided by Florida Statutes or other enabling legislation, and that if appointed, I shall serve at the pleasure of the Board of County Commissioners.


Signature

9/21/2020
Date

Please return completed application to:
St. Johns County Board of County Commissioners
500 San Sebastian View, St. Augustine, FL 32084
Phone: (904) 209-0300 Fax: (904) 209-0538

Thank you for your interest!

For Office Use Only:

Mailed expiration letter: _____

Confirmed interest to extend 6 months:

1. _____
2. _____
3. _____

SEP 25 '20

recvd 9.25.20
Lmon 3.25.21
1 year- 9.25.21



BOARD OF COUNTY COMMISSIONERS BOARD / COMMITTEE APPLICATION

9.25.20 LAT

DATE RECEIVED BY ST. JOHNS COUNTY

Thank you for expressing interest to be considered for appointment to committees, boards, commissions or advisory groups addressing land use appointed by the St. Johns County Board of County Commissioners. The County Commission appreciates your willingness to serve your fellow County residents in a volunteer capacity. Please complete this application to the best of your knowledge. (You may attach a resume and/or additional data. Please reference attachments in the appropriate section(s).)

Name: Zachary D. Cole District #: 3

Address: 896 White Eagle Circle

City: St. Augustine State: FL Zip: 32086

Phone #: 352-870-4353 E-mail Address: zcole@flagler.edu

How long have you been a legal resident of St. Johns County? 4 years

Most recent occupation/employer: professor/Flagler College

I am am not a registered voter in St. Johns County, Florida.

List all active professional licenses and certifications: _____

Educational background: PhD - Tourism, Rec, and Sport Management (University of Florida);

MS - Rec and Tourism Studies (Arizona State University); BS - Parks, Rec, and Tourism (University of Florida)

Past work experience: professor - University of NC-Greensboro; research professor - University of Florida;

facilities manager - RecSports/University of Florida

Please list **all** civic clubs, professional organizations, public interest groups and other not-for-profit organizations of which you are a member or in which you have been active in the last three years, particularly those in St. Johns County.

1. Travel and Tourism Research Association
2. Florida Attractions Association
3. National Parks and Recreation Association
4. Nease HS Hospitality and Tourism Academy Advisory Board

Please list the location and size of all parcels of property in St. Johns County of which you have ownership:
none other than home at above address

Please indicate any companies/industries doing business in St. Johns County in which you have a financial interest (i.e., proprietary, partnership, stock holdings, etc.) _____

none

(Over)

Please indicate, by preference, all County committees, boards, or councils addressing land use in which you have an interest:

1. Tourism Development Council _____
2. _____
3. _____
4. _____

List three (3) personal or professional references:

1. Tracy Upchurch - (904)669-3796; tupchurch1@flagler.edu or tupchruch@citystaug.com _____
2. Stephen DiMare - (904)501-5331; stephen@thehyppo.com _____
3. Brenda Bushell - (904)806-4612; brenda@thetresurycollection.com _____

You may use this space for a brief biographical sketch or to list other skills you possess that are relevant to the appointment you are seeking; (Please indicate in the space below if you are attaching your resume.)
I had the privilege of starting the Hospitality and Tourism Management (HTM) at Flagler College four years ago and it has been the fastest growing major since. Throughout that time I have worked to integrate our program into the tourism community in St. Augustine - proud that our HTM graduates are now represented in all sectors. Serving on the Tourism Development Council would be a small way to repay the generosity that the industry has shown while playing my part in what it can become. Thank you for the consideration. CV/Resume attached.

All information provided will become a matter of public record and will be open to public inspection. If you require special accommodations because of a disability to participate in the application/selection process, you must notify the Board of County Commissioners in advance to allow for reasonable accommodation. This application will be kept on file for one year, at which time you must notify the Board of County Commissioners of your intent to remain an active applicant and update your application accordingly or it will be removed from the active file.

I hereby authorize St. Johns County or its representatives to verify all information provided and I further authorize the release of any information by those in possession of such information which may be requested by the County. I certify that all information provided herein is true and accurate to the best of my knowledge. I understand that a volunteer position provides for no compensation except that as may be provided by Florida Statutes or other enabling legislation, and that if appointed, I shall serve at the pleasure of the Board of County Commissioners.


Signature

9/22/20
Date

**Please return completed application to:
St. Johns County Board of County Commissioners
500 San Sebastian View, St. Augustine, FL 32084
Phone: (904) 209-0300 Fax: (904) 209-0538**

Thank you for your interest!

For Office Use Only:
Mailed expiration letter: _____
Confirmed interest to extend 6 months:
1. _____
2. _____
3. _____

ZACHARY D. COLE, PHD

ASSISTANT PROFESSOR, HOSPITALITY AND TOURISM MANAGEMENT
DEPARTMENT OF BUSINESS ADMINISTRATION, SCHOOL OF BUSINESS, EDUCATION, AND MATHEMATICS
FLAGLER COLLEGE, 74 KING STREET, SAINT AUGUSTINE, FLORIDA, USA, 32084
ZCOLE@FLAGLER.EDU

EDUCATION

UNIVERSITY OF FLORIDA **Gainesville, Florida, USA**
Ph.D. Major: Tourism, Recreation, and Sport Management August 2009-August 2012
Concentration: Resource Management
Dissertation: *Mapping Social Values of Ecosystem Services in Sarasota Bay, Florida: E-Delphi Application, Typology Creation, and Geospatial Modeling*

ARIZONA STATE UNIVERSITY **Phoenix, Arizona, USA**
M.S. Major: Recreation & Tourism Studies August 2007-May 2009
Area: Conservation Policy
Thesis: *Quileute Environmental Values: Effect On Attitudes toward Natural Resource Management*

UNIVERSITY OF FLORIDA **Gainesville, Florida, USA**
B.S. Major: Recreation, Parks, & Tourism August 2003-December 2005
Concentration: Therapeutic Recreation
Field Experience: *Portland Parks and Recreation, Specialized Recreation*

ACADEMIC WORK EXPERIENCE

Flagler College

Hospitality and Tourism Management

Assistant Professor (8/16-present)

Teach undergraduate courses; provide departmental, college, and community service

HTM 120 Introduction to Hospitality and Tourism
HTM 201 Hotel and Guest Services Management
HTM 205 Food and Beverage Management
HTM 240 Food for Thought
HTM 281/282 Apprenticeship in Hospitality and Tourism Management
HTM 301 Hospitality Revenue Management and Accounting
HTM 315 Destination Planning and Development
HTM 335 Facilities and Event Management
HTM 340 Heritage Tourism Management
HTM 340 Tourism Geography
HTM 430 Tourism, Cultures, and Impacts
HTM 470 Strategic Hospitality and Tourism Management
HTM 481 Internship in Hospitality and Tourism Management

Sustainability Committee – 2016-2019

Committee Chair – 2017-2018

Community Integrative Education Committee – 2019-present

Committee Chair – 2019-present

University of North Carolina at Greensboro
Marketing, Entrepreneurship, Hospitality, and Tourism
Assistant Professor (08/13-8/16)

Teach undergraduate courses, conduct research, and generate externally funded projects.

HSS 128	Sustainable Development – Honors
STH 200	Introduction to Sustainable Development
STH 201	Corporate Social Responsibility and Change Management
STH 231	Tourism, Cultures, and Places
STH 232	Tourism Impacts and Alternatives

University of Florida
Tourism, Recreation and Sport Management
Teaching/Graduate Assistant (01/11-08/12)
Adjunct Lecturer (08/12-05/13)

Teach undergraduate courses, conduct research, and generate externally funded projects.

LEI 3120	Introduction to Outdoor Recreation
LEI 3400	Recreation Program Design
LEI 3500	Administration of Leisure Services
LEI 3546	Park Management
LEI 6513	Administrative Procedures in Leisure Services

University of Florida, School of Forest Resources and Conservation and Florida Sea Grant-UF
Research Associate (08/11-06/13)

Conduct research, generate externally funded projects, and complete grant requirements

Development of spatial models of social values data in coastal environments.

Mapping of social values of coastal use relative to ecosystem services.

Development and application of online, participatory mapping data collection methodologies.

HONORS/AWARDS/SCHOLARSHIPS/ADVISORY BOARDS

- 2018 – St. Johns County Tourism Impact Award – Hospitality and Tourism Management Program/Flagler College – St. Augustine, FL
- 2017-present – Advisory Board Member – Hospitality and Tourism Academy at Nease High School — Ponte Vedra Beach, FL
- 2016 – Teacher of the Year, Junior Faculty (finalist) – Bryan School of Business and Economics – Greensboro, NC
- 2012 – Graduate Student Scholarship – 9th Biennial University Education in Natural Resources – Fort Collins, CO
- 2011-2012 – Advisory Board Student Representative – Society of Outdoor Recreation Professionals – Mount Shasta, CA
- 2011 – Outstanding Poster Presentation – Managing for Results in our Coastal Seas - Environmental Management of Enclosed Coastal Seas 9 Conference – Baltimore, MD
- 2011 – Student Conference Scholarship – 31st Annual Recreation Resource Planning Conference – Breckenridge, CO
- 2010 – Student Conference Scholarship – 30th Annual Recreation Resource Planning Conference – Portland, OR
- 2009 – Grinter Award – Tourism, Recreation, and Sport Management, College of Health and Human Performance – University of Florida

CURRENT PROFESSIONAL MEMBERSHIP

SKAL International
Travel and Tourism Research Association
National Recreation and Park Association
Florida Attractions Association
American Distilling Institute

PAST PROFESSIONAL MEMBERSHIP

International Council on Hotel, Restaurant, and Institutional Education
Society of Outdoor Recreation Professionals
The Coastal Society

MANUSCRIPTS

- Buning, R., **Cole, Z.D.**, Lamont, M. (2019). A Case Study of the United States Mountain Bike Tourism Market. *Journal of Vacation Marketing*.
- Cole, Z.D.** (2017). Harnessing the Flow: A Case Study in Developing the National River Recreation Database. *Journal of Park and Recreation Administration*, 35(3), 151-163.
- Cole, Z.D.** (2017). Growth and Development of Craft Spirit Tourism: A Fermenting giant? Craft Beverages and Tourism, Volume 1. Palgrave Macmillan: Switzerland.
- Kline, C. and **Cole, Z.D.** (2017). Craft Cider Tourism...getting to the core of the matter. Craft Beverages and Tourism, Volume 1. Palgrave Macmillan: Switzerland.
- Buning, R.J., McNamee, J., and **Cole, Z.D.** (2016). Economic impact from event active sport tourism: A portfolio of four variable mountain bike events. *Journal of Sport and Tourism*, 20(2), 103-122.
- Cole, Z.D.**, Holland, S., and Donohoe, H.M. (2015) Ecosystem services in the coastal zone: A social values typology for comprehensive assessment. *Society and Natural Resources*, DOI: 10.1080/08941920.2015.1020580.
- Cole, Z.D.**, Donohoe, H.M., and Stollefson, M.L. (2013). Internet-based Delphi research: A case based discussion. *Environmental Management*, 51(3), 511-523.
- Cole, Z.D.** (2013). Identifying adventure tourism product signatures: A case analysis of guided mountain bike tours. *e-Review of Tourism Research*.

RESEARCH PRESENTATIONS

- Cole, Z.D.** (2019) Internships – building relationships with schools. *Florida Attractions Association Annual Conference*. Miami, FL, USA.
- Cole, Z.D.** and Byrd, E.T. (2016) Mountain bike tourists in the United States: Descriptive profile and behavior characteristics. *Southeastern Travel and Tourism Association Annual Conference and Symposium*. Baton Rouge, LA, USA.

- McNamee, J., Buning, R., and **Cole, Z.D.** (2016) Tourist Expenditure at a Sport Event Portfolio: Determinants, Outcomes, and Variances. *North American Society for Sport Management 2016 Conference*. Orlando, FL, USA.
- Cole, Z.D.** (2015) Understanding Mountain Bike Tourism. *National Bicycle Tourism Conference*. San Diego, CA, USA.
- Cole, Z.D.** (2015) Demographic and Behavior/Preference Profile of the MTB Tourist. *Mountain Bike Tourism Symposium*. Williams Lake, BC, Canada.
- Cole, Z.D.** (2015) Inclusive Stakeholder Engagement through Delphi-generated Insights: Laying a foundation for the National Rivers Recreation Database. *47th Travel and Tourism Research Association Annual International Conference*, Portland, OR, USA.
- Byrd, E.T., Canziani, B.C., and **Cole, Z.** (2015) The Value of Information Sources for Wine Tourists: What Role Does Level of Wine Knowledge Play. *Southeast Travel and Tourism Research Association Conference*, Charlotte, NC, USA.
- Cole, Z.D.** (2015) National Park managers' perceptions of mountain biking. *37th Annual Southeast Recreation Research Conference*, Asheville, NC, USA.
- Cole, Z.D.**, and Mathews, L. (2015) Craft Beer, USA: Fermenting market productivity in North Carolina. *Appalachian Research in Business Symposium*, Asheville, NC, USA.
- Cole, Z.D.**, Byrd, E.T., Canziana, B., Hsieh, J., and Debbage, K. (2014) Wine tourism geography: Demographics, flow patterns, distance decay, and market access in North Carolina, USA. *Southeast Council on Hotel, Restaurant, and Institutional Education*, Greenville, SC, USA.
- Cole, Z.D.** (2014) Data driven mountain bike tourism: Quantifying tour options around the world. *International Mountain Bike Association Summit 2014*, Steamboat Springs, CO, USA.
- Cole, Z.D.** (2014) North Carolina wine tourism: Structural dimensions, visitor profile, and product development in an emerging market. *36th Annual Southeast Recreation Research Conference*, Asheville, NC, USA.
- Cole, Z.D.** (2014) Creating a vision and priority attributes for the National Rivers Database using an e-Delphi exercise. *12th Biennial River Management Society Symposium: Managing Rivers in Changing Climes*, Denver, CO, USA.
- Cole, Z.D.** (2013) Consensus social ecosystem services in the coastal zone: Spatial value and resource use typologies in SolVES modeling. *Social Coast Forum*, Charleston, SC, USA.
- Loerzel, J., and **Cole, Z.D.** (2012) Social valuation of ecosystem services in urban and rural contexts. *ACES and Ecosystem Markets 2012*, Fort Lauderdale, FL, USA.
- Coffin, A.W., and **Cole, Z.D.** (2012) Coastal SolVES: Adapting a terrestrial-based GIS tool for the non-monetary, spatial evaluation of ecosystem services in a coastal environment. *ACES and Ecosystem Markets 2012*, Fort Lauderdale, FL, USA.
- Cole, Z.D.**, and Donohoe, H. (2012) Quantifying and mapping the social value of outdoor recreation resources in Sarasota Bay, Florida. *12th World Leisure Congress*, Rimini, Italy

- Cole, Z.D.**, Holland, S., and Coffin, A. (2012) Social values and ecosystem services in coastal environments: The case of Sarasota Bay, FL. *4th International Eco Summit, Ecological Sustainability: Restoring the Planet's Ecosystem Services*, Columbus, OH, USA.
- Coffin, A.W., **Cole, Z.D.**, Swett, R.A., and Sherrouse, B.C. (2012) Coastal SoLVES: Adapting a terrestrial-based GIS tool for the non-monetary, spatial evaluation of ecosystem services in a coastal environment. *4th International Eco Summit, Ecological Sustainability: Restoring the Planet's Ecosystem Services*, Columbus, OH, USA.
- Cole, Z.D.** (2012) Mapping the human coast: Shaping natural resource management through stakeholder collaboration. *18th International Symposium on Society and Resource Management (ISSRM)*, Edmonton, Alberta, CA.
- Cole, Z.D.** (2012) The human side of sustainability: Developing a typology of social values of ecosystem services in the coastal zone. *18th International Symposium on Society and Resource Management (ISSRM)*, Edmonton, AB, CA.
- Cole, Z.D.** (2012) Modeling social values of ecosystem services: Non-monetary, spatial evaluation in a coastal environment. *32nd Annual National Recreation Resource Planning Conference*, Baton Rouge, LA, USA.
- Cole, Z.D.**, Donohoe, H., and Holland, S. (2012) Going online: Advancing e-Delphi methodologies within coastal resource management. *Inaugural College of Health and Human Performance Student Poster Session*, Gainesville, FL, USA.
- Cole, Z.D.** (2012) "Meeting students where they are": Adapting natural resource education to emerging digital landscapes. *9th Biennial University Education in Natural Resources Conference*, Fort Collins, CO, USA.
- Cole, Z.D.**, Coffin, A.W., and Swett, R. (2012) Mapping social values of coastal use relative to ecosystem services in Sarasota Bay. *Sarasota Bay Watershed Symposium*, Sarasota Bay, FL, USA.
- Cole, Z.D.**, Donohoe, H., Coffin, A., and Swett, R.S. (2012) Social value and resource use in Sarasota Bay: Using e-Delphi to uncover spatial variables. *Social Coast Forum*, Charleston, SC, USA.
- Cole, Z.D.** (2012) Ecosystem services of rivers: Exploring the potential for quantifying and mapping social values. *11th Biennial River Management Society Symposium: From Intimate Creeks to the Infinite Sea*, Asheville, NC, USA.
- Lovelace, S., Semmens, D., Sherrouse, B., Coffin, A., DiDonato, E., van Riper, C.J., **Cole, Z.D.**, and Loerzel, J. (2012) Problem SoLVE-ing: Understanding Social Valuation of Ecosystem Services (SoLVES) for better Coastal Management. *The Coastal Society's 23rd International Conference- Our Coasts, Our Heritage: Ecosystem Services for the Common Good*, Miami, FL, USA.
- Cole, Z.D.**, Coffin, A.W., Swett, R.S., Sherrouse, B.C., and Semmens, D.J. (2011) Mapping social values of coastal use relative to ecosystem services in Sarasota Bay. *Emerging Management of Enclosed Coastal Seas: Managing for Results in our Coastal Seas*, Baltimore, MD, USA.

Cole, Z.D. (2011) Place-based meaning and the economy of recreation in Elwha River restoration: Evaluating planning and management. *George Wright Society Conference on Parks, Protected Areas, and Cultural Sites: Rethinking Protected Areas in a Changing World*, New Orleans, LA, USA.

Cole, Z.D., and White, D.D. (2010) Native American environmental values and natural resource management practices: Quileute tribal perspectives. *16th International Symposium on Society and Resource Management: Tyranny of 'Or': Conservation or Development? Preservation or Utilization?*, Corpus Christi, TX, USA.

Cole, Z.D. (2010) Recreational impact assessment: Valuation and representation in Elwha ecosystem restoration policy development. *River Management Society & National Association of Recreation Resource Planners Symposium: Bridging Conservation and Recreation*, Portland, OR, USA.

GRANT ACTIVITY/FUNDED RESEARCH

Cole, Z.D., Byrd, E.T., Gladwell, N.J., Canziani, B., and Boles, J. Greensboro Tourism Leisure and Conversion Market Segment Study. Research contract with Greensboro Area Convention and Visitors Bureau. Total \$47,000 USD (2015)

Cole, Z.D. (Co-PI) and Swett, R.S. (PI). Developing Spatial Models of Social Values Data in a Coastal Environment. Cooperative Agreement: Florida Sea Grant, USGS (RMGSC), and University of Florida. Total \$15,000 USD (2012).

Cole, Z.D. (Co-PI) and Swett, R.S. (PI). Mapping Social Values of Coastal Use Relative to Ecosystem Services in Sarasota Bay. Cooperative Agreement: Florida Sea Grant, USGS (RMGSC), and University of Florida. Total \$25,000 USD (2011).

EXPERT PANELS/INVITED PRESENTATIONS

Cole, Z.D. (2017) Panel Discussion: Hospitality Academia. *Florida Attractions Association Annual Conference*, St. Augustine, FL, USA.

Cole, Z.D. (2015) Panel Discussion: Emerging Mountain Bike Tourism Market. *National Bicycle Tourism Symposium*, San Diego, CA, USA.

Cole, Z.D. (2015) Demographic and behavior/preference profile of the MTB tourist. *British Columbia Mountain Bike Tourism Symposium*, Williams Lake, British Columbia, Canada.

Cole, Z.D. (2012) Panel Discussion: Economic valuation of Sarasota Bay. *Sarasota Bay Watershed Symposium*, Sarasota, FL, USA.

PROCEEDINGS/TECHNICAL REPORTS

Cole, Z.D., Byrd, E.T., Canziani, B., Hsieh, J., and Debbage, K. (2014) Wine tourism geography: Demographics, flow patterns, distance decay, and market access in North Carolina, USA. *Frontiers in Southeast CHRIE Hospitality and Tourism Research*, 19(1): 56-60.

Coffin, A.W., Swett, R.S., and **Cole, Z.C.** (2012) A spatial analysis of cultural ecosystem service valuation by regional stakeholders in Florida – A coastal application of the Social Values for Ecosystem Services (SoLVES) tool. *USGS, Fact Sheet 2012-3125*.

Rec'd - 9/23/20
6 mos. - 3/23/21
1 yr. - 9/23/21



BOARD OF COUNTY COMMISSIONERS BOARD / COMMITTEE APPLICATION

September 23, 2020 MAF
DATE RECEIVED BY ST. JOHNS COUNTY

Thank you for expressing interest to be considered for appointment to committees, boards, commissions or advisory groups addressing land use appointed by the St. Johns County Board of County Commissioners. The County Commission appreciates your willingness to serve your fellow County residents in a volunteer capacity. Please complete this application to the best of your knowledge. (You may attach a resume and/or additional data. Please reference attachments in the appropriate section(s)).

Name: Kathy A. Fleming District #: 5

Address: 218 South Matanzas Blvd

City: St. Augustine State: FL Zip: 32080

Phone #: 904 6698260 E-mail Address: kflaming@staugustinelighthouse.org

How long have you been a legal resident of St. Johns County? 25 years

Most recent occupation/employer: St. Augustine Lighthouse & Maritime Museum, Inc.

I am am not a registered voter in St. Johns County, Florida.

List all active professional licenses and certifications: Museum Accreditation by Amer. Alliance of Museums;
Smithsonian Affiliate; National Trust for Historic Pres Award, 2002. Women of Influence Award

Educational background: BA, Stuido Art, Wake Forest Uni; MA (almost finished) Gonzaga Uni; Certificate, Prof Advertising, MSA, USC-Spartangburg; Cert. Harvard Kennedy School, Non-Profit Governance; NP Financials.

Past work experience: Thirty one years of non-profit management, marketing and PR with Museums in SC, NY, Florida. Also fundraising for Easter Seals of East Central Florida. See resume attached.

Please list all civic clubs, professional organizations, public interest groups and other not-for-profit organizations of which you are a member or in which you have been active in the last three years, particularly those in St. Johns County.

1. Sertoma Club of St. Augustine, Member Present
2. US Lighthouse Society, Trustee, March 2020
3. Junior Service Leauge, Active Sustainer, Present
4. Florida Association of Museums, Past President, Pre

Please list the location and size of all parcels of property in St. Johns County of which you have ownership:
Tourism Development Council, Non-Accomodations Position

Please indicate any companies/industries doing business in St. Johns County in which you have a financial interest

(i.e., proprietary, partnership, stock holdings, etc.) Andrew Fleming, LLC.; St. Augustine Lighthouse & Maritime Museum, Inc. (Executive Director); Lighthouse Archaeological Maritime Program, Inc (Chief Admin Officer); Salt Run Sales, Inc. (Registered Agent.)

(Over)

Please indicate, by preference, all County committees, boards, or councils addressing land use in which you have an interest:

1. Tourism Development Council
2. _____
3. _____
4. _____


List three (3) personal or professional references:

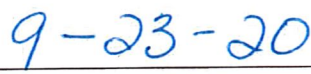
1. Irving Kass, St. George Inn (Museum Treasurer) ikass@stgeorge-inn.com; 904 540-0390
2. Martin Corlieto, Associate Director, SAL&MM, mcorlieto@staugustinelighthouse.org; 904 591-7478
3. Dr. Graig Shaak, FL Museum of Natural History/ UF (retired) gdshaak@flmnh.ufl.edu 352 391-1721

You may use this space for a brief biographical sketch or to list other skills you possess that are relevant to the appointment you are seeking: (Please indicate in the space below if you are attaching your resume.)
Resume attached. Advanced experience in audience segmentation, budgeting, unique value perspectives, and oversight of State Grant funding, as a former member of the Fl. Historical Commission, a Governor Scott appointee. I command the respect of 42-49 staff seasonally, and have an avid interest in the arts, and in non-profit leadership. Our team is dedicated to community service and to making a difference. We plan ahead.

All information provided will become a matter of public record and will be open to public inspection. If you require special accommodations because of a disability to participate in the application/selection process, you must notify the Board of County Commissioners in advance to allow for reasonable accommodation. This application will be kept on file for one year, at which time you must notify the Board of County Commissioners of your intent to remain an active applicant and update your application accordingly or it will be removed from the active file.

I hereby authorize St. Johns County or its representatives to verify all information provided and I further authorize the release of any information by those in possession of such information which may be requested by the County. I certify that all information provided herein is true and accurate to the best of my knowledge. I understand that a volunteer position provides for no compensation except that as may be provided by Florida Statutes or other enabling legislation, and that if appointed, I shall serve at the pleasure of the Board of County Commissioners.

 _____
Signature Date



**Please return completed application to:
St. Johns County Board of County Commissioners
500 San Sebastian View, St. Augustine, FL 32084
Phone: (904) 209-0300 Fax: (904) 209-0538**

Thank you for your interest!

For Office Use Only:
Mailed expiration letter: _____
Confirmed interest to extend 6 months:
1. _____
2. _____
3. _____

Kathy Allen Fleming

Objective Leadership for a vibrant cultural and historical organization utilizing experiences in mission-based programs, historic preservation, marketing, income generation, and community service.

POSITIVE ACTION | LEADERSHIP | INTEGRITY

Executive Summary: A proven visionary and strategic leader that translates community needs into mission, money and marketing success. I work for the best interests of the organization, its community, its leadership, its employees and the general public.

An expert in enhancing sustainability for historic sites and museums; developing strategic plans for long term progress, achieving earned income potential, and protecting historic and cultural resources. Very knowledgeable about historic preservation, managing staff with terminal degrees, and working through complex federal and state negotiations. Requested writer and public speaker. Excellent record of implementing the necessary controls to ensure compliance and prudence in museum accrual accounting systems. Dedicated to maintaining a reputation built on museum quality, service, and uncompromising ethics. Strong and effective fundraiser.

AREAS OF EXPERTISE

- Strategic / Tactical Planning
- Marketing and PR
- Financial Accountability
- Public Speaking
- Program Growth
- Income Generation and Retail Sales
- Change Management and Team Building
- Historic Preservation
- Grant Writing
- Community Partnerships
- Heritage Tourism

Experience 12-05-94 to current St. Augustine Lighthouse & Maritime Museum, Inc. Saint Augustine, FL

Executive Director

- Works with an engaged Board of Trustees of 20. Team work and mutual respect are hallmarks of our culture.
- AAM Accredited Museum 2017 – materials use as examples for other museums nationwide by AAM.
- Generated over \$47 million dollars for the museum in new revenues via all budget actions.
- \$.89 of each \$1 goes to help fund the museum's programmatic mission of research, discovery, preservation, and museum education.
- Understands UVP and Customer Value Propositions.
- Grew budget from \$150,000 to \$4.7 million annually; serving 189,000 - 227,000 annual visitors.
- Co-Founded *Lighthouse Archaeological Maritime Program*, 1999, for cultural resources research and public archaeological education through field schools. Employ 7 staff archaeologists.
- Designed, funded, constructed and opened new Museum Visitors' Center in 2000; doubled museum's operating budget as a result.
- Accomplished fundraiser; \$3 million-dollar Capital Campaign funded new Maritime Educational and Archaeological Center in 2016. The building opened October and has become an important ADA

Kathy Allen Fleming

accessible educational community center, as well as a community conservation lab for shipwreck artifacts and other submerged cultural resources.

- Founded Salt Run Sales Wholesale Corp, 2002 driving costs of goods sold to 38%.
- Winner National Trust for Historic Preservation Award, 2003, for helping with new Federal Preservation law, the National Historic Lighthouse Preservation Act of 2000.
- United States Senate, *Certificate for Service to the State of Florida*, 2003, by US Senator Bill Nelson.
- Appointed to Florida Historical Commission, by Governor Rick Scott, 2012. Served through 2017.
- Appointed to State of Florida Historical Records Advisory Board, 2013-2016, by Governor Rick Scott.
- Executive Committee, Chairperson, St. Johns County Visitors and Conventions Bureau Board of Directors, 2009-2015. Develop comprehensive international, advertising plan via bed-tax dollars for the County's major industry: tourism. Tourism accounts for 33% of county work force.
- Board Member, Florida Association of Museums, 2008- present; marketing and re-branding committee. President 2016 and 2017, Past-President, 2018 and 2019.
- Launched major marketing initiative, attracting CNN, History Channel, Discovery Channel. Developed new print and on-line media, and interactive digital signage.
- Developed program to serve at-risk children with 84% growth between 2009 and 2012.
- Developed summer field school and job training opportunities for archaeological students in association with head staff archaeologist. Field school serves students from around the world in 2016.
- Serves 47,000 school age children annually via educational, museum programs.
- Developed and wrote Corporate Identity Manual to support branding and advertising advances.
- Cracker and Eliza's Club, an interactive activity area for children was opened in July of 2012 with a gift from the Lastinger Family Foundation.
- Active Sustaining Member, Junior Service League of St. Augustine, Inc. Present, Marketing Chairperson, *Halla Gala*, 2011 and 2012.
- Former member of Boards of Directors of both Preservation Action League, Washington, DC and Florida Trust for Historic Preservation, Tallahassee, FL.
- Past President, Florida Association of Museums 2016-2018 as chair.
- Member, Board of Directors, St. Johns County Chamber of Commerce, 2017-Present
- Member, Board of Director, United States Lighthouse Society, March 2020 – Present.
- Member Sertoma Club of St. Johns County, 2012-present

Staff Manager / Advisor

- Grew from paraprofessional staff of five in 1994 to professional staff of 42-49 FTEs (Headcount 58). Work with 282-412 active volunteers who provide over \$400,000 in in-kind revenues annually.
- Manage senior, professional archaeological team of seven, including museum archaeological conservators, and Dive Safety officer.
- Hired Director of Operations RN to manage staff and visitor safety program.
- Provide associates with employee training, mentorships, and career options
- Helped establish new personnel manual, policies, and benefits packages for staff. Updated 2017.
- Updating tech for internal communications, fundraising and financial platforms, 2020.

1992-1993

Easter Seal Society, Melbourne, FL

Director of Development

Kathy Allen Fleming

- Fund-raising and corporate sponsor liaison for Brevard, Indian River, St. Lucie and Okeechobee Counties, FL.
- Tripled Corporate Sponsor donations in year one.
- Worked with national clients such as Little Caesars Pizza, Dollar General Store, and Enesco.
- Locally formed fundraising partnerships with the Board of Realtors, Burger King and Popeye's Restaurants and more.
- Acted as an advocate for people with disabilities act.
- Branded Activities via National Corporate Identity Manual.

1987-1991

Glens Falls - Queensbury Historical Assoc., Glens Falls, NY

Executive Director

- Managed Zopher-Isaac DeLong House, library and extensive collections dating from 1763-1950's. Building and Associated Carriage House are listed on the National Register of Historic Places.
- Launched Historic Restoration to two periods of the family's residence ca 1865 and 1910. Worked with renowned, restoration specialist, Gretchen Sorin to develop an internal house furnishing plan and an historic structures report.
- Acted as an advocate for historic preservation in the community, saving a rare, Art-Deco, decorative, terra cotta, bank facade from removal and sale in New York, NY.
- Published monthly history column in the Glens Falls-Queensbury *Post Star*.
- Overcame first year deficit of \$124,000 to end year with a \$17,000 surplus.

Education

1980-1984 - Wake Forest University

B.A. Degree in Studio Art

- Speaker at Baccalaureate – Student orator
- Concentrated study in philosophy and humanities.

1984-1987 - Museum School of Art, University of SC, Spartanburg, SC

Professional Advertising Certificate

- Studied with the man who created the first Pepsi jingles.

1999 - Ft Lauderdale Institute of Art, Fort Lauderdale, FL

Professional Certificate in Historic Interiors

- Assists with interior furnishing plans and historic structures reports.

2006-2009 - Gonzaga University, Spokane, WA

M.A. Study in Organizational Leadership

- On-line 70% complete.
- 99/100 GPA.

2013-2014 - Harvard Kennedy School, Cambridge, MA

Executive Education Certificates

- Motivating your Non-Profit Board;
- Evaluating Non-Profit Financials

218 South Matanzas Blvd, Saint Augustine, FL 32080; Work (904) 829-0745, Ext 215,
Cell (904) 829-8260; kathyafleming@gmail.com; kfleming@staugustinelighthouse.org.

Kathy Allen Fleming

Summary

- Skilled at learning new concepts quickly, working well under pressure, and communicating ideas clearly and effectively.
- Strong marketing and non-profit funding and finance background combined with excellent communication skills.
- Demonstrated achiever with leading successful teams, managing day to day business practices, and exceptional knowledge of strategic planning.
- Producer/entrepreneur; values: integrity, positive action, leadership.

Social Media

LinkedIn, <https://www.linkedin.com/in/firstlighthouse/>

Facebook, <https://www.facebook.com/kathy.a.fleming>

Instagram, <https://www.instagram.com/kfling215/>

rec'd - 10.14.2020
6mon - 4.14.2021
1 year - 10.14.2020



BOARD OF COUNTY COMMISSIONERS BOARD / COMMITTEE APPLICATION

FOR TDC ARTS/CULTURAL/HERITAGE FUNDING PANEL

10/14/2020

LAT

DATE RECEIVED BY ST. JOHNS COUNTY

Thank you for expressing interest to be considered for appointment to committees, boards, commissions or advisory groups appointed by the St. Johns County Board of County Commissioners. The County Commission appreciates your willingness to serve your fellow citizens in a volunteer capacity. Please complete this application to the best of your ability. (You may attach a resume and/or additional data. Please reference attachments in the appropriate section(s).)

Name: Kathy Hiester District #: 4 (Live) Personal
2 (Business)

Address: 1788 N. Loop Pkwy

City: St. Augustine State: FL Zip: 32095

Phone #: 904-495-5608 E-mail Address: kathy@saaquarium.com

How long have you been a legal resident of St. Johns County? 14 years

Most recent occupation/employer: St. Augustine Aquarium

I am am not a registered voter in St. Johns County, Florida.

List all active professional licenses and certifications: _____

Educational background: BS in Biology, Albright College

Past work experience: 20 years sales + marketing at Omega Medical Labs
+ Quest Diagnostics

Please list any civic clubs, professional organizations, or public interest groups of which you are a member or in which you have been active: (attach additional sheet, if necessary)

- St. Augustine Attractions Assoc/Treas.
- Nease H.S./Academy Advisory Board Member
- St. Johns Tech. HS / Academy of Coastal + Water Resources
- Advisory Board Member

Please indicate, by preference, all County committees, boards, or councils in which you have an interest:

- Tourism Development Council
- _____
- _____
- _____

List three (3) personal or professional references:

1. Tillery Durbin, CUBLP, Director of Business Services 121 FCA
2. Michele Kuziole, Director of Sales Courtyard Marriott + Fairfield Inns Suites
3. _____

Are you currently serving (or have served in the past five years) as an officer or on the Board of Directors of any not-for-profit organizations including civic clubs, professional organizations, community support organizations, visitor attractions, cultural institutions or similar organizations? If so please list below and indicate the dates of your service.

Please describe any experience, knowledge or skill set in the following areas that you may have:

1. Tourism Marketing:

As Co owner of the St. Augustine Aquarium I have actively done sales and marketing in the tourism industry.

2. Tourism Business Operations (including not-for-profit businesses):

As Co owner of the St. Augustine Aquarium I and my husband run the business operations of the aquarium.

3. Performing or Visual Arts presentations:

4. Special Event organization and promotions:

Organized, created + ran the special events at the aquarium including Mermaid events, Holiday events, + more.

5. Historic interpretations or presentations:

You may use this space for a brief biographical sketch or to list other skills you possess that are relevant to the appointment you are seeking: (Please indicate in the space below if you attach your resume.)

At Omega Medical Laboratories I was involved in expanding blood test centers and business development of additional services for 20 years. The aquarium is a start up that was from beginning up doing research in location selection, business loans, development, marketing, HR and am still active in all aspects.

All information provided will become a matter of public record and will be open to public inspection. If you require special accommodations because of a disability to participate in the application/selection process, you must notify the Board of County Commissioners in advance. This application will be kept on file for one (1) year, at which time you must notify the Board of County Commissioners of your intent to remain an active applicant and update your application accordingly or it will be removed from the active file.

I hereby authorize St. Johns County or its representatives to verify all information provided and I further authorize the release of any information by those in possession of such information which may be requested by the County. I certify that all information provided herein is true and accurate to the best of my knowledge. I understand that a volunteer position provides for no compensation except that as may be provided by Florida Statutes or other enabling legislation.

Kathleen Hester
Signature

10/14/20
Date

Please return completed application to:
St. Johns County Board of County Commissioners
500 San Sebastian View, St. Augustine, FL 32084
Phone: (904) 209-0300 Fax: (904) 209-0538

Thank you for your interest!

For Office Use Only:

Mailed expiration letter: _____
Confirmed interest to extend 6 months:

- 1. _____
- 2. _____
- 3. _____

Revised 03/24/15

List three (3) personal or professional references:

1. Tillery Durbin, CUBLP, Director of Business Services 121 FOU
2. Michele Kuziole, Director of Sales Courtyard Marriott + Fairfield Inns Suites
3. Suzanne Booth, Big Red Cullen Book

Are you currently serving (or have served in the past five years) as an officer or on the Board of Directors of any not-for-profit organizations including civic clubs, professional organizations, community support organizations, visitor attractions, cultural institutions or similar organizations? If so please list below and indicate the dates of your service.

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3. Performing or Visual Arts presentations:

4. Special Event organization and promotions:

Organized, created + ran the special events at the aquarium including Mermaid events, Holiday events, + more.

recvd 10.14.20
6mon 4.14.21
1 year - 10.14.21



BOARD OF COUNTY COMMISSIONERS BOARD / COMMITTEE APPLICATION

10.14.20 LAT
DATE RECEIVED BY ST. JOHNS COUNTY

Thank you for expressing interest to be considered for appointment to committees, boards, commissions or advisory groups addressing land use appointed by the St. Johns County Board of County Commissioners. The County Commission appreciates your willingness to serve your fellow County residents in a volunteer capacity. Please complete this application to the best of your knowledge. (You may attach a resume and/or additional data. Please reference attachments in the appropriate section(s).)

Name: Peter Karpen District #: 4

Address: 24476 Harbour View Drive

City: Ponte Vedra Beach State: FL Zip: 32082

Phone #: 413.429.1995 E-mail Address: pfkarpen@aol.com

How long have you been a legal resident of St. Johns County? 8 years

Most recent occupation/employer: Retired

I am am not a registered voter in St. Johns County, Florida.

List all active professional licenses and certifications: _____

Educational background: Boston University AB '72, Boston College MBA '75

Past work experience: Financial services industry

Please list **all** civic clubs, professional organizations, public interest groups and other not-for-profit organizations of which you are a member or in which you have been active in the last three years, particularly those in St. Johns County.

1. President, Cummer Beaches
2. Advancement Committee, Cummer Museum
3. Chairman, Jacksonville Symphony Foundation
4. Treasurer, Marsh Landing Master HOA

Please list the location and size of all parcels of property in St. Johns County of which you have ownership:
Resident lot, Marsh Landing

Please indicate any companies/industries doing business in St. Johns County in which you have a financial interest (i.e., proprietary, partnership, stock holdings, etc.)
None

(Over)

Please indicate, by preference, all County committees, boards, or councils addressing land use in which you have an interest:

1. St. Johns County Tourist Development Council
2. _____
3. _____
4. _____

List three (3) personal or professional references:

1. Dr. Diane Jacobsen
2. Lori Moffat
3. David Strickland, Chairman, Jacksonville Symphony Association

You may use this space for a brief biographical sketch or to list other skills you possess that are relevant to the appointment you are seeking: (Please indicate in the space below if you are attaching your resume.)
Long history of volunteering for nonprofits. Career background has emphasized finance including management roles at investment banks, asset managers as well as audit committee experience.

All information provided will become a matter of public record and will be open to public inspection. If you require special accommodations because of a disability to participate in the application/selection process, you must notify the Board of County Commissioners in advance to allow for reasonable accommodation. This application will be kept on file for one year, at which time you must notify the Board of County Commissioners of your intent to remain an active applicant and update your application accordingly or it will be removed from the active file.

I hereby authorize St. Johns County or its representatives to verify all information provided and I further authorize the release of any information by those in possession of such information which may be requested by the County. I certify that all information provided herein is true and accurate to the best of my knowledge. I understand that a volunteer position provides for no compensation except that as may be provided by Florida Statutes or other enabling legislation, and that if appointed, I shall serve at the pleasure of the Board of County Commissioners.


Signature

10/5/2020

Date

Please return completed application to:
St. Johns County Board of County Commissioners
500 San Sebastian View, St. Augustine, FL 32084
Phone: (904) 209-0300 Fax: (904) 209-0538

Thank you for your interest!

For Office Use Only:

Mailed expiration letter: _____

Confirmed interest to extend 6 months:

1. _____
2. _____
3. _____



BOARD OF COUNTY COMMISSIONERS BOARD / COMMITTEE APPLICATION

September 21, 2020

MAL

DATE RECEIVED BY ST. JOHNS COUNTY

Thank you for expressing interest to be considered for appointment to committees, boards, commissions or advisory groups addressing land use appointed by the St. Johns County Board of County Commissioners. The County Commission appreciates your willingness to serve your fellow County residents in a volunteer capacity. Please complete this application to the best of your knowledge. (You may attach a resume and/or additional data. Please reference attachments in the appropriate section(s)).

Name: Terran McGinnis District #: 5

Address: 20214 Harbour Vista Circle

City: St. Augustine State: FL Zip: 32080

Phone #: 904-874-4888 E-mail Address: terranmcg@gmail.com

How long have you been a legal resident of St. Johns County? 15 years

Most recent occupation/employer: Marineland Dolphin Adventure (Manager)

I am am not a registered voter in St. Johns County, Florida.

List all active professional licenses and certifications: ---

Educational background: B.A. Biology (1994) - University of California at Santa Cruz

Past work experience: 2001 - 2010 (Marineland), 2010 - 2014 (Dolphin Connection, Florida Keys),
2014 - present (Marineland)

Please list **all** civic clubs, professional organizations, public interest groups and other not-for-profit organizations of which you are a member or in which you have been active in the last three years, particularly those in St. Johns County.

1. LEEF (League of Environmental Educators in FL)
2. AMMPA (Alliance of Marine Mammal Parks & Aquaria)
3. FMSEA (Florida Marine Science Educators Assoc)
4. St. Augustine Archivist Association

Please list the location and size of all parcels of property in St. Johns County of which you have ownership:

20214 Harbour Vista Circle, St. Augustine, FL 32080 (condo, do not own the land), 5471 3rd St., St. Augustine, FL 32080 (1/4 acre)

Please indicate any companies/industries doing business in St. Johns County in which you have a financial interest (i.e., proprietary, partnership, stock holdings, etc.)

None

(Over)

Please indicate, by preference, all County committees, boards, or councils addressing land use in which you have an interest:

- 1. TDC _____
- 2. _____
- 3. _____
- 4. _____

List three (3) personal or professional references:

- 1. Felicia Cook (fcook@dolphindiscovery.com) _____
- 2. Travis Burke (tburke@thedolphinco.com) _____
- 3. Kevin Roberts (phindude@hotmail.com) _____

You may use this space for a brief biographical sketch or to list other skills you possess that are relevant to the appointment you are seeking: (Please indicate in the space below if you are attaching your resume.)

Resume Attached _____

All information provided will become a matter of public record and will be open to public inspection. If you require special accommodations because of a disability to participate in the application/selection process, you must notify the Board of County Commissioners in advance to allow for reasonable accommodation. This application will be kept on file for one year, at which time you must notify the Board of County Commissioners of your intent to remain an active applicant and update your application accordingly or it will be removed from the active file.

I hereby authorize St. Johns County or its representatives to verify all information provided and I further authorize the release of any information by those in possession of such information which may be requested by the County. I certify that all information provided herein is true and accurate to the best of my knowledge. I understand that a volunteer position provides for no compensation except that as may be provided by Florida Statutes or other enabling legislation, and that if appointed, I shall serve at the pleasure of the Board of County Commissioners.

Terran McGinnis Digitally signed by Terran McGinnis
Date: 2020.09.21 17:05:09 -04'00'

 Signature

September 21, 2020

 Date

Please return completed application to:
St. Johns County Board of County Commissioners
500 San Sebastian View, St. Augustine, FL 32084
Phone: (904) 209-0300 Fax: (904) 209-0538

Thank you for your interest!

For Office Use Only:

Mailed expiration letter: _____
 Confirmed interest to extend 6 months:

- 1. _____
- 2. _____
- 3. _____

TERRAN ELIZABETH MCGINNIS

terranmcg@gmail.com | (904) 874-4888 | St. Augustine, FL | [in linkedin.com/in/terran-mcginnis/](https://www.linkedin.com/in/terran-mcginnis/)

PROFESSIONAL EMPLOYMENT

MANAGER OF EDUCATION AND COMMUNITY DEVELOPMENT (OCTOBER 2014 – PRESENT)

MARINELAND DOLPHIN ADVENTURE

- Develop and expand community partnerships, creating outstanding multi-faceted programs that benefit from the strengths of individual organizations and are amplified by their collective audiences.
- Manage social and traditional media with a focus on marketing and educational goals, as well as local relevance and community relations



- Envision, develop, and manage special events, supporting our company's mission and our community's needs
- Lead and oversee all aspects of conservation education and management for a team of 2 full-time and 5 seasonal employees
- Creation of weekly newsletter for staff and volunteers, focusing on the latest in the field of marine education

EDUCATION CONSULTANT (JANUARY 2014 – PRESENT)

ZOOCEANARIUM GROUP

- Provide onsite and virtual curriculum development and staff training support for ZoOceanarium's [Green Planet](#) project in Dubai and [St. Louis Aquarium](#) project in Missouri

EDUCATION SUPERVISOR (OCTOBER 2010 – OCTOBER 2014)

DOLPHIN CONNECTION

- Presented marine science programming to diverse audiences through public presentations, educational graphics, and digital communications, including publication of a monthly blog

EDUCATION DIRECTOR (OCTOBER 2001 – OCTOBER 2010)

MARINELAND OF FLORIDA

- Transitioned an historical facility into a modern marine science attraction, including the development of renowned school and camp programs with progressively increasing attendance
- Coordinated with government agencies for interpretive support
- Developed, marketed, registered, and present public programming
- Provide archival support for company's historic collection

PROFESSIONAL COMMITTEE REPRESENTATION

MEMBERSHIP COMMITTEE CHAIR (MAY 2018 – PRESENT)

FLORIDA MARINE SCIENCE EDUCATORS ASSOCIATION (FMSEA)

- Organize, track, and communicate with the FMSEA members and Board toward the goal of a satisfied and ever-growing membership
- Provide quarterly reports on trends within the membership to the Board
- Support the Annual Conference Committee

EDUCATION COMMITTEE CHAIR (APRIL 2008 – PRESENT)

ALLIANCE OF MARINE MAMMAL PARKS AND AQUARIUMS (AMMPA)

- Organize and manage an annual conference, providing professional development and networking opportunities to an international group of marine mammal educators
- Representation of the AMMPA Education Committee at the AMMPA Annual Meeting and Board Retreat in Washington D.C.
- Creation of peer reviewed and scientifically sourced [animal fact sheets](#) for use at AMMPA-member facilities and available to the public

WEBSITE COMMITTEE CHAIR (JANUARY 2018 – PRESENT)

ALLIANCE OF MARINE MAMMAL PARKS AND AQUARIUMS (AMMPA)

- Work with a committee of inter-organizational colleagues to envision, design, create, and maintain the website for [Alliance of Marine Mammal Parks and Aquariums](#)

AWARDS AND PUBLICATIONS

- 📖 Co-Author: Messinger, C., & McGinnis, T. (2011). [Marineland](#). Charleston, SC: Arcadia Pub.
- 📖 Contributor: Harr, K. (2013). [North Atlantic Right Whales in the New Millenium: Right Whale Lesson Plans](#). Mukilteo, WA: Urika, LLC Pub.
- 🌐 Presenter/Award Winner: [IMATA/AZA Annual Conference First Place in Education and Conservation \(2014\)](#) – [“Marine Mammal Education: Do we inspire conservation?”](#)

EDUCATION

B.A. Biology, 1994, University of California at Santa Cruz

REFERENCES (Others available upon request)

Dr. Maia McGuire, PhD – Professional Colleague UF/IFAS Extension Florida Sea Grant Agent <i>UF/IFAS Extension Program</i> (386) 437-7464 mpmcbg@ufl.edu	Lauren Watkins – Professional Colleague Director of Behavior Change Strategies <i>Impact by Design</i> (904) 377-6778 lauren@impactbydesigninc.org
Laura Slanec – Professional Colleague Former Vice-Chair of the AMMPA Education Committee (619) 874-6266 laslanec@sbcglobal.net	

SEP 22 '20

Recvd - 9-22-20
6 Mon - 3-22-21
1 year - 9-22-21



BOARD OF COUNTY COMMISSIONERS BOARD / COMMITTEE APPLICATION

LAT - 9-22-20
DATE RECEIVED BY ST. JOHNS COUNTY

Thank you for expressing interest to be considered for appointment to committees, boards, commissions or advisory groups addressing land use appointed by the St. Johns County Board of County Commissioners. The County Commission appreciates your willingness to serve your fellow County residents in a volunteer capacity. Please complete this application to the best of your knowledge. (You may attach a resume and/or additional data. Please reference attachments in the appropriate section(s).)

Name: Victor J Raymos District #: 1

Address: 192 Jennie Lake Court

City: St Augustine State: FL Zip: 32095

Phone #: 505-220-8683 E-mail Address: ae@stjohnsrealtors.org

How long have you been a legal resident of St. Johns County? 11 Years

Most recent occupation/employer: St Augustine & St Johns County Board of Realtors

I am am not a registered voter in St. Johns County, Florida.

List all active professional licenses and certifications: Licensed Public Accountant(NM), Real Estate Broker(NM)

Real Estate Certified Executive, Certified Mediator, Certified Residential Specialist, Accredited Buyer Represent

Educational background: Benedictine College, Bachelor of Science, Accounting; Oklahoma City University

School of Law.

Past work experience: AE/CEO Boad of Realtors; Real Estate Owner and Broker; CEO for 3 different law firms;

Area Manager for the U.S. Dept of Energy and U.S. General Accounting Office.

Please list all civic clubs, professional organizations, public interest groups and other not-for-profit organizations of which you are a member or in which you have been active in the last three years, particularly those in St. Johns County.

1. Chairman St Johns County Chamber of Commerce
2. Chairman of the Economic Development Council
3. Housing Finance Authority-St Johns County
4. Member St Johns County Airport Authority

Please list the location and size of all parcels of property in St. Johns County of which you have ownership:
192 Jennie Lake Court, St Augustine, Residential Home;

458 Hefferon Drive, St Augustine, Residential Home

Please indicate any companies/industries doing business in St. Johns County in which you have a financial interest (i.e., proprietary, partnership, stock holdings, etc.)
None

(Over)



ST. AUGUSTINE & ST. JOHNS COUNTY BOARD OF REALTORS®
1789 LAKESIDE AVENUE • ST. AUGUSTINE FLORIDA 32084
TELEPHONE (904) 829-8738 • FAX (904) 823-9512

October 5, 2020

RE: Supplement to my application to the TDC

To Whom It May Concern,

I am applying for a position with the TDC and understand that my application for the TDC would trigger the dual office holding prohibition.

Therefore, please accept this letter as my resignation from the St Johns County Housing Finance Authority.

Thank you,

Victor

Victor J. Raymos, RCE, CRS, ABR
Association Executive/CEO
St. Augustine / St. Johns County Board of Realtors
ae@stjohnsrealtors.com
Phone: 904-829-8738
Fax: 904-823-9512



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ST. AUGUSTINE & ST. JOHNS COUNTY BOARD OF REALTORS®

1789 LAKESIDE AVENUE • ST. AUGUSTINE FLORIDA 32084

TELEPHONE (904) 829-8738 • FAX (904) 823-9512

October 5, 2020

RE: Supplement to my application to the TDC

To Whom it May Concern,

Please accept this letter as a supplement to my application for the "Non-Accommodation" position with the TDC. In order to demonstrate my involvement and interest in tourist related businesses, I am providing the following information:

I commissioned a "White Paper" in 2019, at considerable expense, to help explain and demonstrate how the County and the City could work together to arrive at solution to allow Airbnb's and Vacation Rentals to continue to operate and accommodate visitors and tourism. The study gave step-by-step instructions and highlighted how other communities have navigated these same issues. That paper was presented to the County and the City at no cost. I volunteered to continue any support that would be needed to resolve the issues which go to the core of tourism.

I attended several St Johns County Commission meetings as well as the City of St Augustine Commission meetings when these issues were presented. One of the County Commission meetings I attended was held to discuss the job that Richard Goldman was doing. He was being criticized for bringing too many tourists to the County. I spoke out in defense of Mr. Goldman and told the County Commissioners that instead of Mr. Goldman being criticized, he should be congratulated for doing an exemplary job for years of service bringing tourists to the city and the county.

My interest in tourism has always been at a high level during the time I was on the St Johns County Chamber of Commerce Board of Directors from 2010 through 2015. I was Chairman of the Chamber from 2013 through 2014. I then served on the Economic Development Council from 2015 through the current time. I was Chairman of the EDC in 2016 through 2017.

St. Johns County is a premier destination for not only current and future residents, but also for companies considering expansion or relocation.

Increased tourism promotes business relocations.

The St. Johns County Chamber of Commerce offers assistance to businesses and supports start-up ventures by providing information and connectivity to a variety of local resources.

The work of the Economic Development Council aims to market and develop St. Johns County as a top-notch destination to businesses and visitors. I participated in several meetings with businesses exploring the possibility of relocating their businesses to St. Johns County. These meetings included local business owners as well as City and County personnel. Our job was to convince the potential business owners



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that St. Johns county and the city of St. Augustine was the best place to relocate their business and employees.

I also attend the JAXUSA Partnership and the Jacksonville Regional Economic Development Organization Luncheon to promote St. Johns County as the best place for tourism and to learn what other organizations are doing to promote tourism.

My other involvement with tourism is to provide membership to Vacation Rentals, Airbnb and other short-term rental owners who are members of the St. Augustine & St. Johns County Board of Realtors of which I am the Association Executive and CEO. We provide service, education and legislative support to these members as well as to our Realtors® and Business Partners. Our membership consists of approximately 1250 members. An example of our legislative assistance is the "White Paper" mentioned at the beginning of this letter.

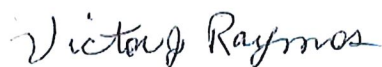
We give our tourist related members an opportunity to come to our General Membership meetings to promote their business to our Realtor members. They explain what their business is and how it benefits the city and county to help grow tourism.

Our Realtor® members practice both residential and commercial real estate. As everyone knows, the first person that a tourist comes in contact with is a Realtor®. Visitors will reach out to a Realtor® to ask for a tourist package or a relocation package. Every Realtor is an ambassador for the city and the county. We also invite city and county officials to make presentations to our members.

I would like to serve on the TDC to help promote St. Johns county as the best destination in the United States! I believe that I have the credentials to help improve both the revenue and the expenditure sides of the TDC. I have a Bachelor of Science degree in Accounting and have a Public Accounting License. I have both government and private practice experience.

At the end of the day, it is all about promoting St. Johns County and the City of St. Augustine to visitors and businesses.

Thank you,



Victor J. Raymos, RCE, CRS, ABR
Association Executive/CEO
St. Augustine / St. Johns County Board of Realtors
ae@stjohnsrealtors.com
Phone: 904-829-8738
Fax: 904-823-9512



ST. AUGUSTINE & ST. JOHNS COUNTY BOARD OF REALTORS®
1789 LAKESIDE AVENUE • ST. AUGUSTINE FLORIDA 32084
TELEPHONE (904) 829-8738 • FAX (904) 823-9512

I came to St Augustine in July 1, 2009, to become the Association Executive for the St Augustine & St Johns County Board of Realtors® and CEO of the St Augustine & St Johns County Multiple Listing Service, LLC. The Board's mission statement is to encourage participation of those licensed in the real estate industry, to promote the highest professional and ethical practices; to protect real property ownership rights and **provide service to the community through education and civic involvement.**

There are 1250 members of the Board that provide residential and commercial real estate services to the residents of St Augustine and St Johns County. Our members are the front line of contact for tourists to the City and County. Visitors often contact a Realtor® prior to their visit asking for a map and other tourist information. They also participate as volunteers for St Augustine and St Johns County. Without their participation, a lot of services would go unattended. We have hotel owners and operators, Airbnb's and Vacation Rentals included in our membership.

In my 11 years as a resident of St Augustine, everything that I have done touches tourism and demonstrates my interest and involvement in tourism. The following are some examples of my involvement.

I have been involved with the St Johns County Chamber of Commerce for 11 years. I was on their Board of Directors for 5 years and served on the Executive Committee and as Chairman. I have served on the Chamber's Economic Development Council for 6 years as a member of the Executive Committee and as Chairman. I also serve on Chamber's Board of Advisors. Our membership tier is the Elite level.

The Chamber has always been ready to help the City and County whenever needed.

The Chamber has a widely respected support of tourism for St Augustine and St Johns County. I was actively involved in all discussions and actions related to tourism for both. We were part of the original supporters and organizers of the "Nights of Lights" celebration which has greatly increased tourism during a slow period and lack of tourist. The "Nights of Lights" has become a national attraction and financial success for the city and business owners.

Another project I served on was to help the St Johns County School District in promoting the ½ cent sales tax election. The School District is an important element in attracting companies, jobs and tourist. I was the Chamber representative on the ½ Cent Sales Tax Committee and we were successful in getting voter approval. The measure exceeded the projected revenue of \$13 million to more than \$19 million! I also served as the Chamber representative on the Committee to audit the revenue and recommend which schools would receive the funds to build new schools and renovate existing schools.

I also served as the Chamber representative on the St Johns County School District Interview Committee on the selection of the replacement for Dr. Joyner. As mentioned above, the school district plays a vital role in attracting businesses and tourists to the City and County.



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I also served as the Chamber representative on the Northeast Florida Regional Airport 5-Year Master Plan Advisory Committee (MPAC). We meet 10 times during 2018 and 2019. The Airport is vital to attracting tourists and companies to relocate their operations and employees. Another aspect of the Airport MPAC was the proposed development of the 1,600 acres the Airport owns west of US 1. The proposed development includes a public parking garage that could help the City ease traffic congestion by having tourists park and have free transportation to the Historic District. Also proposed was a major hotel, manufacturing facilities, and other businesses. And finally, a direct link to I-95 to further help with the traffic congestion in the City.

As a result of my service on the MPAC, Governor Scott appointed me to serve on the Northeast Florida Regional Airport Authority. I was able to provide input on the decisions and actions taken by the Authority. I was able to be a voice for the support by the Authority for tourism and trying to attract a new airline carrier to be another avenue for tourists. We were modestly successful. I also served as the Airport's representative on the School District's Aerospace Academy.

I consider myself to be a walking talking tourism proponent for the city and county!

The following are not directly related to the promotion of tourism but is indicative of my community involvement in the City and County:

- I am currently serving on the Building Trades Academy for the School District
- I have served on the Affordable Housing Advisory Council for the County
- I am currently serving on the Housing Finance Advisory Committee for the County (I have resigned to apply for the TDC position)
- I am a member of the Public Policy Committee for the Chamber
- I am on the Board of Directors for the St Johns Builders Council and have been for 10 years

Because of my education, experience, and involvement in the city and county I believe I could be a valuable member of the TDC and help to increase tourism.

Thank you,

Victor 

Victor J. Raymos, RCE, CRS, ABR
Association Executive/CEO
St. Augustine / St. Johns County Board of Realtors
ae@stjohnsrealtors.com
Phone: 904-829-8738
Fax: 904-823-9512
October 15, 2020

Rec'd - 9/21/20
6 mos. - 3/21/21
1 yr. - 9/21/21



BOARD OF COUNTY COMMISSIONERS BOARD / COMMITTEE APPLICATION

September 21, 2020 MAL
DATE RECEIVED BY ST. JOHNS COUNTY

Thank you for expressing interest to be considered for appointment to committees, boards, commissions or advisory groups addressing land use appointed by the St. Johns County Board of County Commissioners. The County Commission appreciates your willingness to serve your fellow County residents in a volunteer capacity. Please complete this application to the best of your knowledge. (You may attach a resume and/or additional data. Please reference attachments in the appropriate section(s)).

Name: Albert Syeles District #: 5

Address: 83 Bridge Street

City: Saint Augustine State: FL Zip: 32084

Phone #: 904-501-4336 E-mail Address: asyeles@gmail.com

How long have you been a legal resident of St. Johns County? 16 years

Most recent occupation/employer: Romanza - St. Augustine

I am am not a registered voter in St. Johns County, Florida.

List all active professional licenses and certifications: _____

Certified Management Accountant (CMA retired)

Educational background: Duquesne University - BA

Past work experience: Executive Director SBC Communications (AT&T) Washington, DC; Corporate Accounting Policy Director (SBC HQ San Antonio, TX, New Haven, CT); IT Manager (SBC, Sikorsky Aircraft, and CIGNA)

Please list **all** civic clubs, professional organizations, public interest groups and other not-for-profit organizations of which you are a member or in which you have been active in the last three years, particularly those in St. Johns County.

1. 1. Visit Florida CHRN Committee (Culture, Heritage) 2. _____
3. 2. 4. _____

Please list the location and size of all parcels of property in St. Johns County of which you have ownership:

83 Bridge Street small single-family residence (Lincolnville)

Please indicate any companies/industries doing business in St. Johns County in which you have a financial interest (i.e., proprietary, partnership, stock holdings, etc.) _____

Romanza -St. Augustine, Inc, President

EpiCentre Alliance, Inc., President

(Over)

Rec'd - 10/12/20
6mos. - 4/12/20
1 yr. - 10/12/21



BOARD OF COUNTY COMMISSIONERS BOARD / COMMITTEE APPLICATION

October 12, 2020 MAL

DATE RECEIVED BY ST. JOHNS COUNTY

Thank you for expressing interest to be considered for appointment to committees, boards, commissions or advisory groups addressing land use appointed by the St. Johns County Board of County Commissioners. The County Commission appreciates your willingness to serve your fellow County residents in a volunteer capacity. Please complete this application to the best of your knowledge. (You may attach a resume and/or additional data. Please reference attachments in the appropriate section(s)).

Name: Christopher Brodie Waters District #: 1

Address: 1736 Pennan Place

City: Saint Johns State: FL Zip: 32259

Phone #: 904-813-6342 E-mail Address: bwaters@wghof.org

How long have you been a legal resident of St. Johns County? 10 years

Most recent occupation/employer: Vice President/World Golf Hall of Fame

I am am not a registered voter in St. Johns County, Florida.

List all active professional licenses and certifications: _____

Educational background: BA, Political Science & Public Relations, University of North Florida

Past work experience: President - IMAC Consulting - 2008 - current

Vice President - Axxess Sports & Entertainment - 2002 - 2008.

Please list **all** civic clubs, professional organizations, public interest groups and other not-for-profit organizations of which you are a member or in which you have been active in the last three years, particularly those in St. Johns County.

1. International Sports Heritage Association - Board Member
2. St. Johns NW Commercial POA - Board President
3. World Golf Village POA - Board President
4. Buena Vista Sports Academy - Board Member

Please list the location and size of all parcels of property in St. Johns County of which you have ownership:
1736 Pennan Place, St. Johns, FL 32259

Please indicate any companies/industries doing business in St. Johns County in which you have a financial interest (i.e., proprietary, partnership, stock holdings, etc.) _____

N/A

(Over)

Please indicate, by preference, all County committees, boards, or councils addressing land use in which you have an interest:

- | | |
|----------|----------|
| 1. N/A | 2. _____ |
| 3. _____ | 4. _____ |

List three (3) personal or professional references:

1. Jack Peter - 904-612-7877
2. Michael Huyghue - 904-813-6340
3. Steve Mona - 904-755-3834

You may use this space for a brief biographical sketch or to list other skills you possess that are relevant to the appointment you are seeking: (Please indicate in the space below if you are attaching your resume.)

I have lived in Northeast Florida for the past 20+ years, with the past 12 years having been spent working in the tourism industry in St. Augustine. With extensive experience in promoting tourism to St. Johns county, I am passionate about this area and the potential it has to be a premier destination for visitors, businesses and special events. Attached is a resume with further details on my past experiences.

All information provided will become a matter of public record and will be open to public inspection. If you require special accommodations because of a disability to participate in the application/selection process, you must notify the Board of County Commissioners in advance to allow for reasonable accommodation. This application will be kept on file for one year, at which time you must notify the Board of County Commissioners of your intent to remain an active applicant and update your application accordingly or it will be removed from the active file.

I hereby authorize St. Johns County or its representatives to verify all information provided and I further authorize the release of any information by those in possession of such information which may be requested by the County. I certify that all information provided herein is true and accurate to the best of my knowledge. I understand that a volunteer position provides for no compensation except that as may be provided by Florida Statutes or other enabling legislation, and that if appointed, I shall serve at the pleasure of the Board of County Commissioners.


Signature

10/12/20
Date

Please return completed application to:
St. Johns County Board of County Commissioners
500 San Sebastian View, St. Augustine, FL 32084
Phone: (904) 209-0300 Fax: (904) 209-0538

Thank you for your interest!

For Office Use Only:
Mailed expiration letter: _____
Confirmed interest to extend 6 months:
1. _____
2. _____
3. _____



ADVISORY BOARD

American Junior
Golf Association

American Society of
Golf Course Architects

Asian Tour

Club Managers
Association of America

Golf Course Builders
Association of America

Golf Course
Superintendents
Association of America

Golf Writers Association
of America

International Association
of Golf Administrators

Japan Golf Tour
Organization

Ladies Professional
Golf Association

The Masters

National Golf Course
Owners Association

National Golf
Foundation

PGA of America

PGA Tour of Australasia

PGA TOUR

PGA TOUR Champions

PGA TOUR Champions
Tournament Advisory
Council

PGA TOUR Tournament
Advisory Council

The European Tour

The R&A

Royal Canadian
Golf Association

Southern Africa
PGA Tour

United States
Golf Association

Web.com Tour

October 12, 2020

Ms. Tera Meeks
St. Johns County Board of County Commissioners
500 San Sebastian View
St. Augustine, FL 32084

Dear Ms. Meeks,

I hope that this letter finds you well. Jack Peter recently suggested I reach out to you regarding the St. Johns County Tourist Development Council. Through the years I have seen the work the Council has done while Jack served, and I would be honored to have the opportunity to join the TDC in continuing to help the county be recognized as a premier tourist destination.

Having worked in the sports and tourism industries for the past nearly twenty years in the area, I believe that I could contribute to the TDC and bring a wealth of experience as well as passion for the area to the Council. In my role with the World Golf Hall of Fame, I have had the privilege of overseeing many of the tourism efforts for the World Golf Village, as well as working closely with the State of Florida and Visit Florida. Additionally, I have been fortunate to travel extensively internationally, promoting both the Hall of Fame and Northeast Florida to a global audience.

With an extensive background in event management, I have seen first-hand what a wonderful destination St. Johns county is and its tremendous potential to further become recognized as one of America's great tourist destinations. As a parent, I also realize what a special place St. Johns county is to raise a family, and the powerful role that youth sports and activities can play in a community.

In addition to the application I am attaching a copy of my resume. I would be happy to find a time to discuss my background in more detail along with why I think I would make a good addition to the TDC.

Thank you for your time and I hope to hear from you soon.

Sincerely,

A handwritten signature in black ink, appearing to read "Brodie Waters".

Brodie Waters
Vice President

BRODIE WATERS

1736 Pennan Place, Saint Johns, FL 32259

(904) 813-6342

E-mail: brodiew14@gmail.com

Summary

Accomplished professional with distinguished performance in both non-profit and corporate environments in the areas of management, communications, business development, marketing and sales, negotiation, research and strategic analysis. Passionate leader, communicator, team builder and strategic planner with the ability to hire, train and motivate staff members. Experience working across multiple levels of an organization and with Boards to meet and exceed organizational objectives.

Experience

WORLD GOLF HALL OF FAME

June 2008 - Present

Vice President

- Lead efforts of the 501(c)(3) institution, including strategic planning, communications, event production, client relationships, sales and partnerships, museum exhibitions and educational programming.
- While overseeing communication efforts, implemented a new communications strategy for organization resulting in more than 240% increase in media coverage of Hall of Fame Induction Ceremony, including expansion of coverage into 70 countries
- Gained approval from Board members on a new strategic plan for the organization, resulting in significant increases in the Hall of Fame's global profile.
- Dramatically expanded the Hall of Fame's exposure and attendance by leading efforts to take the Hall of Fame Induction Ceremony to rotating locations around the world, handling all communications, logistics, execution, and budgets.
- Slashed expenses of Induction Ceremony by 27% by negotiating pricing and fees, while increasing media coverage by 17% to over 3 billion impressions.
- Secured record number of Hall of Famers to participate in Induction Ceremony activities, increasing donations to organization by more than 38%.
- Increased revenue by nearly 20% through negotiations of all corporate partnerships and foundation grants for the Hall of Fame.
- Responsible for securing grants for educational programming and traveling exhibitions, allowing the Hall of Fame to impact hundreds of thousands of youth in America and Europe.
- Significantly increased the reach and exposure of various partner non-profit organizations, such as the Bob & Dolores Hope Foundation, through collaborative programming and special events.

Buena Vista Sports Academy

June 2008 - Present

Board Member

- Founding Board Member for Buena Vista Sports Academy, a 501(c)(3) nonprofit organization focused on using sports to reach underprivileged youth around the world.
- Organization provides education, nutrition and discipleship, focusing on raising up the next generation of leaders in communities impacted by extreme poverty.
- Organization has expanded to include locations in Guatemala, Honduras and Senegal.

IMAC Consulting, Inc.

March 2008 - Present

President & Founder

- Provide strategic direction for professional sports teams, leagues and media outlets, having resulted in savings of more than \$10MM.
- Developed proprietary analytic software program currently licensed by various agencies and media outlets, including ESPN.
- Consult for ESPN media reporters on how to communicate data to football fans in concise manner
- Developed contract negotiating model for the start-up of the United Football League and assisted in the raising of more than \$200MM in funds for the league.

Cornell Law School

September 2018 & 2019

Adjunct Professor

- Along with Michael Huyghue, taught The Art of Negotiation in Business and Sports at Cornell Law School, recognized among the Top 10 Law Schools in America.

ACCESS SPORTS & ENTERTAINMENT

October 2002-March 2008

Vice President

- National Football League (NFL) Certified Contract Advisor
- Negotiated over \$225 Million Dollars of National Football League contracts
- Responsible for all communication efforts, including securing national interviews for clients, as well as local market opportunities for all clients
- Developed a consulting service for NFL clubs, advising them in the areas of player contract structuring and salary cap management
- Conducted market analysis for NFL clubs, analyzing trends and tendencies in salaries and communicated findings with NFL club executives
- Developed large-scale events with celebrities including Magic Johnson, Snoop Dogg, Oscar De La Hoya, and Gladys Knight, managing all media communications and event promotions
- Directed communication efforts for events, generating attendance of more than 100,000 at high-level events during Super Bowl XXXIX in Jacksonville, Super Bowl XL in Detroit, and Super Bowl XLI in Miami, raising over \$400,000 for charity
- Raised over \$1,000,000 in two years working directly with entertainment icon Snoop Dogg in operating the Snoop Youth Football League Foundation, an organization teaching inner-city youth values through football.

Education

UNIVERSITY OF NORTH FLORIDA

Jacksonville, FL

Bachelor of Arts Degree

Major: Political Science

Minor: Public Relations

Achievements: Captain - Men's Basketball Team
Dean's List

UNIVERSITY OF NORTH FLORIDA

Jacksonville, FL

MBA International Study Abroad Program

- Traveled to China to visit various companies, focusing on global marketing and communications, strategic planning and logistics

Achievements/Activities

- Regular featured speaker at conferences, law schools and seminars
- International Sports Heritage Association Board Member

rec'd 10-14-20
Lomon 4-14-21
lyr 10-14-21



BOARD OF COUNTY COMMISSIONERS BOARD / COMMITTEE APPLICATION

10-14-20 LAT
DATE RECEIVED BY ST. JOHNS COUNTY

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Name: Michael Wicks District #: 4
Address: 442 Big Tree Road
City: Ponte Vedra Beach State: FL Zip: 32082
Phone #: 407-230-0813 E-mail Address: MWICKS3896@yahoo.com

How long have you been a legal resident of St. Johns County? 13 years

Most recent occupation/employer: self employed financial advisor

I am am not a registered voter in St. Johns County, Florida.

List all active professional licenses and certifications: certified financial planner, chartered financial consultant (CFP & ChFC)

Educational background: B.S. political science
Florida State University

Past work experience: 26 years in current occupation

Please list all civic clubs, professional organizations, public interest groups and other not-for-profit organizations of which you are a member or in which you have been active in the last three years, particularly those in St. Johns County.

- 1. Friends of the Ponte Vedra Concert Hall
- 3. prior board member The Blood Alliance

Please list the location and size of all parcels of property in St. Johns County of which you have ownership:
24 Guana Dr. .59 acres

Please indicate any companies/industries doing business in St. Johns County in which you have a financial interest (i.e., proprietary, partnership, stock holdings, etc.) NONE

Please indicate, by preference, all County committees, boards, or councils addressing land use in which you have an interest:

1. TDC
2. _____
3. _____
4. _____

List three (3) personal or professional references:

1. Andrew Dykstra, Priority Signs 920.254.4987
2. William Palmer, Mayo Clinic 803.261.1324
3. ~~Tom~~ Sean Hickham CNL 407.883.1083

You may use this space for a brief biographical sketch or to list other skills you possess that are relevant to the appointment you are seeking: (Please indicate in the space below if you are attaching your resume.)

I have been active in the community since moving here in 2007. Worked hard to have sidewalks built in Palm Valley and on the Ponte Vedra Concert Hall. I am committed to working hard for the betterment of St. Johns City.

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Signature

10/13/2020
Date

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