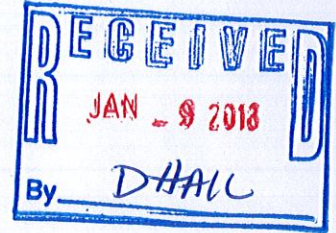




2018 JAN 11 PM 12: 24



APPLICATION FOR CITY OF RIVIERA BEACH ADVISORY BOARD

Please Note: Pursuant to 119.07 F.S. the information provided in this application is considered to be public record, except as provided by law

Board Applying For: Civil Service Board

Name: Evelyn Harris Clark Home Address: 133 W 11th Street City: Riviera Beach State: FL Zip Code:

33404 Home Phone No: 813-431-2854 Work Phone No: Same Email Address: ehclarkbar@aol.com

Are you currently serving on a City Board or Committee? No

If so please indicate name: N/A Are you available for day

Date of Service(s) Mon. - Fri.

time meetings No

evening meetings Yes

What would you hope to accomplish by participating if you are appointed? Participating in a civic role contributes to the backbone of our community and civil society in which we live. If selected, I would serve our community by advising policy makers and providing essential support to city programs and activities. In an advisory capacity I would adhere to the requirements by the City Charter and/ or City Ordinance. I hope to offer my private sector management and human resources training in an advisory role to the City Council.

Present Employer: Amerijet International Airlines Position: Marketing Ecommerce Address: 2800 South Andrews Ave City: Fort Lauderdale State: FL Zip: 33404 Profession: Business Development Length: Six years How long have you practiced the above profession? 41 years Preferred mailing address: Same as above Could your occupation or employment present a conflict of interest on municipal subject matters discussed or decided upon by the Advisory Board? No Please explain: N/A

Please explain your knowledge, experience, and interest in municipal functions; municipal charter, financing, Florida Constitution, and Florida Statutes pertaining to municipal law; if none, provide your experiences or skills in dealing with business or communication: See attachment I

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**EDUCATIONAL BACKGROUND**

Degree or Certificate	Institution University of Michigan	Course of Study Secondary Education
Bachelor of Arts		

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Are you registered and actively vote in Palm Beach County? yes

Are you currently participating in civic or community activities? yes

If yes, explain: Volunteer special events for CRA; Park Manor Neighborhood Association; community service projects I understand the duties, rules and time commitment to the Advisory Board to which I have applied:

Gregg Harris Clark 1/24/2018

Signature Date

How did you learn about the Advisory Board?

City's website ( ) Community group ( ) Newspaper ( ) Other ( X)

*[If you desire, resume may be attached; Florida Law may require you to file a Financial Disclosure Form, if so you will be notified upon appointment to a City Advisory Board.]*

Please return application and resume to:

Office of the City Clerk  
 600 West Blue Heron Blvd.  
 Riviera Beach, FL 33404

**FOR USE BY CITY OF RIVIERA BEACH**

Appointment by: \_\_\_\_\_ Date: \_\_\_\_\_ Expiration Date: \_\_\_\_\_  
 Orientation Date: \_\_\_\_\_ Notified by City Staff: \_\_\_\_\_

## Attachment I

Knowledge, experience and interest in public sector, consisted of 40 years' experience working in a sales, account executive and marketing capacity for government sector clients. As a private citizen, actively volunteering to support Riviera Beach CRA in an event support function when needed.

Business communication experience includes:

**Ecommerce Strategist** deliver profitable revenue, rankings, and traffic results by capturing global B2B / B2C customers through engaged and strategic content from Social Media Channels.

**Advertisement Strategist** responsible for traditional Advertisement marketing channels that maximize global impressions brand exposure which produce profits, rankings, increase consumer traffic while driving business revenue and account growth.

**Public Relations Strategist** skilled at building brand awareness campaigns and generating qualified sales leads. Strong content writing for all social media and advertisement channels domestic and international.

**Management Traits:** Action and results oriented. Troubleshoot and rapidly synthesize information to provide quality solutions. Consistently identify new alternative solutions which work within budget. Ability to develop, implement and deliver project management plans on-schedule and successfully. Proficient in measuring Return on Investment through increased new revenue, accounts and qualified sales leads. Proven results in reversing underperforming sales regions while improving customer digital engagement in difficult markets.

January 5, 2018

City of Riviera Beach  
Council Woman, Lynn Hubbard  
600 West Blue Heron Blvd.,  
Riviera Beach, FL 33404

Dear City Council Woman Lynn Hubbard,

In advance, I thank you for your consideration regarding the Civil Service Board volunteer position. The City of Riviera Beach is seeking volunteer community resident members who believe in the Riviera Beach mission statement and are willing to be active in governance advisory capacity. I am submitting Advisory Board application.

The City of Riviera Beach is entering an exciting time, as the community is undergoing redevelopment. I believe Residents should have input into our city through volunteerism.

In short 36 months, as a new resident to the Riviera Beach community my family has become very instrumental, active and solution orientated to resolve issues plaguing immediate surroundings. The good news is while working in unison with local officials and resources, major positive quality of life improvements have manifest. These improvements are:

#### **2014 Community Initiatives**

- Launched monthly Neighborhood Watch Program effectively reducing crime and improving crime prevention
- Increased visible Police Law Enforcement neighborhood patrolling
- Highlighted non-resident commercial contractors material trash dumping through local City Representative Channels
- Scheduled tear-down of one abandon / blighted house and lot clean-up
- Ensured crime ridden areas are visibly lighted to deter crime
- Launched Fall Back To School Supplies Drive
- Launched community resident road trips to community training programs

#### **2015 Community Initiatives**

- Launched Voter Registration Awareness, Park Manor neighborhood
- Fundraised and coordinated MKL Gala Event Student participation
- Installation of Neighborhood Watch Program community signage

#### **2015 Community Outreach Training**

- Riviera Beach CRA, Neighborhood Watch Program Training, Clean & Safe Operations
- Palm Healthcare Foundation, Inc., / Community Partnership Seminar, Riviera Beach CRA
- Resident Education to Action Program (REAP), PBC Office of Community Revitalization

#### **2016 Community Initiatives**

- Launched Voter Registration , Move.org
- Increased visible Police Law Enforcement neighborhood patrolling

- CRA event planning support

**2017 Community Initiatives**

- Secured Traffic Stop signage corners of 11<sup>th</sup> & F Avenue reducing vehicle speeding
- Increased visible Police Law Enforcement neighborhood patrolling
- CRA event planning support

**Community Letter of Recommendation**

Annetta Jenkins, CRA

Neimah Spence, Clean and Safe Operations Manager

Tony Brown, CRA Director, Former

Willye Watson, Healthy Living Healthy Food Bank

Elizabeth Robinson, Park Manor Association, Past President

Phyllis M. Gillespie, Esquire, Gary, Williams, Parenti, Watson & Gary, PLLC, Director of the Medical Malpractice Department

Sharon Baker, Teacher, Inlet High School

Spencer Rozier, Major, Riviera Police Department

I believe improving the quality of life in my new community; my professional executive and public service organization background is suited for a volunteer opportunity which would strengthen my knowledge about local municipality governance.

Lastly, I have attached pictures from some of the above successes accomplished in less than 36 months.

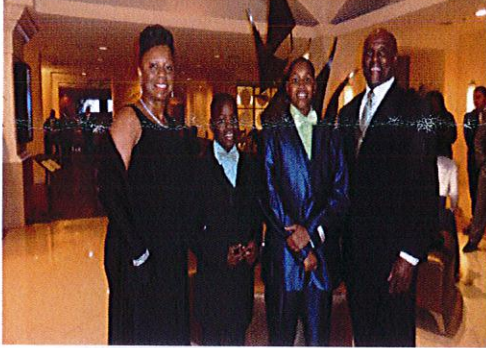
Thank you for your time.

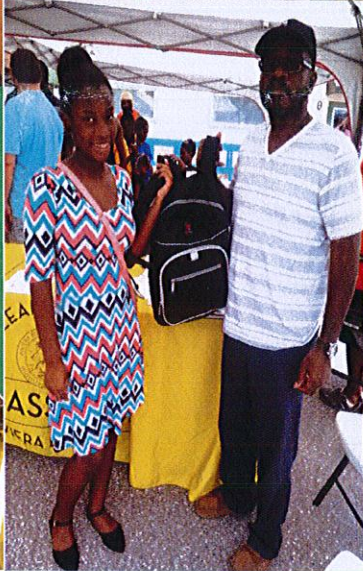
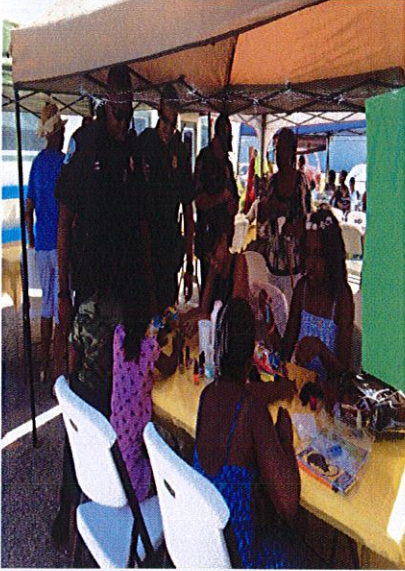
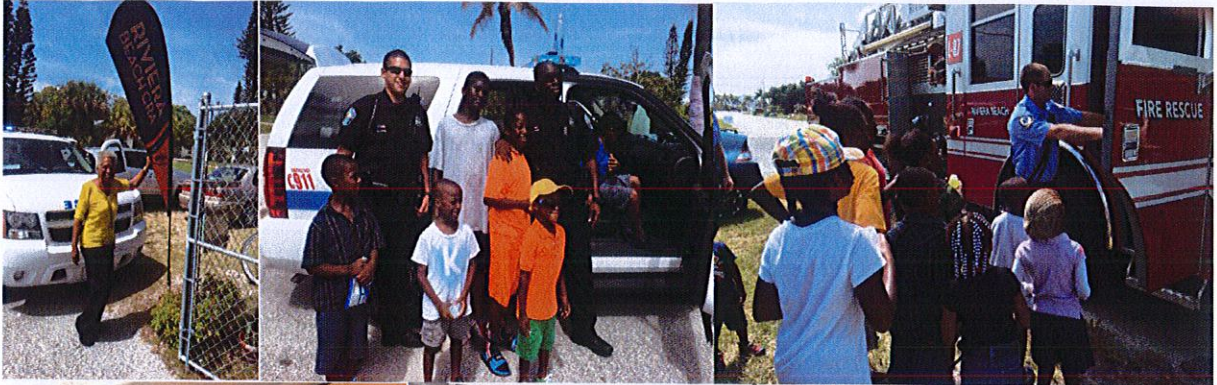
Sincerely,

Evelyn Harris Clark

813 431-2854

[ehclarkbar@aol.com](mailto:ehclarkbar@aol.com)





**NEIGHBORHOOD CRIME WATCH**  
**CONCERNED NEIGHBOR**

CLEAN & SAFE  
 RIVIERA BEACH

**WE IMMEDIATELY REPORT ALL SUSPICIOUS ACTIVITY TO THE POLICE**

SMARTWATER CSI  
 WORKING IN PARTNERSHIP TO DETER CRIME. **THIEVES BEWARE**

Instagram

Community Involvement  
 Riviera Beach Matters! 1m

7,514,801 likes  
 Improving quality of life in our community  
 #Neighborhood Watch Program

Like Comment



**EVELYN HARRIS CLARK**

133 W. 11st Street, Riviera Beach, FL 33404

Cell: 813 431-2854 [ehclarkbar@aol.com](mailto:ehclarkbar@aol.com)

**Ecommerce Strategist** driving Visibility / Engagement / Traffic development. Utilize SEO maximization for organic and paid ecommerce marketing strategies. Deliver profitable revenue, rankings, and traffic results by capturing global B2B / B2C customers through engaged and strategic content from Social Media Channels.

**Advertisement Strategist** responsible for traditional Advertisement marketing channels that maximize global impressions brand exposure which produce profits, rankings, increase consumer traffic while driving business revenue and account growth.

**Public Relations Strategist** skilled at building brand awareness campaigns and generating qualified sales leads. Strong content writing for all social media and advertisement channels domestic and international.

**Management Traits:** Action and results oriented. Troubleshoot and rapidly synthesize information to provide quality solutions. Consistently identify new alternative solutions which work within budget. Ability to develop, implement and deliver project management plans on-schedule and successfully. Proficient in measuring Return on Investment through increased new revenue, accounts and qualified sales leads. Proven results in reversing underperforming sales regions while improving customer digital engagement in difficult markets.

**CORE COMPETENCIES**

- |   |                                |
|---|--------------------------------|
| Social Media Channel Growth / SEO         | Pay Per Click Campaign         |
| Social Media Strategies                   | RFP Development                |
| Purchasing / Pricing / Negotiation        | Brand Strategy                 |
| Market Analysis                           | Channels Content Development   |
| All Channel Advertisement Layout & Design | Sponsorship/Tradeshaw Mgmt.    |
| Campaign Analytics Evaluation             | IT Digital Process Improvement |
| Digital Strategy & Implementation         | Project Mgmt / Quality Control |
| Business Planning                         | Global Graphic Design          |
| SOP Writing, Training, Roll-out           | New Product Development        |
| Accounts Payable                          | Vendor Management / Set-up     |

**SOCIAL MEDIA EXPERTISE**

- |   |                 |                     |
|---|-----------------|---------------------|
| ◆ Twitter                                       | ◆ Google+       | ◆ Instagram         |
| ◆ Facebook                                      | ◆ Pinterest     | ◆ Digital Databases |
| ◆ LinkedIn                                      | ◆ YouTube       | ◆ Blogging          |
| ◆ WordPress                                     | ◆ Podcasting    | ◆ HTML              |
| ◆ Google and related tools<br>(Analytics, etc.) | ◆ Wikipedia     | ◆ AdSense           |
| ◆ Google Ad Words                               | ◆ Landing Pages | ◆ PR News Wire      |



## ACCOMPLISHMENTS

- Increased qualified sales leads by 100% in 2011 and 30% annually through successful SMM and advertisement strategy activities.
- Achieved success in all marketing campaigns by 100% for 5 years consecutively.
- Achieved negotiated advertisement vendor added value costs saving of over 60% out of \$400,000 annual budget.
- Improved SEO website goal conversion traffic growth from 5.27% to 5.52% monthly.
- Increased Social Networking engagement from 0% to 11.74% growth monthly.
- Increased social media Klout Score from 10% to 59.1% compare to industry competitors scores of 48%.

## PROFESSIONAL HISTORY

### *Amerijet International Inc. Ecommerce & Advertisement Manager, 2011 - Current*

- Develop and implement global Corporate and Agencies B2B and B2C social media and advertisement channels strategies.
- Plan, develop, and implement social media marketing strategies and traditional advertisement campaigns to expand social audiences, increase engagement and drive revenue and new business development.
- Establish business objectives and key performance metrics to measure success of SMM and advertisement campaigns.
- Develop and present monthly content schedules, social creative, POVs, program wraps, and analytics reports to senior management and corporate-wide.
- Develop internal company-facing project briefs, cost estimates, and user flow documents related to social media marketing campaigns and advertisement campaigns.
- Assign tasks, established timelines, and secured creative and IT engineering resources for social marketing projects
- Work with IT engineering leads, creative directors, and account directors to develop innovative social applications, to create compelling content, and to ensure social integration into larger digital plans.
- Act in lead project manager with internal and external teams for social marketing plans.
- Work with creative, account, and IT engineering teams to develop compelling applications, platforms, and content.
- Facilitate blogger outreach to identify and leverage key influencers.
- Provide recommendations for how to best leverage emerging social platforms and technologies for digital marketing purposes.
- Contribute social perspective to larger digital initiatives, CRM, and website development.
- Established RFP/Pricing/Negotiation to engage 3<sup>rd</sup> Party advertising brokers and SEO company vendor partners. While devising full strategies, monitoring, reporting, writing and measuring market campaigns.
- Secure, write content and graphic layout for public relations, editorials and advertorial media dissemination driving brand awareness, revenue, accounts.

***Dwell Equity Company***

***Owner, 2014 - Current***

- Residential and commercial portfolio Property acquisitions.
- Maximize rental ROI through identifying distressed purchases in potential re-gentrification areas.
- Vendor liaison with local housing authority agencies providing public assistance.

**Education**

B.A., University of Michigan, Ann Arbor, Michigan - 1979



# APPLICATION FOR CITY OF RIVIERA BEACH ADVISORY BOARD

2018 JAN 11 PM 12:21

Please Note: Pursuant to 119.07 F. S. the information provided in this application is considered to be public record, except as provided by law.

Board Applying For: Civil Service Board  
 Name: Dr. Gloria J Koon Home Address: \_\_\_\_\_  
 City: Riv Beach State: FL Zip: 33404 Home Phone No: \_\_\_\_\_  
 Work Phone No: \_\_\_\_\_ Email Address: \_\_\_\_\_

Are you currently serving on a City Board or Committee? YES  NO   
 If so please indicate name: \_\_\_\_\_ Date of Service(s): \_\_\_\_\_

Are you available for day time meetings  evening meetings

What would you hope to accomplish by participating if you are appointed?  
Assist the City in making the right decisions  
in employees terms & conditions of employment

Present Employer: Retired Position: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Profession: \_\_\_\_\_ Length: \_\_\_\_\_

How long have you practiced the above profession? Employed 31+ years  
in legal and investigations profession

Preferred mailing address: above address  
and federal investigation conducted

Could your occupation or employment present a conflict of interest on municipal subject matters discussed or decided upon by the Advisory Board? YES  NO  NOT SURE ( )  
 Please explain:  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_



Please explain your knowledge, experience, and interest in municipal functions; municipal charter, financing, Florida Constitution, and Florida Statutes pertaining to municipal law; if none, provide your experiences or skills in dealing with business or communication:

My experience includes legal work in US Civil Rights laws + conducted federal investigations for US Government + resolved federal civil rights cases. Union official for over 25 years  
 Union official for over 25 years

**EDUCATIONAL BACKGROUND**

Degree or Certificate	Institution	Course of Study
Juris Doctor	Miles School of Law	Law
Bachelor of Science	T SU	Political Science
High School Diploma	JF Kennedy	Gen Studies Geography

Are you registered and actively vote in Palm Beach County? YES  NO

Are you currently participating in civic or community activities YES  NO

If yes, explain: Neighborhood Assn - Oversee Bi Annual Cleanups  
 Duties in City of Riviera Beach

I understand the duties, rules and time commitment to the Advisory Board to which I have applied:

Signature: Gloria J. Kohn Date: Dec 30, 2017

How did you learn about the Advisory Board?

City's website  Community group  Newspaper  Other

If you desire, a résumé may be attached. Florida Law may require you to file a Financial Disclosure Form. If so, you will be notified upon appointment to the City Advisory Board.

Please return application and résumé to:

Office of the City Clerk  
 600 West Blue Heron Blvd,  
 Riviera Beach, FL 33404

**FOR USE BY CITY OF RIVIERA BEACH**

Appointment by: \_\_\_\_\_ Date: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Orientation Date: \_\_\_\_\_ Notified by City Staff: \_\_\_\_\_



APPLICATION FOR CITY OF RIVIERA BEACH ADVISORY BOARD

Please Note: Pursuant to 119.07 F. S. the information provided in this application is considered to be public record, except as provided by law.

2017 DEC 29 AM 9:52

Board Applying For: CIVIL SERVICE BOARD

Name: JOE L. NUBIN II Home Address:

City: RIVIERA BEACH State: FL Zip: 33404 Home Phone No:

Work Phone No: Email Address:

Are you currently serving on a City Board or Committee? YES [X] NO [ ]

If so please indicate name: RECREATION ADVISORY BOARD Date of Service(s): CURRENTLY SERVING

Are you available for day time meetings [ ] evening meetings [X]

What would you hope to accomplish by participating if you are appointed?

I HOPE TO PROVIDE POSITIVE INSIGHT THAT WILL HELP THE CITIZENS AND THE EMPLOYEES OF RIVIERA BEACH GROW.

Present Employer: Position: VINCE

Address: City: State: FL Zip: 33410

Profession: EDUCATION Length: 18 YRS

How long have you practiced the above profession? 18 YRS

Preferred mailing address:

Could your occupation or employment present a conflict of interest on municipal subject matters discussed or decided upon by the Advisory Board? YES [ ] NO [X] NOT SURE ( ) Please explain:

Blank lines for explanation of conflict of interest.



Please explain your knowledge, experience, and interest in municipal functions; municipal charter, financing, Florida Constitution, and Florida Statutes pertaining to municipal law; if none, provide your experiences or skills in dealing with business or communication:

I AM A FORMER CIVIL SERVICE BOARD MEMBER THAT SERVED FOR SEVERAL YEARS, I AM COMPLETELY AWARE OF THE CITY'S CHARTER AND FLORIDA'S SUNSHINE LAWS THAT GOVERNS THE BOARD.

EDUCATIONAL BACKGROUND

Degree or Certificate	Institution	Course of Study
Bachelors	Palm Beach Atlantic University	HUMAN RESOURCES
MBA	UNIVERSITY OF MIAMI	BUSINESS ADMINISTRATION
EDUCATION	UNIVERSITY OF WEST FLORIDA	TEACHING

Are you registered and actively vote in Palm Beach County? YES  NO

Are you currently participating in civic or community activities YES  NO

If yes, explain: ASSIST IN COMMUNITY CLEAN UP AND CRIME PREVENTION ACTIVITIES

I understand the duties, rules and time commitment to the Advisory Board to which I have applied:

J.J. Nufair II 12.27.17  
Signature Date

How did you learn about the Advisory Board?

City's website  Community group  Newspaper  Other

If you desire, a résumé may be attached. Florida Law may require you to file a Financial Disclosure Form. If so, you will be notified upon appointment to the City Advisory Board.

Please return application and résumé to:

Office of the City Clerk  
600 West Blue Heron Blvd,  
Riviera Beach, FL 33404

FOR USE BY CITY OF RIVIERA BEACH

Appointment by: \_\_\_\_\_ Date: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Orientation Date: \_\_\_\_\_ Notified by City Staff: \_\_\_\_\_



## APPLICATION FOR CITY OF RIVIERA BEACH ADVISORY BOARD

Please Note: Pursuant to 119.07 F. S. the information provided in this application is considered to be public record, except as provided by law.

Board Applying For: GENERAL EMPLOYEE CIVIL SERVICE BC

Name: DR. LYDIA SMITH Home Address: 1330 AVENUE R

City: RIVIERA BEACH State: FL Zip: 33404 Home Phone No: 561-889-1663

Work Phone No: \_\_\_\_\_ Email Address: DRLYDIA@LIVE.COM

Are you currently serving on a City Board or Committee? YES  NO

If so please indicate name: \_\_\_\_\_ Date of Service(s): \_\_\_\_\_

Are you available for day time meetings  evening meetings

What would you hope to accomplish by participating if you are appointed?

MAKE SURE BETTER PRACTICES ARE KEPT  
EMPLOYEE AND EMPLOYMENT FAIRNESS

Present Employer: ROXBOROUGH MEDICAL Position: CFO

Address: 12 VILLA ROAD City: MANDEVILLE State: JA Zip: \_\_\_\_\_

Profession: DOCTORATE IN BUSINESS ADMINISTRATION Length: 4 YEARS

How long have you practiced the above profession? 15 YEARS FINANCIAL MANAGEMENT

Preferred mailing address: \_\_\_\_\_

Could your occupation or employment present a conflict of interest on municipal subject matters discussed or decided upon by the Advisory Board? YES  NO  NOT SURE ( )  
Please explain:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please explain your knowledge, experience, and interest in municipal functions; municipal charter, financing, Florida Constitution, and Florida Statutes pertaining to municipal law; if none, provide your experiences or skills in dealing with business or communication:

I have fifteen years of financial and business management experience.

Experienced in management information systems, cost accounting, budgeting, cash management, accounts receivable, accounts payable, payroll and personnel.

**EDUCATIONAL BACKGROUND**

Degree or Certificate	Institution	Course of Study
Doctorate in Business Administration	Walden University	DBA specialize in Finance

Are you registered and actively vote in Palm Beach County? YES  NO

Are you currently participating in civic or community activities YES  NO

If yes, explain: Diamond In A Rock Foundation

I understand the duties, rules and time commitment to the Advisory Board to which I have applied:

	<u>12/13/2017</u>
Signature	Date

How did you learn about the Advisory Board?

City's website  Community group  Newspaper  Other

If you desire, a résumé may be attached. Florida Law may require you to file a Financial Disclosure Form. If so, you will be notified upon appointment to the City Advisory Board.

Please return application and résumé to:

**Office of the City Clerk  
600 West Blue Heron Blvd,  
Riviera Beach, FL 33404**

**FOR USE BY CITY OF RIVIERA BEACH**

Appointment by: \_\_\_\_\_ Date: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Orientation Date: \_\_\_\_\_ Notified by City Staff: \_\_\_\_\_





2018 JAN 31 PM 12:38

APPLICATION FOR CITY OF RIVIERA BEACH ADVISORY BOARD

Please Note: Pursuant to 119.07 F.S. the information provided in this application is considered to be public record, except as provided by law

Board Applying For: Civil Service Board

Name: Willis Williams Home Address: 138 E. 22nd Court  
City: Riviera Bch State: FL Zip Code: 33404 Home Phone No: \_\_\_\_\_  
Work Phone No: 561-263-9528 Email Address: \_\_\_\_\_

Are you currently serving on a City Board or Committee?

(YES)

(NO)

If so please indicate name: \_\_\_\_\_

Date of Service(s) \_\_\_\_\_

Are you available for day time meetings

evening meetings

What would you hope to accomplish by participating if you are appointed?

I would hope to offer an objective view to the different situation that would come before the board

Present Employer: Retired

Position: N/A

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Profession: \_\_\_\_\_

Length: \_\_\_\_\_

How long have you practiced the above profession? \_\_\_\_\_

Preferred mailing address: \_\_\_\_\_

Could your occupation or employment present a conflict of interest on municipal subject matters discussed or decided upon by the Advisory Board? (YES)

(NO)

(NOT SURE)

Please explain: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please explain your knowledge, experience, and interest in municipal functions; municipal charter, financing, Florida Constitution, and Florida Statutes pertaining to municipal law. If none, provide your experiences or skills in dealing with business or communication:

2019 JAN 31 PM 12:38  
During my tenure at the City, I served in supervisory roles that allowed me to become versed in municipal functions

**EDUCATIONAL BACKGROUND**

Degree or Certificate	Institution	Course of Study

Are you registered and actively vote in Palm Beach County?  (YES)  (NO)

Are you currently participating in civic or community activities?  (YES)  (NO)

If yes, explain:

I understand the duties, rules and time commitment to the Advisory Board to which I have applied:

*Willis Williams*

Signature

*1/19/18*

Date

How did you learn about the Advisory Board?

City's website ( ) Community group ( ) Newspaper ( ) Other

*If you desire, resume may be attached; Florida Law may require you to file a Financial Disclosure Form if so you will be notified upon appointment to a City Advisory Board.*

Please return application and resume to:

Office of the City Clerk

600 West Blue Heron Blvd.

Riviera Beach, FL 33404

**FOR USE BY CITY OF RIVIERA BEACH**

Appointment by: \_\_\_\_\_ Date: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Orientation Date: \_\_\_\_\_ Notified by City Staff \_\_\_\_\_