Application for City of Riviera Beach Charter Review 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

Name: Evelyn Harris Clark *Home Address:* 133 W 11th Street

City: Riviera Bch *State:* FL *Zip Code:* 33404 *Home Phone No.:* 813 431 2854

Work Phone No.: Same *Email Address:* ehclarkbare AOL.com

Are you currently serving on a Board or Committee? (Yes) (No)

If so please indicate name: Employees Civil Service Board *Date of service(s* HAS not started. TBD

Are you available for day time meetings ( ) *or evening meetings* (X)

What would you hope to accomplish by participating if you are appointed? assist in Revising Charter To Support The basis for Riviera Beach Regulatory functions and for The delivery of Municipal Services. Help Review Charter, prepare drafts of proposed revisions.

Present Employer: Dwell Equity Company *Position:* Self-Employed

Address: 133 W 11th Street *City* Riviera Bch *State:* FL *Zip Code:* 33404

Profession: Real-estate *Length:* 30 yrs

How long have you practiced the above profession? 30 yrs

Preferred mailing address: Same as Above

Could your occupation present a conflict of interest on any subject matter discussed or decided upon by the Advisory Board? *Yes* ( ) *No* (X)

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:
See Resume ATTACHED

Educational Background:

Degree or Certificate	*Institution*	*Course of Study*
BA	University of Mich. (AA)	Education

Are you registered and actively Vote in Palm Beach County? *Yes* (X) *No* ( )

Are you currently participating in civic or community activities? *Yes* (X) *No* ( )

If yes, please explain see attachments

I understand the duties, rules and time commitment to the Advisory Board to which I have applied: Meyer Harris Clark *Signature* 6/15/2018 *date*

How did you learn about the Charter Review Advisory Board?

City's website ( ) *Community Group* ( ) *Newspaper* ( ) *Other specify* (X) Board Member

Please return application and resume to:

City Clerk
600 West Blue Heron Boulevard
Riviera Beach, FL 33404

For use by the City of Riviera Beach

*Appointment by:*_____ *Date:*_____ *Expiration Date:*_____
*Orientation Date:*_____
*Notified by City Staff*_____

CITY OF RIVIERA BEACH

600 WEST BLUE HERON BLVD. • RIVIERA BEACH, FLORIDA 33404
(561) 845-4010 FAX (561) 840-3353

OFFICE OF
CITY MANAGER

March 14, 2018

Ms. Evelyn Harris Clark
133 West 11th Street
Riviera Beach, FL 33404

Dear Ms. Clark:

Congratulation, you have been appointed to serve on one of the Employees Civil Service Board at a regular City Council Meeting on Wednesday, February 21, 2018. The term of office is for two (2) years, effective immediately through April, 2020. The Board will meet monthly; however, the time and location hasn't been determine.

Even though the City Council has appointed you, the qualifications for a board member are:

- be a registered voter of the City, and
- no conviction of a crime involving moral turpitude.

Therefore, you are requested to a schedule an appointment with the Human Resources Department for a criminal background check and present a valid voter registration card by close of business on Monday, April 2, 2018. Failure to comply by the specified date, will result in the nullification of your appointment. The Human Resources Department is located at 2051 Dr. Martin Luther King, Jr. Blvd., Rm 302, Riviera Beach, FL. The telephone number is 561-840-4880.

Once the above mentioned qualifications are met, you must report to the City Clerk's Office, 600 W Blue Heron Blvd., Room 140, Riviera Beach, FL to be sworn in and file a Financial Disclosure Form which must be completed annually. Any additional information regarding the Employees Civil Service Boards will be supplied by the Human Resources Department.

The City of Riviera Beach looks forward to your participation on the Employees' Civil Service Boards.

If you have any questions, please feel free to contact the Human Resources Department or me.

Sincerely,

Karen Hoskins
City Manager

Copies to: Eureka Irvin, Interim Director of Human Resources
Claudene Anthony, City Clerk

CITY OF RIVIERA BEACH

2051 MARTIN LUTHER KING, JR. BLVD. ROOM 302 • RIVIERA BEACH, FL 33404
(561) 840-4880 FAX: (561) 840-4881

HUMAN RESOURCES

May 31, 2018

Ms. Evelyn Harris Clark
133 West 11th Street
Riviera Beach, FL 33404

Dear Ms. Clark:

As a member of the Civil Service Board, the City of Riviera Beach would like to extend the invite to you to participate in the Parliamentary Procedure training scheduled for June 9, 2018 from 10:00a.m. - 2:00p.m. in the City Council Chambers located at 600 W Blue Heron Blvd., Riviera Beach, FL.

If you have any questions, please feel free to contact the Human Resources Department or me.

Sincerely,

for Eureka Irvin

Eureka Irvin
Interim Director of Human Resources

Copies to: Karen Hoskins, City Manager
Claudene Anthony, City Clerk

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 Rivera 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

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.

- CRA event planning support

2017 Community Initiatives

- Secured Traffic Stop signage corners of 11th & 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








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



EVELYN HARRIS CLARK
133 W. 11st Street, Riviera Beach, FL 33404
Cell: 813 431-2854 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.

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CORE COMPETENCIES

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

SOCIAL MEDIA EXPERTISE

- ♦ Twitter
- ♦ Facebook
- ♦ LinkedIn
- ♦ WordPress
- ♦ Google and related tools (Analytics, etc.)
- ♦ Google Ad Words
- ♦ Google+
- ♦ Pinterest
- ♦ YouTube
- ♦ Podcasting
- ♦ Wikipedia
- ♦ Landing Pages
- ♦ Instagram
- ♦ Digital Databases
- ♦ Blogging
- ♦ HTML
- ♦ AdSense
- ♦ 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 3rd 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