

**BOARD OF COUNTY COMMISSIONERS
AGENDA ITEM SUMMARY**

Meeting Date: March 19, 2008

Division: County Administrator

Bulk Item: Yes No

Department: County Administrator

Staff Contact Person: Connie Cyr #4441

AGENDA ITEM WORDING: Approval of one (1) "At Large" appointment to the Tourist Development Council District V Advisory Committee.

ITEM BACKGROUND: The position was advertised due to the position vacancy resulting from the end of term for Mr. Jerry Gaddis.

PREVIOUS RELEVANT BOCC ACTION: On September 8, 1999, the Board of County Commissioners passed an Ordinance providing for the appointment of "At Large" members to the District Advisory Committee by the Board of County Commissioners.

CONTRACT/AGREEMENT CHANGES:

N/A

STAFF RECOMMENDATIONS: Approval of an appointment.

TOTAL COST: -0-

BUDGETED: Yes No

COST TO COUNTY: -0-

SOURCE OF FUNDS: _____

REVENUE PRODUCING: Yes No **AMOUNT PER MONTH** _____ **Year** _____

APPROVED BY: County Atty OMB/Purchasing Risk Management

DOCUMENTATION: Included Not Required

DISPOSITION: _____

AGENDA ITEM # _____



DATE: February 27, 2008
TO: Ms. Debbie Frederick, Acting County Administrator
FROM: Kelly Payne, Administrative Secretary
RE: **DAC V 'AT LARGE' VACANCY**

Please bring forward the attached District V Advisory Committee "At Large" applications to the March 2008 BOCC meeting.

This position was advertised due to the vacancy resulting from the end of term for Mr. Jerry Gaddis.

"At Large" representative – Any resident who is not directly involved in a tourism business and who shall represent the general public and shall live or work within the tax collection district for which they are applying. (The operative word within this description is directly. This word means someone who is not in business nor whose business or economic activity are dependent upon tourists).

Applicants are:

- Mr. Jerry Gaddis
- Mr. Michael Mayer

Approval of one (1) applicant is requested.

If you should have any questions, please do not hesitate to contact our administrative office at 296-1552.

APPLICATION

RECEIVED
FEB 20 2008

DISTRICT V ADVISORY COMMITTEE (DAC)

LODGING INDUSTRY - shall be owners or operators/managers of motels, hotels recreational vehicle parks or other tourist accommodations in the District which are subject to bed tax

TOURIST-RELATED BUSINESS - shall be persons involved in business which is interdependent upon the tourist industry who have demonstrated an interest in tourist development but who are not owners, operators/managers of motels, hotels, recreational vehicle parks and other tourist accommodations in the county

AT LARGE - Any resident who is not directly involved in a tourism business and who shall represent the general public (The operative word within this description is directly. This word means someone who is not in business, nor whose business or economic activity are dependent upon tourists).

NAME:

Jerry Gaddis

WORK ADDRESS:

101411 Overseas Highway
Key Largo, FL 33037

HOME ADDRESS:

9 Miami Drive
Key Largo, FL 33037

WORK PHONE:

(305) 451-2562

HOME PHONE:

()

FAX NO:

(305) 451-9562

E-MAIL:

Employment History:

Please see attached

Organization/Membership Affiliation(s):

Please see attached

Brief summary as to your qualifications to serve on this committee:

Current member of DDEV w three years
experience. Lifetime of tourism experience.
BS in Marketing, MBA in finance.

Please see attached for details.

Signature:



Date:

02-17-08

APPLICATION TO BE RECEIVED NO LATER THAN 5:00 P.M.,

FRIDAY FEBRUARY 22, 2008

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
1201 White Street, Suite 102
Key West, Florida 33040
(305) 296-1552 (telephone)/(305) 296-0788 (fax)



Helping businesses improve efficiency and increase profits

February 15, 2008

Monroe County Board of Commissioners;

Please accept my application for re-appointment as an at-large member of DAC V. I recently completed a three-year term and would appreciate the opportunity to serve again. I am an active member of the committee currently serving as the internet and website advertising representative.

I own and operate two Key Largo-based businesses: Tropical Business Solutions, LLC, a local management consulting firm, and Tropical Taxes, LLC dba H&R Block of the Upper Keys. I am not directly involved in a tourism business at this time and am free to serve the general public. However, as you can see from the attached resume, I have spent much of my life in and around the tourism business and am very well acquainted with the industry.

I am a graduate of Leadership Monroe County and active in a number of local civic organizations including the Florida Keys Business Association (President), Habitat for Humanity of the Upper Keys (Director), Key Largo Baptist Church, Crown Financial Ministries and both the Key Largo and Islamorada Chambers of Commerce.

I believe that my experience on the committee along with my analytical skills and tourism industry experience make me an excellent candidate for reappointment. I appreciate your consideration in this matter and look forward to your decision.

Sincerely,

A handwritten signature in black ink, appearing to read "Jerry Gaddis", is written over the word "Sincerely,".

Jerry Gaddis, MBA
CEO

JERRY GADDIS

jgaddis@TropicalBusinessSolutions.com

PO Box 372563

Key Largo, FL 33037

305-766-1354

FINANCIAL/ANALYTICAL EXPERIENCE

Director of Purchasing – Cheeca Lodge & Spa, Islamorada, FL
December 2001 – December 2003

Sourced and purchased products for 200-room resort, focusing on quality improvement, supply chain management, and cost control. Managed receiving, warehousing, distribution and inventory. Reengineered business processes with a focus on automation and electronic commerce. Performed financial and operational analyses as needed.

Sr. Financial Analyst – Royal Caribbean International, Miami, FL
May 2000 – May 2001

Provided financial, analytical and general business support to global operating group including two private destinations, 14 floating resorts (cruise ships) and all related shoreside management functions. Performed ad hoc analyses related to existing and proposed operations. Worked on project to reengineer annual planning process and implement new Independent Business Unit concept for operation in excess of \$500 million.

Business Analyst - Ocean Reef Club, Key Largo, FL
July 1998 – March 2000

Worked on special projects assigned by the Club President, CFO, and VP of Operations. Analyzed under-performing business units, made recommendations for improvement and worked with department heads on implementation. Focused on both operational process and financial results with an emphasis on utilizing technology for objective decision-making.

Projects included retail operations, inventory control, recruiting and financial reporting for internal decision-makers. Also reengineered and managed the annual planning process for all 97 operating units for fiscal year 2000.

Merchandise Cost Control Supervisor - Universal Studios Florida
January 1996 – June 1998

Performed ad hoc analyses to support both theme park management and corporate buying office. Duties included preparing annual operating budgets, generating daily performance reports, monitoring operating expenses, managing inventory/open-to-buy, preparing monthly profitability reports for senior management, compiling month-end closing information for corporate accountants, managing merchandise point-of-sale system.

OPERATIONS MANAGEMENT EXPERIENCE

Store Manager, Diver's Direct Outlet, Key Largo, FL: May - November 2001
Retail Sales Manager, Universal Studios Florida: March - December 1995
Retail Operations Supervisor, Walt Disney World Parks: June 1988 - March 1995

Managed various retail store complexes with full accountability for store operation, presentation and profitability. Worked closely with buying staffs on product development, merchandise mix and pricing. Demonstrated expertise in labor optimization and inventory control. Actively involved in all aspects of personnel management with staffs up to 75 hourly and 18 management employees. Supervised employees from all over the world.

EDUCATION

Master of Business Administration (Finance)
Crummer Graduate School of Business @ Rollins College
Winter Park, Florida
August 1996

B.S. Business Administration (Marketing)
University of Florida
Gainesville, Florida
December 1988

APPLICATION

RECEIVED
FEB 14 2008

DISTRICT V ADVISORY COMMITTEE (DAC)

LODGING INDUSTRY - shall be owners or operators/managers of motels, hotels recreational vehicle parks or other tourist accommodations in the District which are subject to bed tax

TOURIST-RELATED BUSINESS - shall be persons involved in business which is interdependent upon the tourist industry who have demonstrated an interest in tourist development but who are not owners, operators/managers of motels, hotels, recreational vehicle parks and other tourist accommodations in the county

AT LARGE - Any resident who is not directly involved in a tourism business and who shall represent the general public (The operative word within this description is directly. This word means someone who is not in business, nor whose business or economic activity are dependent upon tourists).

NAME:

MICHAEL A. MAYER

WORK ADDRESS:

HOME ADDRESS:

35 SUNSET ROAD
KEY LARGO, FL 33037

WORK PHONE:

(561) 306-0484

HOME PHONE:

(305) 852-0668

FAX NO:

() /

E-MAIL:

KeysMike@keysmike.com

Employment History:

see attached sheet

Organization/Membership Affiliation(s):

see attached sheet

Brief summary as to your qualifications to serve on this committee:

I've always been involved in community affairs. I want to be even more involved in activities which impact our success in the Florida keys. We desperately need to improve our exposure to (inter)national tourism, while preserving our frail environment. I am business-minded, educated and in close touch with all responsible residents of the upper keys. I am aware of all the advantages, opportunities and shortfalls of our micro cosmos. I am a devoted key's resident.

Signature: _____

Michael A. Ward

Date: _____

2-12-08

APPLICATION TO BE RECEIVED NO LATER THAN 5:00 P.M.,

FRIDAY FEBRUARY 22, 2008

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
1201 White Street, Suite 102
Key West, Florida 33040
(305) 296-1552 (telephone)/(305) 296-0788 (fax)



Michael A. Mayer
35 Sunset Road
Key Largo, Florida 33037
Phone (305) 852-0668
Cell (561) 306-0484
e-mail KeysMike@keysmike.com
www.keysmike.com

Curriculum Vitae

Michael Alexander Mayer

born January 29, 1952 in Munich / Germany
married to Corry C. Mayer 1982
daughter Sarah C. Mayer, born May 6, 1986
Residence in Florida since 1980

1962 - 1972	Classical Highschool
1972	Higher School Graduation (Abitur) Salem / Germany
1972 - 1973	Military Service German Airforce (NATO Unit)
1973 - 1975	University for Economics and Social Sciences, St. Gall/Switzerland
1975 - 1977	University Munich
1977	Graduation (MBA)
1977 - 1979	Trainée BMW AG, Munich
1979 - 1980	Marketing Assistant BMW Motorcycle GmbH, Munich
1980 - 1981	Market Researcher Kluwer Publishing, Deventer / Holland
1981 - 1991	President Franzis Publishing Co., San Francisco - Los Gatos
1984 - 1991	Publisher and Managing Director Franzis Verlag GmbH, Munich
1984 - 1991	Managing Director Franzis Druck GmbH, Munich (above companies sold in 1991)
1984 - 1999	General Partner Franzis Holding, Munich (real estate joint ownership, sold in 1999)
1991 - today	President THINK, Inc. Key Largo (commercial real estate holding and consulting)
1991 - 1994	Realtor® Coldwell Banker Residential Real Estate, Boca Raton
1995 - 1997	Realtor® ARVIDA Realty Sales, Boca Raton
1997 - 2005	Realtor® Reutter Investments, Delray Beach
2005 - today	Broker/Owner Michael Mayer Realty, Key Largo
Honorary Offices	Past President Federal Association of Young Entrepreneurs (BJU) Past Commercial Judge (Handelsrichter) at District Court, Munich Past Chairman of the Board of Directors Treudata AG, Munich Past Chairman of the Advisory Council Unternehmer Verlag, Bonn Past President (2000/2001) Rotary Club of Boca Raton Past Chairman (2001/2002) The Boca Raton Rotary Fund Past Assistant District Governor (2003 - 2005), Rotary District 6930 Member of the Upper Keys Rotary Club Member of the Board Purple Isles Art Guild, Key Largo
Hobbies:	Arts, Music, Painting, Computing, Motorcycling, Biking, Sailing

Key Largo, February 12, 2008