

**BOARD OF COUNTY COMMISSIONERS
AGENDA ITEM SUMMARY**

Meeting Date: May 21, 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 III Advisory Committee.

ITEM BACKGROUND: The position was advertised due to the position vacancy resulting from the resignation of Dr. Luis Sala

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: May 5, 2008
TO: Ms. Debbie Frederick, Acting County Administrator
FROM: Kelly Payne, Administrative Secretary
RE: **DAC III 'AT LARGE' VACANCY**

Please bring forward the attached District III Advisory Committee "At Large" applications to the MAY BOCC meeting.

This position was advertised due to the position vacated by Dr. Luis Sala who resigned.

"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:

- Ms. Melanie Elder
- Ms. Mary Beth Martel
- Mr. Larry E. Shaffer

Approval of one (1) applicant is requested.

If you should have any questions, please do not hesitate to contact this office on 296-1552.

APPLICATION

DISTRICT III ADVISORY COMMITTEE (DAC)

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

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 and whose business is in the tax collection district for which they are applying

AT LARGE - 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).

NAME:

Melanie Elder

WORK ADDRESS:

3015 Overseas Hwy.
Mammoth, FL 33050

HOME ADDRESS:

310 24th St Ocean Side
Mammoth, FL 33050

WORK PHONE:

(305) 743-5551

HOME PHONE:

(305)-395-0213

FAX NO:

(305) 743-9586

E-MAIL:

melder@kynoter.com

Employment History:

See attached Resumé

Organization/Membership Affiliation(s):

See attached resumé

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

SEE RESUME

Signature: Melanie Eldon

Date: 4/21/08

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

Friday MAY 2, 2008

IMPORTANT:
Applicant will be notified by phone or email that the application has been received by our office. If the applicant does not receive notification, it is his/her responsibility to contact the TDC office to confirm receipt.

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

01-21-00 12:10P 19 7

Melanie Elder
310 24th Street Ocean Side
Marathon, Fl 33050
(305)-395-0213

Experience: 20 year's in media sales; 7 years in cable and 13 in print media.

Sales Manager / Marketing Director: August 2005 to present
Manage sales and marketing for four newspapers in the Florida Keys: *Florida Keys Keynoter, Key West Keynoter, The Reporter, Keys Sunday*
Supervise retail and classified departments in three offices

Marketing Director: 1997 – August 2005, Altoona, Pa.
Managed classified, retail and telemarketing departments
Oversaw special events and develop community partnerships
Coached sales staff
Created fundraising drive for non-profit agencies

Office Manager: 1992 – 1997, Altoona, PA
Office Manager for AT&T Media Services in two offices
Trained new employees
Scheduled and processed all contracts and traffic instructions
Created successful marketing promotions

Community Liaison: 1992 – 1993 Part time
Community Liaison for Claysburg / Kimmel School District:
Developed family-focused community support system
programs - funded by the county – becoming self sustaining
within one year (two years ahead of program schedule)

Community Service Coordinator: 1992 to 1993 Part time
Supervised 120 teens in Claysburg / Kimmel School District community service programs.
Increased student volunteerism within the school district. Educated teens on how to become
involved in their community and encourage them to be life long leaders and volunteers.

Counselors' Assistant: 1990 –1992, Bedford, PA
Counseled teens in education and career development by using the discovery program
(a computer software program). Developed a career fair that encourage teens to continue
their education. Assisted the guidance counselor with program goals and objectives. Wrote
grants and planned budgets that were submitted and approved by the PA Department Of
Education.

Mediator: 1989 to 1990 Part time Ebensburg, PA
Office of Attorney General for the state of Pennsylvania

Pre-Law Work-Study: 1998 - 1990, Cresson, PA
Assistant to the Director of Paralegal Dept. Designed program to obtain American Bar
Association approval at Mount Aloysius College.

Education: Mount Aloysius College Cresson, PA 16630, Degree Program:
Behavioral Science / Public Administration / Pre-law, May 1994 Southwest State
University Marshall, MN 56258, Degree Program: Physical Education, May 1990.

Volunteer Work: Director, GLEE Board 2007-08; member, Marathon Chamber of Commerce
2005-08; Sheets Christmas 1990-1997; Salvation Army Project Bundle Up 1990-1997; grant
approval chairperson for the City Grants Foundation in Pa 1997-2005.

APPLICATION

RECEIVED
APR 21 2008

DISTRICT III ADVISORY COMMITTEE (DAC)

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NAME: Mary Beth Martel

WORK ADDRESS: 1398 Westward Ho Lane
Marathon, FL 33050

HOME ADDRESS: - same -

WORK PHONE: (305) 731-9308 HOME PHONE: (305) 743-9206

FAX NO: () E-MAIL: photography by marybeth@yahoo.com

Employment History: Photography by Mary Beth www.floridakaysphotographer.com
owner/operator for 8 years

Photography: Weddings, Families, Events, Pets, Real Estate, etc.

16 years as a licensed Physical Therapist Assistant (State of FL)

10 years at Fishermen's Hospital.

Organization/Membership Affiliation(s):

Marathon Chamber of Commerce

Wedding & Portrait Photographers International / Photoshop Professional Photographers Assoc.

National Veterans Wheelchair Games Official

member of Marathon Community Theater

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

I am a FL native and have called The Keys home for 12 years. My photography business has increased my deep love for The Keys and a desire to care for its future. My involvement in the Marathon area has been extensive; I am concerned for the people and wildlife in The Keys. I was honored to win "Marathon's #1 Photographer". My communication skills are excellent which will be an asset when participating in meetings. I look forward to being a part of developing tourism in The Keys with a priority on the harmful impact; it is important to preserve The Keys for future generations to enjoy.

☺ Thank You —

Signature: _____

Mary Beth Martel

Date: _____

4-18-08

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

Friday MAY 2, 2008

IMPORTANT:

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MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

1201 White Street, Suite 102

Key West, Florida 33040

(305) 296-1552 (telephone)/(305) 296-0788 (fax)

296

0788

fax

TD C

LARRY E. SHAFFER

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APPLICATION

DISTRICT III ADVISORY COMMITTEE (DAC)

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NAME:

LARRY E. SHAFFER

WORK ADDRESS:

P.O. BOX 501833 MARATHON FL 33050-1833

HOME ADDRESS:

204-91ST STREET (OCEAN) APARTMENT #9
MARATHON FL 33050-5261

WORK PHONE:

(305) 743-9648

HOME PHONE:

(305) 289-4180

FAX NO:

(305) 743-9648

E-MAIL:

news@yunesof20.com

VOICE CALL FIRST

Employment History:

READMORE INC. SPRINGFIELD OHIO 1968-1970

U.S. NAVY

1970-1995

BRIDGE TENDER MARATHON FLORIDA

2000-2005

MARATHON JOURNAL MARATHON FLORIDA

1995-PRESENT

Organization/Membership Affiliation(s):

CWO3 USN Ret.

MEMBER OF ONLINE NEWS.

AMERICAN LEGION POST 154

PUBLISHER

PARERS.COM

MIDDLE KEYS COMMUNITY LAND TRUST DIRECTOR/TREASURER

MARATHON PLANNING COMMISSIONER

OVHOA BOARD OF DIRECTORS

FLORIDA KEYS COUNCIL OF THE ARTS

WKHOA VICE PRESIDENT

MIDDLE KEYS ARTS ALLIANCE

FLORIDA KEYS LAND & SEAPOST & CRANE POINT MEMBER

SAVE-A-TURTLE INC COMPLIMENTARY MEMBER

2 KOPAH - MEMBER

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

I AM INVOLVED IN A WIDE ARRAY OF ACTIVITIES AND EVENTS THROUGHOUT THE MIDDLE KEYS. MY PRIMARY CONCERNS ARE THE ECONOMIC WELL BEING OF MIDDLE KEYS RESIDENTS. MAINTAINING THE TOURIST ECONOMIC ENGINEER IS IMPORTANT IN THAT REGARD.

I AM NOT DIRECTLY INVOLVED IN ANY TOURIST BUSINESS. I OWN AND OPERATE AN ONLINE NEWS ORGANIZATION CENTERED ON THE MARATHON FLORIDA KEYS JOURNAL AT WWW.MARATHONJOURNAL.US

Signature: [Handwritten Signature] Date: 4.7.08

2-PAGE RESUME ATTACHED.

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Friday MAY 2, 2008

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

SHAFER, L. E.

PO Box 501833, 204-91st Street • Marathon, FL 33050-1833 • (305) 743-9648

OBJECTIVE

Upper management position leading to Chief Information Officer.

EMPLOYMENT

JOB TITLE	YEARS EMPLOYED (1995 - 2007)
<i>Business Owner & City of Marathon Bridge Tender</i>	<i>Marathon, Florida</i>
<i>[1995 - present] [2000 - 2005]</i>	

Own and operate a successful Internet publishing company. Bridge Tender, operate bridge and monitor surrounding area for various government agencies.

JOB TITLE	YEARS EMPLOYED (1993 - 95)
<i>Electronics Material Officer USS America [CV66]</i>	<i>Norfolk, Virginia</i>

Directly in charge of Communications Division consisting of 40 subordinates in the maintenance and repair of all systems.

JOB TITLE	YEARS EMPLOYED (1991 - 93)
<i>Communications Department Head, Special Boat Squadron Two</i>	<i>Norfolk, Virginia</i>

N6 Department Head of all communications and computer systems for 7 subordinate sea commands. See page 2

EDUCATION

DEGREE EARNED OR MAJOR	YEARS ATTENDED (1985 - 87)
<i>St. Leo College, St. Leo, FL, Tidewater Campus</i>	<i>Norfolk, Virginia</i>

Business Administration specializing in communications and computer management. Grade point average: 4.0 [possible 4.0]

DEGREE EARNED OR MAJOR	YEARS ATTENDED (1970 - 95)
<i>United States Navy</i>	<i>Various throughout world</i>

Various technical and management courses attended throughout naval career. A detailed list will be provided if necessary.

SKILLS

- Adept in all aspects of Internet business administration.
- Computer specialist in all technical hardware, software, and security aspects.
- Capable and proven manager of human resources and tangible assets in any setting.
- Proven experience and reliability.
- Innovative communicator and skilled in customer interactions.
- Skilled manager of monetary assets.

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LARRY E. SHAFFER
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Resume of Larry E. Shaffer - page 2

Employment [continued]

JOB TITLE YEARS EMPLOYED (1987 - 91)
Electronics Material Officer USS Oldendorf [DD972] *Yokosuka, Japan*

Directly in charge of Combat Systems Electronics Division consisting of 25 subordinates in the maintenance and repair of all systems.

JOB TITLE YEARS EMPLOYED (1985 - 87)
Course Supervisor Fleet Training Center *Norfolk, Virginia*

Directly in charge of 8 subordinates in the management of the Prospective Electronics Material Officer and Basic Electronics Administration courses.

JOB TITLE YEARS EMPLOYED (1980 - 85)
Various USS Nashville [LPD13] *Norfolk, Virginia*

3M Coordinator [84-85] managing all ship's maintenance programs. Leading Chief [80-84] directly in charge of Operations Electronics Division consisting of 30 subordinates in the maintenance and repair of all systems.

JOB TITLE YEARS EMPLOYED (1977 - 80)
Lead Instructor Service Schools Command *San Diego, California*

Instructor and course manager for AIMS MKXII IFF Systems maintenance.

JOB TITLE YEARS EMPLOYED (1972 - 77)
Radar Supervisor USS Dubuque [LPD8] *San Diego, California*

Directly in charge of Radar Work Center consisting of 3 subordinates in the maintenance and repair of all systems.