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**COMMISSION
WORKSHOP MEETING
CITY OF ST. PETE BEACH**
155 Corey Avenue

**Tuesday, May 13, 2014
5:00 PM**

Call to Order
Pledge of Allegiance
Roll Call

REGULAR MEETING

- 1. Presentations:**
 - a. Interview of Candidates for the District #2
Commissioner vacancy**
- 2. Adjournment**

APPEAL

If a person decides to appeal any decision made at this meeting, they will need a record of the proceeding and, for such purpose, may need to ensure that a verbatim record of the meeting is made, which record includes the testimony and evidence upon which the appeal is to be based. (F.S. 286.0105) The City does not furnish verbatim transcripts; interested parties should make the necessary arrangements for verbatim transcripts.

AMERICAN DISABILITIES ACT

In Accordance with the American's with Disabilities Act and F.S. 286.26, persons with disabilities needing special accommodations to participate in this meeting should contact City Hall at (727) 367-2735 no later than (4) days prior to the meeting for assistance.

The public is cordially invited to attend. All agenda material is available for review at City Hall.

**St. Pete Beach City Commission
Agenda Report**

Issue Considered: Interview of Candidates for the District #2 Commissioner vacancy

Date: May 13, 2014

Prepared By: Elaine Edmunds, Interim City Manager *EE*

Summary of Issue: The following is a suggested format for interviewing the four candidates to fill the vacant District #2 seat:

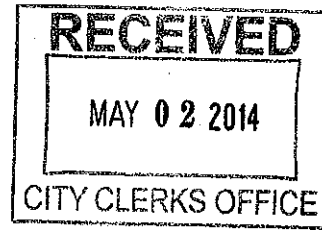
1. Candidates will be interviewed in alphabetical order according to the last name
2. Opening comments from the candidate – three minutes
3. Questions and answers from the Commission – ten minutes
4. Closing comments from the candidate – two minutes

Candidates not being interviewed will wait in the City Clerk's Office.

Requested Motion: N/A

Attachment: Brian Cummins Letter of Interest & Résumé
Rick Falkenstein Letter of Interest & Résumé
John Lazzari Letter of Interest & Résumé
Joanne Lentino Letter of Interest & Résumé

May 2, 2014



Dear City Commission,

It is my intent to fill the position of District 2 Commissioner during the period leading to the August election this year. Please see the attached resume.

I served on our Planning Board from 2007 to 2009 and was actively involved with nearly all the workshops related to St. Pete Beach development from 2002 to the present Corey Ave. plans.

I have a MPA focused on economic development and worked for the Georgia Department of Industry, Trade and Tourism as Director of Program Evaluation.

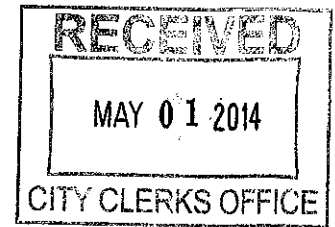
In addition, I have an extensive background in Pinellas County tourism which I believe will bring a positive perspective to the Commission. My business kept me involved with local chambers of commerce and I have been a resident of St. Pete Beach since 1987.

Thank you for your interest.

Regards,

Bryan Cummins

BRYAN R. CUMMINS
650 70th Ave. St. Pete Beach, FL 33706
(727) 367-5678
abcu19@verizon.net



EMPLOYMENT HISTORY

Director for Schiller International University, School of Tourism and Hospitality Management. Largo, FL 2006 -2008. Responsibilities include student advising, faculty evaluations, academic program review and development. In addition, I taught post-graduate students in economic development planning for tourism, international marketing management for destination marketing organizations and sustainable tourism. The university offers BBA and MBA degrees in tourism as well business, IT and international relations degrees.

Professor for Eckerd College, St.Petersburg, FL 2006. Adjunct professor of public administration in PEL program. Prepared syllabus, lessons, exams and assignments.

Property Manager, St.Pete Beach, FL. 2001 to present. Leasing and maintenance for small motel/apartment complexes on St. Pete Beach and Madeira Beach. Supervise construction contract bids, site supervision, insurance, operating budgets, banking, maintenance services and rent collections.

Director of Program Evaluation for the Georgia Department of Industry, Trade and Tourism, 1998 through 2001.

Responsible for monitoring and evaluation of internal and external audit performance indicators for economic development programs that focused on state tourism promotions. Defined bid deliverables and managed research contracts for the economic impact of tourism, website tracking and consumer analysis. Designed visitor center surveys and built a statistical database for fulfillment tracking, visitor center productivity, publications, foreign marketing and advertising effectiveness. Supervised the fast track implementation of a cost saving inter-agency tourism call center program. Developed a state marketing plan to initiate nature-based tourism as a key component of Georgia tourism. Established measures of accountability that set priorities for strategic planning. GDITT has an extensive, state network of regional representatives for tourism business development that added to the scope and complexity of oversight duties.

Marketing Consultant for ABC and VOCA in Bolivia, 1997.

Developed a strategic marketing and communications plan for a proposed national conservation coalition of NGOs called ABC. The short-term project profiled prospective donors, defined communications strategies to reach them and proposed a media strategy for international donor outreach. VOCA is a Washington, DC based international development assistance NGO.

Marketing Consultant for Pronatura and VOCA in Mexico, 1996. Conducted a short-term management evaluation of the communications department and its marketing functions. Improved the program by shifting budget priorities from production to marketing. Created a business plan for the Pronatura magazine that included incentive based organizational development among its five chapters and fund raising via advertising revenue. Pronatura is the largest conservation NGO in Mexico.

General Manager of Guide Publishing Co. in St. Petersburg, FL, 1980-1996. Supervised all facets of publishing from advertising, sales and distribution to pre-press creative and print production. Managed promotions, customer relations, sub-contractors, production budgets, trained sales staff, structured rates, defined target markets and established distribution networks. Publications included 'Guide Magazine', 'Florida's Suncoast' for the St. Petersburg Chamber of Commerce, 'Pinellas Suncoast Visitor Guide' for the Convention and Visitor Bureau of Pinellas County and 'Color Me Florida', a history book for children. Distribution was national and international. Florida ranks as one of the largest tourism destinations in the U.S. and Pinellas County has the largest market share on the west coast. Maintained market dominance throughout the above period until the business was sold in 1996.

General Manager of Media Dimensions Inc. in Falls Church, VA 1977-1979. Duties included competitive market analysis, multi-media branding strategies and budgeting, media buying and copywriting. Supervised bids and managed creative production of print and broadcast advertising. Clients included retail, industrial and financial businesses in the tri-state Washington, DC market.

MARKET RESEARCH EXPERIENCE

Approximately five cumulative years of short-term, sub-contract work experience in field survey research, design, interview training, coding and statistical analysis. Clients included Youth Services of New York, Opinion Research of Princeton, The Dupont Company, CBS News, The Alcohol Traffic Safety Council, Peter Hart Research, The School of International Service at American University, Pinellas County Convention and Visitors Bureau and Forsite Environmental Management. Types of research included consumer product analysis, media perception and awareness, political polls, substance abuse and rehabilitation, university curriculum development and tourism industry capacity.

EDUCATION

Master of Public Administration specializing in international economic development from American University, Washington, D.C.

B.A. in Anthropology with a minor in Political Science from the University of New Mexico.

COMPUTER TRAINING

SPSS, EXCELL, MS OFFICE, POWERPOINT

PROFESSIONAL DEVELOPMENT

Performance Measurement for State and Local Government, March 2001. Advanced Learning Institute, Chicago, IL.

SPSS Training (statistical software). Basic, Intermediate and Statistical Analysis. Washington, DC, June 2000.

· ST. PETE BEACH PLANNING BOARD
2007 - 2009



December, 17, 2001

To Whom It May Concern:

Bryan Cummins has been on the staff of the Georgia Department of Industry, Trade and Tourism for 39 months, ending with December, 2001. During that time he was instrumental in establishing new and enhanced evaluation systems for several divisions, particularly Tourism. As Director of Program Evaluation, Bryan received direction from the Deputy Commissioner and reported to that position. His was a high level, strategic assignment and required initiative and professional due care in its execution.

Bryan's work was exceptional in all respects and he received evaluations of "met requirements" to "outstanding" during his term with the Department. Especially, he was highly adaptable and adept at working with different individuals, including three different Deputy Commissioners in the three fiscal years he worked here.

Bryan leaves the Department to return to his native Florida, and does so in full good standing with the State of Georgia. We wish him well in his continued successful career. You may call me at 404.656.7752.

A handwritten signature in black ink, reading 'Robert E. Heightchew, Jr.' The signature is fluid and cursive.

Robert E. Heightchew, Jr.
Director, Planning and Research Division

CERTIFICATE OF MEMBERSHIP

in the

Florida Planning & Zoning Association

A NONPROFIT CORPORATION ORGANIZED UNDER THE LAWS OF THE STATE OF FLORIDA

is granted to

Brian Cummins

Signifying membership in the association
and participation in our mission of promoting
sound planning practices and education throughout
the State of Florida since 1951.


Jeff Jenkins, 2008-2009 President

09/1008
Date

DOMONICK J FALKENSTEIN (RICK)

6441 4th Palm Point
St Pete Beach, Florida 33076
Tel: 727-460-3415 Cell: 727-460-3415
Email: 56domonick@gmail.com



May 6, 2014

City of St. Pete Beach
155 Corey Avenue
St. Pete Beach, FL 33706

Mayor Lowe and members of the Commission,

I'm interested in the Commission position formerly held by Mr. Jim Parent of District 2. It's my understanding that you're looking to fill the position with someone who's passionate about the City of St. Pete Beach. I've been a resident since 1974 and prior to had vacationed here as a child into my teen years. I've had the distinct pleasure of being a resident and business owner/manager. This is the reason why I feel I'd be the best candidate to fill the seat of Commissioner in District 2.

My fondest childhood memories are vacationing here over the summer and staying with my Aunts who lived on 8th Avenue in Pass-A-Grille. During these summers in my personal paradise I'd go to the volunteer fire department between 9th and 10th Avenue in Pass-A-Grille Monday through Friday at noon to help sound the volunteer horn. These memories and my love for the area bring me to present day. While no longer a child I still feel the same level of service and commitment to the City of St. Pete Beach.

It would be my sincere pleasure to meet with you in person to further discuss this opportunity. Thank you for taking the time to review my resume.

Sincerely yours,

Rick Falkenstein

DOMONICK J FALKENSTEIN (RICK)

6441 4th Palm Point
St Pete Beach, Florida 33076
Tel: 727-460-3415 Cell: 727-460-3415
Email: 56domonick@gmail.com

EXPERIENCE

Hurricane Seafood Restaurant

General Manager (March 1991-Present)

- Responsible for sales strategies and marketing development
- Initiate and maintain contact with guests to get a feel for what makes them come back to St. Pete Beach
- Facilitate trainings to onboard new employees and provide continued education to existing employees
- Manage and coach 50 employees
- Work with various vendors to ensure a dynamic experience on each floor of the restaurant for employees and patrons
- Develop partnerships with other local businesses to drive business on St. Pete Beach
- Spearhead initiatives to fundraise for various non-profit groups

Hurricane Seafood Restaurant

General Manager (January 1988-March 1991)

- Drove business through consistency with quality and service
- Worked with contractor to oversee the addition of Levels 2 and 3
- Ensured the welfare of the community by continuing fundraising efforts benefitting All Children's Hospital and other organizations
- Joined the board of the OPBA Offshore power Boat Race association which donated to

Hurricane Seafood Restaurant

General Manager (October 1985-January 1988)

- Designed an expansion to include outside deck seating, redesigning restaurant interior, new restrooms, kitchen line and prep room
- Expansion allowed for the restaurant to go from seating 75 guests to 150 seating capacity
- Volunteered time to the city to plant thousands of sea oat seedlings to restore sand dunes throughout the city thus allowing for a lesser impact should a major storm occur

Hurricane Seafood Restaurant

General Manager (April 1977-October 1985)

- Family Purchased Jack's 809 Club in 1977 which soon became The Hurricane Seafood Restaurant
- Created a new beach front dining concept focusing on fresh seafood and a family feel
- Diligently worked to purchase operating equipment and to find reputable vendors
- Hired 10 employees to start operations in the quaint 75 seat dining environment
- Began volunteering for sea turtle awareness and preservation in June of 1983
- Created new fundraising ideas and efforts one of which was the MDA bed races which raised over \$100,000.00

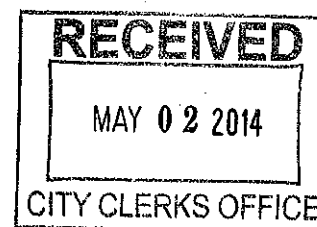
Community Involvement

City of St. Pete Beach

- Boat race organizer named *Run What You Brung* to raise money for various charitable organizations
- Volunteered, donated to the sunset beach runs
- Taste of Pass A Grille involving the entire City benefitting charitable organizations
- Donated to sponsor the St. Pete Beach fireworks
- A part of the Upham Beach Honor Wall
- Facilitated a 5k/10k run with a local radio station to bring awareness to the City on a non-peak time. (Aug 2013)
- Multiple year donor to the St. Pete Beach Classic both to athletes and volunteers
- Attending and donating to most charitable events/causes throughout the City

John P. Lazzari
5575 Gulf Boulevard, #428
St. Pete Beach, Florida 33706

May 2, 2014



Mayor Maria Lowe and Commissioners
City of St. Pete Beach, Florida
155 Corey Avenue
St. Pete Beach, FL 33706

Honorable Mayor and Commissioners:

I would like to be considered for the position of interim Commissioner, District 2, for the City of St. Pete Beach, Florida. My education includes a BS in business administration from FSU and a MBA. I have extensive professional experience in leadership, profit and loss responsibility, and budgeting. My brief resume is enclosed.

Pride in being raised in St. Pete Beach is one characteristic of my personality—along with being energetic, dependable, and objective. My parents moved to Pass-A-Grille in 1946 and built our home on Casa Blanca Avenue in Don CeSar Place in 1947. I have lived in several cities in the southeast, a majority of time in Virginia Beach, and consider this experience a benefit. While living in Riverview from 2006 through 2012, I spent most weekends in St. Pete Beach and am excited about having retired here in January of 2013.

Having held many community service positions in a volunteer capacity, I have never been involved in politics. My reputation and work records show accountability for independent decisions and adherence to laws, policies, and procedures. I respectfully request an interview and hope to dedicate my time and energy to serve the needs and residents of our great city.

Sincerely,

John P. Lazzari

JOHN P. LAZZARI

5575 Gulf Blvd., #428
St. Pete Beach, FL 33706

Phone: 727-365-2022
Email: Johns56tbird@aol.com

Education

Masters of Business Administration, UNIVERSITY OF SOUTHERN MISSISSIPPI, Hattiesburg, Mississippi
Bachelor of Science, Business Management, FLORIDA STATE UNIVERSITY, Tallahassee, Florida
Boca Ciega High School, Gulfport
Madeira Beach Junior High, Madeira Beach
Sunshine School, Pass-A-Grille

Professional Experience

***Parts Depot/Uni-Select* – Tampa, Florida**
Operations Manager (Six years) Full profit and loss responsibility for Tampa Division.

***Alabama Food Group* – Tuscaloosa, Alabama**
General Manager/Vice President, Tuscaloosa Division (Four years)
Oversee operations, sales, and administration for distributor of food and restaurant supplies. Distribution throughout Alabama, predominantly to public schools.

***Ingram Book Company* – LaVergne, Tennessee**
Vice President, Operations, LaVergne Distribution Center (Two years)
Profit and loss responsibility for 24/7 operation of a 500,000+ square foot warehouse with 700 associates.

***Henry Lee Company/Smart & Final Corporation* – Miami and Orlando, Florida (Three years)**
Director of Operations: Responsible for operations servicing approximately 1400 restaurants.

***MDV/Nash Finch Company* – Norfolk, Virginia (14 years)**. Several positions including responsibility for construction of 70,000 sf warehouse addition and President, Potomac Foods Division. MDV is the largest food distributor to military commissaries in CONUS and the European theater.

Community Service and Professional Organizations

- ☐ Board of Directors, Food Bank of Southeastern Virginia (five years)
- ☐ Coordinator of United Way Campaign for MDV/Nash Finch (four years)
- ☐ Wetlands Board, City of Chesapeake, Virginia (two years)
- ☐ Member, Tidewater Food Dealers' Association (15 years)
- ☐ Member, American Logistics Association (19 years)
- ☐ Pavilion HOA Budget and Contract Committees (7 years); Neighborhood Watch (Three years)
- ☐ Administrative Board Chairman, Baylake United Methodist Church (Two terms)

Armed Services

U.S. Army Reserves - Medic (Six years)

Joanne Lentino



727 871-0971 cell
727 360-2577 residence
joanne899@msn.com

Joanne Lentino
7010 Boca Ciega Drive
St. Pete Beach, FL 33706

7010 Boca Ciega Drive
St. Pete Beach, FL 33706

May 6, 2014

Dear Mayor Lowe, and Commissioners Finnerty, Pletcher, and Premer:

Thank you for the opportunity to apply for the interim position of District 2 Commissioner.

A little background. My connection with St. Pete Beach began in 1959 when my grandparents relocated here from Long Island, NY. Since then, I have had many wonderful experiences and relished the time I spent in the St. Pete Beach area with my family. These memories have always remained close to me. So much so, that in 2003, I made the decision to reside here permanently. I currently live in the family home.

Securing a teaching position in 2004 sparked my natural interest in community issues. And attending Council meetings plus various workshops, as well as my on going participation with community projects for which I volunteer, I have become even more involved in the St. Pete Beach community. That combined with my prior experience as Center Coordinator with the Cultural and Community Affairs Division in the City of Las Vegas where I developed budgets, implemented contracts, as well as managed full-time employees, and helped build excellent relationships with diverse community groups has only deepened my interest.

Throughout my employment history, I have adhered to a strict code of ethics and maintained an unblemished record. I have consistently demonstrated the drive, combined with the ability and the communications skills that are needed to serve my fellow St. Pete Beach residents. In addition to my heartfelt desire to make a difference, you would have my solid commitment to make a meaningful contribution to the St. Pete Beach Commission.

Thank you for taking my application into consideration for the interim District 2 Commissioner.

Sincerely,
Joanne Lentino

Joanne Lentino

7010 Boca Ciega Drive
St. Pete Beach, FL 33706

cell: 727 871-0971
residence: 727 360-2577
e-mail: joanne899@msn.com

2007-2013

PINELLAS COUNTY SCHOOLS

First Grade Teacher, Gulfport Elementary School

- Developed differentiated lesson plans in all academic areas
- Maintained classroom management, encouraged and developed excellent relationships with parents, teachers, and administrators, attended after school activities, planned various field trips and performed other duties, as required

2004-2007

Title I Teacher, Gulfport Elementary School

- Taught reading skills to struggling students, grades first through fifth.
- Encouraged and motivated students who were below level to achieve success.
- Substitute teacher

1986-2003

CITY OF LAS VEGAS DEPARTMENT OF LEISURE ACTIVITIES

Cultural and Community Affairs Division Center Coordinator

- Planned various cultural activities for the public including presentations and films
- Managed contracts, budget and 4 full time employees
- Maintained excellent relationships with diverse community groups who rented the facility throughout the year
- Prepared applications to secure Nevada Arts Council Grant

Appointments

- St. Pete Beach General Employee Pension Board
(10-8-13, reappointed 3-25-14)
- Tampa Bay Estuary Program/Community Advisory Committee
as per Commissioner Charlie Justice recommendation
(pending May 28 TBEP/CAC meeting)

Affiliations

- St. Pete Beach Library Building Renovation Campaign
- Sierra Club
- Pinellas County Schools volunteer
- Pinellas Employee Educators Retired (PEER)
- Tampa Bay Watch

Education

- University of Nevada Las Vegas, Bachelor of Art
- St. Petersburg College, IMPACT program/COE (College of Education)
- Pinellas County Schools Reading Courses 1,2,3
- Professional Development classes to maintain General Education certifications