

STATE OF GEORGIA
CITY OF DUNWOODY

RESOLUTION 2020-XX-XX

A RESOLUTION TO APPOINT A MEMBER TO THE DEVELOPMENT AUTHORITY FOR THE CITY OF DUNWOODY, GEORGIA

WHEREAS, the City of Dunwoody is authorized by the City Charter to create boards, commissions and authorities as the Mayor and City Council deem necessary; and

WHEREAS, the Mayor and City Council have created the Dunwoody Development Authority by Ordinance 2009-01-11. The Authority consists of a seven-member board with staggered four-year terms; and

WHEREAS, the Mayor and City Council had previously appointed Bill Robinson as a member of the Development Authority to a four-year term expiring December 31, 2022 and appointed Cheryl Spitalnick as a member of the Development Authority to four-year term expiring December 31, 2020; and

WHEREAS, the positions occupied by Bill Robinson and Cheryl Spitalnick as members of the Development Authority have become vacant prior to the expiration of their terms, and the Mayor and City Council wish to fill said vacancies by appointing Susan Mitchell and Terri Polk as members of the Development Authority to fill the unexpired terms of Bill Robinson and Cheryl Spitalnick.

Susan Mitchellexpiring December 31, 2020

Terri Polk.....expiring December 31, 2022

WHEREAS, this Resolution shall become effective upon its adoption.

NOW THEREFORE BE IT RESOLVED by the Mayor and City Council of the City of Dunwoody while in regular session on February 10, 2020 at 6:00 pm that Susan Mitchell and Terri Polk are appointed as members of the City of Dunwoody Development Authority to serve for the designated terms of office as stated above.

Approved:

Lynn P. Deutsch, Mayor

Attest:

Sharon Lowery, City Clerk
(SEAL)



APPLICATION FOR APPOINTMENT

41 Perimeter Center East, Ste 250 | Dunwoody, GA 30346
Phone: (678) 382-6700 | Fax: (678) 382-6701

The Dunwoody City Council believes that citizens bring valuable insights and are a skilled resource in the community. The Council encourages all citizens to consider becoming involved in the city government by serving on a Board, Commission, or Committee. Applications are accepted throughout the year.

To be considered for an appointment to a municipal board, commission, or committee, please complete and submit the following application and send it with a resume to the City Clerk, Sharon Lowery. Applications and resumes may be submitted by e-mail to sharon.lowery@dunwoodyga.gov, by fax to (770) 396-4705, or by mail to 41 Perimeter Center East, Suite 250, Dunwoody, GA 30346.

* Applicant Information

Name: Susan M. Mitchell		
Address: 4831 Dunwoody Junction		
Phone:	Cell:	
Email:		
Place of Employment: Dunwoody Nature Center	Occupation Director, Operations	
How long have you been a resident of Dunwoody?	20 Years	Months

* Board / Commission / Committee for which you would like to be considered

<input type="checkbox"/> Alcohol License Review Board	<input type="checkbox"/> Planning Commission
<input type="checkbox"/> Audit Committee	<input type="checkbox"/> Sustainability Committee
<input type="checkbox"/> Board of Ethics	<input type="checkbox"/> Urban Redevelopment Agency
<input type="checkbox"/> Construction Board of Adjustment and Appeals	<input type="checkbox"/> Volunteer Coordinating Committee
<input type="checkbox"/> Convention and Visitors Bureau of Dunwoody	<input type="checkbox"/> Zoning Board of Appeals
<input type="checkbox"/> Design Review Advisory Committee	
<input checked="" type="checkbox"/> Development Authority	
<input type="checkbox"/> No preference, I just want to volunteer!	

* Interest and Experience (Please also attach or submit a resume)

Why are you interested in serving on a board / commission / committee?
<small>Previously, I served on the Zoning Board of Appeals. I greatly enjoyed serving the community in this capacity. Now, I would like to become involved with the city's Economic Development.</small>
I am interested in helping cultivate our vibrancy in leadership, policy, talent and education, infrastructure, business and livability.
What experience do you possess that would be of benefit to a board / commission / committee?
My experience is interdisciplinary. I was an executive at Sprint in National Sales, a PTA president at Austin Elementary and a non profit leader in the second phase of my career. I grew up in Dunwoody, left for school and career, only to return to
<small>raise my own family here. Dunwoody's growth and its future are important to the entire metro area. I want to use my skills to continue to contribute to that growth.</small>

* Terms & Conditions

I hereby attest that all statements and information provided in this application are true to the best of my knowledge. I understand that I may be interviewed prior to consideration for appointment.

I hereby agree that if appointed to serve as a member of a City of Dunwoody Board, Commission, or Committee, I will spend my time, skills, and energy on the goals and mission of the Board, Commission, or Committee including preparation for meetings. Furthermore I agree that, if appointed, my term will be governed by the By-laws of the Board, Commission, or Committee to which I am appointed.

I understand that if appointed, I will make an effort to attend all meetings and must attend at least two-thirds of the scheduled meetings in order to remain a member in good standing.

Applicant's Name: Susan M. Mitchell	
Applicant's Signature:	Date: 06232017

Submit

Packet page:...

SUSAN M. MITCHELL

4831 Dunwoody Junction, Dunwoody, Georgia 30338 [REDACTED]

EXECUTIVE SUMMARY

Results-driven individual with leadership experience across a broad range of organizations including corporate, non-profit and academic. Proven ability to assess strategic business needs to meet goals and objectives. Strengths include creating conditions for success in a team environment, customer service, operations, development, building and maintaining relationships. Excellent communication skills. Experienced change agent, coalition and team builder.

DUNWOODY NATURE CENTER

501c3 organization welcoming over 25,000 visitors annually and supporting 900 members
 Director of Operations, 2011-present

- Exceeded all fundraising goals in unrestricted funds due to improved fundraising operations and development of additional fundraising program.
- Wrote successful grants which resulted in significant unrestricted funding
- Collaborated with board and staff to position organization for its first capital campaign
- Developed methods within donor database to track and manage gifts and pledges
- Optimized public/private partnership between this 501c3 and municipality. City resources enabled Nature Center to conserve and protect Dunwoody Park; Nature Center fundraising and programming capacity enabled city to present year 'round educational, recreational and cultural programs.
- Created year-over-year conditions under which program participants reported 99%+ satisfaction across all aspects of program experience.
- Established new branding identity and positioned organization for growth.
- Transformed Nature Center into high-profile community 501c3 with regional appeal.
- Grew admissions in program participation such that the organization created and sustained its first positive cash flow since 2008.
- 12%+ average increase, year over year in flagship program revenue.
- Managed all aspects of financials and financial reporting using QuickBooks for NonProfits
- 8% reduction in payroll expense by eliminating redundancies and outsourcing to Intuit Payroll.
- 100% accuracy in payroll and taxes.
- Recruited members to Board of Directors with strategic skill set and fundraising capacity.
- Collaborated with Board of Directors to implement and continually refine an aggressive strategic plan.
- Significantly improved facilities, infrastructure and processes to enhance organizational efficiency.

INDEPENDENT CONTRACTOR

Legislative Contractor, 2009-2010

Managed staff functions for Georgia state senator holding chairmanship of both Education and Energy Committees

- Executive level contact for state senator. Managed state agency, constituency, and contributor communications; conducted constituency Town Hall meetings throughout Georgia senate district 41.
- 100% compliance with all federal and state entities, (e.g., the State Ethics Committee and Secretary of State). Filed all quarterly and annual reports in advance of filing dates, avoiding fees and/or audits.

Private Practice Law Operations Manager, 2009-2011

Managed operations for private practice law firm specializing in construction litigation.

- 60+ day reduction in acquisition of client revenue, (90+ days to 30 days) to significantly enhance cash flow position.
- 100% timely, accurate billing ensuring client satisfaction.
- 1-2 % cost reduction through systematic vendor management.
- Capital equipment research and purchases.
- Filed legal motions, obtained affidavits and coordinated other pretrial client matters in timely manner.

- Managed practice's finances using QuickBooks On-Line including quarterly and annual tax filings.

INDEPENDENT CONTRACTOR (CONTINUED)

Medical Device Firm Contractor, 2008-2009

Created investor information for start-up medical device firm

- Developed executive materials to communicate investor patent-to-market information for entrepreneurial medical device company.

SPRINT

Rapid career advancement with leading telecommunications firm culminating in executive position due to expertise in organization development, sales and sales management, marketing and account support.

- **Organization Development** 1992-2000
Director of Organization Development Responsible for improving Sprint's position as both an employer and supplier of choice. Developed methods for attracting and retaining key talent.
- **Sales and Sales Management** 1990-1992
Director of Marketing and Sales Operations Managed team responsible for all sales support functions, revenue, budget and controls for a 16 state area. (\$400M revenue; \$30M budget).
Branch Manager Led team that was the area top performer in revenue (\$42M).
Senior National Account Manager Developed sold and maintained a top grossing Fortune 500 account.
- **Marketing** 1983-1990
Group Manager for Product Marketing Led team that designed and delivered voice and data products for Sprint's National Account Division.
Area Marketing Manager Designed programs to increase revenue. Managed the sales engineering function and served as a contact between the field sales organization throughout the U.S. and the corporate marketing department. Additional titles were *Product Manager, Manager of Customer Support and Marketing Analyst*.
- **Account Support** 1980-1983 (1980-1982 with Southern Bell)
Account Consultant Responsible for technical support for 20 Fortune 500 accounts along with account analysis, proposal development and installation coordination for manufacturing and processing accounts.

EDUCATION

EMORY UNIVERSITY, ATLANTA, GEORGIA

Executive MBA, *Master of Business Administration*

Earned degree in 18 months while working full time at senior management level

NOTRE DAME OF MARYLAND UNIVERSITY, BALTIMORE, MARYLAND

Bachelor of Arts, English and Secondary Education Magna Cum Laude

PROFESSIONAL VOLUNTEER ACTIVITIES

- Atlanta Regional Commission, Arts Leaders of Metro Atlanta, Class of 2017
- Admission Liaison—The Galloway School, 2014-2015
- Vice chair and board member, Zoning Board of Appeals, City of Dunwoody, Georgia, 2009-2013.
- Board member, communications officer—The Dunwoody Homeowners' Association, 2008-2011
- Volunteer—National Charity League, 2007-2012
- PTA President—Austin Elementary School, Dunwoody, Georgia, 2001-2003



APPLICATION FOR APPOINTMENT

4800 Ashford Dunwoody Road | Dunwoody, GA 30338
Phone: (678) 382-6700 | Fax: (678) 382-6701

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* Applicant Information

Name: Terri Julian Polk		
Address: 109 Dunbar Drive		
Phone: [REDACTED]		
Email: terri.j.polk@gmail.com		
Place of Employment: The Coca-Cola Company		Occupation Marketer
How long have you been a resident of Dunwoody?	22 Years	Months

* Board / Commission / Committee for which you would like to be considered

<input type="checkbox"/> Alcohol License Review Board	<input type="checkbox"/> Planning Commission
<input type="checkbox"/> Audit Committee	<input type="checkbox"/> Sustainability Committee
<input type="checkbox"/> Board of Ethics	<input type="checkbox"/> Urban Redevelopment Agency
<input type="checkbox"/> Construction Board of Adjustment and Appeals	<input type="checkbox"/> Volunteer Coordinating Committee
<input checked="" type="checkbox"/> Convention and Visitors Bureau of Dunwoody	<input type="checkbox"/> Zoning Board of Appeals
<input type="checkbox"/> Design Review Advisory Committee	
<input checked="" type="checkbox"/> Development Authority	<input type="checkbox"/> No preference, I just want to volunteer!

* Interest and Experience (Please also attach or submit a resume)

Why are you interested in serving on a board / commission / committee?
I look forward to the chance to give back in a different capacity as well as to influence and shape the future of Dunwoody.
What experience do you possess that would be of benefit to a board / commission / committee?
I am a Brand Marketer with a deep background in Finance, Sales, and Promotions working within Fortune 500 companies.
Additionally, my strenghts include collaborating with diverse parties to achieve a common goal.

* Terms & Conditions

I hereby attest that all statements and information provided in this application are true to the best of my knowledge. I understand that I may be interviewed prior to consideration for appointment.

I hereby agree that if appointed to serve as a member of a City of Dunwoody Board, Commission, or Committee, I will spend my time, skills, and energy on the goals and mission of the Board, Commission, or Committee including preparation for meetings. Furthermore I agree that, if appointed, my term will be governed by the By-laws of the Board, Commission, or Committee to which I am appointed.

I understand that if appointed, I will make an effort to attend all meetings and must attend at least two-thirds of the scheduled meetings in order to remain a member in good standing.

Applicant's Name: Terri Julian Polk	
Applicant's Signature:	Date: 1/29/2020

Submit!

Terri Julian Polk, MBA

Strong collaborative team leader with a "can do" attitude and entrepreneurial spirit with extensive background in Capabilities Building, Brand Management, Trade Marketing, Promotions and Sales. Knowledgeable and innovative Leader with a proven track record of building businesses from the ground up. Adept at identifying emerging trends and growth opportunities.

**BRAND & CUSTOMER MARKETING + INFLUENCING + COLLABORATION + BUSINESS DEVELOPMENT
BUSINESS PLANNING + STRATEGY + PROJECT MANAGEMENT + RESEARCH & INSIGHTS + PUBLIC SPEAKING**

Coca-Cola North America – Brand Marketing

Director, Brand Development – Tea & Coffee Brands (Gold Peak/Honest/FUZE/Peace)

2015-Present

Growing brand equity through package neutral integration of our still brands portfolio (Tea & Coffee) in the FSOP channels by leading brand strategy, innovation and customer execution, analyzing shopper insights and building customer partnerships.

- Achieved business goals of growing top line volume and bottom-line revenue for 4 years straight
- Created and executed multiple business strategies that increased menu penetration by +80% and +35% volume growth in 4 years
- Provided new business development consultative services that resulted in gaining +5 new large customers in last 4 years
- Leveraged insights data on purchase dynamics and brand linkage to drive brand equity and volume through BIC opportunities
- Transformed brand building approach from singular package to total portfolio earning 81% brand awareness and +6% TM growth vs YAG
- Piloted strategic volume and revenue driving shopper programs in collaboration with top 20 accounts
- Collaborate with Connections Planning to lead creative and social agencies to develop brand presence and programming across digital and social platforms
- Built toolkits and conducted annual training that increased FSOP and bottler sales and marketing system capabilities
- Key member of Tea & Coffee Brands Leadership team, leading culture development and collaboration across all categories and RTM

Director, Brewed Beverages Category Development (Part-time)

2012 - 2015

Created the long-term US strategy with customer, channel and business segment roll-out plans. Delivered new volume and profit by driving availability through market expansion and new business acquisition

Capability/Commercialization SME

- Built organizational marketing and sales capabilities and served as SME on the launch, commercialization and stewardship of brewed tea & coffee in 12 CCR Market Units and 3 independent Bottlers; Implemented feedback routines and metrics to drive proposition success
- Created and executed the Brewed Beverages Training curriculum. Produced selling tools including Napkin Math Profitability Calculator, Operations Plan, Online Merchandising Ordering System, Sell Sheets, Customer Selling Presentations & Training Videos
- Grew the business 25% to 25MM EQ cases (\$15MM) in 3 years; Launched brewed tea & coffee in the bottling system including Red Truck distribution and frontline sales support in local eating and drinking channels resulting in +1K associates trained and surpassing outlet goals
- Configured and operationalized the customer proposition including product pack, equipment bundle, service and POS integration

Marketing Strategy & Plan Development

- Drove development of customer and sales strategy and tactics to increase category adoption; Created new business acquisition incentive and blitz program; Secured inclusion in annual CMA and Thunderstruck promotions
- Managed 3 creative agencies to build product locator section of Gold Peak Coffee website, POS Ordering system for iPad and Toughbook and tools repository on DASH, Coke Channel and Coke Solutions

Financial Analysis

- Created value chain, multi-year business plans, equipment & product forecasting, commodities management and set National and Local pricing via PRGM
- Gained system alignment for business strategy and Region Acceleration using shopper insights, business analytics and stewardship of results

Coca-Cola FoodService & On-Premise – Sr. Marketing Manager, Channel Marketing (Part-time)

2006 – 2012

Trusted adviser to sales and customer marketing. Built scalable customer marketing programs to drive sales velocity. Led numerous channel marketing initiatives over 6 years including Multicultural Programming, Consumer Research and Industry Affairs

- **Global & Multicultural Promotions**
 - Developed Hispanic teen targeted promotion based on global Taio Cruz music program
 - Created AA consumer college football program (Bayou Classic) - Domino's & Wendy's grew incidence and sales
 - Influenced the MC and Coke brand teams to create new POS graphics, radio spots, crew programs and social media
- **Menu Labeling**
 - Developed analysis and presented finding to Senior management on the financial impact of internal implementation plan
 - Led industry team in creating American Beverage Association recommendation to the Food & Drug Administration
- **FSR Complete Meals**
 - Guided the development of 2-phased bundled meals shopper research to uncover latent shopper desires in the FSR channel

Terri Julian Polk, MBA

BrandThinker Marketing, Atlanta, GA – Marketing Consulting

2002-2006

Owner/Marketing Consultant

Independent marketing consulting company with clients in non-profit, financial services, e-commerce, the beer industry, consumer products, software development and sports marketing. Provided a full range of services from strategy to execution

Vanity Fair Intimates, Alpharetta, GA – Consumer Marketing

1999-2002

Director of Marketing, Vassarette Lingerie Brand

Set strategic direction for brand marketing, product development, media, advertising, creative, licensing, trade marketing and promotion development for the #1 Bra Brand in America (\$200MM business); Identified and managed key Mass retailer marketing initiatives; Defined new strategic growth opportunities for domestic and international markets; Coached and developed a 10-member cross functional business unit

Championed several unprecedented strategic initiatives:

- Identified need and launched *Vassarette Woman* sub-brand, a \$15MM business for Full Figure women
- Strategic alliance with Maybelline Cosmetics drove 3X unit sales increase
- Vassarette Access Tour generated 25-36% sales unit growth and 7-point increase in Brand Awareness over 3 months
- Developed a Direct Mail campaign for Mass retailer, increasing total Market Basket purchase by 10%

Consumer:

- Planned, bought and managed National \$10MM Print, Radio, PR and Internet Media Budget
- Evolved advertising campaigns to solidify consumer and brand positioning linkages

Retailers:

- Motivating force behind account specific marketing program development and implementation
- Drove unit sales growth through strategic partnership development with Big 3 Accounts (Wal*Mart, KMart, Target)

Licensing:

- Managed \$1MM revenue portfolio of licensee businesses, including swimwear, hosiery and socks

Research:

- Conducted quarterly primary consumer research on branding, consumer segmentation and consumer need-based assessment for new product development
- Drove Big Idea products through the proprietary Strategic Growth Opportunity Area process

BOARD POSITIONS:

- Women of UGA – Chair, Events Committee: Raised \$50K at signature fundraising event to create endowed scholarship
- Community Assistance Center (CAC) – Co-Chair, Marketing Committee; Raised \$300K via Challenge Grant
- Jack and Jill of America, Inc – Chartered new chapter from ground up leading 32 Mothers & 60 Children; Executive Board - VP Membership, Dunwoody-Atlanta Chapter; Regional Membership Committee – Chair, New Chapters; Regional Programming Committee

COMMUNITY:

- City of Dunwoody – Created the Martin Luther King, Jr. National Day of Service Community Event; Largest service event in the city
- City of Dunwoody – Steering Committee Member, Dunwoody Comprehensive Plan/Community Development

EDUCATION:

THE FUQUA SCHOOL OF BUSINESS, Duke University, Durham, NC

Master of Business Administration with an emphasis in Marketing

Elected Section Representative; Founder/President –The Sports Marketing Club; Member - Board of Visitors

THE UNIVERSITY OF GEORGIA, Athens, GA

Bachelor of Business Administration with an emphasis in Banking and Finance

All-American Student-Athlete; Captain –Track & Field Team; Treasurer – Black Business Students Association

CERTIFICATIONS:

HARVARD UNIVERSITY – (LEAP) Leadership Excellence Accelerates Performance

MEMBERSHIPS:

Black MBA Association – Lifetime Member

Executive Leadership Council (ELC) - Member

A RESOLUTION TO APPOINT A MEMBER OF THE DISCOVER DUNWOODY BOARD

WHEREAS, the City Charter gives the City the authority to provide for the structure, operation and management of Discover Dunwoody, (formerly known as the Dunwoody Convention and Visitors Bureau; and

WHEREAS, Discover Dunwoody for the City of Dunwoody serves as an autonomous Board and Non-profit organization pursuant to Section 501(c)(6) of the Internal Revenue Code which may expend Hotel/Motel Tax Funds as limited by state law and an Agreement between the City and the Board and other available resources; and

WHEREAS, the City Council of the City of Dunwoody is authorized to make appointments of some members of Discover Dunwoody; and

WHEREAS, Discover Dunwoody is composed of nine (9) members, three (3) appointed by the City Council, one (1) member per each District and chosen by the two representatives of that District (the appointed member would not be required to be a resident of that District), and if the two district representatives are unable to agree on a person, the decision shall go to the Mayor.

WHEREAS, the term of office of Ricardo Gonzalo expired on December 31, 2019; and

WHEREAS, the Mayor of the City of Dunwoody is authorized with confirmation from the City Council to appoint Ricardo Gonzalo as the designated District 3 member of the Discover Dunwoody board for the designated term:

Ricardo Gonzalo, (District 3 Representative), 3-year term expiring December 31, 2022

WHEREAS, this Resolution shall become effective upon its adoption

NOW, THEREFORE, BE IT RESOLVED by the Mayor and Council of the City of Dunwoody while in regular session on February 10, 2020 at 6:00 p.m. that Ricardo Gonzalo is appointed as the District 3 representative member of the Discover Dunwoody board for the designated term.

Approved:

Lynn P. Deutsch, Mayor

Attest:

Sharon Lowery, City Clerk
(SEAL)

RESOLUTION 2020-XX-XX

A RESOLUTION TO SUPPORT LEGISLATION FOR THE GEORGIA LOCAL GOVERNMENT INFRASTRUCTURE FINANCE AUTHORITY ACT

WHEREAS, locally elected officials work in partnership with citizens, the state of Georgia and the federal government to address ongoing funding needs for infrastructure projects and other capital investments which are crucial to maintaining safe communities and impact economic development efforts; and

WHEREAS, Georgia cities have \$11.2 billion of capital needs between now and the year 2022, with the greatest needs being infrastructure, public safety and government buildings; and

WHEREAS, taxpayers consistently continue to invest local dollars by supporting Special Purpose Local Option Sales Tax (SPLOST) and Transportation Special Purpose Local Option Sales Tax (TSPLOST) referendums; and

WHEREAS, tax increases alone will not be sufficient to address all outstanding projects, state legislation to establish a local government finance authority would provide a lower cost, efficient source for municipal and county governments to fund various projects and equipment needs; and

WHEREAS, an authority could be operated by both Georgia Municipal Association (GMA) and Association County Commissioners of Georgia (ACCG) to issue tax-exempt bonds to local government for financing of goods, real and personal property, structures and supplies; and

WHEREAS, such financing would be through revenue bonds pursuant to intergovernmental contracts; and

WHEREAS, while municipalities are currently authorized under Georgia law to participate in lease purchase financing, it is more expensive relative to other governmental financing options; and

WHEREAS, changing state law to provide municipalities and counties a more efficient funding source through the issuance of pooled revenue bonds by a local government finance authority will reduce the overall costs of capital spending and save Georgia taxpayers dollars.

WHEREAS, this Resolution shall become effective upon its adoption.

NOW THEREFORE BE IT RESOLVED Board of Directors of the Georgia Municipal Association, that this body voices its support for the Georgia Local Government Infrastructure Finance Authority Act.

Approved:

Lynn P. Deutsch, Mayor

Attest:

Sharon Lowery, City Clerk
(SEAL)