

**STATE OF GEORGIA  
CITY OF DUNWOODY**

**RESOLUTION 2023-12-XX**

**A RESOLUTION APPOINTING MEMBERS TO SERVE ON DISCOVER  
DUNWOODY BOARD OF DIRECTORS OF THE CITY OF DUNWOODY,  
GEORGIA**

**WHEREAS,** the City Charter gives the City the authority to provide for the structure, operation and management of the Convention and Visitors Bureau of Dunwoody; and

**WHEREAS,** the Convention and Visitors Bureau of 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 with appointments of some members of the Convention and Visitors Bureau of Dunwoody; and

**WHEREAS,** the Convention and Visitors Bureau of 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.

**NOW THEREFORE BE IT RESOLVED** by the Mayor and Council of the City of Dunwoody as follows:

The City Council hereby appoints Lauren Sok as the District 1 representative to a three (3) year term of office and Jasmine Shah as the District 3 representative to serve the unexpired term of Zoe Franciscus, as designated in the amended Bylaws of the Convention and Visitors Bureau of Dunwoody, adopted on May 23, 2016.

Jasmine Shah, District 3 Representative.....expiring December 31, 2025

Lauren Sok, District 1 Representative.....expiring December 31, 2026

**SO RESOLVED AND EFFECTIVE,** this 11<sup>th</sup> day of December, 2023.

Approved:

\_\_\_\_\_  
Lynn P. Deutsch, Mayor

Attest:

\_\_\_\_\_  
Sharon Lowery, City Clerk  
(SEAL)



# APPLICATION FOR APPOINTMENT

4800 Ashford Dunwoody Road | Dunwoody, GA 30338  
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](mailto:sharon.lowery@dunwoodyga.gov), by fax to (770) 396-4705, or by mail to 4800 Ashford Dunwoody Road, Dunwoody, GA 30338.

### \* Applicant Information

Name: <b>Jasmine Shah</b>	
Address: <b>1967 Wellesley Trace Atlanta GA 30338</b>	
Phone:	Cell:
Email: <b>jasmine@ideaeventstyle.com</b>	
Place of Employment: <b>IDEA! event + style</b>	Occupation <b>Event Planner &amp; Interior Designer</b>
How long have you been a resident of Dunwoody?	<b>17</b> Years <b>6</b> Months

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

<input type="checkbox"/> Alcohol License Review Board	<input type="checkbox"/> Development Authority
<input type="checkbox"/> Art Commission	<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"/> Zoning Board of Appeals
<input checked="" type="checkbox"/> Discover Dunwoody	
<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>After years of being a resident and small business owner in Dunwoody, I feel ready to share my knowledge and would love to apply it to make Dunwoody a better place and a more exciting destination for others to discover!</small>
What experience do you possess that would be of benefit to a board / commission / committee?
<small>I've owned and operated my event planning business for over 12 years, which entails design, planning and execution of several large and small events. With that skillset, I hope to be an asset to Discover Dunwoody as we work on ways to make its events larger, grander and more fun!</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: <b>Jasmine Shah</b>		
Applicant's Signature: <b>Jasmine Shah</b>	Digitally signed by Jasmine Shah Date: 2023.12.07 16:02:33 -05'00'	Date: <b>December 7th 2023</b>

**Submit!**

# JASMINE SHAH

EVENT PLANNER & INTERIOR DESIGNER



Atlanta GA



jasmine@ideaeventstyle.com



www.ideaeventstyle.com



Hi, I'm Jasmine, a multi-faceted designer with 20 years of combined experience in event planning, interior design, graphic design, visual merchandising, creative product development, product styling, photography, and content creation for marketing.

Accomplished creative individual with extensive experience working in a start-up small business environment. Established strong connections and relationships in the local women-focused market.

## EXPERTISE

- Interior Design
- Space Planning
- Creative Direction
- Event Planning
- Content Creation
- Graphic Design
- Visual Merchandising
- Product & Prop Styling
- Photography

## EDUCATION

**MFA INTERIOR ARCHITECTURE & DESIGN**  
Academy of Arts, San Francisco

**BACHELOR IN INTERIOR DESIGN**  
RSID, Bombay, India

**BACHELOR OF COMMERCE  
(FINANCE & ACCOUNTING)**  
Jai Hind College, Bombay, India

## WORK EXPERIENCE

### EVENT PLANNING & INTERIOR DESIGN

IDEA! event + style / Atlanta / 2011 - Present / ideaeventstyle.com

Founded by myself in early 2011, I assist clients with event planning and interior design services.

- I wear all the hats for this company - from local marketing, to client acquisition, to building relationships and understanding visions, to precise communication, to planning, and finally to execution.
- Offering these services has made me very proficient with managing a team, working under pressure, and ensuring an aesthetically functional result for each client, whether it is a celebration or an interior design project.

### CREATIVE DIRECTION & PRODUCT DESIGN

Crated® / E-Commerce / 2014 - 2022 / shopcrated.com

Crated® was a minority and 100% women-owned brand that I was a co-founder of. We created exclusive and on-trend party collections that were designed and manufactured by us.

- My primary role at Crated® was creative direction, marketing and product design. or as we informally referred to it - "The Design Girl".
- Being a small business owner, I gained experience with setting up successful systems for time management, staying organized, and managing people while building strong relationships.

## SOCIAL



**INSTAGRAM**

[www.instagram.com/ideaeventstyle](http://www.instagram.com/ideaeventstyle)



**PINTEREST**

[www.pinterest.com/ideaeventstyle](http://www.pinterest.com/ideaeventstyle)



**FACEBOOK**

[www.facebook.com/ideaeventstyle](http://www.facebook.com/ideaeventstyle)

## STRENGTHS

- Creating Strong Solutions That Sell
- Strong Pulse On Design Trends
- Organization & Time Management
- Ability To Work Under Pressure
- Clear Communication
- Team Player
- Highly Self-Motivated
- Solution & Detail-Oriented
- Quick Learner

## WORK EXPERIENCE CONTINUED

### INTERIOR DESIGN MANAGER

IKEA / Atlanta / 2009 - 2010

Led a team of interior designers in creating showroom displays that reflected a wide variety of styles, living situations, and price levels, with distinct visual impressions.

- Responsible for translating local insights into relevant, functional, aesthetic and commercial home furnishing solutions.
- Maintained deep knowledge about home furnishing, retailing and trends in order to inspire and surprise visitors with strong visual impressions.

### INTERIOR DESIGNER

IKEA / Atlanta / 2005 - 2009

Created interior design inspiration, visual appeal, clever storage and smart functional solutions for every visitor, and potential customer.

- Worked closely with the store sales team to create home and office solutions that were not only beautiful and practical, but also instantly converted into sales.
- Created visual product displays using complementary colors, graphic pattern mixing, with seasonal and trend rotations.

## INTERESTS



Travel



Photography



Design



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### \* Applicant Information

Name: Lauren Sok	
Address: 1199 St Andrews Circle	
Phone: [REDACTED]	Cell: same
Email: lauren@functionizhealth.com	
Place of Employment: Functionize Health	Occupation: Physical therapist
How long have you been a resident of Dunwoody?	10 Years 0 Months

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

<input type="checkbox"/> Alcohol License Review Board	<input type="checkbox"/> Development Authority
<input type="checkbox"/> Art Commission	<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"/> Zoning Board of Appeals
<input checked="" type="checkbox"/> Discover Dunwoody	
<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 believe strongly in the mission of Discover Dunwoody: to bring more business and tourism into our city.
I feel we are part of an amazing community of people who want to see our city grow and become a sought out destination in Atlanta
What experience do you possess that would be of benefit to a board / commission / committee?
My background in health and wellness can serve are needed area of growth in Dunwoody by getting people to frequent our parks, trails and connected neighborhoods and provide active outlets for those that visit our area.
I think we can be known as the active destination in Atlanta.

### \* 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: Lauren Sok	
Applicant's Signature:	Date: 11/17/23

**Submit!**

# LAUREN SOK PT, MPT

1199 St. Andrews Circle, Dunwoody, GA 30338 · [REDACTED]  
[lauren@functionizehealth.com](mailto:lauren@functionizehealth.com) · [LinkedIn: lauren-sok-44440292](https://www.linkedin.com/in/lauren-sok-44440292) · [@functionizehealth](https://www.instagram.com/functionizehealth)

Private practice physical therapy owner and mother of 3 children.

After 16 years of working in insurance-based clinics, Lauren founded Functionize Health & Physical Therapy, a private-pay physical therapy and wellness center serving active adults and athletes across the Greater Atlanta Area.

## EXPERIENCE

JUNE 2016 – PRESENT

**FOUNDER/PHYSICAL THERAPIST**, FUNCTIONIZE HEALTH & PHYSICAL THERAPY, DECATUR, GA & DUNWOODY, GA

Founder and owner of a private-pay physical therapy and wellness center serving active adults and athletes in Metro Atlanta.

JUNE 2011 – JUNE 2016

**PHYSICAL THERAPIST**, ATLANTA FALCONS PHYSICAL THERAPY, ATLANTA, GA

Physical Therapist for a sport-based outpatient physical therapy clinic

JUNE 2009 – JUNE 2011

**PHYSICAL THERAPIST**, REHAB SOUTH, STOCKBRIDGE, GA

Clinic Director for an outpatient physical therapy clinic

JUNE 2008 – MAY 2009

**PHYSICAL THERAPIST**, SOVEREIGN REHABILITATION, ATLANTA, GA

Float Physical Therapist for an outpatient physical therapy company

JULY 2003 – MAY 2008

**PHYSICAL THERAPIST/CLINIC DIRECTOR**, PHYSIOTHERAPY ASSOC., ATLANTA, GA

Physical Therapist/Clinic Director for an outpatient physical therapy clinic

NOVEMBER 2001 – JULY 2003

**PHYSICAL THERAPIST**, HEALTHSOUTH PHYSICAL THERAPY, ATLANTA, GA

Physical Therapist for an outpatient physical therapy clinic

MAY 2001 – OCTOBER 2001

**PHYSICAL THERAPIST**, 'CONTACT' NATIONAL BROADWAY TOUR, NEW YORK, NY

Physical Therapist for a dance-based Broadway musical

SEPTEMBER 2000 – MAY 2001

**PHYSICAL THERAPIST**, NEUROSPORT PHYSICAL THERAPY, MARIETTA, GA

Physical Therapist for an outpatient physical therapy clinic

## EDUCATION

MAY 2000

**MASTER OF PHYSICAL THERAPY**, UNIVERSITY OF THE SCIENCES,  
PHILADELPHIA, PA

MAY 2000

**BACHELOR OF SCIENCE IN HEALTH SCIENCES**, UNIVERSITY OF THE SCIENCES,  
PHILADELPHIA, PA

## ACTIVITIES

Lauren's entrepreneurial journey began after 15 years in corporate PT. She was burned out by productivity requirements and insurance-induced demands. Knowing her clients deserved better, Lauren began providing home-based concierge PT. After a year, her clientele grew to where she was confident to start her own practice. In 2016, Lauren founded a cash-based PT clinic with the mission of helping everyday athletes transform their lives. Nearly 8 years later, Functionize Health & PT has grown to 6 employees with two locations.