

**PALM BEACH COUNTY  
BOARD OF COUNTY COMMISSIONERS  
BOARD APPOINTMENT SUMMARY**

Meeting Date: June 3, 2008

Department: Public Affairs  
Submitted By: Channel 20

Advisory Board Name: Education and Government Programming Advisory Board

**I. EXECUTIVE BRIEF**

**Motion and Title: Staff recommends motion to approve:**

**A) Reappointment of four (4) At-Large members to the Education and Government Programming Advisory Board for a term of two (2) years.**

<u>Reappoint: (3)</u>	<u>Requirement</u>	<u>Seat</u>	<u>Nominated By</u>	<u>Term</u>
John Spinola	Broadcast General Manager	1	Comm. Greene Comm. McCarty Comm. Aaronson Comm. Santamaria	4/18/08 - 4/17/10
Sarah Alsofrom	Citizen-at-Large	9	Comm. Greene Comm. McCarty Comm. Aaronson Comm. Santamaria	6/30/08 - 6/29/10
Cheryl Carpenter	Citizen-at-Large	10	Comm. Greene Comm. McCarty Comm. Aaronson Comm. Santamaria	5/31/08 - 5/30/10

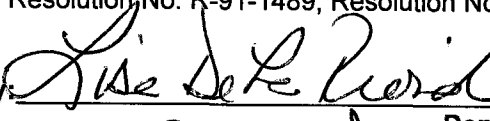
**B) Appointment of one (1) out of two (2) individuals to fill the Marketing Director Seat 3 on the Education and Government Programming Advisory Board for a term of two years.**


<u>Nominee</u>	<u>Requirement</u>	<u>Seat</u>	<u>Nominated By</u>	<u>Term</u>
<u>Appoint: (1)</u> Susanna Dwinell OR Carey O'Donnell	Marketing Director	3	Comm. Kanjian	6/03/08 - 6/02/10
	Marketing Director	3	Comm. Greene Comm. McCarty Comm. Aaronson Comm. Santamaria	4/18/08 - 4/17/10

**Summary:** The Education and Government Programming Advisory Board was created by Resolution No. R-91-1489 and amended by Resolution No. R-92-388 on March 17, 1992. The Advisory Board consists of Ten (10) (At-Large) members. Board members represent fields of expertise from the following categories: Broadcast General Manager; Engineer with experience in telecommunication systems; Marketing Director; Cable Industry; Adult Education; PBC Public School System; Member of the BCC; Municipal government representative; and two Citizens-at-Large. The members are appointed by the Board of County Commission and provides assistance in the operation of Channel 20. There are four (4) positions on the Education and Government Programming Advisory Board that need to be filled. The positions include seat one (1) Broadcast General Manager; Seat three (3) Marketing Director; Seat nine (9) Citizen-at-Large; and Seat ten (10) Citizen-at-Large. On May 5, 2008, a memo was sent to the Board of County Commissioners requesting nominations, appointments or reappointments. Countywide (MJ)

**Background and Justification:** The Education and Government Programming Advisory Board consists of ten (10) members and was established by Resolution No. R-91-1489 on October 15, 1991. The Advisory Board was created to provide input and assistance in the operation of Palm Beach County Channel 20. Board members review various means to provide education and government programming to residents, provide input on marketing strategies, funding alternatives and technical recommendations.

- Attachments:**
- 1) Board Appointment Information Forms
  - 2) Memo to the BCC
  - 3) Current List of Advisory Board Members
  - 4) Resolution No. R-91-1489; Resolution No. R-92-388

Recommended by:  5/20/08  
Department Head Date

Legal Sufficiency:  5/20/08  
Assistant County Attorney Date

II. **REVIEW COMMENTS**

**Other Department Review:**

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**Department Director**

**(THIS SUMMARY IS NOT TO BE USED AS A BASIS FOR PAYMENT.)**

**PALM BEACH COUNTY  
BOARD OF COUNTY COMMISSIONERS  
ADVISORY BOARD NOMINEE INFORMATION FORM**

**Part I:**

Board Name: Education and Government

At Large Appointment                      or                       District Appointment

Term of Appointment:   2   Years.            From:   4/18/2008              To:   4/17/2010  

Seat Requirement:   Broadcast General Manager              Seat #:   1  

\*Reappointment                      or                       New Appointment

or  to complete the term of \_\_\_\_\_ Due  resignation  other to: \_\_\_\_\_

Completion of term to expire on:   4/17/2008  

**Part II:**            **APPLICANT, UNLESS EXEMPTED, MUST BE A COUNTY RESIDENT**

Name: Spinola John  
                                Last    First    Middle

Occupation/Affiliation:   Vice President and General Manager  

Business Name:   WFLX-TV, Raycom Media, Inc.  

Business Address:   4119 W. Blue Heron Boulevard  

City & State                        West Palm Beach, FL                        Zip Code:   33404  

Residence Address: \_\_\_\_\_

City & State                      \_\_\_\_\_                      Zip Code: \_\_\_\_\_

Home Phone:   ( )                                                      Business Phone:   (561) 845-2934                        Ext. \_\_\_\_\_

Cell Phone:   ( )                                                      Fax:   ( )                                

Email Address: \_\_\_\_\_

Mailing Address preference:  Business Address       Residence

**Minority Identification Code:**

- |  |   |
|--|---|
| <input type="checkbox"/> IF (Native-American Female)   | <input type="checkbox"/> IM (Native-American Indian Male) |
| <input type="checkbox"/> AF (Asian-American Female)    | <input type="checkbox"/> AM (Asian-American Male)         |
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| <input type="checkbox"/> HF (Hispanic-American Female) | <input type="checkbox"/> HM (Hispanic-American Male)      |
| <input type="checkbox"/> WF (Caucasian Female)         | <input checked="" type="checkbox"/> WM (Caucasian Male)   |

**Part III: COMMISSIONER COMMENTS**

Appointment to be made at BCC Meeting on:   6/3/2008  

**\*When a person is being considered for re-appointment, the number of previous disclosed voting conflicts shall be considered by the Board of County Commissioners.**

\_\_\_\_\_ Number of previously disclosed voting conflicts during the previous term

Signature:   Addie L. Greene  

Date:   5/06/08



**PALM BEACH COUNTY**  
**BOARD OF COUNTY COMMISSIONERS**  
**ADVISORY BOARD NOMINEE INFORMATION FORM**

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Seat Requirement:   Broadcast General Manager                      Seat #:   1  

\*Reappointment                    **or**                     New Appointment

or  to complete the term of \_\_\_\_\_ Due  resignation  other to: \_\_\_\_\_

Completion of term to expire on:   4/17/2008  

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Name:   Spinola                        John    
  Last    First    Middle

Occupation/Affiliation:   Vice President and General Manager  

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\_\_\_\_\_  
Number of previously disclosed voting conflicts during the previous term

Signature: *[Handwritten Signature]*                    Date:   5-19-08





**PALM BEACH COUNTY  
BOARD OF COUNTY COMMISSIONERS  
ADVISORY BOARD NOMINEE INFORMATION FORM**

**Part I:**

Board Name: Education and Government

At Large Appointment or  District Appointment

Term of Appointment: 2 Years. From: 6/30/2008 To: 7/1/2010

Seat Requirement: Citizen-At-Large Seat #: 9

\*Reappointment or  New Appointment

or  to complete the term of \_\_\_\_\_ Due  resignation  other to:

Completion of term to expire on: \_\_\_\_\_

**Part II: *APPLICANT, UNLESS EXEMPTED, MUST BE A COUNTY RESIDENT***

Name: Alsofrom Sarah  
Last First Middle

Occupation/Affiliation: Director of Marketing & Public Relations

Business Name: Gunster Yoakley, Attorneys at Law

Business Address: 777 South Flager Drive, Suite 500 East

City & State West Palm Beach, FL Zip Code: 33401-6194

Residence Address: \_\_\_\_\_

City & State \_\_\_\_\_ Zip Code: \_\_\_\_\_

Home Phone: ( ) Business Phone: (561) 804-4350 Ext. \_\_\_\_\_

Cell Phone: ( ) Fax: (561) 671-2476

Email Address: Salsofrom@gunster.com

Mailing Address preference:  Business Address  Residence

**Minority Identification Code:**

- IF (Native-American Female)  IM (Native-American Indian Male)  
 AF (Asian-American Female)  AM (Asian-American Male)  
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Signature: Mary McArdy

Date: 5/6/08





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Seat Requirement: Citizen-At-Large                  Seat #: 9

\*Reappointment                  or                   New Appointment

or  to complete the term of \_\_\_\_\_ Due  resignation  other  
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**Part III: COMMISSIONER COMMENTS**

Appointment to be made at BCC Meeting on: 6/3/2008

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Signature:                   Date: 5/8/08

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BOARD OF COUNTY COMMISSIONERS  
ADVISORY BOARD NOMINEE INFORMATION FORM**

**Part I:**

Board Name: Education and Government

At Large Appointment or  District Appointment

Term of Appointment: 2 Years. From: 6/1/2008 To: 5/31/2010

Seat Requirement: Citizen-At-Large Seat #: 10

\*Reappointment or  New Appointment

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Completion of term to expire on: \_\_\_\_\_

**Part II: APPLICANT, UNLESS EXEMPTED, MUST BE A COUNTY RESIDENT**

Name: Carpenter Cheryl  
Last First Middle

Occupation/Affiliation: \_\_\_\_\_

Business Name: Palm Beach Public Relations and Special Events

Business Address: 224 Datura Street, Suite 311

City & State: West Palm Beach, FL Zip Code: 33401

Residence Address: \_\_\_\_\_

City & State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Home Phone: ( ) \_\_\_\_\_ Business Phone: (561) 655-7224 Ext. \_\_\_\_\_

Cell Phone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

Email Address: \_\_\_\_\_

Mailing Address preference:  Business Address  Residence

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Signature: Cheryl L. Carpenter Date: 05/08/08

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Signature: Mary McCarty                  Date: 5/6/08

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         Number of previously disclosed voting conflicts during the previous term

Signature:       Date: 5-19-08





**Susanna D. Dwinell**  
345 Colonial Road  
West Palm Beach, FL 33405  
561-685-8908  
sdwinell@bellsouth.net

## **WORK EXPERIENCE**

### **Private Client Group at National City**

**Palm Beach, Florida**

#### **Vice President, Marketing Director (7/07 – present)**

The Private Client Group is the cornerstone of wealth management at National City employing a collaborative approach to assist high-net-worth individuals and families to uncover and develop their needs through a customized wealth planning process.

- Joined Private Client Group to report to President of U.S. Trust who became Managing Director at Private Client Group
- Initiate and manage all strategic marketing initiatives including public relations, advertising, event, sponsorship, and direct mail programs
- Lead all awareness and branding initiatives in Florida where Private Client Group is a new name in wealth management including development and implementation of a nearly \$1 million advertising campaign
- Structured and managed over 35 strategic partnerships and programs in Palm Beach, Orlando, Naples and Sarasota markets. Palm Beach partnerships involved multiple events, program development with The Flagler Museum, Palm Beach Cultural Council, Historical Society of Palm Beach County, Cleveland Clinic, Ann Norton Sculpture Garden, Turtle Nest Village, South Florida Science Center, Kravis Center for the Performing Arts, and Palm Beach Preservation Foundation.
- Created and executed all Florida based Private Client Group events
- Concepted and implemented Palm Beach County's first Women in Power Series featuring internationally renowned speakers including Rear Admiral Marty Evans, Susan Eisenhower, and Lucky Roosevelt
- Author numerous client and prospect communications
- Manage Marketing Coordinators in four offices

### **The United States Trust Company, N.A.**

**Palm Beach, Florida**

#### **Vice President, Regional Marketing Director (5/05 – 6/07)**

Founded in 1853, U.S. Trust is a leading wealth management company that provides wealthy individuals, families and institutions across the country with innovative planning, investment management, fiduciary and private banking solutions.

U.S. Trust, which is headquartered in New York City and serves clients nationwide in 33 offices throughout the United States, has \$98 billion in assets under management as of December 31, 2006.

- Lead all strategic marketing efforts for six offices including Boca Raton, Palm Beach, Vero, Sarasota/Tampa, Naples and Miami with a focus on developing existing client relationships, prospective client relationships, and referral sources
- Raised U.S. Trust brand awareness and profile through public relations, advertising, client and prospective client communications, data base management, events, sponsorships and community involvement while managing marketing coordinators in each office
- Initiated RFP program to enable strategic selection of community partners resulting in fewer partnership but stronger and more integrated partner relationships. Examples of these programs include developing donor cultivation programs featuring a US Trust expert for our charitable partners: The Sarasota Opera, New College Foundation, The DeKelboun Science Center, The Center for Creative Education, The Preservation Foundation of Palm Beach County
- Responded with a crisis PR campaign when a competitor initiated a negative campaign against U.S. Trust supported by a "lift out" of some of our key employees and clients
- Built aggressive PR, relationship and event marketing campaign in Sarasota that resulted in substantial brand awareness and prospecting opportunities.
- Developed U.S. Trust Tribute to Philanthropist program which involved producing articles honoring 48 Florida philanthropists in the past two years
- Responsible for creating a partnership between NARSAD (National Association for Research of Schizophrenia and Depression: The Mental Health Organization) which resulted in two evening presentations including Jane



Pauley, afflicted with bi-polar disorder; and Dr. Lisa Machoian, author of *The Disappearing Girl: Learning the Language of Teenage Depression*

- Assisted in the development of a new client communication program, client data base, and client “temperature” reports
- Sought out and developed event marketing programs which leveraged U.S. Trust intellectual capital intended to provided clients and prospective clients an opportunity to experience the unmatched talent that existed within U.S. Trust
- Worked with national counterparts to coordinate national marketing efforts
- Obtained a strong understanding for the high net worth and luxury lifestyle marketplace

**The Gumbinner Company**

**New York, New York**

**Associate (1/01 – 4/05)**

Executive Search firm dedicated to the advertising and marketing industries.

- Handle national and international searches for account managers within traditional advertising, corporate marketing, direct marketing, promotions, event marketing and public relations.
- Counsel existing and new candidates within the fluctuating advertising environment. Help candidates to see their potential, and to position themselves according to their strengths and the market needs. Provide extensive resume writing assistance.
- Fill searches in all disciplines from the AAE through SVP levels
- Aggressively seek new client business while expanding company into the Florida market. Successfully won new clients and grew business with existing clients.

**The MONY Group Inc.(Formerly Mutual of New York)**

**New York, New York**

**NYSE: MNY**

**Director of Advertising (4/99-1/01)**

The MONY Group Inc. (NYSE: MNY), with \$60 billion in assets under management and administration, is a financial services firm that manages a portfolio of member companies. These companies include MONY Life Insurance Company, MONY Life Insurance Company of America, The Advest Group, Inc., Enterprise Capital Management, Matrix Capital Markets Group, Inc., Lebenthal, a division of Advest, Inc., and U.S. Financial Life Insurance Company.

- Responsible for all aspects of the consumer advertising campaign including positioning development, primary research, print and broadcast media planning and creative development. Led to the launch of the first consumer branding campaign in five years. Primarily targeted the small business and high net worth consumers.
- Managed advertising agency and oversaw the new agency selection process. Wrote the RFP, screened various agencies and directed the pitch process. Facilitated the learning process for the new agency.
- Oversaw the direct marketing initiatives and worked with the call center to maximize ROI while competing in extremely competitive Term Life market. Direct marketing efforts included a DRTV campaign as well as a branding campaign. Ultimately DRTV was discontinued because its success was cannibalizing field agent business.
- Charged with managing internal marketing program aimed to improve morale and dedication of financial professionals.
- Authored Trusted Advisors’ marketing plan with the in-house creation of a new trade advertising campaign including creative development and media placement. Additional components were recruiting materials, licensing materials and kits, extensive recruitment materials, and additional collateral including tradeshow booth materials.
- Assisted in writing the partnering proposal with Grant Thornton. Primarily responsible for the capabilities presentation.
- Wrote communications plan for the acquisition of Advest, a wealth management company. This included an internal relations effort as well as consumer and corporate initiatives.
- Managed creative department including graphics designers, copywriters, production manager and freelancers. Liaised with Investor Relations, media relations, and public relations managers.

**3i, Implant Innovations Inc.**

**Palm Beach Gardens, Florida**

**Manager, Worldwide Marketing Communications (12/95-4/99)**

Implant Innovations Inc. began manufacturing dental implants in 1991 and in 1995, merged with its strategic partner, Latham Manufacturing Company, to form the present-day 3i. In 1999, 3i was acquired by Biomet Inc., a leading manufacturer of orthopedic components.

- Directed all marketing communications initiatives including advertising, collateral, web development, tradeshow booth, product catalogs, sell sheets, and promotional materials
- Managed all marketing efforts to support Annual International Symposium, and other 3i hosted dental meetings
- Managed advertising and public relations agency
- Launched numerous new products including OSSEOTITE®, the most successful new product launch in the industry. Responsible for all the marketing communication initiatives in this effort.
- Responsible for leading all brand initiatives including the development of the company's first brand manual. This included the assimilation of the international affiliates and eventual corporate international entities.
- Oversaw the marketing communication initiatives during the acquisition of Gore® Regenerative Materials and Orthovita®. Campaign included customer explanation letters, direct mail and trade advertising.
- Initiated consumer marketing campaign inclusive of patient education video, brochures, flip charts and an extensive Public Relations awareness effort.

**Bicon Dental Implants**  
**Director, Marketing and Sales**  
**(8/94-9/95)**

**Boston, Massachusetts**

- Directed marketing efforts for start-up company including writing and implementing Bicon's first strategic marketing plan
- Organized and coordinated Bicon sponsored dental meetings including all A/V requirements, catering, and event scheduling
- Led company to 40% sales growth through extensive trade show participation, continuing education programs, product instruction videos, product brochures and trade advertisements
- Completed extensive application process and received approval from the American Dental Association to be recognized as a Continuing Education Provider

**Jordan, McGrath, Case and Taylor (now Arnold Worldwide)**

**New York, New York**

**Assistant Account Executive**  
**Account Executive (6/93 - 7/94)**  
**Quaker Oats, Life Cereal**

New York City advertising agency with such well known clients as Quaker Oats, Proctor & Gamble, and Hasbro. Was hired while in college to assume an AAE position upon graduation.

- Developed objectives and strategies for print and broadcast advertising, and coordinated development with creative and production teams
- Wrote and presented extensive competitive analysis reports for the cereal category. Including positioning evaluations and creative assumptions.
- Managed all budgets and production schedules

#### **EDUCATION**

Rollins College, Winter Park, FL – Bachelors of Arts in Political Science, May 1993

Trinity College, Hartford, CT – 1990-1991 school year

Florida Atlantic University, FL – course work towards a Masters in Counselor of Education

The Winsor School, Boston, MA – 1983 - 1989

#### **Other Activities and Interests**

Center for Creative Education – Vice Chairman; Chairwoman annual "Over The Big Top Event"

Historical Society of Palm Beach County - Member

Cooking, Traveling, Tennis, Pilates, Skiing, and Sailing

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Seat Requirement: Marketing Director      Seat #: 3

\*Reappointment      or       New Appointment

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Completion of term to expire on: \_\_\_\_\_

**Part II:      *APPLICANT, UNLESS EXEMPTED, MUST BE A COUNTY RESIDENT***

Name: O'Donnell      Carey  
Last      First      Middle

Occupation/Affiliation: Marketing Director

Business Name: Carey O'Donnell Public Relations Group

Business Address: 477 South Rosemary Avenue, Suite 319

City & State      West Palm Beach, FL      Zip Code: 33401

Residence Address: \_\_\_\_\_

City & State      \_\_\_\_\_      Zip Code: \_\_\_\_\_

Home Phone: ( )      Business Phone: (561) 832-3231      Ext. \_\_\_\_\_

Cell Phone: ( )      Fax: ( )

Email Address: \_\_\_\_\_

Mailing Address preference:  Business Address       Residence

**Minority Identification Code:**

- IF (Native-American Female)
- AF (Asian-American Female)
- BF (African-American Female)
- HF (Hispanic-American Female)
- WF (Caucasian Female)
- IM (Native-American Indian Male)
- AM (Asian-American Male)
- BM (African-American Male)
- HM (Hispanic-American Male)
- WM (Caucasian Male)

**Part III: COMMISSIONER COMMENTS**

Appointment to be made at BCC Meeting on: 6/3/2008

**\*When a person is being considered for re-appointment, the number of previous disclosed voting conflicts shall be considered by the Board of County Commissioners.**

\_\_\_\_\_ Number of previously disclosed voting conflicts during the previous term

Signature: *Aldrich L. Greene*      Date: *05/03/08*

**PALM BEACH COUNTY  
BOARD OF COUNTY COMMISSIONERS  
ADVISORY BOARD NOMINEE INFORMATION FORM**

**Part I:**

Board Name: Education and Government

At Large Appointment **or**  District Appointment

Term of Appointment: 2 Years. From: 4/18/2008 To: 4/17/2010

Seat Requirement: Marketing Director Seat #: 3

\*Reappointment **or**  New Appointment

or  to complete the term of \_\_\_\_\_ Due  resignation  other to:

Completion of term to expire on: \_\_\_\_\_

**Part II: APPLICANT, UNLESS EXEMPTED, MUST BE A COUNTY RESIDENT**

Name: O'Donnell Carey  
Last First Middle

Occupation/Affiliation: Marketing Director

Business Name: Carey O'Donnell Public Relations Group

Business Address: 477 South Rosemary Avenue, Suite 319

City & State West Palm Beach, FL Zip Code: 33401

Residence Address: \_\_\_\_\_

City & State \_\_\_\_\_ Zip Code: \_\_\_\_\_

Home Phone: ( ) Business Phone: (561) 832-3231 Ext. \_\_\_\_\_

Cell Phone: ( ) Fax: ( )

Email Address: \_\_\_\_\_

Mailing Address preference:  Business Address  Residence

**Minority Identification Code:**

- |   |   |
|---|---|
| <input type="checkbox"/> IF (Native-American Female)      | <input type="checkbox"/> IM (Native-American Indian Male) |
| <input type="checkbox"/> AF (Asian-American Female)       | <input type="checkbox"/> AM (Asian-American Male)         |
| <input type="checkbox"/> BF (African-American Female)     | <input type="checkbox"/> BM (African-American Male)       |
| <input type="checkbox"/> HF (Hispanic-American Female)    | <input type="checkbox"/> HM (Hispanic-American Male)      |
| <input checked="" type="checkbox"/> WF (Caucasian Female) | <input type="checkbox"/> WM (Caucasian Male)              |

**Part III: COMMISSIONER COMMENTS**

Appointment to be made at BCC Meeting on: 6/3/2008

**\*When a person is being considered for re-appointment, the number of previous disclosed voting conflicts shall be considered by the Board of County Commissioners.**

Number of previously disclosed voting conflicts during the previous term

Signature: Mary Mc Carthy 

Date: 5/6/08

**PALM BEACH COUNTY**  
**BOARD OF COUNTY COMMISSIONERS**  
**ADVISORY BOARD NOMINEE INFORMATION FORM**

**Part I:**

Board Name: Education and Government

At Large Appointment      or       District Appointment

Term of Appointment: 2 Years.      From: 4/18/2008      To: 4/17/2010

Seat Requirement: Marketing Director      Seat #: 3

\*Reappointment      or       New Appointment

or  to complete the term of \_\_\_\_\_ Due  resignation  other to: \_\_\_\_\_

Completion of term to expire on: \_\_\_\_\_

**Part II:      *APPLICANT, UNLESS EXEMPTED, MUST BE A COUNTY RESIDENT***

Name: O'Donnell      Carey  
Last      First      Middle

Occupation/Affiliation: Marketing Director

Business Name: Carey O'Donnell Public Relations Group

Business Address: 477 South Rosemary Avenue, Suite 319

City & State      West Palm Beach, FL      Zip Code: 33401

Residence Address: \_\_\_\_\_

City & State      \_\_\_\_\_      Zip Code: \_\_\_\_\_

Home Phone: ( )      Business Phone: (561) 832-3231      Ext. \_\_\_\_\_

Cell Phone: ( )      Fax: ( )

Email Address: \_\_\_\_\_

Mailing Address preference:  Business Address     Residence

**Minority Identification Code:**


- |   |   |
|---|---|
| <input type="checkbox"/> IF (Native-American Female)      | <input type="checkbox"/> IM (Native-American Indian Male) |
| <input type="checkbox"/> AF (Asian-American Female)       | <input type="checkbox"/> AM (Asian-American Male)         |
| <input type="checkbox"/> BF (African-American Female)     | <input type="checkbox"/> BM (African-American Male)       |
| <input type="checkbox"/> HF (Hispanic-American Female)    | <input type="checkbox"/> HM (Hispanic-American Male)      |
| <input checked="" type="checkbox"/> WF (Caucasian Female) | <input type="checkbox"/> WM (Caucasian Male)              |

**Part III: COMMISSIONER COMMENTS**

Appointment to be made at BCC Meeting on: 6/3/2008

**\*When a person is being considered for re-appointment, the number of previous disclosed voting conflicts shall be considered by the Board of County Commissioners.**

\_\_\_\_\_ Number of previously disclosed voting conflicts during the previous term

Signature:       Date: 5-19-08

## PALM BEACH COUNTY BOARD OF COUNTY COMMISSIONERS ADVISORY BOARD NOMINEE INFORMATION FORM

**Part I:**

Board Name: Education and Government

At Large Appointment      or       District Appointment

Term of Appointment: 2 Years.      From: 4/18/2008      To: 4/17/2010

Seat Requirement: Marketing Director      Seat #: 3

\*Reappointment      or       New Appointment

or  to complete the term of \_\_\_\_\_ Due  resignation  other to:

Completion of term to expire on: \_\_\_\_\_

**Part II: *APPLICANT, UNLESS EXEMPTED, MUST BE A COUNTY RESIDENT***

Name: O'Donnell Carey  
Last      First      Middle

Occupation/Affiliation: Marketing Director

Business Name: Carey O'Donnell Public Relations Group

Business Address: 477 South Rosemary Avenue, Suite 319

City & State: West Palm Beach, FL      Zip Code: 33401

Residence Address: \_\_\_\_\_

City & State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Home Phone: ( )      Business Phone: (561) 832-3231      Ext. \_\_\_\_\_

Cell Phone: ( )      Fax: ( )

Email Address: \_\_\_\_\_

Mailing Address preference:  Business Address     Residence

**Minority Identification Code:**

- |   |   |
|---|---|
| <input type="checkbox"/> IF (Native-American Female)      | <input type="checkbox"/> IM (Native-American Indian Male) |
| <input type="checkbox"/> AF (Asian-American Female)       | <input type="checkbox"/> AM (Asian-American Male)         |
| <input type="checkbox"/> BF (African-American Female)     | <input type="checkbox"/> BM (African-American Male)       |
| <input type="checkbox"/> HF (Hispanic-American Female)    | <input type="checkbox"/> HM (Hispanic-American Male)      |
| <input checked="" type="checkbox"/> WF (Caucasian Female) | <input type="checkbox"/> WM (Caucasian Male)              |

**Part III: COMMISSIONER COMMENTS**

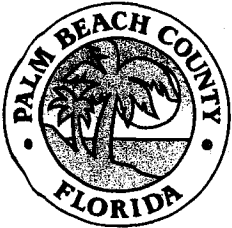
Appointment to be made at BCC Meeting on: 6/3/2008

**\*When a person is being considered for re-appointment, the number of previous disclosed voting conflicts shall be considered by the Board of County Commissioners.**

\_\_\_\_\_ Number of previously disclosed voting conflicts during the previous term

Signature: [Handwritten Signature]      Date: 5/8/08

Attachment 2



# Memorandum

**Public Affairs Department  
Channel 20**

P.O. Box 1989

West Palm Beach, FL 33402-1989

(561) 355-4573

FAX: (561) 355-6685

www.pbcgov.com



**Palm Beach County  
Board of County  
Commissioners**

Addie L. Greene, Chairperson

Jeff Koons, Vice Chair

Karen T. Marcus

Robert J. Kanjian

Mary McCarty

Burt Aaronson


Jess R. Santamaria


**County Administrator**

Robert Weisman

Date: May 5, 2008

To: Honorable Addie L. Greene, Chairperson and Members  
Board of County Commissioners

Thru: Lisa De La Rionda, Director   
Public Affairs Department

From: Lester Williams, Station Manager   
Channel 20

Re: Ed. and Gov't Programming Advisory Board Appointments

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This memo is a request for nominations and reappointments to the Education and Government Programming Advisory Board. The Education and Government Programming Advisory Board currently has Four (4) members who wish to be reappointed.

Advisory Board Seat Number One is currently filled by John Spinola, Vice President and General Manager of WFLX TV. The requirement for this seat is to be a Broadcast General Manager. Mr. Spinola meets this requirement. This reappointment would be for a term of two years. The current term for John Spinola expired on April 17, 2008. Mr. Spinola would like to be reappointed.

Advisory Board Seat Number Three is currently filled by Carey O'Donnell who is currently serving as Chair of the Education and Government Programming Advisory Board. The requirement for this seat is to be a Marketing Director, which she meets. Ms. O'Donnell is President and Marketing Director of Carey O'Donnell Public Relations Group. This appointment would be for a term of two years. The current term for Carey O'Donnell expired on April 17, 2008. Ms. O'Donnell would like to be reappointed.

Advisory Board Seat Number Nine is currently filled by Sarah Alsofrom. This is the Citizen-at-Large seat. The requirement for this appointment is to be a resident of Palm Beach County. The current term for Sarah Alsofrom expires on June 30, 2008. Ms. Alsofrom would like to be reappointed.

*"An Equal Opportunity  
Affirmative Action Employer"*





Education and Government Programming Advisory Board Memorandum  
May 5, 2008  
Page Two

Advisory Board Seat Number Ten is currently filled by Cheryl Carpenter. This is also a Citizen-at-Large seat. The requirement for this seat is to be a resident of Palm Beach County. The current term for Cheryl Carpenter expires on May 31, 2008. Ms. Carpenter would like to be reappointed.

We have attached completed Board Appointment information forms for the individuals who wish to be nominated and reappointed to the above mentioned seats. We have also attached blank Board Appointment information forms for your nominations. Please fill out the forms completely and return to me by Wednesday, May 14, 2008 so we may prepare an agenda item for your consideration on the Tuesday, June 3, 2008 agenda.

If you have any questions concerning these appointments or need additional information, you may contact me in the office at 561-355-2282. Thank you for your assistance.

Attachments

cc: Carey O'Donnell, Chair  
Education and Government Programming Advisory Board  
Brad Merriman, Assistant County Administrator

Attachment 3

I. AUTHORITY:

Ordinance No. 86-35; amended by Ordinance No. 91-42, amended by Ordinance No. 92-4, approved March 17, 1992; Resolution No. R91-1489, amended by Resolution No. R92-388 approved March 17, 1992.

II. APPOINTING AUTHORITY:

Board of County Commissioners (BCC)

III. COMPOSITION, QUALIFICATIONS, TERMS & REMOVAL:

The Advisory Board shall consist of ten (10) members, with a representative from each of the following categories, and shall serve for the designated term: Broadcast General Manager (2 years); Engineer with experience in telecommunication systems (3 years); Marketing Director (2 years); cable industry (3 years); Adult Education (2 years); PBC Public School System (3 years); Member of the BCC (2 years); Municipal government representative (3 years); and two citizens-at-large (2 years).

IV. MEETINGS:

Meetings are held quarterly.

V. FUNCTIONS:

Review the various means available to provide educational and governmental programming for residents and for PBC's in-house training purposes; develop criteria for educational and government programs and review program line-ups; provide input on marketing strategies; explore funding alternatives; assist with technical recommendations; explore the implementation of a public access channel and make recommendations; and prepare, adopt and present to the BCC an annual report.

VI. LIAISON DEPARTMENT:

Public Affairs Department

VII. CONTACT PERSON

Lisa De La Rionda, Director  
301 N. Olive Avenue, 11th Floor  
West Palm Beach, FL 33401  
(561) 355-2754

**EDUCATION AND GOVERNMENT PROGRAMMING ADVISORY**  
**ADVISORY BOARD MEMBERS**

<u>SEAT ID</u>	<u>CURRENT MEMBER</u>	<u>RACE CODE</u>	<u>BUSINESS/ HOME PHONE</u>	<u>REQUIREMENT</u>	<u>APPOINT DATE</u>	<u>RE-APPT DATE</u>	<u>EXPIRE DATE</u>
<b>APPOINTED BY: At Large</b>							
1	John Spinola, V.P. WFLX-TV, Raycom Media, Inc. 4119 W. Blue Heron Blvd. West Palm Beach, FL 33404	WM	(561) 845-2934	Broadcast General Manager	04/18/2006	/ /	04/17/2008
2	Keith Betts Channel 12 1100 Fairfield Drive West Palm Beach, FL 33407	WM	(561) 844-1212	Broadcast Engineer	05/01/2006	/ /	04/30/2009
3	Carey O'Donnell Carey O'Donnell Public Relations Group 477 So. Rosemary Ave., 319 West Palm Beach, FL 33401	WF	(561) 832-3231	Marketing Director	04/18/2006	/ /	04/17/2008
4	Marta Casas-Celaya Comcast Cable Communications 1100 Northpoint Pkwy, Ste. 100 West Palm Beach, FL 33407	WF	(561) 227-3457	Cable Industry	02/27/2007	/ /	04/17/2009
5	Elsie Leviton 214 Wells Road Palm Beach, FL 33480	WF	(561) 832-1139	Adult Education	03/01/2006	/ /	02/28/2008
6	Deborah Stewart School District of PBC 3372 Forest Hill Blvd., B-1 West Palm Beach, FL 33406	BF	(561) 434-8620	Public School System	05/01/2006	/ /	04/30/2009
7	Commissioner Mary McCarty District 4 301 N. Olive Avenue, 12th Fl West Palm Beach, FL 33401	WF	(561) 355-2204 ( )	County Commissioner	12/08/2002	/ /	/ /
8	Mayor Linda Hodgkins Town of Juno Beach 340 Ocean Dr. Juno Beach, FL 33408	WF	(561) 626-1122	Municipal Government	05/01/2006	/ /	04/30/2009

ADVISORY BOARD MEMBERS

<u>SEAT ID</u>	<u>CURRENT MEMBER</u>	<u>RACE CODE</u>	<u>BUSINESS/ HOME PHONE</u>	<u>REQUIREMENT</u>	<u>APPOINT DATE</u>	<u>RE-APPT DATE</u>	<u>EXPIRE DATE</u>
<b>APPOINTED BY: At Large</b>							
9	Sarah Alsofrom Gunster Yoakley & Stewart 777 So. Flagler Dr. West Palm Beach, FL 33401	WF	(561) 804-4350 (561) 801-1368	Citizen At-Large	07/11/2006	/ /	06/30/2008
10	Cheryl Carpenter Palm Beach Public Relations & Special Events 224 Datura St., Ste. 311 West Palm Beach, FL 33401	WF	(561) 655-7224 (561) 683-6194	Citizen At-Large	06/01/2006	/ /	05/31/2008

Attachment 4  
SA-2

Meeting Date: March 17, 1992

Agenda Item #:

PALM BEACH COUNTY  
BOARD OF COUNTY COMMISSIONERS  
AGENDA ITEM SUMMARY

R-92-388

R/L 5-0 P/F also

Consent [ ] Regular [ ] Ordinance [x] Public Hearing [ ]

I. EXECUTIVE BRIEF

Request Submitted By: Public Affairs Department

Motion and Title:

Staff recommends adoption of a resolution amending Resolution R-91-1489 which established the Educational And Government Programming Advisory Board.

Summary

This amendment 1) provides for an additional citizen-at-large member to the Educational and Government Programming Advisory Board, and 2) provides for staff support clarification replacing the Cable Coordinator with the Channel 20 Station Manager to work with the advisory board.

This amendment to Resolution R-91-1489 which established the Educational and Government Programming Advisory Board will: 1) increase membership on the advisory board from nine (9) to ten (10) members with the addition of an additional citizen-at-large; and 2) assign the Channel 20 Station Manager as support to the board rather than the Cable Coordinator.

Background and Justification:

1) On October 15, 1991, the Board of County Commissioners established the Educational and Government Programming Advisory Board pursuant to Ordinance 86-35 as amended, providing for nine (9) members to be appointed to the board. On November 12, 1991, the Board of County Commissioners directed that membership on the advisory board should be expanded to ten (10) members, with provision for an additional citizen-at-large. This recommendation for amendment to Resolution R-91-1489 is in response to that directive. This item is in conjunction with the revision recommended by staff on this date to Section 2 of Ordinance 91-42 providing for expansion of the board to ten (10) members. Staff does have some concern that by creating an advisory board of ten members, this opens the possibility of a deadlock vote in the event the advisory board members must vote on a matter.

2) The Channel 20 Station Manager is responsible for the station's programming and operations, and therefore should be involved with the Educational and Government Programming Advisory Board as staff support.

Attachments:

Resolution R-91-1489  
Revision to Resolution R-91-1489

Recommended by: [Signature] 2/11/92  
Department Director Date

Reviewed By: [Signature] 2/12/92  
OFMB Signature Date

Legal Sufficiency: [Signature] 2-12-92  
County Attorney Date

Approved By: [Signature] 2/22/92  
County Administrator Date

92-388

II. FISCAL IMPACT ANALYSIS (To be completed by the submitting Dept.)

Five Year Summary of Fiscal Impact:

Fiscal Years	19__	19__	19__	19__	19__
Capital Expenditures	_____	_____	_____	_____	_____
Operating Costs	_____	_____	_____	_____	_____
Operating Revenues	_____	_____	_____	_____	_____
Is Item Included In Current Budget?	Yes _____			No. _____	
Budget Account No.:	Fund _____	Agency _____	Org. _____	Object _____	_____
	Reporting Category _____				

Recommended Sources of Funds/Summary of Fiscal Impact:

III. REVIEW COMMENTS:

OFMB Comments:

Fiscal:

No fiscal impact. *JK*

Contract Administration:

PREM: Real Estate Transactions only:

OTHER:

REVISED 10/89

ADM FORM 01

(THIS SUMMARY IS NOT TO BE USED AS A BASIS FOR PAYMENT.)

RESOLUTION NO. R-92-388

A RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS OF PALM BEACH COUNTY, FLORIDA, AMENDING RESOLUTION NO. R-91-1489, PROVIDING FOR AN ADDITIONAL CITIZEN-AT-LARGE MEMBER TO THE EDUCATIONAL AND GOVERNMENT PROGRAMMING ADVISORY BOARD; AND PROVIDING FOR STAFF SUPPORT CLARIFICATION.

WHEREAS, the Board of County Commissioners established the Educational and Government Programming Advisory Board through Ordinance No. 91-38 and Resolution No. R-91-1489; and

WHEREAS, the Board of County Commissioners is desirous of adding another citizen-at-large to the Advisory Board's membership to enable further input by the citizen community; and

WHEREAS, the Station Manager of Channel 20 should be involved with the advisory board, as he is responsible for the station's operations and programming.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF PALM BEACH COUNTY, FLORIDA, that:

1. Section 2. "Membership" of Resolution No. R-91-1489 is amended to read:

°2 citizens-at-large.

2. Section 8. "Staff Support" of the same resolution is amended to read:

Section 8. Staff Support.

The Director of Public Affairs, the ~~Cable Coordinator~~ Channel 20 Station Manager; and staff from County Channel 20 shall work closely with the advisory board and assist said board, as needed. The Director of Public Affairs or his/her designee shall be responsible for the preparation of the board's agenda and minutes. The Assistant County Attorney assigned to represent the Cable Television Division shall provide legal guidance as needed.

R92 388

The foregoing resolution was offered by Commissioner  
Roberts who moved its adoption. The motion was seconded  
by Commissioner Lee and, upon being put to a vote,  
the vote was as follows:

KAREN T. MARCUS, CHAIR	- Aye
CAROLE PHILLIPS, VICE-CHAIR	- Absent
CAROL A. ROBERTS	- Aye
CAROL J. ELMQUIST	- Aye
MARY McCARTY	- Aye
KEN FOSTER	- Absent
MAUDE FORD LEE	- Aye

The Chairman thereupon declared the resolution duly  
passed and adopted this 17 day of March, 1992.

APPROVED AS TO FORM AND LEGAL SUFFICIENCY      PALM BEACH COUNTY, FLORIDA, BY ITS  
BOARD OF COUNTY COMMISSIONERS

~~John B. Dunkle, Clerk~~  
MILTON T. BAUER, CLERK

By: *Mary McCarthy*      By: *Linda C. Hickman*  
Deputy Clerk

advisory.res

R92 388



RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS OF PALM BEACH COUNTY, FLORIDA, ESTABLISHING THE EDUCATIONAL AND GOVERNMENT PROGRAMMING ADVISORY BOARD PURSUANT TO ORDINANCE NO. 86-35, AS AMENDED BY ORDINANCE NO. 91-42

WHEREAS, Ordinance No. 86-35, as amended by Ordinance No. 91- 42 \_\_\_\_\_, requires the establishment of an Educational and Government Programming Advisory Board by resolution; and

WHEREAS, an advisory board as such will greatly assist the Board of County Commissioners in the operation of its County Channel 20; and

WHEREAS, the continued success of County Channel 20 will further the interests of the residents and visitors of Palm Beach County.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF PALM BEACH COUNTY, FLORIDA, that:

Section 1. Creation.

An advisory board to be made known as the "Educational and Government Programming Advisory Board" is herein established.

Section 2. Membership.

The advisory board shall consist of nine (9) members, with a representative from each of the following categories, and shall serve for the designated term.

	<u>TERM</u>
°Broadcast General Manager	2 Years
°Engineer with experience in telecommunication systems	3 Years
°Marketing Director	2 Years
°Cable Industry	3 Years
°Adult Education	2 Years
°Palm Beach County Public School System	3 Years
°Member of the Board of County Commissioners	2 Years
°Municipal Government Representative	3 Years
°Citizen-at-large	2 Years

Board members shall serve without compensation. All Board members must be residents of Palm Beach County at the time of appointment and while serving on the board.

### Serving 3. Duties and Functions.

The advisory board shall have the following duties and functions:

- A. Review the various means available to provide educational and governmental programming for residents and for Palm Beach County's in-house training purposes.
- B. Develop criteria for educational and government programs and review program line-ups.
- C. Provide input on marketing strategies.
- D. Explore funding alternatives.
- E. Assist with technical recommendations.
- F. Explore the implementation of a public access channel and make recommendations.
- G. Prepare, adopt and present to the Board of County Commissioners an annual report.

### Section 4. Subcommittees.

The advisory board shall establish a subcommittee to focus on educational programming, with concentration on adult education series and other community education opportunities. A subcommittee shall also be formed to address the needs of governmental programming. The board may form other subcommittees as needed.

### Section 5. Meetings and Procedures.

The members of the advisory board shall hold an organizational meeting. At said meeting, the board shall determine a time and place for regular meetings and shall adopt rules of procedure as it may deem necessary. Meetings shall be held at least once a month for the first year, with meetings held bimonthly thereafter, unless it is deemed necessary to meet more frequently. All meetings of the board, including subcommittee meetings, shall be open to the public and must provide adequate notice of their meeting. A quorum shall be present at all meetings. A majority of the members appointed shall constitute a quorum. All meetings shall be governed by Robert's Rules of Order.

R92 388

**Section 6. Absences; Removal.**

Lack of attendance/participation shall be a basis for automatic removal. Lack of attendance is to be defined as missing three consecutive meetings or one-half of the meetings within a calendar year. Participation for less than three-fourths of a meeting shall constitute lack of participation. Excused absences will not count against the attendance requirements. Any absence that is to qualify as excused must be voted upon and approved by the advisory board. The types of absences that can be considered excused are: 1) illness; 2) out of County; or 3) personal hardship. A business conflict is not to be considered excused. Excused absences shall be entered into the minutes at the next regularly scheduled meeting of the advisory board. If a member exceeds the absence limit, the member will be removed from the advisory board, however, the appointing Commissioner at his/her discretion can reappoint the individual. Members removed under this section shall not continue to serve until a new appointment is made and removal shall create a vacancy. Any vacancy shall be filled by the Board of County Commissioners.

**Section 7. Ethics; Conflict of Interest.**

All advisory board members shall be governed by the applicable provisions of the Palm Beach County Ethics Ordinance upon its adoption. Abstention from voting due to a conflict of interest on more than three (3) separate matters during any calendar year shall result in automatic removal.

**Section 8. Staff Support.**

The Director of Public Affairs, the Cable Coordinator, and staff from County Channel 20 shall work closely with the advisory board and assist said board, as needed. The Director of Public Affairs or his/her designee shall be responsible for the preparation of the board's agenda and minutes. The Assistant County Attorney assigned to represent the Cable Television Division shall provide legal guidance as needed.

**Section 9. Sunset.**

This advisory board shall be reviewed three (3) years from the date of this resolution to determine whether to continue or dissolve the board. At least ninety (90) days prior to the scheduled review, the board shall submit a written recommendation

R92 388 -

to the Board of County Commissioners as to whether the advisory board should be continued or dissolved. If the board recommends continuation, the recommendation shall also include any recommended revisions to this resolution.

The foregoing resolution was offered by Commissioner Roberts who moved its adoption. The motion was seconded by Commissioner Elmquist and, upon being put to a vote, the vote was as follows:

KAREN T. MARCUS	<u>AYE</u>
CAROL A. ROBERTS	<u>AYE</u>
CAROL J. ELMQUIST	<u>AYE</u>
MARY McCARTY	<u>AYE</u>
CAROLE PHILLIPS	<u>NAY</u>
KEN L. FOSTER	<u>ABSENT</u>
MAUDE FORD LEE	<u>AYE</u>

The Chair thereupon declared the Resolution duly passed and adopted this 15th day of October, 1991.

PALM BEACH COUNTY, FLORIDA, BY ITS  
BOARD OF COUNTY COMMISSIONERS

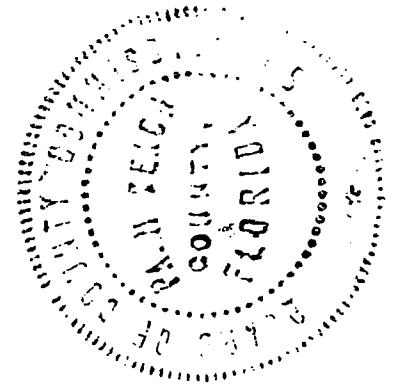
John B. Dunkle, Clerk

APPROVED AS TO FORM AND  
LEGAL SUFFICIENCY

By: Joan Haverly  
Deputy Clerk

By: Devin M. Distel  
County Attorney

resolutn.egp



R92 388

P-E 41 Proposed  
Absent

Meeting Date: October 15, 1991

Agenda Item #: 6D

R-91-1489

PALM BEACH COUNTY  
BOARD OF COUNTY COMMISSIONERS  
AGENDA ITEM SUMMARY

Consent [ ] Regular [ ] Ordinance [x] Public Hearing [ ]

I. EXECUTIVE BRIEF

Request Submitted By: Public Affairs Department

Motion and Title:

Staff recommends motion to adopt resolution of the Board of County Commissioners establishing the Educational and Government Programming Advisory Board pursuant to Ordinance No. 86-35, as amended on this date.

Summary: Ordinance 86-35 as amended on this date requires the establishment of an Educational and Government Programming Board by resolution. Establishment of this Board as specified in this resolution will greatly assist the Board of County Commissioners in the operation of Channel 20 and facilitate the continued success of the County station.

Background and Justification:

On September 10, 1991, the Board of County Commissioners voted to adopt Resolution R-91-1204 dissolving the Public, Educational, and Government Access Board, prior to amending the Cable Television Ordinance, Ordinance No. 86-35. The ordinance is being amended in final public hearing on this date, October 15, 1991. Therefore, following adoption of the amendments, staff recommends adoption of this resolution establishing the Education and Government Program Advisory Board.

Attachments:

Copy of proposed resolution

Recommended by: Ena Rubell 9/23/91  
Department Director Date

Reviewed By: Richard Roberts 9/25/91  
OFMB Signature Date

Legal Sufficiency: Deanne M. Distel 9-26-91  
County Attorney Date

Approved By: [Signature] 9/26/91  
Assistant County Administrator Date

**APPROVED**  
BY BOARD OF COUNTY COMMISSIONERS  
AT MEETING OF 10-15-91

Joan Haverly D.C.  
MINUTES & RECORDS SECTION

R 92 388

II. FISCAL IMPACT ANALYSIS (To be completed by the submitting Dept.)

Five Year Summary of Fiscal Impact:

Fiscal Years	19__	19__	19__	19__	19__
Capital Expenditures	_____	_____	_____	_____	_____
Operating Costs	_____	_____	_____	_____	_____
Operating Revenues	_____	_____	_____	_____	_____
Is Item Included In Current Budget?	Yes _____			No. _____	
Budget Account No.:	Fund _____	Agency _____	Org. _____	Object _____	Reporting Category _____

Recommended Sources of Funds/Summary of Fiscal Impact:

III. REVIEW COMMENTS:

OFMB Comments:

Fiscal: Staff support is to be provided by the Public Affairs Department according to Section 8 of the resolution. Costs associated with that support are to be absorbed within the budget of Public Affairs.

*HP*

Contract Administration:

PREM: Real Estate Transactions only:

OTHER: