

**PALM BEACH COUNTY
BOARD OF COUNTY COMMISSIONERS**

BOARD APPOINTMENT SUMMARY

Meeting Date: July 7, 2020
Department: CareerSource Palm Beach County, Inc.

I. EXECUTIVE BRIEF

Motion & Title: Staff recommends motion to approve: the appointment of Alyssa Freeman to the CareerSource Palm Beach County, Inc. Board of Directors (Board) for the seat and term indicated below.

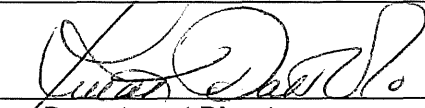
| Appointment | Seat No. | Term | Area of Representation | Nominated By |
|--------------------|-----------------|---------------|-------------------------------|--|
| Alyssa Freeman | 5 | 7/6/20-7/7/23 | Private Sector | Marine Industries Association of Palm Beach County, Inc. |

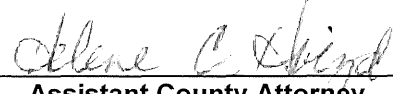
Summary: On November 18, 2014, the Board of County Commissioners (BCC) approved the Third Amendment to Interlocal Agreement (R2014-1650) creating the Palm Beach Workforce Development Consortium (R2007-1220) which establishes the current Board composition. The Agreement states that 14 private sector members are appointed by the BCC. The federal Workforce Innovation and Opportunity Act requests that an emphasis be placed on Chief Executive Officers or highest level of management positions for both community and business sector appointments. The CareerSource Palm Beach County, Inc. Board of Directors is comprised of a minimum of 19 members with representation established in Attachment 4. The Board has a maximum of 33 seats, 18 currently filled and a diversity count of Caucasian: 13 (72%), African-American: 3 (17%) and Hispanic: 2 (11%). The gender ratio (female:male) is: 4:14. The nominee is Caucasian female. Countywide (HH)

Background and Justification: On May 2, 2004, the BCC approved the Local Elected Officials Agreement (LEO) (R2004-0838) with Workforce Alliance, Inc. (WA) to implement the provisions of the Workforce Investment Act of 1998 and the Workforce Innovation Act of 2002. On July 10, 2007, the BCC approved an Interlocal Agreement (R2007-1220) creating the Palm Beach Workforce Development Consortium one of which purpose was to employ the staff of WA. On September 11, 2007, the BCC approved the First Amendment (R2007-1446) clarifying responsibilities of the Consortium and the Independent Special District. On July 22, 2008, the BCC approved Amendment No. 2 to the Interlocal Agreement (R2008-1268) authorizing the designation of a Regional Workforce Board as a One Stop Operator and Direct Provider of certain services. On November 18, 2014, the BCC approved Amendment No. 3 (R2014-1650) establishing the County as the Chief Elected Official and adding the City of West Palm Beach as a Consortium member. In December of 2014, the County and CareerSource Palm Beach County, Inc. entered into a Contract to Administer Grant Funds (R2014-1894).

Attachments:

1. Palm Beach County Board of County Commissioners Boards/Committees Application
2. Resume: Alyssa Freeman
3. Letter of Nomination: Alyssa Freeman
4. CareerSource Palm Beach County, Inc. Board Membership Roster

Recommended by:  5/7/2020
 Department Director Date
 Julia, Dattolo, Interim President/CEO CareerSource Palm Beach County, Inc.

Legal Sufficiency:  6-2-2020
 Assistant County Attorney Date

II. REVIEW COMMENTS

A. Other Department Review:

Department Director

**PALM BEACH COUNTY
BOARD OF COUNTY COMMISSIONERS
BOARDS/COMMITTEES APPLICATION**

The information provided on this form will be used in considering your nomination. Please **COMPLETE SECTION II IN FULL**. Answer "none" or "not applicable" where appropriate. Please attach a biography or résumé to this form.

Section I (Department): (Please Print)

Board Name: CAREERSOURCE PALM BEACH COUNTY, INC. Advisory Not Advisory

At Large Appointment or District Appointment /District #: _____

Term of Appointment: THREE Years. From: JULY 7, 2020 To: JULY 6, 2023

Seat Requirement: PRIVATE SECTOR Seat #: FIVE

*Reappointment or New Appointment

or to complete the term of _____ Due to: resignation other

Completion of term to expire on: _____

*When a person is being considered for reappointment, the number of previous disclosed voting conflicts during the previous term shall be considered by the Board of County Commissioners: 0

Section II (Applicant): (Please Print)

APPLICANT, UNLESS EXEMPTED, MUST BE A COUNTY RESIDENT

Name: Freeman Alyssa Anne
Last First Middle

Occupation/Affiliation: Executive Director, Marine Industries Association of Palm Beach County, Inc.
Owner Employee Officer

Business Name: Marine Industries Association of Palm Beach County, Inc.

Business Address: 1208 US Highway One, Suite B

City & State North Palm Beach, FL Zip Code: 33408

Residence Address: 160 Meadowlark Drive

City & State Royal Palm Beach, FL Zip Code: 33411

Home Phone: () Business Phone: (561) 863-0012 Ext. _____

Cell Phone: (561) 398-8880 Fax: ()

Email Address: alyssa@marinepbc.org

Mailing Address Preference: Business Residence

Have you ever been convicted of a felony: Yes _____ No X

If Yes, state the court, nature of offense, disposition of case and date: _____

Minority Identification Code: Male Female
 Native-American Hispanic-American Asian-American African-American Caucasian

CONTRACTUAL RELATIONSHIPS: Pursuant to Article XIII, Sec. 2-443 of the Palm Beach County Code of Ethics, advisory board members are prohibited from entering into any contract or other transaction for goods or services with Palm Beach County. Exceptions to this prohibition include awards made under sealed competitive bids, certain emergency and sole source purchases, and transactions that do not exceed \$500 per year in aggregate. These exemptions are described in the Code. This prohibition does not apply when the advisory board member's board provides no regulation, oversight, management, or policy-setting recommendations regarding the subject contract or transaction and the contract or transaction is disclosed at a public meeting of the Board of County Commissioners. To determine compliance with this provision, it is necessary that you, as a board member applicant, identify all contractual relationships between Palm Beach County government and you as an individual, directly or indirectly, or your employer or business. This information should be provided in the space below. If there are no contracts or transactions to report, please verify that none exist. Staff will review this information and determine if you are eligible to serve or if you may be eligible for an exception or waiver pursuant to the code.

| <u>Contract/Transaction No.</u> | <u>Department/Division</u> | <u>Description of Services</u> | <u>Term</u> |
|--|-------------------------------------|--|----------------------------|
| <u>Example: (R#XX-XX/PO XX)</u> | <u>Parks & Recreation</u> | <u>General Maintenance</u> | <u>10/01/00-09/30/2100</u> |
| _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ |
| (Attach Additional Sheet(s), if necessary) OR | | | |
| NONE | <input checked="" type="checkbox"/> | NOT APPLICABLE/ (Governmental Entity) | <input type="checkbox"/> |

ETHICS TRAINING: All board members are required to read and complete training on Article XIII, the Palm Beach County Code of Ethics, and read the State Guide to the Sunshine Amendment. **Article XIII, and the training requirement can be found on the web at: <http://www.palmbeachcountyethics.com/training.htm>.** Ethics training is on-going, and pursuant to PPM CW-P-79 is required before appointment, and upon reappointment.

By signing below I acknowledge that I have read, understand, and agree to abide by Article XIII, the Palm Beach County Code of Ethics, and I have received the required Ethics training (in the manner checked below):

By watching the training program on the Web, DVD or VHS on April 6 2020
 By attending a live presentation given on _____, 20____

AND

By signing below I acknowledge that I have read, understand and agree to abide by the Guide to the Sunshine Amendment & State of Florida Code of Ethics:



*Applicant's Signature: _____
Printed Name: Alyssa Freeman _____ Date: 4/6/2020

Any questions and/or concerns regarding Article XIII, the Palm Beach County Code of Ethics, please visit the Commission on Ethics website www.palmbeachcountyethics.com or contact us via email at ethics@palmbeachcountyethics.com or (561) 355-1915.

Return this FORM to:
ATTN: Sharon Brea, Contracts & Administrative Attorney
CareerSource Palm Beach County
3400 Belvedere Road, West Palm Beach, Florida 33406

Section III (Commissioner, if applicable):

Appointment to be made at BCC Meeting on: _____

Commissioner's Signature: _____ Date: _____

Alyssa Freeman
Royal Palm Beach, FL
(561) 398-8880
aaassenm@aol.com

Professional Summary

My education, combined with my extensive work experience in a trade association, has helped me to grow professionally and gain experience in a wide array of fields. My core strengths include verbal and written communication, creative thinking, multi-tasking, meeting deadlines, organization and being a team player/leader. I would like to use these assets to build on the overall success of an organization, while being an ambitious, effective leader and meeting my personal goals.

Professional Experience

2019 – Present

Marine Industries Assn. of Palm Beach County (North Palm Bch, FL)
Executive Director

- Plan and manage annual budget
- Oversee execution of all monthly and annual events
- Oversee all member and media communications
- Oversee website and social media content
- Provide direction for marketing materials and publications
- Hire, supervise, and mentor interns and employees
- Execute bi-weekly payroll and other HR duties
- Oversee membership renewal and retention
- Manage board of directors and committees
- Attend sponsored events and other local meetings

2011-2019

Marine Industries Assn. of Palm Beach County (North Palm Bch, FL)
Operations Director

- Manage all aspects of day-to-day operations
- Plan and manage annual budget
- Plan and execute all monthly and annual events
- Generate and manage all member and media communications
- Generate and manage website and social media content
- Generate marketing materials and publications
- Hire, supervise, and mentor interns and employees
- Execute bi-weekly payroll and other HR duties
- Manage membership renewal and retention
- Manage board of directors, committees, and volunteers
- Attend sponsored events and other local meetings

2008-2011

Marine Industries Assn. of Palm Beach County (West Palm Bch., FL)
Administrative Manager

- Manage aspects of day-to-day operations
- Assist in planning and executing all monthly and annual events
- Assist in managing all member and media communications

ATTACHMENT 2

- Assist in managing website
- Generate marketing materials and publications
- Manage membership renewal and retention
- Attend sponsored events and other local meetings

Community Involvement

| | |
|-----------------------|--|
| 2019-Present | Leadership Palm Beach County Class of 2020 |
| 2015 – Present | Palm Beach Paddlefest |
| 2014 – 2020 | Treasurer, Florida Fishing Academy |
| 2012 – Present | Chairwoman, Palm Beach Holiday Boat Parade |
| 2008 – 2017 | Volunteer, Kid’s Fishing Day (<i>West Palm Beach Fishing Foundation</i>) |
| 2012 – 2015 | Member, PBC Artificial Reef and Estuarine Enhancement Committee |
| 2013 – 2014 | Committee Member, Ales for Anglers (<i>Angler Action Foundation</i>) |

Awards & Accolades

The Palm Beach 100: Palm Beach County’s Most Influential Business Leaders (*Palm Beach Illustrated*, 2020)

Education

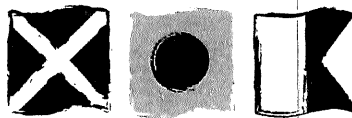
Ashford University (Online)

Masters of Business Administration with a focus in organizational leadership

Oakland University (Rochester, MI)

Bachelor of Arts in Communication with a public relations focus

ATTACHMENT 2



Marine Industries Association
OF PALM BEACH COUNTY, INC.

MIAPBC is a not-for-profit organization created to promote and protect the sound growth of the marine industry in Palm Beach County for the benefit and education of its members, the community, and the environment

May 4, 2020

BOARD OF DIRECTORS

George Gentile,
President
Gentile Glas Holloway
O'Mahoney & Associates

Austin Burkett,
Vice President
E. J Schrader Mattress
Company, Inc.

Michael Kennedy,
Vice President
Ranger Construction
Industries, Inc.

Raymond Graziotto,
Secretary
Seven Kings Holdings

Mike Samuels,
Treasurer
Viking Yachts Service
Center

Everett Butler
Equiy Lifestyle Properties

Lach Cheatham
Palmdale Oil Company

Tamra Fitzgerald
Venue Marketing Group

Tino Garcia
Ferreira Construction
Company, Inc.

Janet Zimmerman
Florida Inland Navigation
District

STAFF

Alyssa Freeman
Executive Director

Stephanie Brown
Operations Director

Aubrey Fleming
Administrative Manager

ATTN: Julia Dattolo, Interim President & Chief Executive Officer
CareerSource Palm Beach County, Inc.
3400 Belvedere Road
West Palm Beach, Florida 33406

RE: Appointment of Alyssa Freeman to the CareerSource Palm Beach County,
Inc. Board of Directors

Dear Ms. Dattolo:

On behalf of the Marine Industries Association of Palm Beach County (North Palm Bch, FL), it is my pleasure to recommend the appointment of Alyssa Freeman to serve on the CareerSource Palm Beach County, Inc. board of directors. She would make an outstanding addition to the CareerSource Palm Beach County, Inc. board of directors and embody its mission to provide workforce development, job training and employment services for the businesses and citizens of Palm Beach County.

She is extremely knowledgeable of the issues and concerns of Palm Beach County and we feel she will be an asset to your organization. It is our belief CareerSource Palm Beach County, Inc. will benefit greatly from her knowledge and experience. We believe she is qualified to serve in this important role.

Thank you for your consideration.

Sincerely,

George Gentile, President
Marine Industries Association of
Palm Beach County (North Palm Bch, FL)

ATTACHMENT 3

**CAREERSOURCE PALM BEACH COUNTY, INC.
BOARD MEMBERSHIP ROSTER**

| BOARD MEMBER NAME | NOMINATING ORGANIZATION |
|------------------------|---|
| 1. Alyssa Freeman* | Marine Industries Association of Palm Beach County, Inc. |
| 2. Alex Dobin | Business Development Board of Palm Beach County, Inc. |
| 3. Ava L. Parker | Palm Beach State College |
| 4. Christopher Cothran | Business Development Board of Palm Beach County, Inc. |
| 5. Connor C. Lynch | Consortium City of Delray Beach Appointment And Representing Private Sector Businesses |
| 6. Cynthia Gaber | Florida Department of Education |
| 7. Mayor Dave Kerner | Consortium Palm Beach County Local Elected Official And Representing Private Sector Businesses |
| 8. David H. Talley | Business Development Board of Palm Beach County, Inc. |
| 9. Dwight Mattingly | Palm Beach / Treasure Coast AFL/CIO |
| 10. George T. Elmore | Business Development Board of Palm Beach County, Inc. |
| 11. Javin Walker | Consortium City of South Bay Appointment And Representing Private Sector Businesses |
| 12. John Boggess | SouthTech Charter Academy, Inc. |
| 13. Kevin Caracciolo | Consortium City of West Palm Beach Appointment And Representing Private Sector Businesses |
| 14. Laurie George | Chamber of Commerce of the Palm Beaches |
| 15. Mel Coleman | Business Development Board of Palm Beach County, Inc. |
| 16. Richard Radcliffe | Palm Beach County League of Cities, Inc. |
| 17. Roger Hudspeth II | Palm Beach / Treasure Coast AFL/CIO |
| 18. Shirley Erazo | Business Development Board of Palm Beach County, Inc. |
| 19. Timothy Dougher | Business Development Board of Palm Beach County, Inc. |

*To be approved July 7, 2020 by the Palm Beach County Board of County Commissioners

ATTACHMENT 4