

PALM BEACH COUNTY
BOARD OF COUNTY COMMISSIONERS

AGENDA ITEM SUMMARY

Meeting Date: July 14, 2020 [X] Consent [] Regular
[] Ordinance [] Public Hearing

Department:
Submitted By: Office of Financial Management and Budget
Submitted For: Investment Policy Committee

I. EXECUTIVE BRIEF

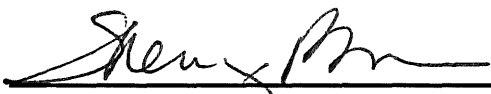
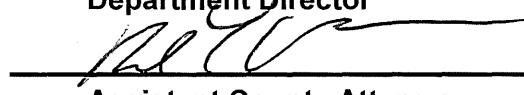
Motion & Title: Staff recommends motion to approve: an appointment to Seat No. 3 to the Investment Policy Committee for a three (3) year term.

<u>Nominee</u>	<u>Term</u>	<u>Nominated By</u>
Lawrence Jean-Louis	7/14/20 - 9/30/23	Mayor Kerner Commissioner Berger Commissioner McKinlay Commissioner Bernard

Summary: The Investment Policy Committee is comprised of seven (7) members, with four (4) being at-large appointments by the Board of County Commissioners (BCC), one being a representative appointed by the Sheriff, a member appointed from OFMB by the County Administrator, and the Chair being a member of the BCC, currently Commissioner Valeche. Of the seats currently filled the diversity count is: four (4) white males (66%), one (1) black male (17%) and one (1) white female (17%). The gender ratio (male:female) is 5:1. The nominee is an African-American female. Countywide (DB)

Background and Justification: Per Section 2-41(c)(6) of the Palm Beach County Code of Ordinances, the Committee shall meet three times per annum, or at the call of the Chairman. The IPC shall address such issues as liquidity, risk diversification, safety of principal, yield, maturity, and investment quality, as well as qualifications of investment dealers and issuers, thereby suggesting guidelines for use in the investment of County funds.

Attachments:
Application (including résumé)

Recommended by:		6/23/2020
	Department Director	Date
Legal Sufficiency:		6/23/2020
	Assistant County Attorney	Date

**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: Palm Beach County Investment Policy Committee Advisory Not Advisory

At Large Appointment or District Appointment/District #: _____

Term of Appointment: _____ Years. From: _____ To: _____

Seat Requirement: _____ Seat #: _____

*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: _____

Section II (Applicant): (Please Print)

APPLICANT, UNLESS EXEMPTED, MUST BE A COUNTY RESIDENT

Name: Ken-Lee Lenore
Last First Middle

Occupation/Affiliation: Registered Financial Service Professional
Owner Employee Officer

Business Name: Primerica

Business Address: 9150 Alhambra Ave

City & State: North Palm Beach, FL Zip Code: 33463

Residence Address: 5197 USH St.

City & State: W. Palm Beach, FL Zip Code: 33411

Home Phone: () _____ Business Phone: () _____ Ext. _____

Cell Phone: 305-357-6100 Fax: () _____

Email Address: justlee@b2@hotmail.com

Mailing Address Preference: Business Residence

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

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

Section II Continued:

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

NOT APPLICABLE/
(Governmental Entity)

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By watching the training program on the Web, DVD or VHS on _____ 20____
 By attending a live presentation given on 5/7 2000

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: [Signature] Printed Name: Lourence Jenkins Date: 5/7/00

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:
(Insert Liaison Name Here), (Insert Department/Division Here)
(Insert Address Here)

Section III (Commissioner, if applicable):

Appointment to be made at BCC Meeting on: _____

Commissioner's Signature: [Signature] Date: _____

Pursuant to Florida's Public Records Law, this document may be reviewed and photocopied by members of the public.

Revised 02/01/2016

LAWRENCE JEAN-LOUIS

PHONE: 561.309.6406 – E-MAIL: justlauren82@hotmail.com – EBRANDME.BIZ

Profile

Multifaceted Google Adwords & Analytics certified marketing — and life insurance (2-15, series 6) — professional with a demonstrated history of working in the publishing, arts, and financial services industries. Background in traditional print and digital marketing. Experienced in organic SEO & paid SEM, content writing & distribution, Google analytics, and project management. Stays current with constantly evolving technologies.

Founder eBrandMe.biz. Maker at beYOUteous.com. Author of *Drunken Philosophy*.

Skills Summary

- | | | |
|--|----------------------------|------------------------------|
| ◆ Search Engine Optimization (SEO) | ◆ Web Design (HTML, CSS) | ◆ Social Media Marketing |
| ◆ E-mail Marketing & Distribution | ◆ Wordpress CMS | ◆ Shopify |
| ◆ Google Adwords & Analytics (certified) | ◆ Graphic Design (AdobeCS) | ◆ Wrike |
| ◆ Project Management | ◆ Content Writing | ◆ Iterable/Mailchimp |
| | ◆ Salescentral | ◆ Heatmaps |
| | | ◆ A/B Tests |
| | | ◆ Bilingual (Haitian Creole) |

Professional Experience

DIGITAL MARKETING CONSULTANT at **EBRAND ME**

West Palm Beach, FL, FL — 1/2019 to Present

- ◆ Consulting with small businesses and solopreneurs, prospecting and relationship building.
- ◆ eCommerce web design, front-end development, copywriting and distribution.
- ◆ Digital marketing (SEO/SEM, E-mail marketing, SMS marketing, Social Media Marketing).

FINANCIAL SERVICE PROFESSIONAL at **NEW YORK LIFE**

Palm Beach Gardens, FL — 7/2017 to 11/2018

- ◆ Worked with clients re: life insurance, retirement planning, college planning.
- ◆ Marketed and promoted the company's resources to both individuals and small businesses utilizing both digital and traditional print marketing campaigns (eBlasts, Social Media, Google Business Listing, Door-to-Door, mailers).
- ◆ Prospected for new clients in order to develop Book of Business in Salesforce CRM.

DIGITAL MARKETING / PROJECT MANAGER at **WEISS RESEARCH**

Palm Beach Gardens, FL — 10/2015 to 10/2016

- ◆ Planned and executed upcoming marketing campaigns through Wrike meet deadlines.
- ◆ Implemented workflows for submission of new campaigns to the production team (assets, delivery timeline, etc).
- ◆ Designed and published daily editorial posts to company website along with embedded advertisements and schedule teaser blasts using JSON feed through Iterable.
- ◆ Designed and launched daily e-mail marketing campaigns
- ◆ Created heatmaps for ongoing campaigns (sales pages, carts)

MARKETING & COMMUNICATIONS COORDINATOR AT **SUSAN G. KOMEN SOUTH FLORIDA**

West Palm Beach, FL — 10/2013 to 5/2014

- ◆ Managed social media strategy Facebook (10% increase from Oct '13 to Jan '14), Twitter (6% increase). Initiated presence and curated Pinterest, Google+, LinkedIn, Instagram, and Great Nonprofits accounts resulting in increased site traffic.
- ◆ Communicated organizational events through e-mail marketing campaigns, optimized campaigns through A/B testing.
- ◆ Constituent Management: Managed database & groups using Convio.

4070

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- ◆ Awarded up to \$10k/mo in AdGrants from Google for Nonprofits.
- ◆ Graphic design, craft sponsorship letters, brochures, as well as other print & digital collateral.

MARKETING COORDINATOR at CULTURAL COUNCIL OF PALM BEACH COUNTY

Lake Worth, FL — 7/2012 to 2/2013

- ◆ Key role in developing, strategizing and implementing of the council's annual marketing plan (advertising).
- ◆ Graphic design – Design of Banners, Meterboards, Rack Cards, Booklets, Calendars, Logos
- ◆ Track monthly leads received from Reader Response forms from these initiatives.
- ◆ Track and report advertising initiatives to VP of Marketing & Governmental Affairs for TDC report.

ELECTRONIC MEDIA COORDINATOR at THE PALM BEACH POST

West Palm Beach, FL — 1/2009 to 7/2012

- ◆ Graphic Design (InDesign, Photoshop & Illustrator).
- ◆ Process camera ready ads (Adobe Acrobat Professional, Illustrator & Photoshop).
- ◆ Digital transfer of soft-proofed newspaper sections (from PageSpeed to Arkitex) via FTP to Tribune for press.

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North Palm Beach, FL — 6/2008 to 8/2009

- ◆ Solicit business via eLance, Guru
- ◆ Perform administrative tasks such as transcription, and general admin.

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- ◆ Coordinated with VP of International & European Manager with regards to distributor discount schedule, open tenders in various countries, special pricing agreements
- ◆ Coordinated with production to ensure inventory availability to meet customer quoted ship dates
 - ◆ As such, increased sales by 10% over to course of a year (Int'l Sales at \$2.4million USD as of month-end April 2008)
- ◆ Implemented more efficient methods of exporting goods internationally with shipping manager, reducing unnecessary expense for both our company and the end-user (our distributors)
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Name: Ken Lobb Kennerley

Occupation/Affiliation: Registered Financial Service professional
 Last First Middle
 Owner Employee Officer

Business Name: Primerica

Business Address: 9112 Allendale AVE

City & State: North Palm Beach, FL Zip Code: 33463

Residence Address: 5197 45th St.

City & State: W. Palm Beach, FL Zip Code: 33411

Home Phone: () _____ Business Phone: () _____ Ext. _____

Cell Phone: 708-357-6406 Fax: () _____

Email Address: justklobb@balmcf.com

Mailing Address Preference: Business Residence

Have you ever been convicted of a felony: Yes _____ No
 If Yes, state the court, nature of offense, disposition of case and date: _____

Minority Identification Code: Male Female
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Revised 02/01/2016

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Section II (Applicant): (Please Print)

APPLICANT, UNLESS EXEMPTED, MUST BE A COUNTY RESIDENT

Name: Jan-Lars Lorenzen
Last First Middle
 Occupation/Affiliation: Registered Financial Service professional
 Owner Employee Officer
 Business Name: Primerice
 Business Address: 916 Alhambra AVE
 City & State: North Palm Beach, FL Zip Code: 33463
 Residence Address: 5197 45th St.
 City & State: W.P. Beach, FL Zip Code: 33407
 Home Phone: () Business Phone: () Ext. _____
 Cell Phone: 904 359-6406 Fax: () _____
 Email Address: justlars@holmes1.com

Mailing Address Preference: Business Residence

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

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

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LAWRENCE JEAN-LOUIS

PHONE: 561.309.6406 – E-MAIL: justlauren82@hotmail.com – EBRANDME.BIZ

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MARKETING COORDINATOR at CULTURAL COUNCIL OF PALM BEACH COUNTY

Lake Worth, FL — 7/2012 to 2/2013

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- ◆ Assisted with conversion from Infimacs to SAP

Education

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Web & Interactive Media Design, 7/2008 to 10/2010

**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 resumé to this form.

Section I (Department): (Please Print)

Board Name: Palm Beach County Investment Policy Committee Advisory Not Advisory

At Large Appointment or District Appointment/District #: _____

Term of Appointment: _____ Years. From: _____ To: _____

Seat Requirement: _____ Seat #: _____

*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: _____

Section II (Applicant): (Please Print)

APPLICANT, UNLESS EXEMPTED, MUST BE A COUNTY RESIDENT

Name: Ken LaS LaS

Occupation/Affiliation: Registered Financial Service Professional
 Owner Employee Officer

Business Name: Primerica

Business Address: 9112 Alhambra Ave
 City & State: North Palm Beach, FL Zip Code: 33463

Residence Address: 5197 USH St
 City & State: W.P. Beach, FL Zip Code: 33407

Home Phone: () _____ Business Phone: () _____ Ext. _____

Cell Phone: 305-359-6106 Fax: () _____

Email Address: justlauren82@hotmail.com

Mailing Address Preference: Business Residence

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

Section II Continued:

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. Ex ceptions 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

NOT APPLICABLE/
(Governmental Entity)

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 _____ 20____
 By attending a live presentation given on 5/7, 2000

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: [Signature] Printed Name: Louanna Jenkins Date: 5/7/20

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:
(Insert Linison Name Here), (Insert Department/Division Here)
(Insert Address Here)

Section III (Commissioner, if applicable):

Appointment to be made at BCC Meeting on:

Commissioner's Signature: [Signature] Date: 5/8/2020

Pursuant to Florida's Public Records Law, this document may be reviewed and photocopied by members of the public.

Revised 02/01/2016

LAWRENCE JEAN-LOUIS

PHONE: 561.309.6406 – E-MAIL: justlauren82@hotmail.com – EBRANDME.BIZ

Profile

Multifaceted Google Adwords & Analytics certified marketing — and life insurance (2-15, series 6) — professional with a demonstrated history of working in the publishing, arts, and financial services industries. Background in traditional print and digital marketing. Experienced in organic SEO & paid SEM, content writing & distribution, Google analytics, and project management. Stays current with constantly evolving technologies.

Founder eBrandMe.biz. Maker at beYOUteous.com. Author of *Drunken Philosophy*.

Skills Summary

- | | | |
|--|----------------------------|------------------------------|
| ◆ Search Engine Optimization (SEO) | ◆ Web Design (HTML, CSS) | ◆ Social Media Marketing |
| ◆ E-mail Marketing & Distribution | ◆ Wordpress CMS | ◆ Shopify |
| ◆ Google Adwords & Analytics (certified) | ◆ Graphic Design (AdobeCS) | ◆ Wrike |
| ◆ Project Management | ◆ Content Writing | ◆ Iterable/Mailchimp |
| | ◆ Salescentral | ◆ Heatmaps |
| | | ◆ A/B Tests |
| | | ◆ Bilingual (Haitian Creole) |

Professional Experience

DIGITAL MARKETING CONSULTANT at **EBRAND ME**

West Palm Beach, FL, FL — 1/2019 to Present

- ◆ Consulting with small businesses and solopreneurs, prospecting and relationship building.
- ◆ eCommerce web design, front-end development, copywriting and distribution.
- ◆ Digital marketing (SEO/SEM, E-mail marketing, SMS marketing, Social Media Marketing).

FINANCIAL SERVICE PROFESSIONAL at **NEW YORK LIFE**

Palm Beach Gardens, FL — 7/2017 to 11/2018

- ◆ Worked with clients re: life insurance, retirement planning, college planning.
- ◆ Marketed and promoted the company's resources to both individuals and small businesses utilizing both digital and traditional print marketing campaigns (eBlasts, Social Media, Google Business Listing, Door-to-Door, mailers).
- ◆ Prospected for new clients in order to develop Book of Business in Salesforce CRM.

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