

PALM BEACH COUNTY
BOARD OF COUNTY COMMISSIONERS
BOARD APPOINTMENT SUMMARY

Meeting Date: June 3, 2025
Department: Planning, Zoning, and Building
Submitted By: Planning Division
Advisory Board: Planning Commission

I. EXECUTIVE BRIEF

Motion & Title: Staff recommends motion to approve: Appointment of one (1) at-large member to the Planning Commission for the term June 4, 2025 to June 6, 2028.

<u>Name</u>	<u>Seat #</u>	<u>Seat Requirement</u>	<u>Nominated By</u>
Selena Samios	8	At-Large	Vice Mayor Baxter

OR

Bill Reicherter	8	At-Large	Commissioner Woodward
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Summary: The Planning Commission was created by Ordinance 2008-003 which replaced the Land Use Advisory Board established by Resolution No. R-90-1987. The Unified Land Development Code (ULDC) Article 2.G.3.J provides for the membership of the Planning Commission (PLC) to have 16 members, consisting of 15 voting members appointed by the Board of County Commissioners (BCC) and one (1) non-voting representative of the School District. Each District Commissioner appoints two (2) members and one (1) member is appointed at-large by a majority vote of the BCC. This at-large position is to fill an existing vacancy. A memorandum for an at-large nomination was sent to the BCC on March 5, 2025. Two nominations were received. The term of office of each member is for three (3) years. The board has 15 voting members with 11 seats currently filled and a diversity count of Caucasian: 6 (54%), African-American: 1 (10%), Hispanic-American: 2 (18%) and Asian American: 2 (18%). The gender ratio (male: female) is 8:3. Ms. Samios is a Caucasian female and Mr. Reicherter is a Caucasian male. Staff will continue to address the need to increase diversity on our boards. If chosen, Mr. Reicherter will have to resign from the Construction Board of Adjustment and Appeals to avoid violating the Constitutional dual office holding prohibition. Unincorporated (DL)

Background and Justification: The PLC serves as the Local Planning Agency (LPA) for Palm Beach County for the purpose of compliance with Chapter 163.3174, Florida Statutes. The PLC has the responsibility of providing recommendations to the BCC on the preparation of the Comprehensive Plan; amendments to the Comprehensive Plan (including site specific amendments to the Future Land Use Atlas); land use studies; and transportation concurrency management areas and Constrained Roadways at Lower Levels of Service. Although no specific experience requirements are necessary as a prerequisite to an appointment, consideration is given to applicants who have experience or education in planning, law, architecture, natural resource management, real estate, and related fields.

- Attachments:**
- 1. Boards/Committees Application for Ms. Samios
 - 2. Boards/Committees Application for Mr. Reicherter
 - 3. List of Current Planning Commission Members
 - 4. Memo to the BCC requesting nominations dated March 5, 2025

Recommended By: Whitney Carroll
Digitally signed by Whitney Carroll
DN: cn=Whitney Carroll, o=Palm Beach County, ou=Enterprise, ou=PZB, ou=Users, cn=Whitney Carroll, email=Whitney.Carroll@pbcgov, c=US
I am approving this document.
Date: 2025.06.02 14:28:27-0400
Font PDF Editor Version 12.1.0
Department Director
Date
Legal Sufficiency: /s/Darren Leiser
Assistant County Attorney
Date
6/2/25

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: Planning Commission Advisory ☒ Not Advisory ☐

☒ At Large Appointment or ☐ District Appointment /District #: _____

Term of Appointment: 3 Years. From: June 4, 2025 To: June 6, 2028

Seat Requirement: Palm Beach County Resident Seat #: 8

☐ *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: Samios Selena S
Last First Middle

Occupation/Affiliation: Management

Owner ☐ Employee ☒ Officer ☐

Business Name: Women's Chamber of Commerce of Palm Beach County

Business Address: 8983 Okeechobee Blvd., Suite 202-117

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

Residence Address: 314 La Mancha Ave.

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

Home Phone: () Business Phone: 561 659-0285 Ext.

Cell Phone: 561 714-7848 Fax: ()

Email Address: Selena7777@Ymail.com

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

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	<input checked="" type="checkbox"/>	NOT APPLICABLE/ (Governmental Entity)	<input type="checkbox"/>
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ETHICS TRAINING: All board members are required to read and complete training on Article XIII of the Palm Beach Code, the Palm Beach County Code of Ethics. Training on the Palm Beach County Code of Ethics can be found on the web at: <http://www.palmbeachcountvethics.com/training.htm>. Ethics training is on-going, and pursuant to PPM CW-P-80 is required before appointment, and upon reappointment. All board members must also be familiar with the State of Florida Code of Ethics, (Chapter 112, part III of the Florida Statutes), and the Florida Sunshine Law.

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

<input type="checkbox"/>	By watching the training program on the Web, DVD or VHS on _____ 20____
<input checked="" type="checkbox"/>	By attending a live presentation given on <u>October 31</u> , 20 <u>24</u>

AND

By signing below I acknowledge that I have read, understand and agree to abide by the Florida Sunshine Law and the State of Florida Code of Ethics, Chapter 112, part III of the Florida Statutes:

*Applicant's Signature: S. Samios Printed Name: Selena Samios Date: 4/16/2025

(NOTE: Signature must be an actual signature or an electronic signature. A "typed" signature (name) will not be accepted)

Any questions and/or concerns regarding Article XIII of the Palm Beach County Code of Ethics, please visit the Commission on Ethics website www.palmbeachcountvethics.com or contact us via email at ethics@palmbeachcountvethics.com or (561) 233-0724.

Return this FORM to:

Section III (Commissioner, if applicable):

Appointment to be made at BCC Meeting on: _____

Commissioner's Signature: _____ Date: _____



PALM BEACH COUNTY
BOARD OF COUNTY COMMISSIONERS
BOARDS/COMMITTEES APPLICATION
301 N Olive Avenue, WPB, FL 33401
www.discover.pbcgov.org

BOARDS/COMMITTEES APPLICATION

The information provided on this form will be used in considering your nomination.
(Answer "NONE" or "N/A" where appropriate.)

APPLICANT TO COMPLETE/SUBMIT THE FOLLOWING:

- SECTION II
- CONTRACTUAL RELATIONSHIPS
- CODE OF ETHICS TRAINING
- RESUME or BIOGRAPHY

SECTION I (OFFICE USE ONLY) ☒ Advisory ☐ Not Advisory
BOARD/COMMITTEE NAME: Planning Commission
TYPE OF APPOINTMENT: ☒ AT-LARGE ☐ REAPPOINTMENT ☒ NEW APPOINTMENT
TERM: 6/4/2025 START DATE 6/6/2028 END DATE
LENGTH OF TERM: 3 YEARS
SEAT #: 8
SEAT REQUIREMENT: PBC Resident

COMPLETING AN UNEXPIRED TERM? ☐ YES ☐ NO
IF YES: DUE TO: ☐ RESIGNATION ☐ OTHER
COMPLETING TERM FOR: _____
ORIGINAL TERM EXPIRES: _____

**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 (to be completed by applicant) *MUST BE A PALM BEACH COUNTY RESIDENT

NAME: (First/Middle Initial/Last) WILLIAM "BILL" REICHERTER
ADDRESS: 33 E CAMINO REAL, APT 418
CITY: BOCA RATON STATE: FL ZIP: 33432
PHONE #: 5618005054
EMAIL: BillR@bocasign.com

BUSINESS/EMPLOYER NAME: Boca Signworks
OCCUPATION: CEO
ADDRESS: 590 SW 9th Terrace #9
CITY: Pompano Beach STATE: FL ZIP: 33069

MAILING PREFERENCE: ☒ RESIDENCE ☐ BUSINESS

DEMOGRAPHIC INFORMATION: (choose one from each group)

GROUP #1

☒ MALE
☐ FEMALE

GROUP #2

☐ AFRICAN-AMERICAN ☐ HISPANIC-AMERICAN
☐ ASIAN-AMERICAN ☐ NATIVE-AMERICAN
☒ CAUCASIAN

HAVE YOU EVER BEEN CONVICTED OF A FELONY: ☐ YES ☒ NO
(conviction of a felony is not an automatic disqualifier from appointment)

IF YES - STATE THE COURT, NATURE OF OFFENSE, DISPOSITION OF CASE AND DATE:

SECTION II - continued (to be completed by applicant)

CONTRACTUAL RELATIONSHIPS: x NONE NOT APPLICABLE/(Governmental Entity)

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.

Contract/Transaction No.	Department/Division	Description of Service	Term
Example: (R#XX-XX/PO XX)	Parks & Rec	General Maintenance	10/01/00 - 09/30/2100
_____	_____	_____	_____
_____	_____	_____	_____

SERVING ON OTHER ADVISORY BOARDS / COMMITTEES:

Are you currently serving on any other Advisory Boards or Committees within Palm Beach County? x YES NO

If YES, please list:

Construction Board of Adjustment + Appeals

CODE OF ETHICS TRAINING: x COMPLETED DATE: 05/2024

All board members are required to read and complete training on Article XIII of the Palm Beach Code, the Palm Beach County Code of Ethics. Ethics training is ongoing, and pursuant to PPM CW-P-79 is required before appointment, and upon reappointment. All board members must also be familiar with the State of Florida Code of Ethics, (Chapter 112, part III of the Florida Statutes), and the Florida Sunshine Law.

Training on the Palm Beach County Code of Ethics can be found on the web at:

<http://www.palmbeachcountyethics.com/training.htm>.

Any questions and/or concerns regarding Article XIII of 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) 233-0724.

APPLICANT'S SIGNATURE: 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 Code of Ethics Training. By signing below, I acknowledge that I will be subject to the State of Florida and Palm Beach County Code of Ethics and the Florida Sunshine Law (Chapter 286, Florida Statutes).

(NOTE: Signature must be an actual signature or an electronic signature. A "typed" signature (name) will not be accepted)

SIGNATURE: [Signature] PRINTED NAME: Bill Reicherter DATE: 05/30/25

SECTION III - COMMISSIONER (OFFICE USE ONLY) DISTRICT # 4

COMMISSIONER'S SIGNATURE: [Signature] DATE: 6/2/2025

SECTION IV - (OFFICE USE ONLY)

APPOINTMENT MADE: YES NO

BCC MEETING: DATE

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

WILLIAM “BILL” REICHERTER

Boca Raton, Florida 33432 ♦ (954) 464-7999 ♦ reicherterbill69@gmail.com
www.billreicherter.com ♦ www.bocasign.com

PROFILE

Visionary business leader and industry pioneer with over 30 years of executive experience in signage, branding, manufacturing, and business development. Founder of B R Signs and Boca Sign Company, with a history of building multimillion-dollar enterprises, mentoring entrepreneurs, and providing expert witness testimony in high-stakes construction and electrical cases. Known for transforming startups into regional powerhouses, delivering results with innovation, grit, and purpose.

CORE STRENGTHS

- ✓ Brand Identity & Digital Printing
- ✓ Contract Negotiation & Business Strategy
- ✓ Expert Witness in Construction & Electrical
- ✓ Manufacturing & R&D Oversight
- ✓ Public Speaking & Mentorship
- ✓ Team Development & Operational Scaling
- ✓ Market Expansion & Product Launch
- ✓ Regulatory Compliance & Quality Control

PROFESSIONAL EXPERIENCE

Founder / CEO | Boca Sign Company – Boca Raton, FL | 2021 – Present

- Founded a leading South Florida signage firm offering branding, permitting, fabrication, and installation.
- Partnered with major brands and franchises, delivering impactful commercial signage.
- Drove growth and profitability through operational leadership and innovation.
- Expanded services to include LED, sustainable signage, and advanced digital fabrication.

Vice President | Jones Sign – National | 2018 – 2024

- Led national-level operations and project execution for large-scale signage and architectural elements across the U.S.
- Directed multimillion-dollar accounts and high-profile installations for corporate, retail, healthcare, and sports venue clients.
- Oversaw cross-functional teams of engineers, fabricators, and project managers, ensuring

on-time, code-compliant delivery.

- Developed strategic partnerships and new business pipelines that contributed to revenue growth.
- Spearheaded digital transformation projects and streamlined manufacturing systems to improve margins and delivery time.

Founder / CEO | B R Signs, Inc. – Pompano Beach, FL | 1992 – 2018

- Built and led a multimillion-dollar signage company from startup to market leader.
- Negotiated acquisitions, led operational expansion, and introduced scalable systems.
- Managed branding for national clients and expanded annual customer base by 100+.
- Implemented quality controls, compliance systems, and talent development strategies.

Motivational Speaker & Business Coach | Self-Employed | 1994 – Present

- Delivered keynote talks and mentorship to business owners and tradespeople.
- Partnered with SCORE and local chambers to train entrepreneurs on growth strategies.
- Promoted resilience, leadership, and business ethics through personal storytelling.

Expert Witness – Construction & Electrical | Self-Employed | 2012 – Present

- Provided expert testimony in litigation related to signage, electrical work, and permitting.
- Supported legal wins with comprehensive documentation and factual analysis.
- Recognized by Florida and Texas courts as an industry expert.

EDUCATION

Bachelor of Science: Accounting and Business Management – The University of Tennessee, Knoxville | 1992

CREDENTIALS & HONORS

- State of Florida Master Electrical Contractor
- State of Texas Master Electrical Contractor
- Board Member, ChildNet and Flite (2024-Present)
- Featured in Entrepreneur Magazine (2005)
- Cover of International Franchise Magazine (2006 – twice)
- Published Author: 'The Channel Letter Handbook'
- Donated \$250K to Junior Achievement of South Florida (2007)

Planning Commission Member Information

	Member Name	Term Expires	Title
District 1, Mayor Marino			
	John Carr	6/8/2027	Chair
	Kara Irwin-Ferris	6/6/2028	Commissioner
District 2, Commissioner Weiss			
	Varisa Lall Dass	6/2/2026	Commissioner
	Raphael Clemente	6/8/2027	Commissioner
District 3, Commissioner Flores			
	Richard Dunn	6/6/2026	Commissioner
	Rossy Matos	6/8/2027	Commissioner
District 4, Commissioner Woodward			
	Brian Stenberg	6/6/2028	Commisioner
	Glenn Gromann	6/2/2026	Commissioner
District 5, Commissioner Sachs			
	Rick Stopek	6/3/2025	Commissioner
District 6, Vice Mayor Baxter			
	Ankur Patel	6/3/2025	Commissioner
District 7, Commissioner Powell			
	Serge D'Haiti	6/8/2027	Commissioner



**Planning, Zoning
& Building Department**

2300 North Jog Road
West Palm Beach, FL 33411-2741
(561) 233-5000

Planning Division 233-5300
Zoning Division 233-5200
Building Division 233-5100
Code Compliance 233-5500
Contractor Regulations 233-5525
Administration Office 233-5005
Executive Office 233-5228
www.pbc.gov/pzb



**Palm Beach County
Board of County
Commissioners**

Maria G. Marino, Mayor

Sara Baxter, Vice Mayor

Gregg K. Weiss

Joel Flores

Marci Woodward

Maria Sachs

Bobby Powell, Jr.

County Administrator

Verdenia C. Baker


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Affirmative Action Employer"



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and recycled paper

MEMORANDUM

TO: The Honorable Maria G. Marino, Mayor, and the Board of County Commissioners

FROM: Thuy Shutt, Planning Director 
Planning Division, PZB

DATE: March 5, 2025

RE: Planning Commission At-Large Appointment 2025

ITEM: The purpose of this memo is to request nominations for the At-Large position to the Planning Commission (PLC) for the June 3, 2025 to June 6, 2028 term. The previous PLC member in this position, David Serle, was removed due to attendance requirements. However, he is eligible for reappointment.

BACKGROUND: The primary function of the PLC is to make recommendations to the Board of County Commissioners (BCC) regarding proposed amendments to the Comprehensive Plan. The PLC consists of sixteen members, fifteen of which are appointed by the BCC and one non-voting representative of the School District. Each County Commissioner appoints two PLC members and one member is appointed at-large. The term of office is three years and as of March 2, 2013, no person shall be appointed or reappointed for more than three consecutive terms. There are no specific requirements to serve.

DISPOSITION: If you would like to nominate an individual for this position, please provide the individual's contact information and/or resume to Stephanie Gregory, Principal Planner, at SGregor1@pbc.gov by Friday, March 28th. This appointment will be scheduled for the Board's consideration at the June 3, 2025 BCC Meeting.

cc: Patrick W. Rutter, Deputy County Administrator
Whitney Carroll, PZB Executive Director
Cindy Hoskin, PZB Deputy Director
Darren Leiser, Assistant County Attorney
Yvonne Wamsley, Agenda Coordinator
Stephanie Gregory, Principal Planner
Precious Sermon, PLC Recording Secretary

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