

Resume



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City of Coconut Creek

### Application for Environmental Advisory Board

The information requested below is for consideration of appointment to the City's Environmental Advisory Board. Please complete and return this form to the City Clerk, **WITH a brief resume** of your experience by or before Monday, April 6, 2020.

**PLEASE NOTE:** Florida has a very broad public records law. Documents relating to city business are public records and are available to the public and media upon request. Your information provided within this application may therefore be subject to public disclosure. If your information meets an exemption pursuant to state statute, please advise the City Clerk.

Last Name: Enter last name **MACKAY** First Name: Enter first name **DANIEL**

Home Address: Enter home address **2201 NW 40 TER CL 33066**

Phone: Enter phone **954-401-6168**

Alternate Phone: Enter alternate phone **954-972-6092**

E-mail: Enter email **djmackey005@bellsouth.net**

The Environmental Advisory Board is comprised of five regular members and one alternate member who serve a one-year term. The members are appointed by the City Commission and given the responsibility of promoting environmental awareness and activities, acting as an educational liaison to the community for environmental matters that are important to the City. They will review and provide advisory comments for special projects, programs, legislation, and environmental awareness and improvement opportunities and continuously promote and support National Wildlife Federation certifications throughout the City.

To the extent practicable, board appointments shall be based on the applicant's experience with representing environmental interests, specialties, and qualifications in the fields of Architecture, Biology, Climate change, Education, Engineering, Environmental science, Forestry, Gardening, Geology, Horticulture, Law, Sustainability, Urban planning, or Waste disposal. Preference will be given to applicants who have completed Coconut Creek Citizen's Academy.

The board meets as needed. Appointments will be made at the April 23, 2020, City Commission Meeting.

Please mark Yes OR No for each of the following questions:

1. Are you at least 18 years of age and a resident of Coconut Creek?

Yes  No

2. Are you least 18 years of age and an owner of a business located within the City with a business tax receipt issued by the city for operation at the location?

Yes  No

3. Do you have a background in representation of environmental interests, specialties and qualifications in Architecture, Biology, Climate change, Education, Engineering, Environmental science, Forestry, Gardening, Geology, Horticulture, Law, Sustainability, Urban planning, or Waste disposal?

Yes  No

4. Are you employed by the City?

Yes  No

5. Are you a member of another City Board?

Yes  No

6. Have you ever served on a City Board?

Yes  No

7. Will you be away from the City for extended periods of time?

Yes  No

8. Have you graduated from the City's Citizen Academy?

Yes  No

Signature:

*David J. Mackey*  
Sign here

Date:

3/13/20  
Date here

City Clerk Department | 4800 West Copans Road | Coconut Creek,  
Florida 33063

**DAN MACKEY**  
2201 NW 40<sup>th</sup> Terrace  
Coconut Creek, FL 33066-2032  
954-401-6168 cell; 954-972-6092 home

*South Florida magazine editor, publisher, publicist and entrepreneur*

**Mackey PR Inc. in Coconut Creek, Fla.**

**President (2012 - Present)**

Publicist and PR practitioner with clients in casino, lifestyle, hospitality environmental and financial industries.

**Fetch Pet Care in Fort Lauderdale, Fla.**

**Owner (2014-2016)**

Purchased pet sitting franchise of national firm serving consumers from Fort Lauderdale to Aventura and built into a service company with more than 125 clients and six employees by creating Facebook and website SEO content, utilizing social marketing, Google Pay Per Click, and guerrilla marketing tactics.

**Bitner Goodman Public Relations, Advertising, Marketing in Fort Lauderdale, Fla.**

**Vice President (2006-2012)**

Provided day-to-day and special events PR and marketing support to Seminole Tribe of Florida businesses; primarily casinos in Coconut Creek, Hollywood, Tampa, Immokalee and Brighton. Generated tens of millions of dollars in publicity, driving new guests to the properties and promoting their building expansions. Other accounts included: Seminole Beef, Seminole Construction, ESPN TV show "Extreme Billfishing Tournament," and the Florida Environmental Coalition. Managed agency's monthly account team meetings.

**DJ Mackey & Associates Public Relations in Pompano Beach, Fla.**

**Owner (1990-2005)**

Founded successful PR agency specializing in the swimming pool/spa industry with the largest manufacturer in the world, Pentair Pool Products, a subsidiary of Pentair, Inc. (NYSE PNR) as its major client. Accomplishments included the corporate rebranding from Pac Fab Inc. to Pentair Water Pool & Spa Inc.

**Coconut Creek Publishing Company in Pompano Beach, Fla.**

**Editor and Publisher (1990-2005)**

Founded and published international print and online magazine, Wildlife Rehabilitation Today, for this specialized veterinarian field. Also marketed and distributed products and books through the publication and company website.

**Smith & Knibbs Public Relations in Deerfield Beach, Fla.**

**Account Executive (1985-1990)**

Serviced business client needs for one of South Florida's top PR agencies. Supported Sunrise-based automatic pool cleaner manufacturer, Kreepy Krauly USA with consumer and trade publicity that firmly established brand recognition of the Kreepy Krauly automatic pool cleaner. Other accounts included Mission Bay Aquatic Center, the home facility of U.S. Olympic swimming and diving teams, including Greg Louganis and other gold medal winners.

**EDUCATION**

Bachelor of Science degree, Public Relations

Syracuse University S.I. Newhouse School of Public Communications, Syracuse, NY

Social Media Boot Camp with Eric Schwartzman, Seminole Hard Rock Casino, 2011

Certified Florida Master Naturalist, University of Florida, 2018