



CITY OF COCONUT CREEK

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OFFICE OF THE CITY CLERK
4800 WEST COPANS ROAD
COCONUT CREEK, FLORIDA 33063

**CITY OF COCONUT CREEK
CITY CLERK DEPARTMENT
APPLICATION FOR CITY BOARDS**

This information is for consideration of appointment to a City Board. A description of the responsibilities of each Board is on the back of this application. Please complete and return this form to the City Clerk, along with a brief resume of your education and experience.

- 1. Name: DAN MACKAY Home Phone: 954-9726092
- 2. Home Address: 2201 NW 40 TER CC 33066
- 3. E-mail Address: djmackey@aol.com Fax Number: _____
- 4. Business: Mackay PR Inc. Business Phone: 954-4016168
- 5. Business Address: ~~_____~~

- 6. Are you a resident of Coconut Creek? Yes No _____
- 7. Are you a registered voter? Yes No _____
- 8. Do you hold a public office? Yes _____ No
- 9. Are you employed by the City? Yes _____ No
- 10. Are you currently a member of a City Board? Yes No _____
- 11. Have you ever served on a City Board? Yes No _____
- 12. Are you away from the City on extended vacation or business trips during the year? Yes _____ No

13. PLEASE CHECK THE BOARDS ON WHICH YOU ARE INTERESTED IN SERVING:
(See brief description on the back of this page.)

- *CIVIL SERVICE BOARD
- *PLANNING & ZONING BOARD
- PARKS & RECREATION BOARD
- AFFORDABLE HOUSING ADVISORY COMMITTEE
- ENVIRONMENTAL ADVISORY BOARD
- OTHER _____

14. Briefly describe your qualifications to serve on this Board: I've served on this board for 8 years

15. Would you consider serving on a Board other than the one(s) selected? Yes _____ No

SIGNATURE: Dan Mackay
Date: 3/15/17

Note: (1) Application effective for ONE YEAR from date of completion.
(2) If you have any questions on the above, please call the City Clerk's Office at (954) 973-6774.

* Financial Disclosure Form is required upon appointment to the Board.

DAN MACKEY
2201 NW 40th Terrace
Coconut Creek, FL 33066-2032
954-401-6168 cell; 954-972-6092 home
Djmackey0057@bellsouth.net

South Florida writer, editor, publisher and public relations executive

Mackey PR Inc. in Coconut Creek, Fla.

President (2012 - Present)

Freelance magazine writer/editor (regular contributor to the Parklander magazine) and currently the publicist for Florida Music Awards Hall of Fame Show. Past local clients include Isle Casino and Newbridge Securities.

Fetch Pet Care of Fort Lauderdale, Fla.

Owner/General Manager (2013-2016)

Purchased local pet sitting/dog walking franchise of national Fetch Pet Care, Inc., serving consumers from Fort Lauderdale to Aventura. Marketed it into a full service company attracting more than 125 clients and six employees.

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.

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 specialized veterinarian field. Also marketed and distributed products and books through publication and website.

Smith & Knibbs Public Relations in Deerfield Beach, Fla.

Account Executive (1984-1990)

Managed Kreepy Krauly USA account with consumer and trade publicity that firmly established worldwide brand recognition of the Kreepy Krauly automatic pool cleaner. Other accounts included the 1988 U.S. Olympic swimming and diving teams that included Greg Louganis, Janis Evans, and many other medal winners.

EDUCATION

Syracuse University S.I. Newhouse School of Public Communications, Syracuse, NY. BS, Public Relations
Social Media Boot Camp with Eric Schwartzman, Seminole Hard Rock Casino, 2011.