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CITY OF COCONUT CREEK



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CITY CLERK DEPARTMENT

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

**2018 APPLICATION FOR CITY BOARDS**

The information requested below is for consideration of appointment to a City Board. Please complete and return this form to the City Clerk, along with a brief resume of your education and experience by or before Thursday, March 29, 2018.

**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.

Last Name: ~~David~~ Mackey First Name: David M.I.: J.  
Home Address: 2201 NW 40<sup>th</sup> Terr. Creek 33066  
Phone #: 954 401 6168 Alt. #: \_\_\_\_\_ E-mail: dymackey0057@earthlink.net

**PLEASE CHECK THE FOLLOWING BOARD(S) ON WHICH YOU ARE INTERESTED IN SERVING** (A brief description of each board can be found on our website or by clicking on this link: [City Boards and Committees](#))

- ENVIRONMENTAL ADVISORY BOARD
- PARKS & RECREATION ADVISORY BOARD
- \*PLANNING & ZONING BOARD
- REDISTRICTING BOARD (Appointments will be made in August)

**PLEASE MARK YES OR NO FOR EACH OF THE FOLLOWING QUESTIONS:**

|  |              |             |
|--|--------------|-------------|
| Are you a resident of Coconut Creek?                             | Yes <u>✓</u> | No _____    |
| Are you a registered voter (elector) in Broward County?          | Yes <u>✓</u> | No _____    |
| Do you hold a public office?                                     | Yes _____    | No <u>✓</u> |
| Are you employed by the City?                                    | Yes _____    | No <u>✓</u> |
| Are you currently a member of a City Board?                      | Yes <u>✓</u> | No _____    |
| Have you ever served on a City Board?                            | Yes <u>✓</u> | No _____    |
| Are you away from the City for extended periods during the year? | Yes _____    | No <u>✓</u> |
| Would you serve on a Board other than the one(s) selected?       | Yes _____    | No <u>✓</u> |

SIGNATURE: David M. Mackey Date: 3/20/18

\* Denotes that a Financial Disclosure Form is required upon appointment to the Board.

**DAN MACKEY**  
2201 NW 40<sup>th</sup> Terrace  
Coconut Creek, FL 33066-2032  
954-401-6168 cell; 954-972-6092 home  
[Djmackey0057@bellsouth.net](mailto: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.