



CITY OF COCONUT CREEK

CITY CLERK DEPARTMENT
4800 WEST COPANS ROAD
COCONUT CREEK, FLORIDA 33063

APPLICATION FOR THE CITY OF COCONUT CREEK CHARTER REVIEW BOARD

The information requested below is for consideration of appointment to the City's Charter Review Board. Please complete and return this form to the City Clerk, along with a brief resume of your education and experience by or before Monday, December 16, 2019.

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: Aranson First Name: Lisa M.I.: K
Home Address: 5163 NW 74 Ct. Coconut Creek, FL 33073
Phone #: 954.980.2896 Alt. #: 954.418.3380 E-mail: Lkaranson@bellsouth.net

Please select the District in which you reside: A B C D E

The Charter Review Board is convened every five years and is comprised of five electors of the City, one from each district, who are appointed by the City Commission and given the responsibility of reviewing the City's Charter and submitting a report of findings to the City Commission within 120 days after appointment. The board meets on an as-needed basis, and the board and its members' terms expire 120 days from appointment. Appointments will be made at the January 9, 2020, City Commission Meeting.

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

- Are you a resident of Coconut Creek? Yes No
- Do you hold a public office? Yes No
- Are you employed by the City? Yes No
- Are you a member of another City Board? Yes No
- Have you ever served on a City Board? Yes No
- Will you be away from the City for extended periods of time January through June, 2020? Yes No
- Have you graduated from the City's Citizen Academy? Yes No

SIGNATURE: Lisa K. Aranson Date: 12/02/19

LISA KOHNER ARONSON

5163 N.W. 74 Court, Coconut Creek, FL 33073
954-980-2896 • lisakaronson@gmail.com • www.linkedin.com/in/LisaKAronson

Marketing, Public Relations and Government Relations

Results-oriented Marketing, Public Relations and Government Relations leader possessing excellent strategic planning, government and community relation skills. Proven ability to implement organizational initiatives and special projects for business, educational, governmental and non-profit entities.

Professional Strengths:

- Community Outreach
- Economic Development
- Event Management
- Fundraising
- Grant Writing
- Grassroots Organizing
- Legislative Research
- Marketing
- Media Relations
- Microsoft Office
- Political Consulting
- Project Management
- Sales
- Strategic Planning
- Volunteer Recruitment

Key Achievements:

- Chaired the Ethics Task Force for the Broward League of Cities during the drafting and implementation of Broward County's Ethics Ordinance.
- Implemented Visioning/Strategic Planning process to incorporate ideas and input from Broward Charter Review Commission, elected officials, business leaders and the public.
- Organized first successful tri-county meeting of Broward, Palm Beach and Miami-Dade Legislative Delegations regarding Children and Family issues.
- Chaired the Coconut Creek/Margate Relay for Life Committee for the American Cancer Society in 2010-2012, raising more than \$50,000 each year for cancer patients' services.
- Guided extensive public education efforts leading to voter approval of 13 proposed Charter amendments and revisions in November 2002.

PROFESSIONAL EXPERIENCE

Director of Development

05/17 to 07/18

Family Central, Inc., Fort Lauderdale, FL

Managed daily operation of the development function for the non-profit organization and coordinated fund-raising events/activities with staff and volunteer assistance. Identified, solicited and cultivated charitable gifts. Participated with the CEO, CFO, Development Committee and Board of Directors to define the organization's development strategies and goals. Wrote foundation, corporate and government grants, as well as solicitation letters, to request agency funding. Represented the organization at various Chambers of Commerce, governmental and community meetings. Prepared cash receipt forms and acknowledgements for donations; and maintained donor records.

Governmental Relations, Advertising and Marketing

12/14 to 05/17

Liron Enterprises, Coconut Creek, FL

Planned and implemented governmental, marketing, issue advocacy, public relations and political campaign strategy for diverse clientele. Organized and assisted lobbying efforts before city, county, state and federal elected officials and governmental entities. Sold advertising specialties and promotional products to varied clients. Wrote press releases and feature articles for media placement.

South Florida Regional Coordinator

06/16 to 12/16

Acadia Consulting, Davie, FL

Led the Southern region of Florida for the AARP Take a Stand campaign to preserve social security. Supervised six employees and hundreds of volunteers provide outreach efforts to AARP members, community leaders and elected officials. Managed all aspects of volunteer activities, including phone banks, fund development and recognition programs. Worked closely with the Florida State Director and AARP staff to meet statewide goals and provided daily and weekly reports to key national liaisons.

Mayor/City Commissioner

05/08 to 11/14

City of Coconut Creek, Coconut Creek, FL

Responsible for the legislative functions of the City, including setting city policy, passing local ordinances, approving the city's annual budget, and appointing the city manager and city attorney. As Mayor, ran all City meetings, public hearings and workshops. Wrote monthly articles for Coconut Creek Life Magazine as Mayor. Represented the City at diverse governmental, economic development, business, philanthropic and community meetings/functions. Presented varied topical speeches. Elected in May 2008, re-elected in March 2009, and re-elected without opposition in March 2013.

- Elected Mayor in 03/14 and in 03/10; Elected Vice Mayor in 03/13 and in 03/09.

Executive Director

07/13 to 12/13

Broward Legislative Delegation, Fort Lauderdale, FL

Served as a liaison between state legislators from Broward County and other government officials, the public and the media. Researched proposed and adopted state legislation and grants. Coordinated local bill submittals and organized public hearings on varied topics. Coordinated and tracked all local bills pertaining to various municipalities and special taxing districts. Monitored the State appropriations process by helping guide community organizations and government agencies to obtain state funding.

Director of Government Relations

12/03 to 03/08

Keiser University, Fort Lauderdale, FL

Researched and tracked federal and state legislation pertaining to higher education issues. Met with elected officials in Tallahassee, Washington, DC, and district offices to discuss legislation and appropriations matters. Coordinated special events and fundraisers for elected officials and candidates. Led tours for elected officials at all Keiser University, Keiser College, Keiser Career College and Everglades University campuses in Florida and recruited graduation speakers. Researched educational grant opportunities from varied sources and assisted in the writing of grant proposals.

- Established first Government Relations department for the university system.
- Managed Higher Education Subcommittee for Vision Broward Task Force in 2004.

Town Manager (Interim)

01/03 to 07/03

Town of Golden Beach, Miami-Dade County, FL

Managed all Town operations including Administration, Building, Finance, Police and Public Works Departments. Selected by Mayor and Town Council to manage transition until a permanent Town Manager was hired. Management of Town government included 48 employees, contractors and an annual budget of approximately \$5 million. Hired several department directors.

- Managed storm water consultants for repair of water and sewer infrastructure.

Executive Director

06/00 to 01/03

Broward County Charter Review Commission, Fort Lauderdale, FL

Coordinated all meetings of volunteer commission and three subcommittees charged with studying the Broward County Charter and numerous aspects of county government. Led research studies into government structures and issues. Prepared comparative issue analyses, committee reports and annual budgets. Supervised consultants and staff providing administrative support. Oversaw the maintenance of records and documentation of Commission and its respective subcommittees, including minutes of meetings. Served as a liaison with government officials, political and civic groups, the media and the public. Represented the Charter Review Commission at numerous public meetings and made presentations about the proposed charter amendments and revisions. Facilitated website preparation and updates. Coordinated press releases, audio/visual presentation, brochures and advertising.

Executive Director

11/98 to 06/00

Broward County Management & Efficiency Study Committee, Fort Lauderdale, FL

Coordinated all meetings of a volunteer advisory committee to study numerous aspects of county government, including economic development, redevelopment, affordable housing, mass transit, transportation, governance, growth management, regional service delivery, water and special taxing districts. Served as a liaison with government officials, political and civic groups, the media and the public; coordinated Interim and Final Reports of the Committee's recommendations with collected data; facilitated website preparation and updates; coordinated press releases, audio/visual presentation and advertising; prepared annual budgets and committee reports.

OTHER EXPERIENCE

Adjunct Professor, Broward (Community) College, Davie, FL- *Taught State and Local Government*

Special Projects Coordinator, Port Everglades Authority, Fort Lauderdale, FL

District Manager, U.S. Congressman Larry Smith, Hollywood, FL

Legislative Aide, Builders Association of South Florida, Miami, FL

Membership Recruiter, Davie/Cooper City Chamber of Commerce, FL

EDUCATION

MASTER OF PUBLIC ADMINISTRATION – Florida Atlantic University, Boca Raton, FL

Major: Public Administration. Specialization: Environmental/Growth Management.

BACHELOR OF SCIENCE IN JOURNALISM – University of Florida, Gainesville, FL

Major: Public Relations. Minors: Marketing and Political Science

PROFESSIONAL ASSOCIATIONS and VOLUNTEER EXPERIENCE

Women of Tomorrow – Mentor for Atlantic Technical High School female students (2004 to present).

Broward League of Cities – Board of Directors (2008-2014), 2nd Vice President (2014), Secretary (2013-2014); Ethics Task Force (2010-2014), Chair (2010-2014); Fiscal Stewardship Committee (2010-2013), Chair (2012-13).

Broward County Planning Council – appointed by Commissioner Kristin Jacobs (2014).

Broward Water Resources Task Force – appointed by Broward League of Cities (2009-2014).

C-51 Governance and Finance Work Group – appointed by the C-51 Work Group (2013-2014).

American Cancer Society – Coconut Creek/Margate Relay for Life Committee (Chair 2010-2012).

Coconut Creek Planning and Zoning Board (2003-2008, Chair 2007-2008, Vice Chair 2006-2007).

Country Woods Homeowners Association – Board of Directors, Secretary (2002-2005).

AWARDS AND HONORS

President's Award – Broward League of Cities (2012, 2010).

International Women's Day Honoree—Realtor® Association of Greater Fort Lauderdale (2010).

Co-Mentor of the Year, Community Involvement – Broward County Public Schools (2007).

Outstanding Women of the Year Finalist: Government-appointed category – Women in Communications/Atlantic-Florida chapter (1986, 1984).