



# City of Coconut Creek

## Application for Community Outreach Board

The information requested below is for consideration of appointment to the City's Community Outreach Board. Please complete and return this form to the City Clerk, **WITH a brief resume** of your education and experience by or before Monday, ~~April 6, 2020~~ June 22, 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: Finley Phone: 954-234-4635  
First Name: Connie Alternate Phone: 954-427-4830  
Home Address: 4733 NW 50<sup>th</sup> Court, CC E-mail: confin2010@gmail.com

The Community Outreach Board is comprised of five regular members and one alternate member who serve a one-year term. The functions of the Board include acting in an advisory capacity to the Community Relations Division in matters relating to branding, marketing, public relations, social media, video production, or website production; recommending innovative ideas for social media platforms, developing story ideas for CreekTV and CreekTALK; advising on website improvement and content enhancement; and serving as street monitors to advise on signage improvements and repair.

To the extent practicable, board appointments shall be based on the applicant's experience with representing the interests, specialties, and qualifications in the field of Branding, Marketing, Public Relations, Social Media, Video Production or Website Production.

Preference will be given to applicants who have completed Coconut Creek Citizen's Academy.

The board meets twice a year. 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?  Yes  No
3. Do you have experience with representing the interests, specialties, and qualifications in the field of Branding, Marketing, Public Relations, Social Media, Video Production or Website Production?  Yes  No
4. Do you hold a public office?  Yes  No
5. Are you employed by the City?  Yes  No
6. Are you a member of another City Board?  Yes  No
7. Have you ever served on a City Board?  Yes  No
8. Will you be away from the City for extended periods of time?  Yes  No
9. Have you graduated from the City's Citizen Academy?  Yes  No

Signature: Connie Finley

Date: 6/4/20

**CONNIE L. FINLEY, CEBS**  
**4733 NW 50 COURT**  
**COCONUT CREEK, FL 33073**  
**954-234-4635**

## **Experience**

### **SOS Children's Villages - Florida**

Total Duration 7 years

#### **Community and Board Relations Manager**

Dates Employed: Feb 2019 – Present

Location: Coconut Creek, Florida

SOS Children's Villages is a foster care neighborhood of 13 homes in Coconut Creek, Florida, housing up to 77 foster children. SOS is unique as it allows brothers and sisters, who are typically separated while in foster care, to reunite and maintain their family connection. SOS also provides a Next Steps program to help our young adults transition out of foster care after they turn 18.

#### **Board Member - SOS Children's Villages - Florida**

Dates Employed: May 2012 – Feb 2019

Location: Coconut Creek, Florida

### **Owner**

Company Name: Connie L. Finley, CEBS

Dates Employed: Jun 2003 – Present

Professional Administrative Services/Consulting - Small Business and Professional Individuals

### **Executive Director**

Company Name: Executives' Association of Fort Lauderdale (EAFL)

Dates Employed: Sep 2010 – Feb 2018

Landmark Business Services is a Virtual Office Management and Facilitation Company that encompasses the needs of small business owners with administrative support, consultation, planning and marketing needs. Landmark Business Services also manages professional associations.

### **Member and Past President of the Board of Directors**

Company Name: International Executives Association (IEA)

Dates: Oct 2012 – Jan 2018

I served on the Board of IEA while I was the Executive Director of EAFL.

## Education



**Wharton School, University of Pennsylvania**

Degree Name: Professional Designation

Field of Study: Certified Employee Benefit Specialist

Dates attended and graduated: 1993 – 1997

## Licenses & Certifications

### **Certified Employee Benefit Specialist**

Issuing authority International Foundation of Employee Benefit Plans and The Wharton School of The University of Pennsylvania

## Skills & Endorsements

1. Served on the City of Coconut Creek Redistricting Board in 2013
2. Event Planning
3. Small Business
4. Fundraising
5. Retirement Planning
6. Executive Benefits