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CITY OF COCONUT CREEK
CITY CLERK DEPARTMENT

CITY OF COCONUT CREEK

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

2019 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, April 11, 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.

Last Name: **MACKAY** Name: ~~DEAN~~ First: **DAVID**
M.I.: **J.**

Home Address: **2201 NW 40 Terrace Coconut Creek 33066**

Phone: **954 401 6168** #: Alt. #: **954 972 6092** E-mail: **djmackey0057@bellsouth.net**

PLEASE CHECK THE FOLLOWING BOARD(S) ON WHICH YOU ARE INTERESTED IN SERVING (A brief description of each board can be found by clicking on the following link:

- *CIVIL SERVICE BOARD COMMUNITY OUTREACH ADVISORY BOARD
- EDUCATION ADVISORY BOARD ENVIRONMENTAL ADVISORY BOARD
- PARKS & RECREATION ADVISORY BOARD *PLANNING & ZONING BOARD
- PUBLIC SAFETY ADVISORY BOARD
- *AFFORDABLE HOUSING ADVISORY COMMITTEE (AHAC) (Pursuant to Section

Fla.Stat., in addition to a representative from the City's Planning & Zoning Board, the AHAC must consist of representatives who are actively engaged in at least six of the categories below. If you are applying to serve on the AHAC, please check-off the category below for which you qualify):

- Residential home building industry in connection with affordable housing
- Banking or mortgage banking industry in connection with affordable housing
- Home building in connection with affordable housing
- Advocate for low-income persons in connection with affordable housing
(list is continued on next page)
- For-profit provider of affordable housing
- Not-for-profit provider of affordable housing
- Real estate professional in connection with affordable housing
- Resident of Coconut Creek
- Business owner within Coconut Creek
- Essential services personnel, as defined in the local housing assistance plan

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

- Are you a resident of Coconut Creek? Yes No
- Are you a registered voter (elector) in Broward County? Yes No
- Do you hold a public office? Yes No
- Are you employed by the City? Yes No
- Are you a member of a City Board? Yes No
- Have you ever served on a City Board? Yes No
- Are you away from the City for extended periods of time? Yes No
- Would you serve on a Board other than the one(s) selected? Yes No
- Have you graduated from the City's Citizen Academy? Yes No

Note: I would consider serving on the Community Outreach Board ONLY if appointed to EAB.

SIGNATURE:

Daniel J. Mackey

Date:

3/19/19

* Denotes that a 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.