



CITY OF ATLANTA

SHIRLEY FRANKLIN
MAYOR

55 TRINITY AVENUE, S.W.
ATLANTA, GEORGIA 30335-0300
TEL (404) 330-6100

Amendment: 04-C-1867

October 13, 2004

President Lisa Borders and
Members of Atlanta City Council
City Hall, Suite 2900 South
68 Mitchell St., S.W.
Atlanta, Georgia 30303

RE: Atlanta Downtown Improvement District (ADID) Appointment

Dear President Borders and Members of the Council:

It is a pleasure for me to appoint Cathy Woolard to serve as a member of the Atlanta Downtown Improvement District (ADID) for the City of Atlanta. This appointment is **fulfill the unexpired term of Peggy McCormick whose term ends 5/31/06.**

I am confident that Ms. Woolard will serve the ADID with integrity and dedication.

Sincerely,



Shirley Franklin

CATHEREN M. WOOLARD

329 Glendale Avenue, Atlanta, GA 30307~404.373.3767~catherenw@aol.com

PROFESSIONAL EXPERIENCE

ATLANTA CITY COUNCIL, Atlanta, GA

January 2002-April 2004

Council President.

INDEPENDENT CONSULTANT, Atlanta, GA

December 1999-present

Clients include the following:

- **League of Conservation Voters Education Fund.** Managed regional conservation voter education and voter mobilization program.
- **American Electronics Association.** Served as legislative representative on technology policy issues at the Georgia General Assembly.
- **Youth PAC.** Served as consultant to PAC board during state assembly elections.
- **Gill Foundation.** Worked with executive director and senior staff to reposition the organization's three to five year strategic priorities.
- **Georgia Alliance for Tobacco Prevention.** Led successful multi-organizational effort to increase Georgia's tobacco tax.

AMERICAN ELECTRONICS ASSOCIATION, Atlanta, GA December 98-December 99

Executive Director, Southeast Council. Led renewal and repositioning of AEA's regional office by recruiting new corporate board members, meeting membership retention goals and raising membership sales by 30% in first six months. Hosted first AEA SE Financial Conference for technology companies.

iVILLAGE.COM, Atlanta, GA

April 1998-November 1998

Director of Community Marketing. Responsible for creating strategic relationships and projects with national non-profit women's and health-related organizations for membership and content development on the number one internet destination for women.

- Relationship with national breast cancer organization (NABCO) resulted in a celebrity chat featuring Duchess of York with 6,500 online participants.
- Negotiated first internet partnership and webcast of Vice President Gore's annual Families Conference.
- Created iVillage Women Vote email postcard voter reminder campaign with League of Women Voters, American Association of University Women, National Partnership for Women and Families, and YWCA of the USA.

RCS# 6283
11/15/04
9:10 PM

Atlanta City Council

Regular Session

04-C-1867

APPOINT CATHY WOOLARD TO ATLANTA DOWNTWN
IMPROVEMENT DISTRICT FILL UNEXPIRED TERM
CONFIRM ASAMEND

YEAS: 10
NAYS: 1
ABSTENTIONS: 0
NOT VOTING: 4
EXCUSED: 0
ABSENT 1

Y Smith	NV Archibong	NV Moore	B Mitchell
NV Starnes	Y Fauver	N Martin	Y Norwood
Y Young	Y Shook	Y Maddox	Y Willis
Y Winslow	Y Muller	Y Sheperd	NV Borders

04-C-1867

04- C-1867

(Do Not Write Above This Line)

A COMMUNICATION BY MAYOR SHIRLEY FRANKLIN

A COMMUNICATION APPOINTING CATHY WOOLARD TO SERVE AS A MEMBER OF THE ATLANTA DOWNTOWN IMPROVEMENT DISTRICT (ADD) FOR A TERM OF FOUR (4) YEARS. EFFECTIVE UPON COUNCIL CONFIRMATION.

CONFIRMED BY

NOV 1 5 2004

COUNCIL

As Amended

- CONSENT REFER
- REGULAR REPORT REFER
- ADVERTISE & REFER
- 1st ADOPT 2nd READ & REFER
- PERSONAL PAPER REFER

Date Referred

10/18/04

Referred To:

CD/HR + COC

Date Referred

Referred To:

Date Referred

Referred To:

First Reading

Committee _____
 Date _____
 Chair _____
 Referred To _____

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Walter...

Sam...

...

...

Refer To

COC

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

...

...

...

...

Refer To

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

- FINAL COUNCIL ACTION
- 2nd
 - 1st & 2nd
 - 3rd
 - Consent
 - V Vote
 - RC Vote

CERTIFIED

NOV 1 5 2004

MAYOR'S ACTION