

10-C-1443

(Do Not Write Above This Line)

A COMMUNICATION BY
MAYOR KASIM REED

APPOINTING CONSTANCE
BARKLEY-LEWIS TO SERVE ON
THE ATLANTA DEVELOPMENT
AUTHORITY BOARD.
THIS APPOINTMENT
IS FOR A TERM OF FOUR
YEARS AND BEGINS ON THE
DATE OF COUNCIL
CONFIRMATION.

CONFIRMED BY

SEP 07 2010

CONFIRMED
COUNCIL

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

Date Referred 8/18/10
 Referred To: CD/HR + CAC
 Date Referred _____
 Referred To: _____
 Date Referred _____
 Referred To: _____

First Reading

Committee _____
 Date _____
 Chair _____
 Referred To _____

Committee CD/HR
 Date 8/31/10
 Chair James Cooper
 Action Fav, Adv, Hold (see rev. side)
 Other _____
 Members Cheryl Anderson
Cheryl Anderson
Cheryl Anderson
Cheryl Anderson
 Refer To CD

Committee _____
 Date _____
 Chair _____
 Action _____
 Other _____
 Members _____
 Refer To _____

Committee CD
 Date 9/7/10
 Chair Cheryl Anderson
 Action Fav, Adv, Hold (see rev. side)
 Other _____
 Members James Cooper
Cheryl Anderson
 Refer To _____

Committee _____
 Date _____
 Chair _____
 Action _____
 Other _____
 Members _____
 Refer To _____

FINAL COUNCIL ACTION

- 2nd
- 1st & 2nd
- 3rd
- Readings
- Consent
- V Vote
- RC Vote

CERTIFIED

CERTIFIED
 SEP 07 2010
 ATLANTA CITY COUNCIL PRESIDENT
James Cooper

CERTIFIED
 SEP 07 2010
 Flander Daughlin Johnson
 MUNICIPAL CLERK

MAYOR'S ACTION



RECEIVED
OFFICE OF
MUNICIPAL CLERK

2010 AUG -4 PM 4:07

CITY OF ATLANTA

KASIM REED
MAYOR

55 TRINITY AVENUE, S W
ATLANTA, GEORGIA 30303-0300
TEL (404) 330-6100

10-*C*-1443

July 22, 2010

Council President Ceasar Mitchell
and City Councilmembers
55 Trinity Avenue, SW
Suite 2900
Atlanta, Georgia 30303

CONFIRMED BY

SEP 07 2010

COUNCIL

**Re: Appointment – Constance Barkley-Lewis
Atlanta Development Authority**

Dear President Mitchell and Member of the Council:

It is a pleasure for me to appoint **Constance Barkley-Lewis** to serve in a position on the Atlanta Development Authority on behalf of the City of Atlanta. Ms. Barkley-Lewis is a resident of the City of Atlanta and is willing to serve in this capacity. This appointment is for a term of four (4) years. This appointment will begin on the date of Council confirmation.

I am confident that Constance Barkley-Lewis will serve the Atlanta Development Authority with integrity and dedication. A copy of her qualifications for this position is attached for your review.

Sincerely,

Kasim Reed

CONSTANCE BARKLEY-LEWIS

111 Habersham Valley Road, NW, Atlanta, Georgia 30305

Constanceblewis@gmail.com

(404) 822-3387

PROFESSIONAL EXPERIENCE

CBL VENTURES, Atlanta, GA

January 2002 -present

- Consulting practice focused on Strategy-Tactics-Innovation-Results. Clients include Rodale Publishing, Galtere International Fund, Kenner Investments, iReadyWorld, Faberge Arts Foundation, Recall Corporation, CNN, Turner Broadcasting, and HLN network.
- National Columnist, Motto Magazine.
- Singer/songwriter posted at www.constanceandchange.com. Wrote original song to raise money for Red Cross to support soldiers injured in the Iraq War. Currently developing fiction and non-fiction projects.

TBS SUPERSTATION, Atlanta, GA

1993 - 2001

Most-watched basic cable entertainment network (81MM subscribers); division of AOL Time Warner

Senior Vice President of Marketing (1998-2001). Head of Marketing Department, reporting to network President. Responsible for all trade and consumer marketing strategy and execution, creative development, media placement, website strategy, and budget development. Managed staff of 31, including three Vice Presidents, in administration of \$30 MM annual budget.

- Created first comprehensive budget first year in position tied to revenue goals, resulting in 30% increase in marketing budget and generating largest increase in ratings and rankings in five years.
- Developed and executed positioning and marketing strategy for first integrated branding campaign, resulting in ratings increases across all key demographics.
- Revamped staff in first year by identifying peak performers, hiring high caliber talent from outside of industry, and assisting others in finding more suitable roles, leading to development of publicly acknowledged high performance marketing team.
- Directed website strategy and redesign with enhanced television focus, generating \$800K incremental revenue in 2000-2001, becoming only break-even website in Turner Entertainment.
- Created promotional programs generating \$40MM or 10% incremental revenue in first year.
- Developed and executed launch strategy and marketing campaigns for first TBS Original Movies, leading to highest rated original movies in cable for two consecutive years.

Vice President of Entertainment Marketing (1997- 1998). Established marketing objectives and strategies for all entertainment product on the Superstation with staff of seven and off channel budget of \$11MM.

- Changed method of assigning on-air promotion value, generating incremental \$5MM annually.
- Conceived and sold merchandising concepts to extend #1 cable franchise *Dinner & a Movie*, including home video series, CD Rom, and Super Chef Cookoff resulting in incremental Ad Sales and Public Relations opportunities valued at \$30 million.
- Supervised development of trade and consumer campaign for first Superstation World Broadcast Premiere, garnering largest audience for any movie on cable to date.
- Launched WCW Thunder wrestling series, highest-rated series debut on cable to date.

Vice President of Marketing, TBS Originals(1996 - 1997). Responsible for launch of TBS Destination Sunday, biggest launch of a TBS franchise with staff of three and off channel budget of \$6MM.

- Developed cable operator incentive programs to leverage marketing funds, with 10-1 ROI

Director of Marketing, TBS Originals(1995 -1996). Responsible for developing positioning and marketing strategy, promotional tie-ins, media plans and advertising for high profile TBS original productions including National Geographic EXPLORER and documentaries. Managed staff of three.

- Developed, pitched, and sold first National Geographic sales promotion to Discover Card as first promotion to run across all Turner networks and on broadcast networks garnering 1500% ROI.
- Developed and sold in first underwriting sponsorships for TBS Originals to Fortune 500 companies, creating new network non-media revenue stream and increasing promotional opportunities.

Director of Marketing(1993 -1995). Responsible for creating proactive sales promotions as strategic marketing tools. Designed and implemented marketing plans for Original Productions, sitcoms and series.

TURNER INTERNATIONAL, Atlanta, Georgia

1992-1993

Director of Creative Services(January-June,1993). Developed marketing strategy for international products.

Manager of Special Projects(August 1992 - January 1993). Created first marketing plan for Turner International in Africa, resulting in 20% increase in sales over annual goal by mid-year.

METROPOLITAN AREA COMMITTEE, New Orleans, Louisiana

1984 -1989

Executive Vice President(1987 - 1989). Directed staff of seven and volunteer corps of 600 for leadership organization representing heads of business, labor, academic, and religious communities. Raised annual budget of \$400,000 in private funds. Coordinated advocacy campaigns in government finance, education, human relations, and leadership development.

Founding Director, MAC Education Foundation(1984 - 1987). Wrote initial grant and secured \$800K in private funds over three years to establish organization. Increased business and community support of public education resulting in first successful school millage campaign in ten years. National Consultant to the Public Education Fund and member of the Ford Foundation Mathematics Collaborative Development Committee.

INTERNSHIPS

PROCTER & GAMBLE, Cincinnati, Ohio (Summer 1990). Directed multi-functional team investigating new product size introduction. Developed Professional Program. Designed and executed multi-brand promotion.

LEO BURNETT, INC., Chicago, Illinois (Summer 1990). One of 38 nationwide MBA students selected as intern. Developed creative campaign for Miller High Life.

EDUCATION

MBA, The University of North Carolina, Chapel Hill, North Carolina, 1991

First recipient of Leo Burnett Marketing Fellowship; Student Government Vice President; Organizer 1991 Unity Tour.

BA-English, The University of North Carolina, Chapel Hill, North Carolina, 1983 *Junior Year in France.*

Shanghai Foreign Language Institute, People's Republic of China, Summer 1993

Fellowship to study Chinese language and culture. First female fellow to return via trans-Siberian railroad.

Professional Affiliations and Awards

- Women in Cable & Telecommunications Betsy Magness Leadership Program 1998.
- Leadership Atlanta Class of 1998.
- Author, *Fairy Garden*, Andrews McMeel Publishing, 1998.
- Mayoral Appointee to Atlanta Judicial Commission, 2002 - present
- Board of Directors and Executive Committee, Margaret Mitchell Restoration Project, 1996 - present.
- Board of Directors, Georgia Center for Children, 1999 - 2005. Auction Chairperson 2000.

RCS# 527
9/07/10
3:09 PM

Atlanta City Council

REGULAR SESSION

MULTIPLE 10-C-1432, 1433, 1434, 1435, 1436, 1437, 1440
1445, 1468, 1469, 1443,
CONFIRM-

YEAS: 15
NAYS: 0
ABSTENTIONS: 0
NOT VOTING: 1
EXCUSED: 0
ABSENT 0

Y Smith	Y Archibong	Y Moore	Y Bond
Y Hall	Y Wan	Y Martin	Y Watson
Y Young	Y Shook	Y Bottoms	Y Willis
Y Winslow	Y Adrean	Y Sheperd	NV Mitchell

MULTIPLE