

11-R-0436

(Do Not Write Above This Line)

A RESOLUTION

BY: CARLA SMITH

Carla Smith

A RESOLUTION TO CONFIRM THE APPOINTMENT OF BILL ERICSON TO THE STADIUM NEIGHBORHOODS TAX ALLOCATION DISTRICT ADVISORY COMMITTEE; AND FOR OTHER PURPOSES.

ADOPTED BY

MAR 2 1 2011

COUNCIL

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

Date Referred: 3/7/11
 Referred To: CD HR + COC
 Date Referred: _____
 Referred To: _____
 Date Referred: _____
 Referred To: _____

Committee _____
 Date _____
 Chair _____
 Referred To _____

First Reading

Committee: CD HR
 Date: 3/7/11
 Chair: [Signature]
 Action: Fav, Adv, Hold (see rev. side) Other _____
 Members: [Signatures]
 Refer To: C & C

Committee _____
 Date _____
 Chair _____
 Action: Fav, Adv, Hold (see rev. side) Other _____
 Members _____
 Refer To _____

Committee: CD HR
 Date: 3/21/11
 Chair: [Signature]
 Action: Fav, Adv, Hold (see rev. side) Other _____
 Members: [Signatures]
 Refer To: _____

Committee _____
 Date _____
 Chair _____
 Action: Fav, Adv, Hold (see rev. side) Other _____
 Members _____
 Refer To _____

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

CERTIFIED
 MAR 2 1 2011

ATLANTA CITY COUNCIL PRESIDENT

[Signature]

CERTIFIED
 MAR 2 1 2011

MUNICIPAL CLERK

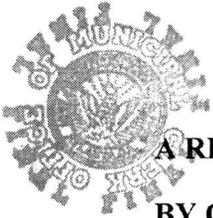
MAYOR'S ACTION

APPROVED

MAR 2 9 2011

MAYOR

[Signature]



CITY COUNCIL
ATLANTA, GEORGIA

11-R-0436

A RESOLUTION

BY COUNCILMEMBER CARLA SMITH

A RESOLUTION TO CONFIRM THE APPOINTMENT OF BILL ERICSON TO THE STADIUM NEIGHBORHOODS TAX ALLOCATION DISTRICT ADVISORY COMMITTEE; AND FOR OTHER PURPOSES.

WHEREAS, Ordinance 06-O-2291 (the "Ordinance"), adopted by City Council on November 20, 2006 and approved by the Mayor on November 28, 2006 authorized, among other things, the creation of the City of Atlanta Tax Allocation District Number Ten- Stadium Neighborhoods TAD; and

WHEREAS, Section 8 of the Ordinance authorized the Atlanta Development Authority to establish an advisory committee to make recommendations on projects to be funded from bond proceeds, tax allocation increment or other funds generated by the Stadium Neighborhoods TAD. The advisory committee shall include, among others, one representative from each of the Mechanicsville, Peoplestown and Summerhill neighborhoods as nominated by NPU-V or other applicable neighborhood planning units; and

WHEREAS, Resolution 09-R-1937, adopted by City Council on November 2, 2009 and approved by the Mayor on November 6, 2009 authorized the establishment of the Stadium Neighborhoods TAD Advisory Committee (the "Advisory Committee"); and

WHEREAS, pursuant to Resolution 09-R-1937 the Advisory Committee shall consist of the presidents of the Mechanicsville Civic Association, the Peoplestown Neighborhood Association, the Organized Neighborhoods of Summerhill or their designees; the Chair of NPU-V or his/ her designee; two business representatives; and a representative from the Atlanta Board of Education; and

WHEREAS, Resolution 09-R-1937 further provides that business representatives to the Advisory Committee shall serve two-years term and shall be confirmed by City Council; and

WHEREAS, the City desires to confirm the selection of Bill Ericson, a business representative for the Holiday Inn Hotel to serve on the Advisory Committee.

THE CITY COUNCIL OF THE CITY OF ATLANTA GEORGIA HEREBY RESOLVES, that the selection of Bill Ericson to serve on the Stadium Neighborhoods TAD Advisory Committee for a period of one year starting April 1, 2011 is hereby confirmed.

BE IT FURTHER RESOLVED, that all resolutions and parts of resolutions in conflict herewith are hereby waived to the extent of the conflict.

A true copy,

A true copy,

ADOPTED by the Atlanta City Council

ADOPTED by the Atlanta City Council
APPROVED by Mayor Kasim Reed

MAR 21, 2011
MAR 20, 2011

MAR 21, 2011
MAR 29, 2011



883 Cherokee Avenue
Atlanta, GA 30315
404-627-4071-Home
404-580-3071-Cellular

Bill Ericson

Objective

To secure a Catering Director position at an upscale full service hotel or catering company with emphasis on strong customer service and revenue enhancement.

Experience

**October, 2003-Present Noble Investment Group, Holiday Inn Select
Atlanta-Capitol**

Senior Catering Sales Manager

- Responsible for \$600,000 annual revenue goal
- Exceeded revenue goal in 2004, 2005 and 2006 by 125%
- Task Force Reid House Chattanooga, TN
- Manage Catering and Convention Service Manager and Sales Managers in the absence of the Director of Sales
- Top revenue producer for sales and catering, first quarter 2004
- Responsible for menu development
- Responsible for installation of Delphi system
- Preparation of 2005, 2006 and 2007 catering portion of the marketing plan
- Achieved revenue goal in 13 of 15 quarters

**November, 1999-October, 2003 Davidson Hotel Company, DoubleTree
Hotel Atlanta Buckhead**

Director of Catering and Convention Services

- Responsible for \$2,500,000 annual budget
- Increased catering revenues from \$1,750,000 to \$2,500,000 between 2001 and 2003
- Preparation and implementation of business plan and budget
- Davidson's Director of Catering of the Year award for 2001
- Manager of the Quarter in 2002
- Managed Catering, Executive Meeting Manager and Administrative Assistants positions
- Achieved all personal sales goals in each year as director
- Managed convention services department
- Responsible for revenue forecasts and menu development
- Task force member training of new directors within the Davidson portfolio



**1996-1999 Starwood Hotels and Resorts, Sheraton Buckhead Hotel
Atlanta, GA**

Director of Catering and Convention Services

- Responsible for \$3,000,000 annual catering budget
- Managed 4 member catering and convention services team
- Increased catering revenues from 1.5 million in 1997 to 2.8 Million in 1999
- Prepared catering portion of Strategic Sales Plan
- Additional responsibilities included budget preparation, forecasting and menu development
- Achieved 150% of individual goal
- Worked all market segments

1995-1996 Starwood Hotels and Resorts, Sheraton Colony Square Hotel Atlanta, GA

Director of Catering and Convention Services

- Managed 4 member catering and convention services team
- Prepared annual budget and catering portion of marketing plan
- Achieved 145% of individual catering goal
- Worked all market segments
- Manager of the Quarter in 1995
- Task Force Assignment

1986-1995 Interstate Hotel Corporation, Sheraton Colony Square Hotel Atlanta, GA

Catering Sales Manager

- Worked all market segments
- Consistently achieved 125-150% of individual goal
- Manager of the Quarter 1993

Education

Maryville College Maryville, Tennessee

Mount Lebanon High School, Mount Lebanon, Pennsylvania

Affiliations

ational Association of Catering Executives, ISES, Metropolitan Atlanta Chamber of Commerce, St. Paul's United Methodist Church -Member of the Worship Committee, Grant Park Neighborhood Association, Neighborhood Planning Unit W Past Representative, Past Chair Grant Park Tour of Homes 2005-7, Member of Exploratory Committee-Mary Norwood for Mayor, Board Member of the Atlanta Community Tool Bank

References available upon request

RCS# 932
3/21/11
2:42 PM

Atlanta City Council

REGULAR SESSION

MULTIPLE

11-R-0375, 11-R-0436

ADOPT

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