

11-0518

First Reading

Committee _____
 Date _____
 Chair _____
 Referred To _____

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

A COMMUNICATION FROM CATHY RICHARDS, PRESIDENT, ATLANTA PLANNING ADVISORY BOARD (APAB), TO MUNICIPAL CLERK RHONDA DAUPHIN JOHNSON:

SUBMITTING THEIR APPOINTMENT OF ROBERT A. JONES, III TO SERVE AS A MEMBER OF THE BELTLINE TAX ALLOCATION DISTRICT (TAD) ADVISORY COMMITTEE, SCHEDULED TO BEGIN ON THE DATE OF COUNCIL CONFIRMATION.

CONFIRMED BY

1 8 2011

COUNCIL

- CONSENT REFER
- REGULAR REPORT REFER
- ADVERTISE & REFER
- 1ST ADOPT 2ND READ & REFER
- PERSONAL PAPER REFER

Date Referred: 3/21/11
 Referred To: CD/HR + COC

Date Referred: _____
 Referred To: _____

Committee CD/HR
 Date 3/29/11
 Chair [Signature]
 Action [Signature]
 Fav, Adv, Hold (see rev. side) _____
 Other _____

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

CERTIFIED
 APR 18 2011
 ATLANTA CITY COUNCIL PRESIDENT
[Signature]

Members [Signature]
 Refer To COC

Members _____
 Refer To _____

CERTIFIED
 APR 18 2011
 Rhonda Dauphin Johnson
 MUNICIPAL CLERK

Committee COC
 Date 4/18/11

Committee _____
 Date _____

MAYOR'S ACTION

Chair [Signature]
 Action [Signature]
 Fav, Adv, Hold (see rev. side) _____
 Other _____
 Members [Signature]

Chair _____
 Action _____
 Fav, Adv, Hold (see rev. side) _____
 Other _____
 Members _____

Refer To _____

Refer To _____

Refer To _____



March 17, 2011

11- C-0518

2011 Officers
President
Cathy Richards

1st Vice President
Gerald Neumark

2nd Vice President
Cathy Muzzy

Recording Secretary
Patrick Crabtree

Correspondence Secretary
Richard Rauh

Parliamentarian
Patrise Perkins Hooker

**NPU / Citizens Participation
Coordinator**
Wendy Scruggs- Murray
404-330-6899

Atlanta City Hall
55 Trinity Avers
Atlanta, GA 30303

APAB CONTACT INFO
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The City of Atlanta Office of Municipal Clerk
Atlanta City Hall
55 Trinity Avenue, Suite 2700
Atlanta, GA 30303

To the Office of the Municipal Clerk,

The Atlanta Planning Advisory Board is pleased to submit the following names for consideration by the Atlanta City Council for appointment to the Beltline Tax Allocation District Advisory Committee (Beltline TADAC).

New Appointments: L. Danielle Carney, Jennifer Freeman, Robert A. Jones III, Moki Macias, Kelli J. Reid, and Mark Schultz. Resumes for all new candidates are attached.

Returning Appointees: Albert Caproni, Ron Hewitt, Jim Schneider, who will also need to be reaffirmed.

It is the responsibility of the Atlanta Planning Advisory Board to select twelve appointments to the Beltline TADAC to be confirmed by the Atlanta City Council. As of December 2010, all but three of the sitting appointees had resigned or terms expired. APAB 2011 officers are in the process of identifying citizen representative from each Council District to fill the twelve appointment positions. We are still seeking to fill three positions. APAB has interviewed six new candidates for their capability to serve as a viable member of the Beltline TADAC and confirmed the return of three candidates to the board. We now submit the names of these nine persons for approval by City Council.

We hope that the findings of City Council will support our conclusions with the appointment of all candidates. We hope that this process will be complete by March 31, 2011.

Please advise when Council will vote on the nominations. We look forward to your response.

Kindest regards,

Cathy Richards
APAB President
404-778-5718

ROBERT A. JONES III

1058 Lena Street NW, Atlanta, GA 30314

404.391.5507

robb@robbjones.biz

As a partner, Robb Jones managed the business development, sales and marketing initiatives for JLW Homes and Communities. His responsibilities included establishing and implementing strategic marketing campaigns, managing the sales force and building the JLW brand. Furthermore, Jones was responsible for monitoring the progress of each project and ensuring they were completed to the customer's specifications, guaranteeing a smooth process and a high level of satisfaction. He has accumulated more than seven years of experience in the building industry, managing multi-million dollar urban rehabilitation and renovation ventures in several of Atlanta's historic communities.

PROFESSIONAL EXPERIENCE

JLW Homes and Communities, Atlanta, GA	2000-2008
Partner; President of Sales/Marketing	

EDUCATION

<i>Clark Atlanta University, Atlanta, GA</i>	2001
Masters Degree in Business Administration; Marketing	
<i>Morehouse College, Atlanta, GA</i>	1996
Bachelors of Arts in Political Science	

CAREER HISTORY & ACCOMPLISHMENTS

Responsibilities:

- Defined and lead the sales and marketing approach for use throughout JLW and as customized for and communities
- Community Management
- Verifying of Brokers View on Agents and plan for each for development
- Developed goals for communities as a whole
- Maintained levels of Customer satisfaction turn-over rates for prospect
- Reported of activities and stats to Builders
- Reviewed and Helped develop new plans inline with Consultant's plan for company and goals for builders
- Maintained budget levels
- Customer Service Issues and Reporting
- Reviewed plans and directing new plan development for signage
- Reviewed community options and verifying options are online for future development
- Inventory Management
- Reviewed Marketing costs to maintain that they are matching to cost per person per ad concept

- Monitored and measured the effectiveness of all sales and marketing efforts through associating such efforts with measurable results.
- Lead JLW involvement in and alignment with community development / enhancement efforts, whether supported by the City, special interest and political groups.
- Defined and lead the implementation of JLW's "Best in Class" customer satisfaction
- Lead the implementation of the JLW Home Buyer Care Program, and ensure that the sales team and Customer Care representative understands their related responsibilities.
- Coordinated the completion of and obtains legal representation for appropriate language within the JLW home sales contract to limit JLW's liability and securing the buyers' obligation.
- Defined and lead the sales and marketing approach for use throughout JLW and as customized for and communities
- Determined and negotiated terms of preferred lenders to offer competitive financing products to homebuyers, expeditious pre-approval service to Sales agents and buyers 7 days a week
- Participated in the design of new JLW construction products

MEMBERSHIPS & AFFILIATIONS

Urban Land Institute
 Greater Atlanta Home Builders Association
 Associated Builders and Contractors
 Southface Energy Institute
 National Black MBA Association
 JLW Community Foundation-Founder
 Habitat for Humanity-Participant
 Hands on Atlanta-Participant
 United Way Involvement Program-Participant
 Morehouse Mentoring Program-Mentor
 Boys 2 Men Foundation-Advisor
 Show Me The Way Foundation-Board Advisor
 Park Pride-Board of Directors
 Georgia Conservation Voters-Board of Directors

RCS# 964
4/18/11
2:53 PM

Atlanta City Council

REGULAR SESSION

MULTIPLE 11-C-0454,0455,0456,0457,0458,0516,0518
0521,0522,0524,0525
CONFIRM

YEAS: 11
NAYS: 0
ABSTENTIONS: 0
NOT VOTING: 3
EXCUSED: 0
ABSENT 2

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

MULTIPLE