

12-1050

(Do Not Write Above This Line)

A COMMUNICATION BY

MAYOR KASIM REED

APPOINTING MORAIMA IVORY TO SERVE AS A MEMBER OF THE LICENSE REVIEW BOARD ON BEHALF OF THE CITY OF ATLANTA FOR A TERM OF 2 YEARS.

CONFIRMED BY

SEP 04 2012

COUNCIL

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

Date Referred

Referred To:

Date Referred

Referred To:

Date Referred

Referred To:

First Reading

Committee Date Chair Referred To

RIA Committee

Date 8/20/12

Chair [Signature]

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

Members

Refer To [Signature] coc

Committee Date Chair

Date 2012

Chair [Signature]

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

Members

Refer To [Signature]

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side) Other

Members

Refer To Council

Refer To

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

CERTIFIED

CERTIFIED SEP 04 2012

ATLANTA CITY COUNCIL - PRESIDENT

[Signature]

CERTIFIED SEP 04 2012

[Signature] MUNICIPAL CLERK

MAYOR'S ACTION



RECEIVED
OFFICE OF
MUNICIPAL CLERK
12-C-1050

2012 JUL 27 PM 4:14

LEDK

CITY OF ATLANTA

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

KASIM REED
MAYOR

July 25, 2012

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

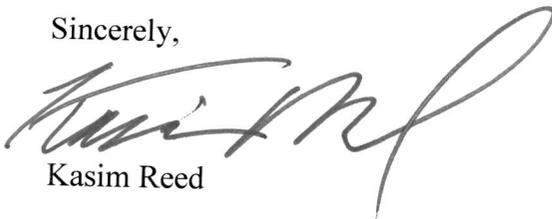
Re: License Review Board Appointment

Dear President Mitchell and Members of the Council:

It is my pleasure to appoint **Moraima Ivory** to serve as a member of the License Review Board on behalf of the City of Atlanta. Ms. Ivory is a resident of the City of Atlanta, and willing to serve in this capacity. This appointment is for a **term of two (2) years, to begin on the date of Council confirmation.**

Based on her experience and commitment to the community, I am confident that Moraima Ivory will serve the City of Atlanta and the License Review Board with integrity and dedication. A copy of her qualifications is attached for your review.

Sincerely,



Kasim Reed

RECEIVED
7/25/2012

MORAIMA A. IVORY, ESQ.

291 Atlanta Avenue SE · Atlanta, GA 30315 · 678.508.6678 · moivory@gmail.com

EXECUTIVE SUMMARY

Political and community-focused business professional with strong communications, leadership, legal, entertainment, marketing and program management experience. Proven ability to successfully lead and implement fundraising campaigns utilizing key personal relationships and collaborative partnerships. Motivated critical thinker and creative problem-solver with excellent strategic planning and fiscal decision making skills.

SELECTED ACCOMPLISHMENTS

- ✓ Successfully participated in raising \$1.3 million in thirty days for Kasim Reed for Mayor Run-Off Race which yielded a 7.5% increase in voter turnout.
- ✓ Created a fundraising strategy to increase early voting turnout in Georgia during Obama Presidential Campaign which resulted in gaining capital to support a week-long endeavor to transport youth and students to early voting sites that yielded a more than 30% increase in voting statewide. Administered similar voting campaigns for Jim Martin for Senate and Kasim Reed for Mayor election cycles.
- ✓ Organized and produced pre-election night rally events in Georgia for three campaigns with national celebrities donating their time and support in-kind to promote voter turnout which garnered national television coverage by CNN, ABC, CBS and NBC.
- ✓ Appointed as member of Junior Achievement of New York (JANY) Advisory Board after initiating Warner Music Group corporate participation with JANY and organizing 1st annual corporate fundraiser. Event raised the most money of any prior JANY first fundraiser. Served as primary point of contact for this corporate service project.
- ✓ Served on the principal organizing committee for the "Jay-Z and Friends Charity Concert" held on September 11, 2009 at Madison Square Garden. Efforts resulted in raising over \$1 million for the New York City Fire and Police Widow's Fund. Worked on all aspects of the event including planning, volunteer organization, media relations, fundraising/sponsorship, merchandising, ticketing and event day coverage.

RELEVANT AREAS OF EXPERTISE

Development/Communications/Marketing

- Developed and implemented statewide voter education programs targeting African-American and other minority groups focused on the importance of voting rights, protection of the right to vote and the resources available to citizens experiencing issues at the polls.
- Managed and marketed voter protection platform and campaign fundraising activities to key Atlanta constituencies, civic and corporate leaders throughout 2008 presidential campaign, Senate Run-Off Race and 2009 Mayoral elections.
- Created and produced town hall meetings for CBS Radio in conjunction with the Mayor's Office and Police Chief Turner in order to create heightened awareness about teen violence and bullying prevention.
- Launched successful radio campaign for Ladybug for Girls "Mother-Daughter Fitness Day" benefitting Girls, Inc. at Cobb Galleria Centre.
- Leveraged personal relationship with National Urban League to create high dollar value partnership between National Urban League and CBS Radio Atlanta for long-term sponsorship, marketing and programming.
- Advocated for stronger community and political awareness programming on V-103FM in order to educate under-served listener demos resulting in implementation of key sponsorships, on-air interviews and on-site engagement.

Strategic Planning

- Led a team of 50 subcontractors on market development and strategic planning relating to real estate development in target areas, project commencement, tracking of performance milestones, budget compliance, profitability and long term company growth potential.
- Participated in strategic planning meetings to foster collaborative development of revenue generating initiatives between corporations and the non-profit sector. Served as corporate liaison to key internal and external partners.
- Researched and advised Executive leaders and political candidates on national and local political involvement to drive initiatives relating to fundraising, community activism, relevant legislation and national issues of importance.

Management/Administration

- Directly managed and supervised 50 staff members, including planning goals and direct oversight of their development. Conducted performance reviews and made recommendations regarding bonus/merit increases.
- Supervised legal managers in the maintenance of existing and new agreements specifically relating to payments provisions, term expirations and important milestone dates; attended weekly meetings with group Counsel; presented weekly reports to company executives on various legal matters impacting their business units. Participated in selection of outside counsel, monitoring of fees and allocation of work assignments.
- Supervised general contractors and numerous sub-contractors on all building projects including assignment of workload, communications with warehouse suppliers, deliveries, building specifications, inspections, punch-out and final completion.
- Recruited volunteers for campaign events, assigned committees and administered training in order to prepare and motivate volunteers for long term campaign assignments.

CAREER HISTORY

CBS Radio Atlanta, Atlanta, GA

Political-Community Outreach Specialist & Host, "The Mo Ivory Show" on News/Talk 1380 WAOK Political Correspondent on V-103FM (WVEE)

(June 2010-present)

- Responsible for political and community outreach initiatives including sales, business development, cause and social marketing and strategic philanthropy.
- Create and develop educational and social enrichment content, programs and marketing campaigns for V-103FM, DaveFM and WAOK radio stations in conjunction with non-profit organizations, foundations and educational agencies.
- Directly manage government and external relations efforts with clients as well as building and maintaining relationships with national policy leaders and third-party groups, lobbyists and corporations on the federal, state and local levels.
- Responsible for identifying, responding and directing the management of RFP's in the political, marketing and community areas for CBS Radio. Review all MOU's, LOI's and long form contracts for marketing initiatives.
- Create and plan strategic development opportunities for outreach development group.

Warner Music Group (WVG), New York, NY

Chief of Staff, Office of the Executive Vice President (February 2009-January 2010)

Overall responsibility for advising and guiding Executive leader on coordination and execution of WVG's 360° brand initiatives of full revenue participation in artist contracts, including developing, supporting and coordinating business conduct, compliance strategies, training and development of programs while ensuring best practices in accordance with WVG corporate strategies.

Ivory Properties, LLC, Atlanta, GA

President/General Counsel (July 2002-February 2009)

Owned and operated a real estate development firm specializing in the acquisition and development of residential properties in Georgia. Responsibilities included coordinating, planning, supervising and managing new construction development and renovation projects including locating properties for potential acquisition; performing all due diligence required to assess planning, permitting, zoning, land use restrictions, site development issues and overall feasibility of land for development.

Scientific-Atlanta, Inc. (now Cisco Systems), Lawrenceville, GA

Assistant General Counsel (November 1999-July 2002)

Hired as a result of work on corporation's matters while at King & Spalding. Primarily responsible for advising on all legal and business matters relating to several business units including Software Applications Development, Companywide Procurement/Purchasing, Media Networks and SciCare Service Group.

King & Spalding, Atlanta, GA

Associate (May 1999-November 1999)

Associate on the Contracting Team responsible for drafting, negotiating and managing all transactional matters for numerous large firm clients including Home Depot, Coke, UPS, Turner and Georgia Pacific and Scientific-Atlanta.

Montgomery, McCracken & Rhoads Law Firm, Philadelphia, PA
Associate (Aug. 1994-Aug. 1998)

- Associate in the entertainment and sports division working mostly on transactional matters such as drafting and negotiating licensing, publishing, distribution, recording, production, player and sponsorship agreements for musicians and athletes.
- Negotiated player agreements for domestic (CBA) and international basketball teams as well as employment agreements for head and assistant coaching positions at NCAA Division I and II basketball programs. Developed and prepared legal and supplementary documents for formation of basketball summer leagues and camps for NBA, CBA and international players.
- Monitored compliance for all clients with various performance rights societies, unions and guilds for collection of fees. Worked with sports agents, record companies, television and motion picture studios, apparel companies and radio stations to license artist and athlete's rights for widespread commercial use.

ADDITIONAL PROFESSIONAL EMPLOYMENT

Kasim Reed for Mayor Run-Off Race, Atlanta, GA
Volunteer (Nov. 2009)

- Assisted with mayoral run-off race in all aspects pertaining to media outreach, event planning, voter turnout, student and youth volunteers, transportation, canvassing and fundraising activities.

Jim Martin for Senate Run-Off Race, Atlanta, GA
Political & Communications Director (2008)

- Contracted to assist with increasing voter participation, media outreach, messaging and event production for run-off race. Created, produced and managed election-eve rally at State Capitol involving local and national political figures as well as notable celebrity guests. Rally received national news coverage on CNN, ABC, CBS and NBC.

Georgia for Change, Obama for America Campaign, Atlanta, GA
Outreach Volunteer/Attorney (2008)

- Worked with minority outreach to communicate campaign message widely throughout the State of Georgia by attending events, speaking engagements, radio interviews and private functions. Worked as a volunteer attorney in voter protection division; trained and educated campaign volunteers, poll watchers and voters on legal issues relating to the protection of the right to vote including election law, voter registration, rights at the polls, identification and citizenship issues, absentee ballots and election day legalities.
- Created, managed, financed and produced a successful student "Get out To Vote" bus campaign that yielded over 10,000 students voting during early and advance voting time frames.

EDUCATION

SPELMAN COLLEGE, Atlanta, GA, Bachelor of Arts, May 1991 (Honors)
TEMPLE UNIVERSITY SCHOOL OF LAW, Philadelphia, PA, Juris Doctor, May 1994 (Honors)
CARDINAL SPELLMAN HIGH SCHOOL, Bronx, New York, May 1987

AFFILIATIONS

- Member, National Bar Association
- Member, Georgia Bar Association
- Member, Pennsylvania Bar Association
- Member, National Alumnae Association of Spelman College
- Member, Jack and Jill of America (Atlanta Chapter)
- Member, Delta Sigma Theta Sorority, Inc. (Atlanta Chapter)
- Board Member, St. Judes Recovery Center Atlanta
- Former Board Member, Black Entertainment & Sports Lawyers Association (BESLA)
- Committee Member, National Black Arts Festival Gala
- Committee Member, Imagine It! Children's Museum Music Exhibit
- Member, Parents Circle, Atlanta Girls School
- Volunteer, League of Women Voters