

12-C-1054

Committee \_\_\_\_\_  
 Date \_\_\_\_\_  
 Chair \_\_\_\_\_  
 Referred To \_\_\_\_\_

First Reading

FINAL COUNCIL ACTION  
 2<sup>nd</sup>  1<sup>st</sup> & 2<sup>nd</sup>  3<sup>rd</sup>  
 Readings  
 Consent  V Vote  RC Vote

A COMMUNICATION BY MAYOR KASIM REED:

APPOINTING MR. RANDY H. HAZELTON TO SERVE AS A MEMBER OF THE ATLANTA URBAN DESIGN COMMISSION. MR. HAZELTON IS FILLING THE EXPIRED TERM OF MR. DON ROONEY IN THE HISTORIC PRESERVATION POSITION. THIS APPOINTMENT IS FOR A TERM OF THREE (3) YEARS, SCHEDULED TO BEGIN ON THE DATE OF COUNCIL CONFIRMATION.

CONFIRMED BY

SEP 04 2012

COUNCIL

- CONSENT REFER
  - REGULAR REPORT REFER
  - ADVERTISE & REFER
  - 1<sup>ST</sup> ADOPT 2<sup>ND</sup> READ & REFER
  - PERSONAL PAPER REFER
- Date Referred: 8/20/12  
 Referred To: CD/HR  
 Date Referred: \_\_\_\_\_  
 Referred To: \_\_\_\_\_

Committee Date Chair Referred To Action Fav, Adv, Hold (see rev. side) Other Members	Committee Date Chair Referred To Action Fav, Adv, Hold (see rev. side) Other Members
Committee: <i>Counc. on Counc.</i> Date: <i>Sept. 4 2012</i> Chair: <i>[Signature]</i> Action: <i>[Signature]</i> Fav, Adv, Hold (see rev. side): <i>[Signature]</i> Other: <i>[Signature]</i> Members: <i>[Signature]</i>	Committee: _____ Date: _____ Chair: _____ Referred To: _____ Action: _____ Fav, Adv, Hold (see rev. side): _____ Other: _____ Members: _____

MAYOR'S ACTION

ATLANTA CITY COUNCIL PRESIDENT  
 SEP 04 2012  
 MUNICIPAL CLERK





RECEIVED  
OFFICE OF  
MUNICIPAL CLERK

2012 AUG 20 AM 10:43

## CITY OF ATLANTA

KASIM REED  
MAYOR

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

12-*c*-1054

August 17, 2012

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

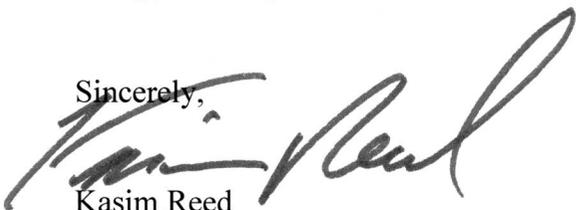
**Re: Atlanta Urban Design Commission**

Dear President Mitchell and Members of the Council:

It is my pleasure to appoint **Randy Hazelton** to the expired term of Mr. Don Rooney in the Historic Preservation position on the Urban Design Commission. Mr. Hazelton has experience with the principles and concepts of historic preservation. Mr. Hazelton operates and maintains a business/building in the Historic King District and has demonstrated his commitment to historic preservation. Mr. Hazelton is a resident of the City of Atlanta, and is willing to serve in this capacity. This appointment is for **a term of three (3) years, to begin on the date of Council confirmation.**

Based on his experience and commitment to the community, I am confident that Randy Hazelton will serve the City of Atlanta and the Urban Design Commission with integrity and dedication. A copy of his qualifications is attached for your review.

Sincerely,

  
Kasim Reed

# RANDY H. HAZELTON

131 Walthall St • Atlanta, GA 30316 • 757-593-6657 • randy.hazelton@gmail.com

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## PROFILE

**Experienced brand management, sales & marketing and food & beverage entrepreneur** with a combined 10 years of business experience across fortune 100 companies and entrepreneurial capacities in consumer package goods, business planning and development, sales & marketing, operational efficiency, business strategy and food & beverage operations. Expertise includes:

- Business development
- Category Management
- Branding Strategy
- Contract negotiation and compliance
- Systems Implementation
- Sales & Marketing
- Pricing Strategy
- Operational efficiency

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## PROFESSIONAL EXPERIENCE

### CAFE CIRCA

Atlanta, GA

#### *Owner*

2008 – Current

- Researched market opportunities, developed concept, branding strategy and marketing campaign for restaurant launch
- Developed and facilitated service training and initiatives to optimize guest experience
- Implemented and managed fully integrated inventory systems and controls
- Led and managed business expansion to include \$150k improvement to existing restaurant and achieve 40% sales growth vs. prior year

### KIMBERLY-CLARK CORPORATION

Alpharetta, GA

#### *Regional Business Manager – Kimberly-Clark Professional*

2005 – 2006

- Authored and delivered marketing presentations, built and managed relationships with potential clients, and managed project deliverables to completion
- Lead internal business development strategic planning initiatives
- Performed business, industry, revenue and strategic business modeling to maximize to highlight and maximize market penetration opportunities
- Conducted meetings with account prospects to present new category management technologies to optimize product mixes
- Delivered 40%+ revenue growth at key accounts post system and strategy implementation

### GENERAL MILLS

Alpharetta, GA

#### *Territory Manager – Sales Division*

2004 – 2005

- Responsible for \$33.4MM operation across Southeast between AL, GA and SC.
- Lead and coordinated retail team toward efficient product mix and product placement across over 30 retail locations
- Managed a \$4.3MM marketing and promotional budget to drive incremental revenue across product portfolio.
- Authored financing presentations for clients including: comparable transaction structures, pricing indications, state of the markets evaluation, and market trends

### GENERAL MILLS

Horsham, PA

#### *Business Management Associate – Category Management*

2003 - 2004

- Conducted market research and analysis to identify market penetration and product placement opportunities to accounts
- Lead profitable volume growth through 115 incremental new product placements across and \$8B retail chain operation
- Lead a regional implementation of cutting-edge product mix and inventory maximizing technology to increase profit margins

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## EDUCATION

### HAMPTON UNIVERSITY,

Hampton, VA

*MBA with honors (Concentration in Micro-Economics)*

May 2003

*B.S. Business Administration with honors (Business Mgmt major, Mgmt Info Systems concentration)*

May 2002