

# 13-C-5017

A COMMUNICATION FROM MARK MASSEY, CLERK TO THE COMMISSION OF THE FULTON COUNTY BOARD OF COMMISSIONERS TO PRESIDENT CEASAR C. MITCHELL, SUBMITTING THE APPOINTMENT OF MR. RAFER JOHNSON TO THE BELTLINE TAX ALLOCATION DISTRICT ADVISORY COMMITTEE. THIS APPOINTMENT IS FOR A TERM OF TWO (2) YEARS, SCHEDULED TO BEGIN ON THE DATE OF COUNCIL CONFIRMATION.

**CONFIRMED BY**

SEP 03 2013

**COUNCIL**

- CONSENT REFER
  - REGULAR REPORT REFER
  - ADVERTISE & REFER
  - 1<sup>ST</sup> ADOPT 2<sup>ND</sup> READ & REFER
  - PERSONAL PAPER REFER
- Date Referred: 7/10/13
- Referred To: CD/HR + Comm on Council
- Date Referred: \_\_\_\_\_
- Referred To: \_\_\_\_\_

**First Reading**

Committee \_\_\_\_\_

Date \_\_\_\_\_

Chair \_\_\_\_\_

Referred To \_\_\_\_\_

**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

<p><input checked="" type="checkbox"/> Committee</p> <p>Date <u>7/30/13</u></p> <p>Chair _____</p> <p>Action <u>Hold</u> (see rev. side)</p> <p>Other _____</p> <p>Members _____</p> <p>Refer To _____</p>	<p><u>CSC</u> Committee</p> <p>Date <u>9/3/13</u></p> <p>Chair <u>Stovall</u></p> <p>Action <u>Fav/Adv</u> (see rev. side)</p> <p>Other _____</p> <p>Members _____</p> <p>Refer To _____</p>
<p>Committee <u>CD/HR</u></p> <p>Date <u>8/27/13</u></p> <p>Chair <u>Jensen</u></p> <p>Action <u>Fav/Adv</u> (see rev. side)</p> <p>Other _____</p> <p>Members _____</p> <p>Refer To _____</p>	<p>Committee _____</p> <p>Date _____</p> <p>Chair _____</p> <p>Action <u>Fav/Adv</u> (see rev. side)</p> <p>Other _____</p> <p>Members _____</p> <p>Refer To _____</p>

**CERTIFIED**

SEP 03 2013

ATLANTA CITY COUNCIL PRESIDENT

**CERTIFIED**

SEP 03 2013

*Paula Douglas-Glenn*  
MUNICIPAL CLERK

MAYOR'S ACTION

BOARD OF COMMISSIONERS OF FULTON COUNTY

EG  
6/24/13

2013 JUN 20 PM 3:51



June 21, 2013

The Honorable Ceasar C. Mitchell  
President  
Atlanta City Hall  
55 Trinity Ave, S.W.  
Second Floor East  
Atlanta, GA 30303-3584

**13-C-5017**

**CONFIRMED BY**

SEP 03 2013

**COUNCIL**

Dear Council President Mitchell:

At the Fulton County Board of Commissioners' June 19, 2013 Recess Meeting, the Board approved Mr. Rafer Johnson for an appointment to the BeltLine Tax Allocation District (TAD) Advisory Committee (Item #13-0492).

In accordance with a Resolution (06-R-1577) approved by the Atlanta City Council on September 5, 2006, the Fulton County Board of Commissioners is responsible for the appointment of ten (10) members to this committee. Commencing upon the Council's approval, the term for this nominee shall be for two (2) years. I have included a copy of the action taken by the Board of Commissioners on June 19, 2013 and a resume.

The contact number for Mr. Johnson is

On behalf of the Board of Commissioners, I respectfully request that this nomination be confirmed by the Council. If I can be of any assistance, please call me at  
Thank you.

Sincerely,

Mark Massey  
Clerk to the Commission

Attachments

- cc: Fulton County Board of Commissioners
- Rhonda Dauphin Johnson, City of Atlanta Municipal Clerk
- Beth M. McMillan, Atlanta BeltLine, Inc.
- Brian McGowan, President and CEO, INVEST ATLANTA
- Candace L. Byrd, Chief of Staff, City of Atlanta

## **Rafer S. Johnson**

### **Summary of Experience**

I have a strong managerial, strategic-planning, project management and communication skills. These combine perfectly with my ability to combine my technical and interpersonal skills to deliver results.

### **EMPLOYMENT HISTORY**

#### **DELTA AIR LINES, INC. 02/00 to Present**

Served in various roles from front line to management, including; Flight attendant & Flight Leader.

#### **Program Manager, In-Flight Service (IFS):**

Responsible for IFS Product & Procedures Performance Metrics and Competitive Flying Intelligence programs.

- Responsible for budget strategy and management of Delta's \$55M Crew Hotel program. The Hotel Project I initiated last year was just approved by Sr. Leadership and is expected to generate \$5.8M annually in savings for Delta when implemented.
- Developing and implementing new flight attendant processes for a \$104M Charter program including training, qualifications and communications.
- Lead streamlining, restructuring and documentation of the IFS Charter & Hotel programs.
- Responsible for relationships with customers, vendors, cross-divisional representatives, IFS field leadership, employee involvement group members and line flight attendants to ensure successful execution of the programs.

#### **Project Manager, Strategy, IFS Customer Satisfaction:**

- Represented Delta on the Consumer Electronics Association – Portable Electronic Devices on Aircraft Working Team.
- Managed and directed a team of Program Specialist and Analyst to support initiatives of the Customer Satisfaction Strategy team.
- Lead the team that created and implemented In-Flight Sales & Service Channel (ISSC), a new revenue-generating channel which includes the In-Flight American Express program.
- Managed the IFS Corporate Partnership Relationships program supporting Delta's Strategic partners.
- Lead the team that created and implemented the IFS Surprise & Delight program.
- Managed the team that created the IFS Performance Metrics & Customer Satisfaction Base Advisor Programs.
- Created and then managed the IFS Competitive Flying & Intelligence Team.
- Created and lead the IFS recognition program; B.R.A.V.O.
- Managed the team that created the Flight Attendant of the Future Standards.
- Managed the development of the IFS Customer Satisfaction Performance

#### **HOTEL CONNECTIONS, LTD.**

##### **Director, Global Account Management - Jan, 2007 to Jan, 2011:**

- Managed all aspects of the team of 20 Account Managers and Travel Coordinators managing the maintenance and growth of over 50 International Airline accounts worth upwards of \$7.6 Million.
- Performance reporting and analysis to ensure maximum productivity.
- Managed a 24/7 Airline Crew Accommodation & Transportation Support Operation.

#### **OXFORD HEALTH PLANS, INC. New York, NY - Nov 1994 to Sept 1998**

##### **Regional Manager, Executive Accounts Sales & Account Management**

- Managed a team of account managers responsible for the maintenance, growth and retention of 189 Fortune 500 clients, worth \$719 Million.

## **Rafer S. Johnson**

- Won the *Circle of Excellence Sales Award* in 1997 and *Account Manager of the year* in 1996. During my 4 years there I was promoted 5 times, each time with increased responsibility.

## **AMERICAN FOUNDATION FOR THE BLIND, INC. New York, NY - Mar, 1985 to Oct, 1994** **Manager, Consumer Products and Services**

- Managed a \$1.8 million Direct Marketing Division where I was responsible for private and governmental contracts, manufacturing, sales and promotion of our products in the domestic and international markets.
- Systems Analyst & Computer Operator 3/85 – 10/90

## **TRAINING & SKILLS**

- Delta High Potential Talent Development Program, 2003  
Training included: Executive Presentation, Financial Acumen, Conflict Management, Negotiation, Managing in a Rapidly Changing Environment, Peter Drucker's: Effective Decision Making and Building Effective Teams.
- PMI Project Management
- Six Sigma Green Belt
- Meridian's Breakthrough and LEAD
- American Management Association's: Managing Your Customer Service Operation and Leadership Skills for the Minority Manager.

## **EDUCATIONAL BACKGROUND**

Business Management, Kaplan University

## **ADDITIONAL INFORMATION**

- Chair & Commissioner, Board of Commissioners, Housing Authority of Fulton County
- Leadership Atlanta, Class of 2009
- International Co-Chair, Black Gay Men's Professional Network
- Founder, 3Ss and Leader of FCO, an LGBTQ Single and Couple organizations respectively.
- President of the Delta Black Employee Network. Responsibilities included strategy and leadership of a volunteer organization of all level Delta Employees, Delta's Diversity Bridge Network and The Minority Coalition of Atlanta Black Corporate Networking groups.

*References Provided Upon Request*

RCS# 2988  
9/03/13  
2:18 PM

Atlanta City Council

MULTIPLE

13-C-5017 AND 13-C-5021

CONFIRM

YEAS: 14  
NAYS: 0  
ABSTENTIONS: 0  
NOT VOTING: 1  
EXCUSED: 0  
ABSENT 1

Y Smith	Y Archibong	Y Moore	B 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

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**Review List:**

Office of the Municipal Clerk  
Atlanta City Council

Pending  
Pending

Certified by Presiding Officer	Certified by Clerk

LEGISLATION HISTORY - BLUE BACK

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June 21, 2013

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President  
Atlanta City Hall  
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The contact number for Mr. Johnson is xxx-xxx-xxxx.

On behalf of the Board of Commissioners, I respectfully request that this nomination be confirmed by the Council. If I can be of any assistance, please call me at (404) 612-8200.

Thank you.

Sincerely,

Mark Massey  
Clerk to the Commission

Attachments

cc: Fulton County Board of Commissioners  
Rhonda Dauphin Johnson, City of Atlanta Municipal Clerk  
Beth M. McMillan, Atlanta BeltLine, Inc.  
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