

13-C-5027

A COMMUNICATION BY CATHY RICHARDS, ATLANTA PLANNING ADVISORY BOARD (APAB) PRESIDENT, TO MUNICIPAL CLERK RHONDA DAUPHIN JOHNSON, SUBMITTING THE ATLANTA PLANNING ADVISORY BOARD'S APPOINTMENT OF MR. MATTHEW "MATT" SANTY FOR CONSIDERATION TO SERVE AS A MEMBER OF THE BELTLINE TAX ALLOCATION DISTRICT ADVISORY COMMITTEE (TADAC). THIS APPOINTMENT IS FOR A TERM OF TWO (2) YEARS TO BEGIN ON THE DATE OF COUNCIL CONFIRMATION.

CONFIRMED BY
OCT 07 2013
COUNCIL

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

Date Referred: 9/16/13
 Referred To: CDHR
 Date Referred:
 Referred To:
 Date Referred:
 Referred To:

First Reading

Committee _____
 Date _____
 Chair _____
 Referred To _____

FINAL COUNCIL ACTION
 2nd 1st & 2nd 3rd

Readings
 Consent V Vote RC Vote

Committee <u>CDHR</u>	Committee
Date <u>10/1/13</u>	Date
Chair <u>James Shepherd</u>	Chair
Action <input checked="" type="checkbox"/> Fav, Hold (see rev. side) Other	Action Fav. Adv. Hold (see rev. side) Other
Members <u>[Signatures]</u>	Members
Refer To	Refer To

CERTIFIED
 OCT 07 2013
 ATLANTA CITY COUNCIL PRESIDENT
[Signature]

CERTIFIED
 OCT 07 2013
 Rhonda Dauphin Johnson
 MUNICIPAL CLERK

Committee <u>COC</u>	Committee
Date <u>10/7/13</u>	Date
Chair <u>Adrian</u>	Chair
Action <input checked="" type="checkbox"/> Fav, Adv. Hold (see rev. side) Other	Action Fav. Adv. Hold (see rev. side) Other
Members <u>[Signatures]</u>	Members
Refer To	Refer To

MAYOR'S ACTION



CITY OF ATLANTA
KASIM REED, MAYOR

13-C-5027

2013 Officers

President

Cathy Richards

1st Vice President

Gerald Neumark

2nd Vice President

James Schneider

Recording Secretary

Melissa Firestone

Correspondence Secretary

Ted Bradford

Parliamentarian

Ben Howard

**City of Atlanta Planning
Department**

Charletta Jacks, Dir.

Miltresa McMichael, NPU Coordinator

Atlanta City Hall

55 Trinity Avers

Atlanta, GA 30303

APAB CONTACT INFO

404-827-8011

apabatfanta@gmail.com

www.apabatlanta.webs.com

August 21, 2013

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

CONFIRMED BY

OCT 07 2013

COUNCIL

To the Office of the Municipal Clerk,

The Atlanta Planning Advisory Board is pleased to submit the name of Mr. Matt Santy for consideration by the Atlanta City Council for appointment to the Beltline Tax Allocation District Advisory Committee (TADAC).

It is the responsibility of the Atlanta Planning Advisory Board to select twelve appointees to the Beltline TADAC to be confirmed by the Atlanta City Council.

We hope that the findings of City Council will support our conclusions that Mr. Matt Santy is an excellent selection and knowledgeable citizen.

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

Kindest regards,

Cathy Richards
APAB President

Matthew Santy

Skills

Salesforce.com, Zoho.com, SugarCRM, Email Marketing Automation (Constant Contact, Act-On), SQL/MySQL, PHPMyAdmin, Linux, MS Access, XHTML/CSS, Adobe Creative Suite, Marketing/Data Strategy, Data Mining/Text-Analysis with Python

Experience

Salesforce.com Administrator at PGI

June 2013 – Present (3 months)

- Administer database and perform data analysis for global corporation
- APEX programming and data visualization

Database Admin & Marketing Manager at Patriot Capital Corporation

October 2006 – June 2013 (7 years)

- Implemented three Salesforce.com instances:
 1. An Enterprise Sales Cloud call center implementation
 2. A Professional Sales Cloud call center implementation An Enterprise Sales Cloud implementation and migration from MS Access
- Advocated a company culture that recognizes and embraces the value of Salesforce.com.
- Planned and executed nationwide marketing campaigns to highly-targeted markets based off of Dun & Bradstreet data, Salesforce.com data, and proprietary manufacturer-provided data sets.

Database Coordinator at Delta Epsilon Iota Academic Honor Society

2005 - 2006 (1 year)

- Managed an MS Access database of over 48,000 members and an additional 100,000 prospective members.

Graphic Design Junior Associate at Marriott International

June 1998 - June 2001 (3 years 1 month)

Languages

English (native proficiency)

Arabic (working proficiency)

Education

DeMatha Catholic High School – Hyattsville, MD

Virginia Commonwealth University* – Richmond, VA

*I did not complete my degree.

Honors and Awards

2009 "Difference Maker" at Patriot Capital Corporation for "growing corporate image, relentless creativity, vision, and outstanding dedication".

Recommendations available upon request

RCS# 3043
10/07/13
3:47 PM

Atlanta City Council

MULTIPLE 13-C-0416, 13-C-5027, 13-C-5028, 13-C-5029
AND 13-C-5030
CONFIRM

YEAS: 9
NAYS: 0
ABSTENTIONS: 0
NOT VOTING: 3
EXCUSED: 1
ABSENT 3

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

MULTIPLE