

**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.**

**Review List:**

Council President	Skipped	
Office of the Municipal Clerk	Skipped	
Natasha Daniels	Skipped	
Atlanta City Council	Completed	09/18/2013 9:52 AM
Community Development & Human Resources Committee	Pending	
Natasha Daniels	Pending	

**HISTORY:**

09/16/13      Atlanta City Council      REFERRED WITHOUT OBJECTION

**RESULT:      REFERRED WITHOUT OBJECTION**

**RESULT:      REFERRED WITHOUT OBJECTION**

Certified by Presiding Officer	Certified by Clerk

LEGISLATION HISTORY – BLUE BACK

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August 21, 2013

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 name of Mr. Matthew "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  
404-778-5718

13-C-5027  
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CITY OF ATLANTA  
KASIM REED, MAYOR

**2013 Officers**

**President**  
*Cathy Richards*

**1<sup>st</sup> Vice President**  
*Gerald Neumark*

**2nd Vice President**  
*James Schneider*

**Recording Secretary**  
*Melissa Firestone*

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**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**

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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 implementationAn 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*