



# City of Bradenton, Florida

## City Council Agenda Memorandum

**Agenda Item:**

Resolution 16-59: reappointing Vernon DeSear and Kelly Ann Dixon to the DDA Board.

**Agenda Date:**

November 16, 2016

**Originated by:**

Kelly Beyerlein

**Agenda Placement:**

Consent Agenda

**Explanation****Financial Impact**

N/A

**Requested action to be taken by Council**

Approval

**Staff Recommendation**

Approval

**Attachments**

Resolution and resumes

RESOLUTION NO. 16-59

A RESOLUTION REAPPOINTING VERNON DESEAR AND KELLY ANN DIXON TO THE **DOWNTOWN DEVELOPMENT AUTHORITY** FOR THE CITY OF BRADENTON, FLORIDA AND DEFINING THEIR TERM.

WHEREAS, the City is desirous of appointing outstanding members of the community to this board.

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF BRADENTON, FLORIDA, THAT:**

The Mayor does hereby appoint, and the City Council approves and confirms the appointment from this date hereof:

VERNON DESEAR for a term to expire December 2020.  
KELLY ANN DIXON for a term to expire December 2020.

PASSED AND DULY ADOPTED, this 16th day of November, 2016.

ATTEST:

\_\_\_\_\_  
Carl Callahan  
City Administrator

\_\_\_\_\_  
Wayne H. Poston  
Mayor

APPROVED AS TO FORM:

\_\_\_\_\_  
William R. Lisch  
City Attorney

## Vernon DeSear

Vernon is Vice President of Marketing and Business Development for the Manatee Healthcare System, which includes Manatee Memorial Hospital and Lakewood Ranch Medical Center. He is a graduate of Stetson University with a B.A. in Psychology and the University of Louisville with a Masters in Education and Business Administration.

He served as President of the Florida West Coast Symphony, Manatee Education Foundation, United Way of Florida, and Meals on Wheels Plus. He is also a member of the Arts and Sciences Board of Stetson University, Community Leadership Council of the University of South Florida, and the Board of Trustees for the Foundation of Manatee Community College. He was named Phi Delta Kappa Community Educator of the Year 2005, Hometown Hero by the American Red Cross (medical supplies to Katrina victims), 2006 Meals on Wheels Circle of Excellence Award, and the 2007 E.H. Price Humanitarian Award for Promoting Multicultural Understanding. He also serves on the City of Bradenton's Realize Bradenton Steering Committee, Bradenton Cultural and Business Alliance, and Downtown Wayfinding Design and Signage Committee.

Former Vice President of the Miss Florida Pageant, Vernon entertained with the USO, hosted several television and radio shows, toured with many theatrical productions, and served as Producer of the De Soto Heritage Festival Musical for 25 years. He has judged over 40 Miss America State Pageants and is a two-time member of the National Panel of Judges for the Miss America Pageant.

He and his wife Peggy and are the proud parents of two college students.

## **Kelly Ann Dixon**

Bradenton, Florida 34209

(941) 301-9938

kellyann Dixon@gmail.com

### **SALES & MARKETING DIRECTOR – TOURISM AND HOSPITALITY**

#### ***Proven Experience***

#### ***Dynamic Sales Leadership***

#### ***Market Knowledge***

Results oriented sales and marketing professional with 16+ years experience in the tourism and hospitality industry. Superior knowledge of the Southwest Florida tourism market, including Manatee County attractions and venues. Experienced in building a diverse cultural base from high profile organizations and associations. Developed assertive and innovative strategies resulting in a highly effective domestic and International business awareness of hotel property attractions and offerings.

#### **Key Strengths:**

- Pro-active sales management including: personnel supervision, strategic and tactical marketing planning, creating, forecasting and exceeding growth and budgeted goals and coordination with diverse group owners, public and private committees.
- Experience in hospitality/destination sales with an emphasis on domestic leisure travel.
- Excellent public speaker with the ability to communicate, both verbally and in writing.
- Actively networks and attends local and statewide events such as Chamber of Commerce and TDC meetings to gain additional knowledge of all market segment trends.
- Recognized and awarded National Director of Sales of the Year by Carlson 2007.
- Knowledge of internet marketing techniques and marketing through data bases.
- Ability to travel extensively while maintaining full administrative responsibilities.
- Computer proficiency including Microsoft Office programs, ACT, Opera and Dephi, Salespro.
- Development of unique product packages.
- Extensive experience developing and working wedding markets.

---

#### **CORE COMPETENCIES**

Sales Planning and Growth  
Proficient Knowledge of Southwest Florida Market  
Territory Penetration and Development  
Opportunity Identification  
Relationship Management

---

#### **PROFESSIONAL EXPERIENCE**

Oversee all sales and marketing activities to ensure sales, event and occupancy objectives and goals are achieved. Develop, implement and maintain positive Public Relations for hotel property. Implement marketing plans, maintain sales media contacts and supervise revenue management. Represent the hotel in a professional, positive manner with effective verbal and written communications.

Attend numerous trade shows including select sports and consumer shows. Foster corporate relationships and attend appropriate community events. Establish contacts in the leisure market, sports, education, medical, retail, government, high tech and fraternal associations to promote the hotel property facility and services.

Responsible for media products, media kit development targeting specific leisure and travel consumer segments including wholesalers, tour operators, associations, sports group travel and special consumer niches.

### **PROFESSIONAL HISTORY**

**HAMPTON INN & SUITES BRADENTON DOWNTOWN HISTORIC DISTRICT – Bradenton FL  
Director of Sales & Marketing – June 2013 - Current**

**HAMPTON INN ELLENTON, Ellenton, FL  
Director of Sales (2011 – June 2013)**

**A2Z HOSPITALITY MANAGEMENT, Sarasota, FL  
Regional Director (2007 – 2011)**

**SARASOTA CONVENTION and VISITORS BUREAU, Sarasota, FL  
Travel Industry Sales (2005 -2007)**

**INTEGRA RESORTS, Daytona Beach, FL  
Director of Sales and Marketing (2003 – 2005)**

**HOLIDAY INN DAYTONA BEACH SHORES, Daytona Beach, FL  
Director of Sales and Marketing (1999 – 2003)**

**DAYTONA BEACH CONVENTION and VISITORS BUREAU, Daytona Beach, FL  
Meeting/Convention Sales (1991 – 1999)**

### **Education:**

**Degree in Visual Communications      Pittsburgh School for the Arts (AIP)      1989**

### **Current Affiliations:**

**Port Manatee Propeller Club Board Treasurer, Sarasota/Manatee Hotel Sales Committee, Green Lodgings, Manatee Chamber of Commerce, Longboat Key Chamber, Anna Maria Chamber**

**References available upon request.**