



City of Bradenton, Florida

City Council Agenda Memorandum

Agenda Item:

Resolution appointing Dustin Fusillo to the Planning Commission.

R-16-69

Agenda Date:

December 14, 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 resume

RESOLUTION NO. 16-69

A RESOLUTION APPOINTING **DUSTIN FUSILLO** TO THE **PLANNING COMMISSION** FOR THE CITY OF BRADENTON, FLORIDA AND DEFINING HIS 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:

DUSTIN FUSILLO for a term to expire September 2018.
(Mr. Fusillo will replace Ms. Veronica Rogers and fulfill the remainder of her term.)

PASSED AND DULY ADOPTED, this 14th day of December, 2016.

ATTEST:

Carl Callahan
City Administrator

Wayne H. Poston
Mayor

APPROVED AS TO FORM:

William R. Lisch
City Attorney

Dustin A. Fusillo

1509 90th Court Northwest • Bradenton, FL 34209 • dafusillo@gmail.com • (941) 812-3720

VOCATIONAL HISTORY

Air & Energy

May 2016 - Present

Director of Business Development

- Manage sales team, B2B partnerships, B2C growth, community events, networking, and public relations
- Direct online marketing team on website rebuild, pay-per-click ads, and search engine optimization
- Collaborate with leadership on process improvement and design of standard operating procedures
- Create and implement leadership development, accelerate employee recruitment and retention efforts
- Drive marketing efforts including social media strategy and design, print media, direct mail, electronic

Inspiration Academy

May 2013 – May 2016

Vice President of Operations & Business Development

- Manage athletic operations including e-Commerce, marketing, sales/recruitment, and capital outlay
- Drive capital and business development, form strategic partnerships, and manage existing relationships
- Administer budgets (\$1.5M), responsible for revenue forecasting, growth modeling, and risk mitigation
- Direct website development teams responsible for e-tuition, content, troubleshooting, and user experience
- Advise board on major procurement and capital outlay, develop and execute long-term strategic plans
- Manage marketing and sales personnel to ensure alignment of deliverables, timelines, and budgets

Vice President of Operations (Techne Tennis)

- Start-up team member responsible for all aspects of new venture logistics, planning, and management
- Created company branding, website design, ad copy, and print/social media, perform ad campaign analysis
- Administer budget (\$600K), responsible for revenue forecasting, growth modeling, and risk mitigation
- Direct website and mobile app development teams, manage e-Commerce platform, and revenue analytics
- Manage vendors, consultants, and sales personnel to ensure alignment of deliverables, timelines, and budgets
- Created and implemented sales platform generating 40% growth, increased social media presence by 300%
- Reduced monthly burn by 59% (\$30k) by renegotiating contracts to ensure efficiency and sustainability

Director of Operations (previous role, May 13' - July 15')

- Start-up team member responsible for successfully launching six divisions within a private academy
- Created academy branding, website design, ad copy, and print/social media, performed campaign analysis
- Introduced operational framework, hired staff, and managed budgets/expenses for all six divisions (\$1.2M)
- Increased average tuition revenue by 56% and student enrollment by 24% during six-month enrollment cycle
- Reduced boarding costs by 40% (\$107K) and food/beverage operations by 43% in a calendar year
- Procured building-wide information systems/telephony, supervised integration and management (\$400K)

Georgio's Fine Food and Spirits
Assistant Manager

April 2012 - May 2013

- Supervised and scheduled staff of 15, responsible for inventory, procurement, and nightly financial reports
- Reduced voided sales and refunds by 30%, increased beverage sales by 40% and gross margin by 25%

Florida TaxWatch Research Institute
Policy & Budget Research Analyst

March 2011 - March 2013

- Co-authored Turkey Watch resulting in 184 gubernatorial vetoes of “pork barrel” spending (\$374M)
- Collaborated with corporate and legislative leadership to outline and drive major research initiatives
- Authored original research publications and fiscal policy analysis, assisted in national re-brand

Executive Office of the Governor

August 2008 - January 2011

Constituent Services Representative, Office of Citizen Services

- Coordinated with state agency leadership resolving an average of 200 constituent issues per week
- Managed relationships with civil and legal executive agency contacts (FDLE, DOC, FPC, DJJ, OEC)
- Staffed community gubernatorial events and addressed constituents concerns in-person as necessary

EDUCATION

Masters of Arts in Public Administration
Florida State University, Tallahassee, Florida

December 2010

Graduate Certificate in Leadership & Strategic Management
Florida State University, Tallahassee, Florida

August 2010

Bachelors of Arts in Political Science, Minor in Leadership
University of Florida, Gainesville, Florida

May 2008

SOFTWARE PROFECENCIES

Basecamp, Slack, Asana, Adobe Photoshop, Abobe Illustrator, Recurly, PayPal, Stripe, Canva, Evernote, Microsoft Office, Windows & Mac OS

AFFILIATIONS

Manatee Young Professionals	<i>Board Member</i>
The Redeemed Foundation	<i>Board Member</i>
Manatee Chamber of Commerce	<i>Member</i>
Bradenton Kiwanis	<i>Member</i>
Sun Coast Center for Entrepreneurship	<i>Member</i>
Bradenton Area Economic Development Council (Thought Leaders)	<i>Member</i>
Salvation Army of Manatee County	<i>Volunteer</i>



City of Bradenton

Application for Volunteer Boards

Please check appropriate box:

- | | |
|--|--|
| <input type="checkbox"/> Architectural Review Board | <input type="checkbox"/> Construction Board of Rules and Appeals |
| <input checked="" type="checkbox"/> Planning Commission* | <input type="checkbox"/> Code Enforcement* |
| <input type="checkbox"/> Enterprise Zone Board | <input type="checkbox"/> Affordable Housing Advisory Board |
| <input type="checkbox"/> Bradenton Housing Authority | <input type="checkbox"/> Tree & Land Preservation Board |
| <input type="checkbox"/> Downtown Development Authority* | <input type="checkbox"/> Central CRA* |
| <input type="checkbox"/> Police Pension Board* | <input type="checkbox"/> Fire Pension Board* |
| <input type="checkbox"/> Merit Board | <input type="checkbox"/> Nuisance Abatement Board |

*These positions require that an annual Financial Statement be filed with the Supervisor of Elections office.

Please provide the following information:

Name: Dustin Fusillo

Address: 1509 90th Ct NW, Bradenton FL 34209

Email: dfusillo@gmail.com

Phone: 941-812-3720 Cell: same

Do you reside within city limits? no Work in city limits? Yes

Current Employer (If Applicable): Air and Energy

Please summarize your work experience: I have experience in sales, project management, research, public relations, and online marketing.

What special skills would you bring to the board? As an active millennial in the community, I hope to bring new perspective and a collaborative spirit to the members. I can assist in vision development and execution.

Why would you like to serve on this board? I was born and raised in Bradenton. I have a deep passion for my town and to facilitate innovation and growth for its residents.

Have you served on a volunteer board with the City? If so, when and what board? no

Signature of Applicant: Dustin Fusillo Date: 12-3-16

Please return application with your resume to:
Mayor Wayne H. Poston
City of Bradenton, 101 Old Main St., Bradenton, FL 34205
or Wayne.Poston@cityofbradenton.com