



VOLUNTEER BOARD AND COMMITTEE APPLICATION

Thank you for your interest in serving the City of Palm Coast.

Your completion of this application is necessary so that the members of the City Council can thoroughly review each application as part of their consideration of your appointment.

Please be advised that background screening of all applicants is required.

Résumés may be attached.

Please check the Board/Committee/Council for which you are applying:

<input type="checkbox"/> Beautification & Environmental Advisory Committee*	<input type="checkbox"/> Planning & Land Development Regulation Board**♠*
<input type="checkbox"/> Code Enforcement Board*	<input type="checkbox"/> Volunteer Firefighters' Pension Fund Board*
<input type="checkbox"/> Citizen's Advisory Committee	<input type="checkbox"/> Bicycle and Pedestrian Advisory Committee
<input checked="" type="checkbox"/> Residential Drainage Citizen Advisory Committee*	<input checked="" type="checkbox"/> Charter Review Committee
<input type="checkbox"/> Flagler County Housing Task Force/Affordable Housing Advisory Council: <div style="margin-left: 20px;"> <input type="checkbox"/> Citizen from the City of Palm Coast representing essential services personnel <input type="checkbox"/> Representative of residential home building industry </div>	

* Appointees must file a Financial Disclosure Form 1 at time of appointment and **ANNUALLY** thereafter with the Florida State Commission on Ethics.

** Appointees will also serve on the Citizens' Advisory Task Force

♠ Requires at least one board member to be appointed from **EACH** City Council District, when possible.

ALL CITY BOARDS AND COMMITTEES ARE SUBJECT TO THE SUNSHINE LAW AND PUBLIC RECORDS LAW.

RE-APPOINTMENT ☐ Yes ☒ No

1. PERSONAL

Name: Alberto F. Ritondo E-mail address: ptval@aol.com

Residence Address: 26 Ferber Lane District # 2

City: Palm Coast State: FL Zip: 32137

Mailing Address (If Different from Residence): _____

Home Phone: _____ → Business Phone: 732-207-8658

Date of Birth: 7-9-55 Place of Birth: Brooklyn, N.Y.

How long have you been a permanent resident of Palm Coast? 3 Years
What year did you become a continuous resident of the City of Palm Coast? 2022

List all places of residence for the last five years.

Address	City & State	From	To
26 Ferber Lane	Palm Coast, FL	6-2022	Present
12 Holly Road	Iselin, N.J. 08830	12-1997	June '22

Are you a registered voter in Flagler County? ☒ Yes ☐ No
Have you ever used or been known by any other legal name? ☐ Yes ☒ No
If yes, explain: _____

Are you a citizen of the United States? ☒ Yes ☐ No
If no, explain: _____

If you are a naturalized citizen of the United States, date of naturalization: _____

2. **EMPLOYMENT HISTORY** (A résumé may be attached at the option of the applicant) (If retired, please still list your previous occupation and employment history.)

If retired, please list your occupation before retirement: Retired
Occupation: Freelance Photo/Video Current Employer: Suncoast Media Services LLC
Current Business Address: Same as home.

City State Zip Phone #

List all of your employment history during the last five years. Include employers' name, business address, type of business, occupation, or job title and period(s) of employment.

Employer & Address	Type of Business	Occupational Title	Period of Employment
Northwell Health SYSTEM		Asst. Director of Media Production	11-2003 to 1-2018

Have you ever been employed by any state, district, or local governmental agency in Florida? ☐ Yes ☒ No
If yes, identify the position(s), the name(s) of the employing agency and the period of employment.

Position	Employee Agency	Period of Employment

3. EDUCATION

High School: Brooklyn Technical H.S. Year Graduated: 1973
Name & Location

List postsecondary educational institutions or programs attended:

Name & Location

Dates Attended

Certificate/Degrees Received

Baruch College - NYC 1973-77 B.B.A.

Empire State College 2013-16 M.A.L.E.T. (MA)
Master of Arts in Learning + Emerging Technologies

4. MILITARY SERVICE

Are you or have you ever been a member of the Armed Forces? ☒ Yes ☐ No

Date of Service: 1977-1992

Branch or Component: Army Reserve

Date and Type of Discharge: 1992 Honorable

5. INTEREST/ACTIVITIES/COMMUNITY AND/OR CIVIC INVOLVEMENT?

Are you currently or have you ever served on any City Volunteer Board or Committee? ☐ Yes ☒ No

If yes, which Board
or Committee?

List any business, professional, occupational, civic, or fraternal organizations or community groups of which you
have been a member during the past five (5) years.

Name of Organization(s)

Recently graduated from Citizens Academy.
Served as President or Vice President for several video
Associations.

6. QUALIFICATIONS FOR APPOINTMENT

State your experiences and interests or elements of your personal history that qualify you for this appointment.

Have read Robert's Rules of Order completely.
Used to carry it around with for every meeting
I attended!

Have you received any degree(s), professional certification(s), or designation(s) related to the subject matter of this appointment? If yes, list below: ☒ Yes ☐ No

Citizen's Academy - Spring 2025

Do you currently hold any office or position (appointive, civil service, or other) with any government entity? If yes, list below: ☒ Yes ☐ No

Precinct Leader - Flagler D.E.C.
512 Precinct

Have you ever been elected or appointed to any public office? If yes, list below: ☒ Yes ☐ No

Office Title Date of Election or Appointment Term of Office Level of Government

ABOVE:

512 Precinct Leader Jan. 2025 4 years County

Have you or a business of which you have been an owner, officer, or employee, held any contractual or other direct dealings during the last four (4) years with City government, including the office or agency to which you have been appointed or are seeking appointment? ☐ Yes ☒ No If yes, explain below:

Name of Business Relationship to the Business Business Relationship to Agency

Have you held or do you hold any occupational or professional licenses(s) in the State of Florida? ☐ Yes ☒ No If yes, provide the information below. If any disciplinary action (fine, probation, suspension, revocation, disbarment, etc.) has been taken against you by the issuing authority, state the type and date of this action.

License/certificate Title & No. Original Date of Issuance Issuing Authority Disciplinary Action/Date

How do you believe that your education, experience, talents and skills will benefit the work of the Board or Committee and are you willing to act as a decision maker and not as an advocate, if required by law?

YES! My involvement with many associations, in many capacities, has taught me the value of rules and guidelines.

I'd like a chance to dig into our rules here in MC. To maybe organize things better.

What is your understanding of the relationship of this Board or Committee to the City Council?

As advisory ~~only~~ only.

7. REFERENCES – Please list three references (business and/or personal)

Kathryn Ritondo - Spouse 26 Ferber Lane. 732-207-8660

Name, Address & Telephone Number

John Stroh 9828 E. Redfield Rd. Scottsdale 480-710-9278

Name, Address & Telephone Number

Mark Webb 19 Woodfair Ln. Palm Coast 32164 425-346-6630

Name, Address & Telephone Number

8. ACKNOWLEDGMENT

If required by law, will you file a financial disclosure statement?

☒ Yes

☐ No

I understand the responsibilities associated with being a member of a City Board or Committee and that I may be subject to financial disclosure laws and ex parte communications rules and that I will be subject to the Code of Ethics for Public Officers and Employees and City rules of conduct.

I certify that I have adequate time to serve if appointed and that I will serve in accordance with the requirements of the Board or Committee to which I am appointed.

Further, by executing this application below, I am authorizing City staff to perform a personal background screening, which shall include a general criminal records check and other checks relative to the board or committee for which I am applying.


Signature

6-11-2025
Date

NOTE: If you have questions concerning the duties and responsibilities of any of the above Boards or Committees please contact the City Clerk.

RETURN TO:	City Clerk City of Palm Coast 160 Lake Ave. Palm Coast, Florida 32164	PHONE:	386-986-3713
		EMAIL:	cityclerk@palmcoastgov.com
		WEBSITE:	www.palmcoastgov.com

ALL CITY BOARDS AND COMMITTEES ARE SUBJECT TO THE SUNSHINE LAW AND PUBLIC RECORDS LAW.

SUNSHINE LAW: The primary purpose of Government in the Sunshine Law is to assure public access to the decision-making processes of public boards and commissions. The Sunshine Law extends to discussions and deliberations as well as to formal actions taken by boards and commissions.

Alberto Ritondo

26 Ferber Lane Palm Coast, FL 32137

(732) 207-8658 AlRitondo@gmail.com | www.AlRitondo.com

OBJECTIVE

Provide management level leadership and support in the production of creative media, video, photography, print and VR space.

HIGHLIGHTS

- Award-winning Multimedia Producer
- Digital Asset Management
- Experienced Podcaster
- Virtual Reality Creator & Educator
- Social Media and YouTube Expert
- Digital Signage

SUMMARY

From always embracing the entrepreneurial spirit with my own company, to pioneering the production of one of the first podcasts, producing broadcast and corporate TV, and going back to school for a Learning and Emerging Technology Masters, I have always embraced out-of-the-box thinking.

WORK EXPERIENCE

2022 to CURRENT - President and Owner

Suncoast Media Services, LLC - Palm Coast, Florida

Video, Photographic and Audio Production, 360 Photography, Editorial and Marketing services.

2003 to 2018 - Assistant Director for Media Production

Northwell Studios – A division of the Marketing & Communications Department. -

Northwell Health. (Formerly North Shore-LIJ Health System)

- Built the video department, hired & trained the employees, taking the department from three productions per year to over 300 annually.
- Strategize with senior management and key stakeholders insuring targeted messaging and corporate brand awareness.
- Introduced and Maintained Digital Signage eventually developing it into its own department.
- Master at interviewing to assess subject matter and converting to a script.
- Manage and write scripts, storyboards, cast, location scout, direct, film, graphic design, and music sourcing and selecting stock imagery. Edit following approvals to finished product.
- Develop and manage timelines, budgets, researching costs and tracking expenses.
- Hire and manage sub-contractors including crews and actors.
- Produce and direct web-based educational and training modules following targeted cognitive Learning principles.
- Provide media services for Marketing, Public Relations, HR, Corporate Compliance, Fundraising, Web Services, Educational and Clinical Departments.
- Produce and enhance PowerPoint presentations for Medical Staff lectures.
- Follow industry trends & emerging technologies, attending industry conferences including NAB, Streaming Media and VR/AR Conferences.
- Teach video production techniques to staff including PR, Marketing Departments, and hospital staff.

- Manage archives including SAN system.
- Encoding to internet and mobile formats. Experienced in all digital delivery methods.
- Print production from Concept and Design, Layout to Completion.

2013-2015 - Executive in Charge of Production. "Focus onHealth." Weekly health and wellness newsmagazine show, aired on CBS affiliates. Oversaw the production of 13 shows per season totaling 117 segments. Managed staff of 20.

2005 to 2010 – Podcast Executive Producer - WedVidTalk.com, "Tech Talk," and "The Vault." First podcasts covering technical and production issues for the event film industry. Assessed educational topics such as filming and audio techniques, and business topics. Secured guests and hosted programs with dedicated listeners in 53 different countries.

1999 to 2001 - Non-Linear Systems Specialist

Armato's Pro Video and Photography, NY.

Sales, installation & training on all editing systems such as Final Cut, Adobe, Avid and Sony Vegas.

2006 to 2022 – President and Owner

PTV Productions, LLC - NY & NJ (Personal Touch Video Productions)

Video Production and Marketing services including Concept, Scripting, Filming, Editing, Graphics, and Encoding for delivery. Corporate/Commercial/Event production. Trained and managed crews & editors. Work with Non-Profits such as American Celtic Television, March of Dimes, American Heart Association, Diocese of Metuchen, Bishop AHR High School.

SPECIAL SKILLS

2K & 4K DSLR cameras, HD video cameras, Certified Google Trusted Photographer, Adobe Cloud - Premiere, After Effects, Media Encoder, Photoshop, Audition, Story CC, MAGIX Vegas, Camtasia, Articulate Storyline, Virtual Reality, Second Life, Kately, Firestorm, Singularity, Distance Learning, Video Production, Writing, Directing, Editing, Desktop Publishing (Design and Layout), Web Layout and Design, Web Encoding, Learning Management System (LMS), Digital Signage, Teleprompter, SAN, Voice Over, Microsoft Word, PowerPoint, Excel. I speak Italian and Spanish.

EDUCATION

EMPIRE STATE COLLEGE, SUNY

Master of Arts in Learning and Emerging Technologies. MALET. Thesis Project and Specialty in the creation of Virtual Reality environments.

BERNARD M. BARUCH COLLEGE, CUNY

Bachelor Business Administration. B.B.A. Major: Marketing - Minor: Advertising.Art.

SCHOOL OF VISUAL ARTS, NYC - Film Production, TV Production.

BROOKLYN TECHNICAL HIGH SCHOOL - Major: Architecture.

AWARDS (Highlights)

2010 –2022 Judge for the Telly Awards.

1995 - 2015 – Various industry awards including: *EmPixx, Silver and Bronze Telly Awards, Communicator, PROVA & VISION Awards.*
2006 - *Inducted into the WEVA Hall of Fame.*
2005 & 2006 Named to *Event DV Magazine Top 25 Most Influential Videographers in the Country.*

PERSONAL EXPERIENCE

Extensive history with National and Local Video Associations. Cofounding President of NYPV - New York Professional Videographers Association. Member: NJVA – New Jersey Videographers Association, CineTech Media Pros, (NJ), NYVR and NJVR – Virtual Reality associations.

Married. Honorably Discharged: Army. Rank: Captain. Selective Service Instructor.

REFERENCES

References and sample materials available upon request.