



## APPLICATION

Thank you for your interest in serving the City of Palm Coast. This application is for a temporary appointment to the District 3 seat, until the next regularly scheduled election to be held in 2026.

**Applications are due by March 19, 2025, by 5 P.M.**

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 for the appointment of District 3.

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

**PLEASE ATTACH RÉSUMÉ**

- \* Applicants must reside in District 3, maintain residency in District 3 for the duration of appointment, and must reside in District 3 for at least 45 weeks in the year.
- \* Council Members are required to file a Financial Disclosure with the City Clerk at the time of appointment and **ANNUALLY** thereafter with the State of Florida.

**CITY COUNCIL MEMBERS ARE SUBJECT TO THE SUNSHINE LAW AND PUBLIC RECORDS LAW.**

### 1. PERSONAL

Name: Eugene Perez E-mail address: eugene.r.perez@curi.com

Residence Address: 22 Riverbend Drive District # 3

City: Palm Coast State: FL Zip: 32137

Mailing Address (If Different from Residence): \_\_\_\_\_

Home Phone: 949-981-0392 Business Phone: 949-981-0392

Date of Birth: March 5, 1946 Place of Birth: New York City

How long have you been a permanent resident of Palm Coast? 10 YEARS

Do you reside in District 3 for at least 45 weeks in the year?  Yes  No

What year did you become a continuous resident of the City of Palm Coast? 2015

List all places of residence for the last five years.

Address	City & State	From	To
<u>22 RIVERBEND DR.</u>	<u>PALM COAST, FL</u>	<u>4-2017</u>	<u>PRESENT</u>

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: MOST KNOW ME AS GENE PEREZ - NOT LEGALLY CHANGED

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: \_\_\_\_\_

Occupation: Insurance Sales Current Employer: SELF

Current Business Address: 75 N. NOVA RD. -

Ormond Beach FL 32174 386-878-4242  
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
<u>SELF</u>	<u>Insurance Sales</u>	<u>AGENT</u>	<u>2015 TO PRESENT</u>
<u>CONTRACT WITH SUNSURE INSURANCE SOLUTIONS</u>			

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: New Milford H.S.  
New Milford, NJ Year Graduated: 1963  
Name & Location

List postsecondary educational institutions or programs attended:

Name & Location	Dates Attended	Certificate/Degrees Received
<u>Fairleigh Dickinson U.</u>	<u>9/63 to 8/69</u>	<u>B.S. - BUS. MANAGEMENT</u>
<u>VARIOUS CERTIFICATIONS IN FINANCE</u>		
<u>ANNUAL CONTINUING EDUCATION IN INSURANCE</u>		

**4. MILITARY SERVICE**

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

Date of Service: 10/69 to 9/71

Branch or Component: ARMY

Date and Type of Discharge: 9-1-71 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)

Flagler County Republican Executive Committee

**6. QUALIFICATIONS FOR APPOINTMENT**

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

Please see statements following application

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

B.S. in Business Management - Emphasis on Finance

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

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

<u>Office Title</u>	<u>Date of Election or Appointment</u>	<u>Term of Office</u>	<u>Level of Government</u>

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 City of Palm Coast to which you have been appointed or are seeking appointment?  Yes  No If yes, explain below:

<u>Name of Business</u>	<u>Relationship to the Business</u>	<u>Business Relationship to Agency</u>

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.

<u>License/certificate Title &amp; No.</u>	<u>Original Date of Issuance</u>	<u>Issuing Authority</u>	<u>Disciplinary Action/Date</u>
<u>Life/Health/Annuities</u>	<u>7/2015*</u>	<u>FL Dept. of</u>	<u>None</u>
<u>W225579</u>		<u>FIN. SERV.</u>	
		<u>BUREAU OF LICENSES</u>	

\* Previously had non resident license

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

PLEASE SEE STATEMENTS FOLLOWING APPLICATION

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

PERRY MITRANO - 207 LONDON PL - PALM COAST 386-237-2047  
Name, Address & Telephone Number

JAY SCHERR - 5731 JOHN ANDERSON - FIDELITY SH. 904-236-0431  
Name, Address & Telephone Number

SHARON DeMERS - 68 BERKSHIRE LANE - PALM COAST 603-495-7729  
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 the City Council and that I am 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 City Council 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 City Council for which I am applying.

Signature

3/10/25  
Date

RETURN TO: City Clerk's Office  
City of Palm Coast  
160 Lake Avenue  
Palm Coast, Florida 32164

PHONE: 386-986-3713  
FAX: 386-986-3714  
EMAIL: [kcook@palmcoastgov.com](mailto:kcook@palmcoastgov.com)  
WEBSITE: [www.palmcoastgov.com](http://www.palmcoastgov.com)

**ALL CITY COUNCIL MEMBERS 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.

## 6. QUALIFICATIONS FOR APPOINTMENT

- **Honesty** – Anyone who knows me personally or professionally will attest to my integrity. My sense of right and wrong makes many decisions easy for me. Every election a number of people ask me for guidance in voting. Instead, I tell them for whom I am voting and why.
- **Diligence** – If I commit to do something I will do my best to do it well and complete it to the end. Although I have frequently been asked to run for public office in Palm Coast it was not until changes in my professional life effective March 10, 2025, that I finally believe that I have the available time to devote to doing the job right. I continue to have business commitments, but they now require less of my time than in previous years.
- **Intelligence** – I'm a good analyst and problem solver. Big problems can usually be broken down into smaller, more manageable and solvable problems.
- **Listener** – I long ago taught myself to listen to what someone is saying and not how they are saying it. I listen actively letting the communicator know that I have received the message that they sent.
- **Communications** – I write well and speak clearly. I Can usually summarize complex sounding issues into more understandable points. I Can usually be tactful even when saying no.
- **Patriotism** – Anyone who knows me knows that I am a patriot through and through. Most who know me know that my values are conservative. I label myself as a constitutional conservative.
- **Humility** – It goes against my natural instincts to brag about my qualifications. However, I feel that I can make a valuable contribution to the future of the city, so I'm all in.
- **Methodology**
- It is my intent to constantly ask:
  - Is it necessary?
  - Why do we do it this way?
  - What does it cost us to keep doing it this way?
  - Is there a way to accomplish the same things at less cost?
- **Horizon** – I hope to help set a direction before the next election and then turn it over to my successor. It is not my intent to run for reelection.



3-10-25

## 6. Continued: EDUCATION, EXPERIENCE, TALENTS AND SKILLS

**Education** – BS in Business Management in 1969 from Fairleigh Dickinson University in Teaneck, NJ. Done while working full time days. Later, in Fresno, CA started an MBA and completed 30 credits again at night. Promoted by Crocker Bank out of the area and never completed the MBA.

**Experience** – To illustrate my understanding of and adherence to laws: I was a Military Policeman in the Army and spent over a decade as a youth soccer referee. I also coached youth baseball and soccer. I have been licensed in California and Florida to sell Life Insurance, Health Insurance and Annuities. Compliance is an absolute must to maintain one's license.

Spent 14 years in commercial banking, mostly as a Vice President and Branch Manager. Extensive experience in many types of commercial lending. Spent 15 years in cash flow consulting to small businesses. Was then hired by a client to become the CEO of a small credit union. Afterwards, joined Washington Mutual in business lending. After that era, began selling health insurance and Medicare plans in California.

Continue those insurance activities to this day in the ten years since moving to Florida. Was a member of the Flagler County Republican Executive Committee for seven years under four chairpersons. Chaired the Audit Committee for three of the last four years during which I was a member. Have followed local and national politics closely.

**Talents** – Analytical, objective thinker. I look beyond the obvious and keep an open mind to internalize information from varied and nontraditional sources. It is not unusual for me to think out of the box. My sense of humor can sometimes help defuse situations that might otherwise be more difficult to negotiate.

**Skills** – I am able to understand complex problems from different perspectives and craft solutions that are feasible even if they are not the solution that any party initially sought.

*Eugene R. Pugh* 3-10-25