



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:

X Charter Review

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

RE-APPOINTMENT No

1. PERSONAL

Name: **John P "Jake" Scully**

E-mail address Jpaulscully@gmail.com

Residence Address: **123 Forrester Pl** District # **2**

City: **Palm Coast** State: **FL** Zip: **32137**

Mailing Address (If Different from Residence): **Same**

Home Phone **386-503-9096**

Business Phone: **Same**

Date of Birth: **02/08/1963**

Place of Birth: **Teaneck, NJ**

How long have you been a permanent resident of Palm Coast? **34 Years**

What year did you become a continuous resident of the City of Palm Coast? **1991**

List all places of residence for the last five years.

Address **Same as above**

Are you a registered voter in Flagler County? **Yes**

Have you ever used or been known by any other legal name? **No**

If yes, explain: _____

Are you a citizen of the United States? **Yes**

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

Occupation: **Senior Data Architect**

Current Employer: **Coastal Cloud, LLC**

Current Business Address: **1 Hammock Beach Pkwy Suite 200**

City **Palm Coast** State **Florida** Zip **32137**

Phone # **800-237-9574**

Resume provided, but I have been with Coastal for 11 years.

Have you ever been employed by any state, district, or local governmental agency in Florida? **No, but I have worked for projects sponsored by Florida Department of Commerce, Department of Emergency Management, Department of Education, FWC, and Department of Environmental Protection on Grant Application, Grant Management, and Apprenticeship programs – 2015 – Present.**

3. EDUCATION

High School: Year Graduated: **1981**

Name & Location **Northern Valley Regional HS, Demarest, NJ**

List postsecondary educational institutions or programs attended:

Name & Location **University of North Florida, Jacksonville FL, 1986 -1988, no degree.**

4. MILITARY SERVICE

Are you or have you ever been a member of the Armed Forces? **Yes**

Date of Service: **August 1981 – August 1985**

Branch or Component: **United States Airforce**

Date and Type of Discharge: **August 1985, 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 – PLDRB 2016 – 2022

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)

Founding Member of Flagler County Tiger Bay Club – Served on Board of Directors 2018-2022 as Vice President

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

Do you currently hold any office or position (appointive, civil service, or other) with any government entity: **No**

Have you ever been elected or appointed to any public office? **No**

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? **No**

Have you held or do you hold any occupational or professional licenses(s) in the State of Florida? **No**

State your experiences and interests or elements of your personal history that qualify you for this appointment. Based on the provided sources and our conversation history, here is a revised response incorporating the retail business experience:

My qualifications for the Charter Review Committee are grounded in nearly 40 years of experience in leadership, complex organizational change, and project delivery, coupled with significant public sector consulting, direct City government involvement, and experience as a local business owner. I have a proven ability to balance diverse needs and build consensus.

Key experiences and skills relevant to this appointment include:

- **Direct City Involvement (Planning Board):** Prior service on the **City of Palm Coast Planning and Land Development Regulation Board from 2016 to 2022**. This experience provides direct insight into City government functions and the dynamics of serving on a public board.
- **Local Business Experience:** Owned and operated a local retail establishment in **Palm Coast for 18 years (2002-2020)**, providing a deep understanding of the local economy and community needs.
- **Civic Engagement:** Founding board member of the Tiger Bay Club, serving on the BOD from 2018 to 2022.
- **Leadership and Complex Initiatives:** Extensive experience leading complex organizational change, system implementations, and project delivery, applicable to evaluating and recommending changes to foundational governance documents like the City Charter.
- **Business Process and Efficiency:** Expertise in Business Process and System Re-Engineering and Cost Reduction - Process & System Efficiency, offering a valuable perspective on how the Charter impacts City operations and effectiveness.

- **Public Sector Consulting:** Experience providing consulting services to several Public Sector clients, including various Florida state agencies, demonstrating familiarity with governmental structures and processes.
- **Collaboration and Consensus Building:** Talent for molding diverse individuals into high-performing teams and the ability to communicate, build rapport, and create consensus at all levels of an organization. These skills are vital for effective committee work.

This background in leading complex initiatives, coupled with specific experience in the public sector, direct service on a City board, and long-term involvement in the local business community, positions me to contribute effectively to the comprehensive review of the City Charter as required by ordinance. I am willing to act as a decision maker, adhering to legal requirements and ethical standards.

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?

I think I covered most of this above, but as a former member of the PLDRB and a Data Architect, I have demonstrated and absolutely believe in “staying in one’s lane” based on the construct of the position. I am NOT intractable even, and especially, when new data is presented that might contradict my previous thoughts or feelings on a subject.

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

My understanding is that this Charter Review Committee will function in a moderated and structured fashion to review and arrive at recommendations to the City Council – no more and no less.

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

Name, Address & Telephone Number

Ed Fuller, 859-285-0585, 5 Cherokee CT W, Palm Coast, 32137

Robert Cuff, 386-986-8136, 142 Bren Mar Lane, 32137

Greg Davis, 301-502-7997, 135 Avenue De La Mer Unit 503, Palm Coast, 32137

8. ACKNOWLEDGMENT

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

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 _____

Date: **June, 4th, 2025**

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.



JAKE SCULLY

Palm Coast, Florida

jpaulscully@gmail.com

[386-503-9096](tel:386-503-9096)

SENIOR DATA ARCHITECT

Proven leader with over 25 years of experience leading complex organizational change, system implementations, and project delivery. Expert in balancing business, technology, and client needs to produce results that drive business growth. Talent for molding technical and nontechnical individuals into motivated, high performing teams that deliver successful solutions. Ability to communicate, build rapport, and create consensus at all levels of the organization.

AREAS OF EXPERTISE

- Public Sector Consulting
- Data Migration and Interface Design
- Data Analysis
- Entity relationship Design
- Business Process and System Re-Engineering
- Systems Development & Integration
- Contact Center Management
- Cost Reduction - Process & System Efficiency
- Technology Strategy Planning
- Multi-Channel Help Desk

PROFESSIONAL EXPERIENCE

Coastal, Consultant/Data Architect, May 2014 – Current

Currently providing Salesforce Sales Cloud and Service Cloud consulting expertise. Skilled in extracting maximum value out of the Salesforce Data Model, integration via the Salesforce API, and configuration leveraging declarative programming. Worked with several Public Sector clients including: CDR Maguire, Florida Agency for Health Care Administration, Florida Div of Emergency Management (FDEM), Indiana Office of the Lt. Governor, Kentucky Cabinet for Economic Development (CED), State of FL - Florida Department of Commerce, State of FL - Dept of Envir Protection (DEP), State of FL - Fish & Wildlife Commission (FWC), Utah Commission on Criminal and Juvenile Justice

SCULLY CONSULTING, PRESIDENT/OWNER, 2012-2014

Call Center Management and IT consulting, focusing on process improvements and cost savings

Client: Digital Mogo

- Business Process Analysis, Strategic and Tactical recommendations and implementation
- Lead the implementation and successful deployment of WFM platform
- Responsible for Internal and Vendor Call Center Management, Staffing, Training, Quality and General Business Processes from remote location and on-premise

PC BIKE, LLC 2002 - 2020

Owned and Operated local Bicycle Retail establishment in Palm Coast for 18 years

EVERGREEN SALES AND MARKETING, PRESIDENT, 1998-2012

- Maintain full accountability for supervising all aspects of day-to-day IT Operations, Contact Center Operations, Business Development, Client Services, and Finance in support of organizational goals and objectives.
- Lead the preparation of the company for sale and successfully navigated acquisition by American Support
- Consistently achieved "Top Vendor in Quality" awards for major MSOs
- Launched separately managed Satellite division (Alternate Channels)

VICE PRESIDENT

- Lead the custom software design and development of ERP system for Cable TV Call Center
- Grew manual outbound sales operation of 60 employees to 350 employees in three locations serving the needs of the Cable Broadband Industry
- Implemented BPO strategy to augment capacity and profitability

CONTINENTAL CABLEVISION, CUSTOMER SERVICES MANAGER, 1998-2012

- Managed customer care, tele-sales, and collections departments
- Automated Tele-Sales and Collections through implementation and configuration of a Predictive Dialer

UNITED STATES AIR FORCE, AVIONICS, 1981-1985

Target Designation Systems

EDUCATION

USAF: CCAF and NCO Leadership School

SELECTED FORMAL TRAINING AND CERTIFICATIONS

Certified Salesforce Administrator

Certified Salesforce Service Cloud

Tibco Scribe Level 2 Certified

Applications: Salesforce.com, ZenDesk, Conga, Verint, MS Word, Excel

Integration Technologies: Cloud based ETL tools (SF Data Loader, Jitterbit, Scribe)

Databases: MS SQL Server, MS Access

VOLUNTEER AND CIVIC INVOLVEMENT

City of Palm Coast – Planning and Land Development Regulation Board 2016 – 2022

Tiger Bay Club – Founding Board Member, served on BOD from 2018 - 2022