



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: MARK BURTON E-mail address: burtonious@gmail.com
 Residence Address: 142 S. HUMMINGBIRD PL. District # 3
 City: PALM COAST State: FL Zip: 32164
 Mailing Address (If Different from Residence): _____
 Home Phone: CALL 972 822-5587 Business Phone: _____
 Date of Birth: 2/6/54 Place of Birth: N.Y.
 How long have you been a permanent resident of Palm Coast? 8 mos.
 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? 2024

List all places of residence for the last five years.

Address	City & State	From	To
<u>142 S. HUMMINGBIRD PL.</u>	<u>PALM COAST FL</u>	<u>8/24</u>	<u>CURRENTLY</u>
<u>406 HWY 5</u>	<u>MOUNTAIN VIEW, AR</u>	<u>1/21</u>	<u>8/24</u>
<u>3 SOSEBADO WAY,</u>	<u>HOT SPRINGS VILLAGE AR</u>	<u>9/19</u>	<u>1/21</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: _____

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: SOFTWARE SALES/SPLUNK

Occupation: RETIRED Current Employer: _____

Current Business Address: _____

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>SPLUNK</u>	<u>SOFTWARE (SECURITY)</u>	<u>SALES REP.</u>	<u>10/2013 - 10/2019</u>
<u>OZARK RV PARK</u>	<u>RV PARK</u>	<u>OWNER/MNGR.</u>	<u>1/2021 - 7/2024</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: XAVIER H.S. / NEW YORK Year Graduated: 1972
Name & Location

List postsecondary educational institutions or programs attended:

Name & Location	Dates Attended	Certificate/Degrees Received
<u>SYRACUSE UNIVERSITY</u>	<u>1972 - 1977</u>	<u>BS SCIENCE - ARCHITECTURE</u>

4. **MILITARY SERVICE**

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

Date of Service: _____

Branch or Component: _____

Date and Type of Discharge: _____

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? BOYNTON BEACH, FL. : CHAIRMAN COMMUNITY REDEVELOPMENT BOARD; LANDSCAPE REVIEW BOARD

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)

MEMBER MOUNTAIN VIEW AR. CHAMBER OF COMMERCE

6. QUALIFICATIONS FOR APPOINTMENT

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

RETIRED FLORIDA LICENSED ARCHITECT (#9550): AS CHAIRMAN OF BOYNTON BEACH DOWNTOWN REDEVELOPMENT BOARD, WORKED W/ ARCHITECTS, PLANNERS & DEVELOPERS TO REVITALIZE THE CITY'S DOWNTOWN

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

BACHELOR OF SCIENCE - ARCHITECTURE

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

Office Title	Date of Election or Appointment	Term of Office	Level of Government
CHAIRMAN BOYNTON BEACH DOWNTOWN REDEVELOPMENT BOARD	1983-1987	4 YRS.	ADVISORY

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:

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
ARCHITECT #9550	1982	FLORIDA STATE BOARD OF ARCHITECTURE	

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 ATTACHED TO RESUME.

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

DAN BROWNE 27 CLASSIC COURTS, PALM COAST, FL. 321-689-6642

Name, Address & Telephone Number

PHIL WHEAT 6221 WILDWOOD DR., MCKINNEY TX. 972-768-7155

Name, Address & Telephone Number

MATT ULCH 2432D SPILLERS DR., ASTOR, FL. 561-699-7805

Name, Address & Telephone Number

8. ACKNOWLEDGMENT

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

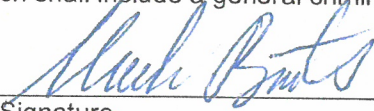
Yes

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

3/18/25

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
WEBSITE: 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.

MARK D. BURTON

(972) 822-5587

142 S. Hummingbird Place, Palm Coast, Fl. 32164

burtonious@gmail.com

Previous Professional Summary

Senior Account Manager establishing C- level relationships at targeted accounts and with strategic channel partners. Ability to leverage skills through presentations, negotiations, relationship building and “hunting” new business. Consistent over achiever of multi-million quota.

Owner Burton Financial Services managing high net worth clients with their insurance/ estate planning & investment needs.

Licensed Architect in State of Florida working with Developers & Contractors to design/plan/develop Planned Utility Development (PUD), Shopping Centers & Residential/Commercial/Industrial projects.

Splunk Awards/Achievements

- President’s Club
- Annual Sales Achiever- 2014 & 2015

McAfee Awards/Achievements

- President’s Club
- Commercial Sales Rep of the Year
- Yearly Over Quota Producer -2010, 2011, 2012

Skill Sets:

- Ability to penetrate & develop new accounts @ C-Level
- Expert generating new business from cold calling/Hunter
- Enterprise, SLED & Commercial Account Management
- Data/Security Analytics/SIEM Sales expert
- Sandler Training
- Excellent communication, presentation skills & Executive Presence
- Software & Hardware sales experience
- Business Planning
- SaaS/Cloud sales expert

Selected Accomplishments:

- **Increased Sales in NY, NJ, PA, & NorCal Territories.** Achieved Splunk President’s club first full year in territory (non ramped quota) at 141% over quota. Achieved 109% over quota in 7 ½ mos. in role for new NorCal territory for Q3-Q4 FY17.
- **Closed \$520k multi yr. new logo account & \$321,000 expansion for existing customer in Splunk NorCal territory for Q2/Q3 FY18.**
- **Added 22 New Logo Accounts including new Logo for Penn State in Splunk NY, NJ, PA Territory** in FY15-Fy16.
- **Turned around under-performing Territory.** Achieved McAfee Presidents club first year in new OLA territory in Hybrid RSM Role and was awarded **Commercial Account manager of the year for 2011.**
- **Standardized a network security initiative for a globally segmented corporation.** Won a network IPS/ Firewall expansion/refresh for a globally based company in their North America and EMEA operations, resulting in a \$480K sale.
- **Increased existing customer sales pipeline in the territory by over 30% from previous year.** Expanded network security & SIEM expansions for Telecommunications company in AR and multiple Financial institution verticals throughout OLA territory.
- **Set up and coordinated a Network Security symposium in AR territory hosted by the US Secret Service.** Targeted top 50 AR territory whitespace accounts were invited to security symposium hosted by the US Secret Service, which resulted in net new logos plus sales in excess of \$300k.
- **Identified new Whitespace Accounts in Energy Vertical.** Successfully added new logos in Oklahoma territory for the Petroleum & Natural Gas Extraction markets resulting in new sales of \$260K
- **Garnered market sales in untapped industry segments.** Built a pipeline of over 500 clients in such diverse industries as construction, design engineering and disaster recovery, obtaining over \$3.5 million in sales as a financial planner.

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Previous Professional Experience

Owner/Manager Ozark RV Park, Mountain View Ar. Jan.2021-July 2024

Owned/ Managed 75 site, 10 acre Recreational Vehicle Park/Campground with 5 employees

RSM NorCal/Central Region-Territory Accounts, Splunk July 2017-Oct. 2019

Made 109% of quota in new Role for NorCal territory in 7 ½ months for Q3-Q4 FY17.

Enterprise Senior Account Manager/ISR, Splunk 2013 to June 2017

Made 141% of quota (non-ramped) 1st. year in NY, NJ, PA territory & attained Splunk President's Club.

Increased Channels sales in that territory from 32% FY15 to 58% FY16.

Commercial Account Manager, McAfee, 2010 to 2013

Increased sales growth year over year in underperforming territories.

President's Club 2012

Sales / goals over quota for FY 2010,2011 & 2012.

Owner/President, Burton Financial Services, 2006 to 2010

Consulted small business owners in the areas of executive benefits & estate Planning.

Licensed Architect, Fl. & owner Mark D. Burton Associates, Inc. 1982 to 1999

Owned/Managed Architectural practice in South Florida.

Was appointed Chairman of the Boynton Beach Downtown Redevelopment Board. Worked with Developers/Architects/City Planners & Staff to revitalize the Boynton's Intercoastal waterfront & city downtown.

Career Licenses

Licensed Architect-Florida #9550

Life/Health/Annuity/P&C; Series 6/65, Investment Advisor Representative

Education

Syracuse University, New York: BS in Architecture

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Working as a Licensed Florida Architect & Chairman for the Boynton Beach Downtown Review Board, I worked closely with the City Community Redevelopment Agency, The City Council, Mayor & City Planner/staff to help revitalize the **downtown intercoastal area and city core**. This work was incremental in increasing tourism, as well as enhancing city revenue while maintaining responsible growth.

More recently, as a business owner of an RV Park in Mountain View Arkansas, I helped the city increase their tourism and tourist revenue through my close association with the Ozark Folk Center State Park and Chamber of Commerce. The Ozark Folk Center State Park is the world's largest venue for Folk music and culture.

I've owned 3 businesses in my career before retiring in 2024. As a serial business entrepreneur, I am very adept in working with city governmental agencies, financial institutions and high net worth individuals to grow & enhance cities in responsible ways.

Florida has always been a mecca for growth and tourism and will continue to be for the foreseeable future. If I'm appointed to the city council, I will make it my mantra to help Palm Coast continue to grow in a responsible way as well as keeping costs manageable for future growth.