



APPLICATION

Thank you for your interest in serving the City of Palm Coast. This application is for the remainder of Council Member Cathy Heigher's term, which will end after the November 2026 election.

Applications are due by September 11, 2024 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 4.

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

PLEASE ATTACH A RÉSUMÉ

- * **Applicants must reside in District 4, maintain residency in District 4 for the duration of appointment, and must reside in District 4 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 Flagler County Supervisor of Elections.**

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

1. PERSONAL

Name: Meredith Rodriguez E-mail address meredithrodriguez2323@gmail.com

Residence Address: 26 Woodlawn Drive District # 4

City: Palm Coast State: F L Zip: 32164

Mailing Address (If Different from Residence): _____

Home Phone _____ Business Phone: 603-496-2103

Date of Birth: 3/10/80 Place of Birth: Concord, NH

How long have you been a permanent resident of Palm Coast? 19 years

Do you reside in District 4 for at least 45 weeks in the year? Yes No

What year did you become a continuous resident of the City of Palm Coast? 2005

List all places of residence for the last five years.

Address	City & State	From	To
26 Woodlawn Drive Palm Coast FL 32164			

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: My maiden name is Meredith Brodeur

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 If retired, please list your previous occupation and employment history.

If retired, please list your occupation before retirement: _____

Occupation: Marketing Director Current Employer: SunBelt Land Management

Current Business Address: 1 Hammock Beach Pkwy, Suite 101, Palm Coast FL

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.

<u>Employer & Address</u>	<u>Type of Business</u>	<u>Occupational Title</u>	<u>Period of Employment</u>
Marketing 2 Go	Marketing Agency	Dir., Social Media & Brand Comm.	2012-2019
Bethune-Cookman University	HBCU	Communications Director	2008-2012
Flagler Co. Chamber of Commerce		Communications Director	2006-2008

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.

<u>Position</u>	<u>Employee Agency</u>	<u>Period of Employment</u>
Communications Coordinator	Florida State University (State of FL)	2003-2005

3. EDUCATION

High School: Merrimack Valley High School Year Graduated: 1 9 9 8
Name & Location

List postsecondary educational institutions or programs attended:

<u>Name & Location</u>	<u>Dates Attended</u>	<u>Certificate/Degrees Received</u>
University of Delaware	1998-2002	B.A., English/Journalism
American University	Fall, 2001	Washington Semester Journalism Program

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? _____

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)

Reading Pals at Flagler Schools (2021), Belle Terre Elementary PTO board of directors (current)

6. QUALIFICATIONS FOR APPOINTMENT

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

I was born and raised in a small town in New Hampshire by my parents, who both served our community as elected officials and town board members. I have lived in Palm Coast for nearly 20 years. I moved here shortly after graduating college with my now husband, Christian, to be near his family members had moved here from the northeast. Since then, both of our parents have moved to Palm Coast permanently.

My first job here was with the Flagler Chamber, at the height of its success and membership, where the city was experiencing unprecedented growth. I had the opportunity to learn so much about this great city, its government and its incredible business community and was able to complete Leadership Flagler as a staff member.

Later, I took a job at historically black college Bethune-Cookman University during a time in which it was experiencing unusual inner turmoil among its board of directors and administration and as Communications Director, it was my job to help the University navigate public scrutiny and manage media coverage of campus incidents and administrative/board news stories.

After the birth of my first child, who is now in 8th grade at Indian Trails Middle School, I came back to Palm Coast to work for a local marketing agency serving dozens of local small businesses helping them with PR and marketing. I was later recruited by my client, SunBelt Land Management, for whom I have served as marketing director for six years, driving sales for its private residential communities across the Southeast, including two here in Flagler County. I am heavily involved in the growth and progress of these communities and have enjoyed learning from this company the impact of being a responsible, professional land developer.

My second child attends fourth grade at Belle Terre Elementary and I am engaged in the school district as a volunteer and member of the BTES PTO. Over the years, I have served on the board of the Flagler County Ed. Foundation, Florida Public Relations Association and volunteered for various roles in Flagler Schools. I am passionate about life in Palm Coast and feel I will bring a voice of reason to the council with my commitment to the future of our community. I am excited for the opportunity to apply for this important City role.

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

Graduate, Leadership Flagler

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

Have you ever been elected or appointed to any public office? If yes, list below: Yes X 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 X 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 & No.</u>	<u>Original Date of Issuance</u>	<u>Issuing Authority</u>	<u>Disciplinary Action/Date</u>
--	----------------------------------	--------------------------	---------------------------------

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?

I explained much of this above, but I have always remained committed to being an active member of our community as a volunteer and board member of various agencies. There was a short time when I had very small children where I had to pull back on these roles but am excited to now be available for public service. I studied Journalism in college, both at the University of Delaware and as a graduate of the Washington Semester program at American University. Since then, I have been a professional communicator, taking great pride in handling stressful and challenging situations as a measured decision maker, guiding company leadership with best practices. I have worked for a variety of businesses in both the public and private sector, providing me with a great variety of professional experiences.

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

Ken Belshe | Palm Coast, FL | (386) 986-2411

Name, Address & Telephone Number

Cindy Dalecki | Ormond Beach, FL | (386) 566-3466

Name, Address & Telephone Number

Liz Poston | Washington DC | | (202) 573-6558

Name, Address & Telephone Number

8. ACKNOWLEDGMENT

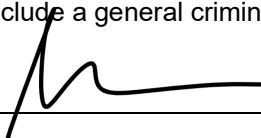
If required by law, will you file a financial disclosure statement? XYes No

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



9/11/24

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.

MEREDITH RODRIGUEZ

meredithrodriguez2323@gmail.com |
603.496.2103 [linkedin.com/in/meredithrodriguez](https://www.linkedin.com/in/meredithrodriguez)

Skills Summary

Strong strategic communicator and digital marketer with a love for writing, editing and storytelling. Poised and patient with a natural ability to lead and remain calm and focused under pressure. Savvy self-starter having successfully fulfilled remote leadership roles since 2010.

Education

B.A., English/Journalism, University of Delaware – Newark, DE

Washington Semester Graduate in Journalism, American University – Washington, D.C.

Professional Experience

Director, marketing & communications | SunBelt Land Management | 2018 – Current

Lead marketer/communicator for luxury waterfront land developer. Created and executed marketing plans and strategies to drive sales and increase traffic for more than a dozen residential properties across the southeast. Responsibilities include overseeing a marketing budgets at each property as well as managing consultants and vendors.

- Recruited by vice president to support the increase of property sales across Southeast properties
- Developed systems to streamline processes and reporting across teams, including the implementation and customization of a new CRM for sales and marketing departments
- Created and executed automated lead generation marketing strategies to improve efficiency and effectiveness of sales tactics and revenue
- Managed both internal and external partners for the most effective and branded integrated marketing collateral in company history, including polished websites, digital media campaigns, brochures, vision books, billboards, maps, displays, e-newsletters, blogs, videos and more
- Leveraged stakeholder relationships to improve brand awareness and sales across each property
- Expanded and improved social media presence of each property across all critical platforms
- Served as: principal writer/editor for company materials including brochures, websites press releases, videos and more; the sole internal graphic designer for the company responsible for creating sales flyers, brochures, event displays, social media graphics, email campaigns and more
- Served as: chief communicator/PR strategist; publicist; primary editor/proofreader

Director, social marketing & brand communications | Marketing 2 Go (full-service agency) | 2012-2018

Head of media relations, social media/digital and brand communications for this full-service agency with a variety of clients, including large corporations, non-profits, government entities and small businesses.

- Created social media/communications/brand strategy, press releases e-newsletters, internal/external communications, blogs, analytics reports and presentations for customers, their administrators and boards of directors.
- Crisis communicator; publicist; chief editor/proofreader; blogger

Communications director | Bethune-Cookman University | 2008-2012

Led the communications department for this mid-size historically black college in direct support of the university president, board of directors and the division of institutional advancement. Responsibilities included the management of internal and external communications, media relations, crisis communications, publication and web development, donor relations, e-newsletters, brochures and other print and digital collateral.

- Speech writer; media contact; brand manager

Communications director | Flagler County Chamber Of Commerce | 2006-2008

- Managed advertising campaigns and promotions for special local events under annual budget as well as media relations, story pitching and web content.
- Performed planning roles in the first Annual Creekside Festival, now in its 19th year
- Created all written material for organization, including copy and editorial for annual magazine, phone book, tourism guide and other publications. Responsible for all formal correspondence, member communications, digital marketing and brand development.
- Writer; editor; photographer

Communications coordinator | Florida State University College Of Medicine | 2004-2006

Notes

Experience graphic designer, proficient in Adobe Creative Suite; practiced administrator of a variety of CRMs including Zoho, Salesforce, Hubspot and Lasso.

References available upon request.