

Sungman "Simon" Kim
PhD, MBA, MLA, AICP, ASLA/PLA,
GISP, SPHR, SHRM-SCP

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PhD in Landscape Architecture
Master of Business Administration
Master of Landscape Architecture
Certified Planner
Professional Landscape Architect
Certified GIS Professional
Senior Professional in Human
Resources
SHRM-Senior Certified Professional

City of Palm Coast
160 Lake Avenue
Palm Coast, FL 32164
c/o
Mr. Doug Thomas, Senior Vice President
Strategic Government Resources

December 19, 2018

RE: City Manager

Dear the Honorable Mayor Milissa Holland and members of the City Council:

I am writing to express my interest in the City Manager position for the City of Palm Coast.

I had experiences in consulting services for government agencies for over 16 years, and also successfully managed development projects at local governments for more than 14 years. Given the 30 years of total experiences, I can tell that I understand the economic, political, social, and functional values of public sectors and am enjoying their energizing atmospheres.

My passion for and knowledge of community development led me to pursue my Ph.D. degree with a thesis on urban planning at the joint program with landscape architecture. I also achieved Master's degree (MLA) with a dissertation on environmental psychology, which is a branch of landscape architecture. In practice, as a certified planner (AICP), a professional landscape architect (PLA) and a certified GIS professional (GISP), I have been actively involved in many development and construction projects. Without a question, the sustainable community development and redevelopment activities fall into my purview.

When I acquired a business administration (MBA) degree in April 2013, human capital management and urban economics caught my attention, and I realized my potential career there. In due course, I acquired a certification of Senior Professional in Human Resources (SPHR) and Society for HR Management – Senior Certified Professional (SHRM-SCP).

Consequently, I've been interested in serving a better role at a government than simply leading development efforts for a while now, and have been actively expanding my scope of work for some years. I find myself today as a leader working in an era of dynamic economics, stormy political discourse and facing yet other crises in confidence. With an undiminished pride in working as a professional in local governments, I would like to directly working to provide a guaranteed care of people and a brighter economic future. With the familiarity with economic development, tourism, event management, environmental protection, historic preservation, community development, team management, and community engagement, I find the values the city is searching for seem perfectly align with the values I have and it encourages my application.

As a goal-oriented servant leader or a moderator, I aim to create values through efficient and effective team management.

Internally, I put importance on developing capacities of my team members through a format of succession planning, while personally demonstrating ethical and moral courage to meet standards for being fair and just. I encourage my team members' creativeness in achieving goals and always take time to recognize their work. I have promoted diversity, which reflects the society. In management, I have become familiar with current technology and do not hesitate utilizing new innovative technologies when appropriate.

Externally, a communication program and a customer relationship management (CRM) system have been major tools for me to facilitate accessible, open and transparent communication with the public and other stakeholders. I believe that the future innovation in public services lies in communication and engagement. The communication program has helped me having all stakeholders on the same page and the CRM has allowed me to make the best use of community resources and quality amenities, ultimately earning people's trust. I have been instrumental in building streamlined customer-centric services for the public by utilizing a process mapping technique.

As a government staff, who is politically savvy but apolitical, I have been working with Federal, State, Regional Councils, Transportation Planning Organizations, County, municipalities, private developers, landowners and concerned citizens, and established successful relationships with them. Because acted as a local leadership member and a member of APA Legislative Committee, I am familiar with general legislative process, and have experiences in advising and lobbying legislators. As a business ombudsman, I am open minded and being approachable at any events. I am a careful listener and understand the value of being unbiased for the public at all time.

While introducing transparent and accountable governance practices and ensuring sound public budgeting services, I have successfully overcome the challenges of the widening gap between the availability of financial resources and municipal spending needs, by acquiring outside funding (state and federal grants), incorporating finance measures (bond, TIF, PID, or MUD), encouraging private investments (a facade improvement program), and/or optimizing internal operating costs.

To ensure quality growth and development, I have been dealing with sustainable community developments and redevelopments under smart growth principles to provide a better quality of life. To achieve such balanced developments for both residential and non-residential, I have assisted local governments adopting their visions, comprehensive plans, strategic plans and regulations, and partnered with school districts, utility companies, and other interest groups.

I have a long history working with the Chamber of Commerce, Downtown Redevelopment Authorities, Economic Development Corporations and local colleges/universities to create, recruit, retain and develop businesses, ensuring community financial sustainability. For economic development, I assisted local governments utilizing assets, developing public supports, setting priorities, adding outside funding, providing incentives, encouraging private investments, and supporting a healthy environment. Some of examples include: business incubator program, downtown redevelopment, industrial development, and reclamation efforts, while creating a strong sense of place for a better quality of life. Tourism development and event managements with marketing and cultural character branding have also been within my purview.

In negotiating collective bargaining agreement (CBA), especially when the budget is tight, I found that Interest-Based Bargaining (IBB) in good faith, which is different from the traditional

"Positional Bargaining (PB)", could be an innovative approach to the CBA. IBB looks into many interests behind any one position, whereas the PB discusses fixed items or positions only. The point to address here is that I am an honest professional who serves and supports team members to perform at their best.

I have both functional and working knowledge of 'emergency preparedness and disaster recovery programs' since I went through recovery efforts after Hurricane Katrina in Florida and acquired FEMA Incident Command System (ICS) 100 through 400, National Incident Management System (NIMS) IS-700.a, and National Response Framework (NRF) IS-800.b. I have maintained close relationship with Fire Inspection on permitting process and Police on enforcement issues. During special events, such as a Spring Break and other peak seasons, I have directly coordinated those public safety services for special events to ensure the protection of the public health, safety and welfare.

As an energetic team player, I feel confident of being a nexus-core or a mediator at a government institution. So far, I have directly coordinated Planning & Zoning, Building, Environmental Health & Code Enforcement, Community Development (HOME/CDBG), Public Works, Parks & Recreation, Economic Development, Tourism & Event Management, GIS/IT, Grant Application & Management, and Shoreline & Wetland Management (Beach Re-Nourishment and Protection Program). I am careful in identifying issues, but do not hesitate in making decisions. I am a strong goal-achiever, and always utilize full potential of my team members. To enhance staff potential, I have utilized succession planning and staff development whenever possible. I would like to see my team members grow, eventually, to have each of them contributing one's best knowledge and professional capabilities for the City and, further, the region.

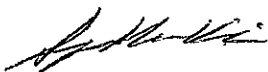
It is my goal to combine my range of experience with my ability to be a compassionate, enthusiastic, intelligent leader who will make a positive contribution to the public, by collaboratively building community pride, vital spirit and sound relationship.

I am sure that I can assist you in achieving your goals by articulating the City's vision, creating safe and livable community, respecting the organizational culture, providing successful public services, and offering a "partial" Lean-Six Sigma work process for efficient service delivery.

I would appreciate the opportunity to meet with you to discuss how my qualifications will be beneficial to the City's success.

Thank you.

Sincerely,



Sungman "Simon" Kim

SUNGMAN “SIMON” KIM

PhD, MBA, MLA, AICP, PLA, GISP, SPHR, SHRM-SCP

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“I am a leader with a deep and diverse background in both sectors of academic outreach and public service. I love to work in a team environment, achieve professional goals, juggle projects, streamline work process, provide solutions, formulate ideal outcomes, and keep my fellow employees well-informed and equipped to do their jobs.”

EDUCATION

University of North Florida, Jacksonville, FL

Master of Business Administration, April 2013 | Major: General Business

University of Sheffield, England, the Great Britain

PhD in Landscape Architecture, January 2001 | Major: Urban Planning & Design

Seoul National University, Seoul, South Korea

Master of Landscape Architecture, February 1995 | Major: Environmental Psychology

Daegu University, Daegu, South Korea

BA in Landscape Architecture, February 1990 | Major: Landscape Architecture

OTHER TRAININGS

Urban Transportation Planning, October 30 – November 3, 2006, the Center for Urban Transportation Studies, University of Wisconsin – Milwaukee and the University of Tennessee in partnership with the Florida Department of Transportation and Florida Public Transportation Association

PRACTICAL EXPERIENCE

Landform & Planning, Brownsville, TX

Principal, December 1, 2017 - Current, Full-time

- Provide consulting services on urban planning, landscape architecture, economic development, GIS, and software programming projects.

City of South Padre Island, South Padre Island, TX

Director of Development Services, May 1, 2013 – December 1, 2017, Full-time:

Coordinated 29 employees (economic development, planning & zoning, building, environmental health, code enforcement, shoreline, public works, parks & recreation and GIS) with general budget \$2.3 million; capital budget approx. \$8.5 million.

- Oversaw citywide development operations including planning & zoning, development permits, engineering/subdivision, inspection, code enforcement, transportation, shoreline management, environmental protection, parks & recreation, GIS, and economic development (2.5 sq mile; 5,900 inhabitants or 5 million annual visitors);
- Acted as City’s planning chief, also as the Business Ombudsman or Development Facilitator;
- Provided technical assistance to the City Council, Economic Development Corporation, Planning and Zoning Commission, Board of Adjustment, Development Review Task Force, Shoreline Task Force, and Parks, Recreation and Beautification Committee;
- Responded to local citizens inquiring about city planning and zoning regulations and ordinances;
- Evaluated planning-related legislation and applicability to department projects;
- Responsible for the administration and enforcement of comprehensive plan, strategic plans, zoning, subdivision, form based codes, etc.;

- Assisted in the development and implementation of growth management, land use, economic development, facilities, or other plans and codes to meet the City's needs and any inter-governmental agreements or requirements;
- Evaluated land use proposals to insure compliance with applicable City, State or Federal laws for conformity to establish plans and ordinances; evaluated proposals' development impact as they relate to the adopted plans of the City and makes recommendations;
- Evaluated environmental information and recommends mitigation measures to reduce adverse impacts of development;
- Managed sustainability policy that conforms to LEED-ND, Sustainable Sites Initiative, Living Community Challenge, and One Planet Living;
- Represented the organization on regional/local boards;
- Collaborated with State Agencies: Texas Department of Transportation, Texas Parks and Wild Life Department, and General Land Office; (Multi-Modal Transit Station Design Review; the 2nd Causeway Construction; State-Road and Median design & management; NEPA process; Space X program; Public Park design);
- Managed and provided GIS services: Analyze, develop and maintain geographic information including Future Land Use, Zoning, Traffic Circulation and other strategic planning maps;
- Managed community events and recreational opportunities; and,
- Developed and maintained Parks and Open Space facilities including the community center.

Landform & Planning, Green Cove Springs, FL and Brownsville, TX

Principal, August 28, 2012 – May 1, 2013 (Part-time while working on my MBA study)

- Consultation on urban planning, landscape architecture, and GIS projects

Clay County Board of County Commissioners, Green Cove Springs, FL

Chief Planner, Floodplain Manager, & CLG Coordinator, November 28, 2006 – August 28, 2012, Full-time: Direct supervision of thirteen (13) with General Budget \$1.2 million.

- Oversaw planning (land use, housing, transportation, infrastructure, environmental, historical and economic developments) operations of Clay County (644 sq. mile: 212,230 permanent residents);
- Assisted Board of County Commissioners, Planning and Zoning Commission, Board of Adjustments & Appeals, and Historic Preservation Committee;
- Supervised design and production of colored maps, drafting and coordination of approval of management plans, and reviewing of development and DRI applications, site plans and PUD's;
- Provided professional leaderships in special planning to address land use compatibility issues with Camp Blanding Joint Military Training Center (72,000-acre) through JLUS and AICUZ (32 CFR 256);
- Provided analysis, projections and recommendations on capital projects, fiscal and environmental impacts of development proposals, and general legislative/quasi-judicial activities;
- Provided assistance to local legislative activities that includes but not limited to Comprehensive Plan, Zoning, and Transfer of Development Rights (TDR) program;
- Provided assistance to Parks, Recreation and Open Space Board and maintained Parks, Recreation and Open Space Master Plan;
- Coordinated ISO and FEMA as a local floodplain manager;
- Collaborated with State Agencies: Florida Department of Transportation and Florida Department of Community Affairs;

- Oversaw the County's transportation analysis and planning;
- Coordinated with NEFRC (Northeast Florida Regional Council) in providing regional leadership for the Jacksonville Metropolitan Area that serves a population of 1,478,212;
- Collaborated with TPO (Transportation Planning Organization) in providing regional transportation system; (First Coast Light-Rail Feasibility Study & Route Selection; Beltway construction; FSUTMS calibration; NEPA process and review);
- Assisted Cecil Field Airport (private space & air facility; Space X program) as a member of the Advisory Committee;
- Prepared urban design guidelines;
- Provided planning-related GIS information;
- Coordinated Public Works, Building, Housing (HOME/CDBG) and Code Enforcement; and,
- Maintained Interlocal Agreements with the School Board, including future growth plans, impact fee and statutory agreements.

City of Deltona, Deltona, FL

Planning Manager / Senior Planner, July 15, 2003 – November 15, 2006, Full-time:

Direct supervision of twelve (12) with General Budget \$1 million and Capital & Special Budget \$10.3 million.

- Coordinated planning and zoning operations of Deltona (41 sq. miles; 90,124 permanent residents);
- Managed and supervised land use, transportation, Housing (SHIP/CDBG), environmental planning and GIS operations;
- Managed local comprehensive plan and general planning and zoning activities;
- Provided technical analysis on capital projects and development proposals;
- Provided audit preparations for the SHIP/CDBG program;
- Collaborated as a member of the technical advisory committee with Volusia County MPO that served a population of 600,756;
- Acquired \$ 5,151,890 TRIP (Transportation Regional Incentive Program) fund for Road Construction (Normandy Blvd); and,
- Prepared urban landscape, streetscapes, public facilities and parks design for municipal projects.

Virginia Polytechnic Institute & State University, Blacksburg, VA

Visiting Professor (Post-Doctoral) at Community Design Assistance Center; July 5, 2000 – July 3, 2003:

Managed federal research funds.

- Provided research for Urban & Community Forestry Assistance Program of USDA Forest Service and VA Dept of Forestry regarding urban trees, greenways, and trails; and,
- Performed research on urban development and networking system.

Department of Landscape Architecture, University of Sheffield, South Yorkshire, England, the United Kingdom

Graduate Staff (PhD Student); September 1995 – March 2000

- Studied on urban design guidelines, especially to identify relationship between aesthetics and functionality;
- Received ORSA (Oversees Research Students Award), the most selective and prestigious awards offered to international students, which is funded by the

Committee of Vice-chancellors and Principals of the Universities of the United Kingdom;
and,

- Received the Sheffield University Bursary Scheme.

Parks & Open Spaces Lab. of Seoul National University, Seoul, South Korea

Project Manager; March 1990 –February 1995

Supervised eighty (80) national employees.

- Environmental Impact Assessment/Statement (Air, soil & water pollution);
- Seoul Subway Developments and other national developments
- New Town Developments;
- Nuclear Power Plant relocation projects; and,
- Seoul National Greenbelt installation and review.

Daegu University, Daegu, South Korea

Campus Planner; March 1988 – February 1990

Participated in preparing the original Daegu University Facilities Master Plan.

PROFESSIONAL CERTIFICATION & LICENSE

AICP (American Institute of Certified Planners), American Planning Association, Certificate Planner Number: 020112, Valid: 07/6/2005 - 12/30/2018

Professional/Registered Landscape Architect, Texas Board of Architectural Examiners, Registration No: 2864, Valid: 06/19/2013 - 10/31/2019; the Mississippi State Board of Architecture & the Landscape Architecture Advisory Committee, License No: 584, Valid: 03/29/2011 - 12/31/2019

SPHR (Senior Professional in Human Resources), HR Certificate Institute, Unique Identifier: 600888405; Valid: 01/24/2015 - 10/31/2021

SHRM-SCP (SHRM Senior Certified Professional), Society for Human Resource Management, ID #: 035383, Valid: 04/02/2015 - 10/31/2021

Certified GIS Professional, the GIS Certification Institute, No: 00054812, Valid: 05/25/2006 - 05/25/2019

Certificates of ICS 100, 200, 300, 400, 700, and 800, Incident Command System (ICS) of National Incident Management System (NIMS), FEMA, US Department of Homeland Security

AWARDS

The 2017 Planning Excellence Recognition for the City of South Padre Island, the American Planning Association Texas Chapter;

The 2016 Planning Excellence Recognition for the City of South Padre Island, the American Planning Association Texas Chapter;

The Grassroots/Non-Profit Initiative Award for “Clay Hill Community Design Guidelines”, the Florida Planning and Zoning Association, 2012 State Award;

The Outstanding Public Study Award for “Clay Hill Community Design Guidelines”, the Florida Planning and Zoning Association, 2011 Section Award;

The ORSA (Oversees Research Students Award), the most selective and prestigious awards offered to international students, which is funded by the Committee of Vice-chancellors and Principals of the Universities of the United Kingdom, 1996-1998;

The Sheffield University Bursary Scheme, 1995-1998.

PUBLICATIONS & DESIGN WORKS

Peer-reviewed article:

Kim, S.M. (Spring 2014) *Revisiting Urban Planning and Design Practices in a Small City in Florida*, Journal of Urban Regeneration and Renewal, Volume 7, Number 3.

Fifty publications related to:

Urban Planning and Design, Economic Development, Open Space Planning and Design, Planning Policies, Demographics, Demand Analysis, Environmental Impacts, Environmental Psychology, Ecosystems, New Town Developments

Twenty five design works related to:

Urban Streetscapes, Parks and Open Spaces, Wayfinding, Trailhead, University Campus Master Plan

MEMBERSHIPS/PROFESSIONAL AFFILIATION

American Planning Association

- Texas Chapter, Member, since 2013
- Florida Legislative Committee, *Member-At-Large*, 2011-2013
- First Coast Section, *Board of Directors*, 2011-2012

American Society of Landscape Architects, *Member*, 2006-2018

Council of Landscape Architectural Registration Boards, *Record Holder*, since 2005

Society for Human Resource Management, *Professional Member*, since 2015 (Member ID: 01693769)

Urban and Regional Information Systems Association (URISA), *Member*, since 2013

International City/County Management Association, *Smart Growth Network*

Cecil Field Airport, *Advisory Committee Member*, 2010-2012

Northeast Florida Regional Council Technical Advisory Committee, *Member*, 2006-2012

Northeast Florida Transportation Modeling Coordination Group, *Member*, 2010-2012

Volusia County MPO Technical Advisory Committee, *Member*, 2003-2006

Florida Planning & Zoning Association, *Member*, 2003-2012

Florida Association of Cadastral Mappers, *Member*, 2006-2012

Ecology & Society, *Member*, since 2003

MAJOR GRANTS ACQUIRED

The Restore Act Funding (\$13 million) for an eco-tourism development (2017);

Transportation Alternatives Program (TAP; \$3.5 million) for construction of Padre Boulevard Sidewalks (2016);

Texas Parks & Wildlife Commission Outdoor Recreation Grant (\$400,000) for the 1st Phase of the City's Community Park Construction (2015);

The Transportation Investment Generating Economic Recovery (TIGER) Funding (\$3.5 million) for construction of a multi-modal transit station (2014);

The CDBG Small Business Development Grant (\$200,000) for water line extension to a local dairy factory (2009); and,

The Transportation Regional Improvement Program (\$5.1 million) for Normandy Boulevard Construction (2006).

Greetings,

I have a passion for people. I believe that communities, governments and organizations who practice inclusivity and diversity as an integral part of their sustainability, operational and strategic plan offer the strongest, most innovative and progressive environments. The future of all progressive entities are greatly impacted when inclusion and diversity is embraced and practiced. As a Contracts Manager & Coordinator over the past 12 years, I have had accountability for the coordination, implementation, and management of over 154 million dollars annually & over 1 billion per career in public sector contracts, budgets, agreements and projects annually. During this time, I have developed a solid reputation for managing numerous concurrent contracts, agreements and projects through all phases; from beginning through conclusion of each fiscal year within targeted cost, on schedule, and within compliance parameters. Currently, I serve as an Agreements Manager with the Illinois Department of Transportation.

I am an analytical, insightful, and a highly-disciplined problem solver with demonstrated ability to provide quality leadership that invokes committed professional participation and mutually respectful relationships. I have developed and sustained exceptional contacts and networks and have earned the respect of a wide variety of stakeholders, staff, co-workers, senior managers, and clients. My management style is Sophisticated Modern Consultative (SMC). In this style of management employees are regarded as assets (human capital) and management seeks to maximize employee identification with the aims of the organization. The SMC management style reflects a less formal, more flexible approach to employee relations. I have included my resume for your review. As my included resume will attest, I have approximately 13+ years as a successful Agreements Manager. In that time, I have gained a successful track record for accounting management for both my public and private sector accounting clients. Moreover, I have built a solid foundation with a double Master's degree in Law and Public Administration. Aside from my education and years' experience as a successful Agreements, Contracts, Program & Projects Manager, I have a wealth of skills and attributes that lend itself to my professional candidacy, to include:

- Communications skills
- Supervisory skills
- Negotiation skills
- Analytical skills
- Team playing skills
- Organizational skills

Special Recognition:

National Honors Society 2001, Illinois Legislative Shadowing Program 2004, Graduate Public Service Internship 2005, Legislative Assistant for the Illinois General Assembly 2005, and Springfield Business, Journal October 2014, 2015, Graduate of the 2016 Leadership Springfield Program, 2016 40 Under 40 Award recipient

Community Leadership:

Q5 Diversity Development Counsel, Springfield Black Chamber of Commerce Network Committee Chair, Young Springfield Professionals, Marketing and Communications Committee, African American History Museum Fundraising Partners & Community Engagement, Springfield Black Chamber of Commerce and the African American History Museum, Maintaining Leadership Small Group, First, Community Relations Committee with the City of Springfield, United Way, Financial Stability Vision Council Board Member

Please contact me at (217)-836-3070 and ronniewilli21@gmail.com. In the meantime, I thank you very much for your time and consideration and look forward to speaking with you.

Sincerely,

Ms. Veronica Williams

Ms. Veronica Williams

Enclosure: Resume