

## **EXECUTIVE SUMMARY**

### **Tourist Development Council Appointment Review**

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**OBJECTIVE:** Review applications for appointments to the Tourist Development Council (TDC).

**CONSIDERATIONS:** Collier County Advisory Board appointments to vacant or expiring terms are advertised and the subsequent applicants are reviewed and a recommendation is sought from the respective advisory board. The Board of County Commissioners then receives the applications and recommendations and makes the appointments.

There are two terms expiring in April 2010 on the Tourist Development Council (TDC). Susan Becker has served in the "Non Owner/Operator, non-tax collecting" seat for the past four years and is eligible for and has applied for reappointment. Ski Olesky has served in the "Owner-Operator collector" of the tax seat for the past four years. He has not applied for reappointment.

We have received the following three applications for Ms. Becker's seat:

Susan Becker  
Robert Raymond  
Donald York

We have received the following application for Mr. Olesky's seat:

Hunter Hansen

Attached are the applications from each candidate. We ask that the TDC discuss the applicants and make a recommendation on one applicant for each seat. This recommendation will then be forwarded to the Board of County Commissioners for final appointment.

**RECOMMENDATION:** Staff requests a recommendation for each TDC vacancy.

**SUBMITTED BY:** Jack Wert, Tourism Director



Board of County Commissioners  
3501 East Tamiami Trail  
Naples, FL 34112  
(239) 252-8696  
Fax: (239) 252-6106



Application for Advisory Committees/Boards

Name: SUSAN M. BECKER Home Phone: 239-261-7708 Cell: 239-293-8933

Home Address: 371 Eleventh Avenue South Naples, FL Zip Code: 34102

Fax No. 239-261-2904 Business Phone: 239-261-8936  
email address: smsbecker@comcast.net

Place of Employment: Neapolitan Enterprises

Board or Committee Applied for: TDC= Tourist Development Council

Category (if applicable): Board member

How long have you lived in Collier County: Years: 10 Months:     

Are you a registered voter in Collier County: Yes: X

Do you currently hold public office? No X If so, what is that office?     

Have you ever been convicted of any offense against the Law? Yes      No X  
If yes, explain:     

Do you or your employer do business with the County? Yes      No X If yes, under what circumstances?     

Would you and/or any organizations with whom you are affiliated benefit from decisions or recommendations made by this advisory board? Yes      No X If yes, please list the organizations:     

**NOTE:** All advisory board members must update their profile and notify the Board of County Commissioners in the event that their relationship changes relating to memberships of organizations that may benefit them in the outcome of advisory board recommendations or they enter into contracts with the County.

Do you now serve, or have you ever served, on a Collier County board or committee? Yes X No      If yes, please list the committees/boards:     

TDC

Please list your community activities (civic clubs, neighborhood associations, and positions held).

**SWFlorida Concierge Association—member/conference committee**  
**Third Street Merchants' Association—Concierge and Coordinator**  
**Naples Historical Society—volunteer**  
**Friends of the Collier County Libraries—member**  
**American Association of University Women—committee chair**  
**Naples Sailing and Yacht Club—committee chair/Club Ambassador**  
**Naples Cruise Club—Board member/committee chair**  
**Kasota Quarters Condominium—Treasurer**  
**Naples community organizer of book discussion groups**

**Education:**

**M.S. University of Wisconsin, Madison**  
**B.A. Rockford College, Illinois**  
**University of Edinburgh, Scotland**  
**Richmond College, London, England**  
**Fellow in National Writing Project, Illinois**  
**Exchange Professor, Chester, England**

**Experience: \_\_**

**Concierge/Coordinator for Neapolitan Enterprises' Thursdays on Third and Farmers' Market:**  
**auditions, interviews, bookings, contracts, performances**  
**Corporate Consultant for business writing skills**  
**Facilitator of multi-ethnic/multi-educational –background groups**  
**Consultant for Educational Testing Service**  
**Presenter/Public Speaker at national education conferences**  
**Coordinator for entertainment, scholarship, and social events groups**  
**Editor/writer/reviewer for professional publications**  
**College Professor for 32 years and Honoree for Great Teachers Who Made a Difference**

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*Please attach any additional information you feel pertinent. This application should be forwarded to Sue Filson, Executive Manager to the Board of County Commissioners, 3301 East Tamiami Trail, Naples, FL 34112. If you wish, please fax your application to (239)252-6406 or e-mail to [sue.filson@colliercountyfl.gov](mailto:sue.filson@colliercountyfl.gov). Thank you for volunteering to serve the citizens of Collier County.*

filson\_s

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From: bobraymond@comcast.net  
Sent: Thursday, February 18, 2010 10:12 AM  
To: filson\_s  
Subject: New On-line Advisory Board Application Submitted

### Advisory Board Application Form

Collier County Government  
3301 E. Tamiami Trail  
Naples, FL 34112  
(239)252-8606

Application was received on: 2/18/2010 10:11:45 AM.

Name:  Home Phone:

Home Address:

City:  Zip Code:

**Phone Numbers**

Fax:  Business:

e-Mail Address:

Board / Committee Applied for:

Category:

Work Place:

How long have you lived in Collier County:

Have you ever been convicted of any offense against the law?

Do you or your employer do business with the County?

NOTE: All advisory board members must update their profile and notify the Board of County Commissioners in the event that their relationship changes relating to memberships of organizations that may benefit them in the outcome of advisory board recommendations or they enter into contracts with the County.

Would you and/or any organizations with whom you are affiliated benefit from decisions or

recommendations made by this advisory board?  No

Not Indicated

Are you a registered voter in Collier County?  Yes

Do you currently hold public office?  No

Do you currently or ever served on a Collier County Board or Committee?  Yes

Member-Coastal Advisory Committee Board Member-Retired Seniors Volunteer Program

**Please list your community activities:**

Member-City of Naples General Pension Board Member-City of Naples Police Review Board Member-Coastal Advisory Committee Board Member-Collier County Presidents Council Board Member-Gulf Shore Assn. of Condominiums Board Member-Retired Seniors Volunteer Program Volunteer Naples Chamber of Commerce Visitor Centers Member Naples Chamber of Commerce Marketing Committee 2009 Naples Chamber of Commerce (Downtown Naples) Visitor's Center Volunteer of The Year Member-Pelican Isle Yacht Club Membership and House Committee Volunteer Photographer-Naples Chamber of Commerce and Florida Weekly

**Education:**

B.S. Degree -Rochester Institute of Technology, Rochester, NY

**Experience:**

Retired after 25+ years with the DuPont Company with a sales and marketing management background. I've traveled to most major countries in Europe and Asia. I've traveled through out Mexico, Canada and most of the Caribbean Islands and a few South American countries also, I traveled to all 50 U.S. States. After moving to Naples I opened up a coffee shop in 1999 on the corner of 5th Ave. South and 8th Street South, sold the business in 2003. I've been volunteering at the Chamber's Visitor's Center off of 5th Ave. South for 4 years. It's very exciting and fun because you get to meet people from all over the world. It's really fun when you've been to their country...they love it!

Advisory Board Application eForm

Advisory Board Application

SUE FILSON  
EXEC. MGR TO BCC.  
252-6406

Unable to send Confirmation email  
Please fill out the following form to apply for a Collier County Board /  
Committee. Once you have filled out all the necessary fields, click the button  
below.

Name:

Donald J. York

Please type your name as it appears on your voters registration

Home Address

456 Glen Meadow Lane

City

Naples

Zip Code

34105

Home Phone

239-262-3501

Ex. 239-555-5555

Business Phone

239-919-5185

Ex. 239-555-5555

Fax:

239-919-5191

Ex. 239-555-5555

Important: E-mail address is required to receive a copy of your application.

Email Address:

dyork@shamrockbankfl.com

Board or Committee Applied for:

Tourist Development Council

Category (if Applicable)

Not indicated

i.e., Commission District Developer  
Environmentalist, Citizen At-Large, etc.

Place of Employment:

Shamrock Bank of Florida

How long have you lived in Collier  
County

more than

Have you been convicted of any offense against the law? No

Do you or your employer do business with the County? No

Would you and/or any organizations with whom you  
are affiliated benefit from decisions or  
recommendations made by this advisory board? No

NOTE: All advisory board members must update their  
profile and notify the Board of County Commissioners in  
the event that their relationship changes relating to  
memberships of organizations that may benefit them in  
the outcome of advisory board recommendations or they  
enter into contracts with the County.

Are you a registered voter in Collier County? Yes

Advisory Board Application eForm

Do you currently hold public office? No

Do you now serve, or have you ever served  
on a Collier County board or committee? Yes

If yes, please list the boards / committees:

Tourist Development Council  
Collier County Planning Commission  
Collier County School Board 1998 to 2002  
Collier County Productivity Committee Member  
Selection Committee Collier County Administrator

Please list your community activities and positions held:

Board Member Physicians Regional Hospital  
Board Member Collier County 4 H Foundation  
Board Member Leadership Collier Foundation  
Co-Chairman Collier County Alliance of Greater  
Naples Chamber of Commerce  
Member North Naples Rotary Club

Example: Civic clubs, neighborhood associations, etc.

Education:

Attended Purdue University  
Graduate University of Wisconsin School of Banking  
Graduate University of Oklahoma Commercial Lending  
School  
Graduate American Institute of Banking (former  
instructor)

Experience / Background

Over 40 years in Banking industry. Have held  
executive positions with several Collier County  
banks. Benn the prinipal organizer of five denovo  
banks in Collier County. Currently serve as  
President and Chief Executive Officer of Shamrock  
Bank of Florida with offices in downtown Naples,

Reset Preview

Any information provided to the Board of County  
Commissioners Office in connection with the Collier  
County website shall become a public record and  
available to the public in accordance with Chapter 119,  
Florida Statutes.

Sue Filson, Executive Manager to the Board of County  
Commissoners  
3301 East Tamiami Trail  
Naples, FL 34112

You may also fax your application to (239) 252-6406.

**Donald J. York**  
456 Glen Meadow Lane  
Naples, FL 34105  
239-262-3501

**Married** – Sally A.                      5 children all grown (all college graduates)

**Education**

Primary education United Kingdom  
Bishop Noll High School, Hammond, Indiana  
Attended Purdue University  
University Wisconsin, Graduate School of Banking  
University Oklahoma, Graduate School of Commercial Finance  
American Institute of Banking Graduate & Instructor

**Employment**

Currently President Chief Executive Officer Shamrock Bank of Florida  
Former Vice Chairman of the Board and Director Bank of Naples  
Founding President/CEO, Bank of Naples, Naples Florida  
Founding President/CEO Island Bank of Collier County Marco Island, FL  
Entire career in banking field (40 years). Served as Department Head Commercial Banking Division, Gainer Bank Northwest Indiana (23 years) prior to moving to Florida. Since being in Florida (1984) have been a principal in the organization of four de novo banks and coordinated three merger/acquisitions.

**Activities**

Board Member Leadership Collier Foundation  
Board Member Collier County 4-H Foundation  
Former Board Member Winged Foot Scholarship Foundation  
Former Board Member Leadership Board Cleveland Clinic of Florida Naples  
Member North Naples Rotary Club  
Former Board Member Collier County School Board  
Current Board Member Physicians Regional Hospital, Pine Ridge & Collier Blvd. Campuses  
Former Commissioner Collier County Sheriffs Office  
Chairman Collier County Alliance of Chambers of Commerce  
Member and Former Chairman Leadership Collier Alumni Advisory Board  
Member Greater Naples Chamber of Commerce  
Former Board Member Consumer Credit Counseling Service of SW Florida  
Committee Member Collier County YMCA  
Member and Past President Forum Club of Collier County  
Graduate Leadership Southwest Florida.  
Florida Bankers Assoc.  
Member and Former Board Member The Conservancy of Southwest Florida  
Former Commissioner of Police Merrillville, IN.  
Instructor, American Institute of Banking  
Former Commissioner Collier County Planning Commission  
Former Councilman Collier County Tourist Development Council  
Former Instructor Junior Achievement Program  
Past President Marco Island FL Chamber of Commerce  
Former Member Collier County Citizens Productivity Committee  
Member Selection Committee Collier County Administrator  
Member Economic Development Council Collier County  
Class Chair 1991-1992 Leadership Collier Program  
Co-Founder Leadership Collier Masters Program  
Current Member & Past President Wyndemere Country Club  
Board Member Tiger Bay Club (Political Awareness Group)



filson\_s

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**From:** Hunter.Hansen@hilton.com  
**Sent:** Tuesday, February 23, 2010 2:05 PM  
**To:** filson\_s  
**Subject:** New On-line Advisory Board Application Submitted

### Advisory Board Application Form

**Collier County Government**  
3301 E. Tamiami Trail  
Naples, FL 34112  
(239)252-8606

Application was received on: 2/23/2010 2:05:05 PM.

**Name:**  **Home Phone:**

**Home Address:**

**City:**  **Zip Code:**

**Phone Numbers**

**Fax:**  **Business:**

**E-Mail Address:**

**Board / Committee Applied for:**

**Category:**

**Work Place:**

**How long have you lived in Collier County:**

**Have you ever been convicted of any offense against the law?**

**Do you or your employer do business with the County?**

NOTE: All advisory board members must update their profile and notify the Board of County Commissioners in the event that their relationship changes relating to memberships of organizations that may benefit them in the outcome of advisory board recommendations or they enter into contracts with the County.

**Would you and/or any organizations with whom you are affiliated benefit from decisions or**

recommendations made by this advisory board?  No

Not Indicated

Are you a registered voter in Collier County?  Yes

Do you currently hold public office?  Yes

Do you currently or ever served on a Collier County Board or Committee?  No

Not Indicated

**Please list your community activities:**

**Education:**

BSBA; Hotel & Restaurant Administration, University of Denver 1972

**Experience:**

Hotel Industry for 38 years. Managed Hotels in both US and UK.