

**Print**

**Advisory Board & Committee Interest Form - Submission #21484**

**Date Submitted: 3/22/2023**

**Last Name\***

McMillian

**First Name\***

Jon

**District # You Live In.\***

1

**Home Address\***

320 South Surf Road

**City\***

HOLLYWOOD

**State\***

FL

**Zip Code\***

33019

**Home Phone**

14127131396

**Cell Phone**

14127131396

**Email Address\***

joncmcmillian@gmail.com

**Owner or Renter \***

Renter

**Number of years as city resident\***

6

**Are you registered to vote in Broward County?**  
\*

Yes

**Education (highest degree / level)**

Bachelors

**Occupation\***

Corporate Director of Marketing and eCommerce

**Work Phone**

4127131396

**Business Name\***

AD1 Global

**Business Address**

1955 harrison street, suite 200

**City**

Hollywood

**State**

FL

**Zip Code**

33020

**Identify the board / committee(s) to which you request appointment (Please rank in order of preference)**

**Selection (1)\***

Artwork Selection Committee



**Selection (2)\***

Marine Advisory Board



**Selection (3)\***

Parks, Recreation & Cultural Arts Advisory Board



**Selection (4)\***

None



### **Affordable Housing Advisory Committee - Questions\***

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Please answer these five questions above. 1. In your opinion what is the greatest challenge to keeping housing affordable in Hollywood? 2. Which of the following disciplines are you most skilled? • Home Purchase Education, • Housing Market Employment, • Housing Market Stability, • Affordable Housing Construction, \* Affordable Housing Activism. 3. Which of the following disciplines are you most passionate? • Ownership Housing Affordability, • Rental Housing Affordability, • Housing Market Stability, • New Housing Construction, \* Fair Housing. 4. What (if any) life experience motivated you toward volunteerism? 5. What role does housing diversity play in Hollywood's economic health?

### **African American Advisory Council - Questions\***

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Please answer these five questions above. 1. What is the greatest challenge facing the African American Community in Hollywood? 2. How many hours per month can you dedicate to AAAC initiatives? 3. Which of the following disciplines are you most skilled? \* Education, \* Employment, \* Economics, \* Cultural Awareness, \* Housing. 4. Which of the following disciplines are you most passionate? \* Education, \* Employment, \* Economics, \* Cultural Awareness, \* Housing. 5. What (if any) life experience motivated you toward volunteerism?

### **Artwork Selection Committee - Questions\***

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Please answer these five questions above. 1. What are your primary interest in City Government and City Services? 2. Why do you want to join the Artwork Selection Committee? 3. What other relevant organizations, clubs, or associations were you previously, and/or currently are involved in? 4. Are you available to attend regular committee board meetings scheduled for the Second Monday each month at 5:30pm? 5. What is your one area of highest interest related to the Arts within the City of Hollywood?

### **Civil Service Board - Questions\***

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Please answer these five questions above. 1. Describe your involvement with establishing, reviewing and interpreting policies and procedures? 2. Describe your involvement in employment practices including interviewing, testing, hiring, selection and promotion, demotions, transfers, etc. 3. Describe your knowledge of Civil Service and its purpose. 4. Why do you want to serve on this Civil Service Board? 5. Are you a continuous resident of and continuous registered elector in the City of Hollywood?

### **Community Development Advisory Board - Questions\***

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Please answer these five questions above. 1. Do you reside in a low and moderate income (LMI) neighborhood in Hollywood per the most recent US Census data? A Hollywood LMI Map is located at [www.hollywoodfl.org](http://www.hollywoodfl.org) on the Community and Economic Development webpage. 2. What Community Development issues do you believe are the most important to Hollywood? 3. What is your definition of a healthy neighborhood? 4. What do you believe is the vision and primary work of the Community Development Advisory Board? 5. What do you believe uniquely qualifies you to serve on the Community Development Advisory Board?

### **Education Advisory Committee - Questions\***

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Please answer these five questions above. 1. What are the current challenges facing education? 2. What is your vision for education in Hollywood? 3. What do you see as the primary work of the Education Advisory Committee? 4. With only one meeting a month, the Committee is limited in what it can do. How does/should the Committee decide what's most important? 5. How can the Committee know if its mission and goals are being accomplished?

### **Employees' Retirement Plan - Questions\***

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Please answer these five questions above. 1. Are you familiar with the State's Sunshine Laws (Chapter 119 of the Florida Statutes)? 2. Are you available to attend in person regular monthly Board meeting (typically held the 4th Tuesday of each month)? 3. What knowledge, skills and/or abilities will you bring to the Employees' Retirement Plan? 4. What do you believe are the responsibilities of a trustee on a municipal retirement plan board? 5. Are you familiar with municipal defined benefit retirement plans and/or have previous experience serving on a municipal retirement plan board?

### **Firefighters' Pension Board - Questions\***

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Please answer these five questions above. 1. What knowledge, skills and abilities would you bring to the meetings? 2. What experience do you have with firefighter pensions? 3 What is your financial background? 4. How many years have you lived in Hollywood? 5 How familiar are you with local retirement systems?

### **General Obligation Bond Oversight Advisory Committee - Questions\***

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Please answer these four questions above. Why do you want to join the GO Bond Oversight Advisory Committee? 2. Explain how your personal and/or professional experiences will contribute to the meeting the goal(s) of the Board or City. 3. Which Bond interests you the most? Public Safety? Parks/Golf/Open Space or Neighborhoods & Resiliency? 4. What is your perspective on city quality of life, healthy neighborhoods, economic development & a strong tax base?

### **Historic Preservation Board - Questions\***

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Please answer these five questions above. 1. How have you prepared yourself to serve on the Historic Preservation Board? 2. Explain how your personal and/or professional experiences will contribute to the meeting the goal(s) of the Board or City. \* Personal experiences, \* Professional experiences. 3. What is your perspective on balancing growth of the City's tax base, within the Historic Districts, while maintaining neighborhood stabilization? 4. How would you balance historic architecture with modern architectural styles? 5. What do you like about the City's different Historic Districts?

### **Hollywood Centennial Celebration Committee\***

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Please answer these five questions above. 1. What is your primary interest in serving on the Committee? 2. What is your financial/accounting background? 3. What knowledge, skills and abilities would you bring to the meetings? 4. What other organizations and/or associations were you previously, and/or currently involved with? 5. Are you available to attend regular committee meetings? (dates to be determined by all members)

### **Hollywood Housing Authority - Questions\***

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Please answer these five questions above. 1. In your opinion what is the greatest challenge to keeping housing affordable in Hollywood? 2. Which of the following disciplines are you most skilled? \* Property Management, \* Affordable Housing Administration, \* Housing Market Stability, \* Affordable Housing Construction, \* Affordable Housing Activism. 3. Which of the following disciplines are you most passionate? \* Property Management, \* Rental Housing Affordability, \* Housing Market Stability, \* New Housing Construction, \* Fair Housing. 4. What (if any) life experience motivated you toward volunteerism? 5. What role does housing diversity play in Hollywood's economic health?

### **Marine Advisory Board - Questions\***

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Good day.

1. I have been living within walking distance of the beach for 6 years and care very much about it's state of health including the water quality. I cherish the ocean and our waterways and have a vested interest in ensuring we can all enjoy its wonder.

2. My decisions will be guided by an overarching view of protecting our waterways but balancing that protection with economic needs/concerns.

3. Yes

4. I am an active fisherman and have a love for the water and water sports.

5. To help create the image and promote our beaches as some of the best in the nation if not the world.

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Please answer these five questions above. 1. What is your involvement with the City of Hollywood's Waterways? 2. What will guide your decisions on this board? 3. Are you able to dedicate 2-3 hours a month to attend the meetings? Attendance is paramount to this Board being able to get things done. 4. Are you currently or have you been a boater, marine industry professional or involved in any other marine related industry? 5. What is your vision for the city of Hollywood's Waterway system?

### **Parks, Recreation & Cultural Arts Advisory Board - Questions\***

1. Dozens as I am a current member of the Board.
2. Several as I try to be active in the community and enjoy outdoor events.
3. Yes
4. Ensuring that our Parks and Recreation are top notch and can be enjoyed by as many people as possible.
5. I am a member of the current board and the Young Circle Arts Park too.

Please answer these six questions above. 1. How many events have you attended in the past year at any of the parks and athletics facilities in the City? 2. How many City-sponsored special events have you attended for the past year? 3. Are you available to attend regular Board meetings? Regular meetings are on the 1st Thursday of the month for 8 months per calendar year. 4. What is your one area of highest interest related to the parks, recreation and cultural arts for the City? 5. What other relevant organizations, clubs, or associations were you previously, and/or currently are involved in? 6. How does parks, recreation and cultural arts contribute to quality of life?

### **Planning & Development Board - Questions\***

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Please answer these five questions above. 1. How have you prepared yourself to serve on the Planning and Development Board? 2. Explain how your personal and/or professional experiences will contribute to the meeting the goal(s) of the Board or City. \* Personal experiences, \* Professional experiences. 3. What is your perspective on balancing growth of the City's tax base while maintaining neighborhood stabilization? 4. What recent developments within the City are most proud of? 5. What is a Comprehensive Plan?

### **Police Officer's Pension Board - Questions\***

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Please answer these five questions above. 1. What is a fiduciary? And what is your responsibility to the police pension plan as a fiduciary? 2. What is the Sunshine Law? 3. What is Asset Allocation & Diversification? 4. Explain the history of Chapter 99-1 and Chapter 185? 5. Define the role of the Actuary and the Auditor?

### **Sustainability Advisory Committee - Questions\***

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Please answer these five questions above. 1. Why do you want to join the committee? 2. Have you attended any committee meetings? If so, how many? 3. What knowledge, skills, and abilities would you bring to the committee if appointed? 4. What other organizations, clubs, or associations are you involved in? 5. Are you available to attend regular committee and subcommittee meetings? Regular meetings are held monthly with subcommittee meetings held as needed. 6. What types of projects would you like to see the committee work on?

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## Young Circle ArtsPark Advisory Board - Questions\*

Please answer these five questions above. 1. What are your primary interest in City Government and City Services? 2. How many ArtsPark events have you attended within the past year? 3. What other relevant organizations, clubs, or associations were you previously, and/or currently are involved in? 4. Are you available to attend regular committee board meetings scheduled for the Second Tuesday each month at 5:30 pm? 5. What is your one area of highest interest related to the ArtsPark at Young Circle?

**Are you interested in serving on more than one board/committee?\***

Yes

**If so, how many?\***

2

**Applicant must attend at least one board/committee meeting prior to consideration of application for every board applied. Please list board/committee meetings you attended in the last year?\***

8

**Are you currently on a County or City Board?\***

Yes

**If yes, please describe**

Parks and Recreation and Young Circle

**If you are applying for a board / committee, which has specific requirements / categories, please detail how your background and/or experience meets the required criteria.\***

I have experience being on the relevant boards for past 2 years.

**Please describe your professional and/or volunteer experience or background, which best qualifies you for selection to the board / committee.\***

I am a Corporate Director of Marketing for a medium sized hospitality company (30 hotels) and a former artist and community organizer.

**Are you presently employed by the City of Hollywood?\***

No

**If so, in what capacity?\***

n/a

**Attach Resume (only .doc and .pdf files)\***

jon latest and greatest resume (1).docx

**JON C. McMILLIAN**  
320 Surf Road – Hollywood Beach, Florida  
(412) 713-1396 \* [joncmcmillian@gmail.com](mailto:joncmcmillian@gmail.com)

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## **CAREER SUMMARY**

Award-winning marketing and ecommerce executive with more than 17 years of hands-on leadership experience. Distinguished ROI-minded strategist with a passion for innovative approaches to overcome challenges and meet goals. A forward-thinking leader in marketing, advertising, social media, ecommerce, public and community relations, CRM, and Big Data.

## **PROFESSIONAL EXPERIENCE**

### **AD1 GLOBAL, Hollywood, FL**

#### **Corporate Director of eCommerce and Marketing**

**10/16-NOW**

- Recipient of gold 'Henry Flagler,' award for mobile marketing by state tourism agency Visit Florida
- Realized 11% growth in direct booking channel revenue YOY by identifying new opportunities
- Responsible for all marketing, ecommerce and public relations initiatives for fast growing 'Gold Stevie' award-winning hospitality company
- Manages 3 MIL marketing spend generating better than 6-1 ROAS
- Responsible for marketing strategy for 30 plus hotels, seven food and beverage outlets and Top Golf Swing Suites facility
- Winner of 'Travel Weekly' Silver Magellan Award for social media marketing

### **PARAMOUNT HOSPITALITY MANAGEMENT, Orlando, FL**

#### **Corporate Director of Marketing and eCommerce**

**12/15-10/16**

- Provided leadership and marketing services for three premiere resorts in the Orlando area, including the number one family hotel in the U.S., according to TripAdvisor.
- Established social media strategy realizing more than 200% growth in revenue YOY
- Responsible for generating more than 75% increase in email revenue YOY
- Implemented SEO strategy increasing booking conversion rate for hotel portfolio more than 1.5%

### **KEWADIN CASINOS, Remote Contract**

#### **Senior Consultant**

**5/15- 1/16**

- Identified new online revenue stream generating more than \$500k annually
- Developed and implemented SEO/SEM, email, and social marketing strategies
- Created and deployed social media campaigns realizing 100% growth in rev YOY
- Responsible for increasing website traffic more than 50% and online bookings 35% via SEO

### **ELDORADO RESORTS/MTR GAMING GROUP, Reno, NV**

#### **Sr. Corp. Director Digital Marketing**

**08/12-5/15**

- Managed 2M digital marketing budget
- Realized 27% cost savings in digital ad spend while realizing a 11% increase in online revenue
- Developed roll-out and marketing plans for new digital products including social casino, native app and customer portal
- Realized more than \$600,000 in departmental cost savings by eliminating inefficiencies and non-performing contracts and technologies

### **Senior Marketing Consultant**

- Responsible for increasing email open rates more than 9% with automation and targeted segmentation
- Managed development of mobile app and mobile marketing strategy
- Responsible for 211% YOY increase in enrollment for online casino customer database

### **PRESQUE ISLE DOWNS & CASINO, Erie, PA Public Relations and Advertising Manager**

**08/11 – 08/12**

- Attracted 20,000 visitors to casino grand opening using the power of social media
- Developed new and successful 'Game On' marketing and advertising campaign for all properties in company portfolio
- Tasked with branding and launch of a new casino in Columbus, OH

### **TROPICANA CASINOS/COLUMBIA SUSSEX, Ft. Mitchell, KY Corporate Director of Internet Marketing**

**04/05 – 11/10**

- Developed, implemented, and directed all internet marketing strategies for nation's fourth largest privately owned casino, hotel and resort company
- Implemented and managed SEO overhaul for more than 30 sites generating a 17% lift in visitors
- Responsible for managing a \$3M internet marketing account reaping a 7-1 ROAS

### **NETBOOKPRO.COM/BCI CATALOG GROUP, Myrtle Beach, SC Vice President of Sales & Marketing**

**08/00 – 03/05**

- Responsible for increasing sales more than 21%
- Recipient of 2003 Gold Addy Award for design of internet marketing campaign
- Recipient of 2004 PICA Award for design/print small catalog
- Recipient of 2005 Apex Award for Best One-of-a-Kind online publication

### **U.S. AIR FORCE, Minot, ND Public Relations Representative, Journalist, Photographer**

**04/96 – 04/00**

- Served as an official public relations representative for country's only military installation capable of two modes of nuclear deliverability
- Selected as Airman of The Quarter, 5<sup>th</sup> Bomb Wing, Minot Air Force Base, 1998
- Received Third Place in 1998 Air Force small-newspaper competition

## **EDUCATION**

### **Air University (College of the Air Force)**

BA/Journeyman, Journalism, Minot AFB, ND, 1996-2000

### **Defense Information School**

Certified Public Affairs Representative, Ft. Meade, MD, 1996-1996

### **State College of Florida**

General Coursework, Bradenton, FL, 1990-1993

## **COMPUTER SOFTWARE & TECHNOLOGY**

Google Analytics, Omniture, SiteCatalyst, Microsoft Products, Adobe Creative Suite, Cheetah Mail, Google Analytics, HTML editing tools (Dreamweaver), Facebook, Twitter, PMS's systems, Google Adwords, Most CMS systems, Oracle SRM, Lyris, Hootsuite, Brandwatch, MOZ Local, Strongview, WOO Rank, RavenTools, Basecamp, BrightEdge, Flip.to, Travelclick, Z-Direct.