

Advisory Board & Committee Interest Form - Submission #33933

Date Submitted: 4/16/2026

Last Name\*

McMillian

First Name\*

Jon

District # You Live In.\*

1

Home Address\*

3111 N Ocean Dr

City\*

Hollywood Beach

State\*

FL

Zip Code\*

33019

Home Phone

4127131396

Cell Phone

Email Address\*

joncmcmillian@gmail.com

Owner or Renter \*

Rent

Number of years as city resident\*

8

Are you registered to vote in Broward County?\*

Yes

Education (highest degree / level)

College

Occupation\*

Vp eCommerce

Work Phone

4127131396

Business Name\*

AD1 Global

Business Address

1955 harrison street, suite 200

City

Hollywood

State

FL

Zip Code

33019

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\***

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\***

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\***

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\***

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\***

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\***

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\***

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**

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\***

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?

### **Hispanic Affairs Council\***

Please answer these five questions above. 1. What is the greatest challenge facing the Hispanic Community in Hollywood? 2. How many hours per month can you dedicate to HACA 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?

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

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 Housing Authority - Questions\***

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\***

I have been serving on the board for the apst 2 years. I enjoy it. I want to continue making a difference.

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\***

I was previoully on this board and had a good experience. It was well attended and got things done. I attended regulary.

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**

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\***

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?

**Sister Cities Advisory Committee - Questions\***

1. Do you speak more than one language? If so, what languages do you speak? 2. Do you have experience in travel, cultural exchange, and/or fund-raising? Please describe. 3. Which Sister City focus areas are you most passionate about: a. Art and Culture; b. Business and Trade; c. Community Development; d. Youth and Education. 4. What (if any) life experience motivated you toward volunteerism? 5. Please describe why you are interested in serving on the Sister Cities Advisory Committee.

**Sustainability Advisory Committee - Questions\***

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?

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

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

Yes

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?\***

10

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

Yes

**If yes, please describe**

Marine and Artwork Selection

**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 am an executive with a hospitality company.

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

I like serving my community.

**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**  
1501 S. Ocean Drive – 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 overcoming challenges and meeting goals. A forward-thinking leader in marketing, advertising, social media, ecommerce, AI, public/community relations, CRM, gaming, and Big Data.

## **PROFESSIONAL EXPERIENCE**

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

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

**10/16-NOW**

- Recipient of 2023 bronze and 2019 gold 'Henry Flagler' award for AI applications and mobile marketing by Visit Florida
- Achieved 7% growth in direct booking channels revenue YOY
- Responsible for all marketing, ecommerce, and public relations initiatives for fast growing 'Gold Stevie' award-winning hospitality company
- Responsible for marketing strategy for 20 plus hotels and seven food and beverage outlets
- Winner of 'Travel Weekly' 2023 Gold and 2019 Silver Magellan Award for social and mobile 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 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 2+ MIL 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
- Tasked with branding and successful 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 3 MIL 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, Expedia Travel Ads, Google Analytics, HTML editing tools (Dreamweaver), Facebook, Twitter, PMS's Kodji, Oracle SRM, Lyris, Hootsuite, MOZ Local, BrightEdge, Flip.to, Travelclick