

MIAMIBEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139 www.miamibeachfl.gov

OFFICE OF THE CITY CLERK, Rafael E. Granado, City Clerk
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MEMORANDUM

TO: Mayor Matti Herrera Bower and Members of the City Commission

CC: Jimmy L. Morales, City Manager
Jose Smith, City Attorney

FROM: Rafael E. Granado, City Clerk 

DATE: July 16, 2013

SUBJECT: City Commission At-Large Nominations For July 17, 2013 - Release # 2

Below please find the City Commission At-Large Nominations received to date. Changes made since Release # 1 are reflected in **red**.

Affordable Housing Advisory Committee (3 vacancies)

No nominations received to date.

Design Review Board (1 vacancy)

No nominations received to date.

Health Advisory Committee (1 vacancy)

- Dr. Todd M. Narson
Nominated for reappointment by Commissioners Jerry Libbin and Jorge R. Exposito. (Release # 1, Page 5)

Health Facilities Authority Board (1 appointment to be made – Attorney position)

No nominations received to date.

Miami Beach Cultural Arts Council (1 vacancy)

- Oliver Oberhauser
Nominated for appointment by Commissioner Jorge Exposito. (Release # 1, Page 25)

Personnel Board (3 vacancies)

- Ivette Borrello
Nominated for appointment by Commissioner Jonah Wolfson. (Release # 1, Page 37)
- **Samantha R. Bratter**
Nominated for appointment by Commissioner Góngora (Release # 2, Page 3)
- Laurie Kaye Davis
Nominated for appointment by Commissioner Jerry Libbin. (Release # 1, Page 41)
- Lori E. Gold
Nominated for appointment by Commissioner Jerry Libbin. (Release # 1, Page 47)

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SAMANTHA R. BRATTER

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EMILIO PUCCI

General Manager

Bal Harbour, Florida

September 2005 - June 2006

- Recruited by Executive Director of Emilio Pucci Division, LVMH
- Coordinated build-out and opening of new Emilio Pucci Store in Bal Harbour Shops
- Interviewed and hired all staff
- Developed and executed extensive sales training program, created intra-store Personnel Guidelines Manual.
- Coordinated product seminars
- Developed and launched intensive PR and Marketing programs to capitalize on local demographics including Latin America and the Caribbean based upon 10 years of Retail Fashion experience and extensive national and international contact base
- Developed detailed Inventory Control program
- Developed regionally-specific buying strategy with Director of Stores
- Conceptualized and executed Store Opening event and subsequent sales-focused events based on cost-effective co-marketing partnerships with local high-end charities and corporations
- Achieved consistent press and product placements utilizing extensive PR network contacts
- Maintained store operations costs within budget guidelines

SALVATORE FERRAGAMO

General Manager

Bal Harbour, Florida

October 2000 - February 2004

- Corporate retail executive responsible for all South Florida business operations including store management, marketing, public relations, product seminars, event planning, inventory control, accounting, and community relations
- Progressive management focus that empowered team members to 'own' success codes of the company and focus on customer service excellence to achieve company goals
- Managed team of 15 sales associates and shipping personnel effectively
- Developed and executed local PR and Marketing events: 10-12 events per year
- Conceptualized and executed International Volvo Ocean Race Kick-off Event April 2002 for Leonardo Ferragamo including securing international Latin Celebrities' attendance, 600 guest attendance and coordinated press/media interviews and coverage
- Achieved annual inventory control of less than .2% shortage consistently
- Achieved multimillion dollar annual sales goals for four consecutive years.
- Negotiated highly effective partnership events securing high-end Miami corporations as sponsors to underwrite event costs and promote brand marketing in the South Florida, Latin American and Caribbean communities
- Supervised collection buying in all departments
- Recognized by President, Jean Marc Gallot, in corporate newsletter for creative cost-effective revenue-driving PR and Marketing events
- Utilized extensive public relations, press and media network throughout Florida, Latin America and the Caribbean

CASHMERES ETC, INC.

Regional Sales Director

Bal Harbour, Florida

February 2000 - October 2000

- Recruited by President to direct East Coast Retail Stores
- Responsible for all personnel, budget planning, merchandise allocation, public relations, marketing, special events, merchandising and operations
- Achieved corporate wide monthly sales increases
- Trained store staff in all aspects of luxury goods selling techniques with special emphasis on the importance of client development and strict customer service standards
- Coordinated targeted group sales events in Bal Harbour, Lake Tahoe, New York and Palm Beach
- Utilized contacts to negotiate cost-effective vendor and advertising contracts
- Traveled to all stores on a consistent basis: Palm Beach, Bal Harbour and Madison Avenue locations

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CELINE, INC.

Assistant General Manager/ PR Manager

Bal Harbour, Florida

August 1999 - February 2000

- Recruited by Director of Stores
- Trained new Directors in San Francisco and New York
- Traveled to various U.S. Boutiques to supervise and audit overall operations
- Restructured operations in San Francisco and New York
- Responsible for all Event Planning, Marketing, Public Relations, and Trunk Shows in the South Florida region and implemented "Concierge Connection Program"
- Personally arranged and coordinated interviews for Designer Michael Kors in South Florida utilizing extensive PR network. Assumed Acting Director responsibilities for New York in addition to Bal Harbour Boutique responsibilities.

CHANEL, INC.

*Merchandising/Sales Manager
Acting Boutique Director*

Bal Harbour, Florida

June 1997-August 1999

- Directed all daily activities, business decisions and product seminars during transition period in addition to Senior Assistant Manager duties and responsibilities: July 1998-May 1999
- Communicated and worked directly with Executive Director of Public Relations as in-house Public Relations for South Florida. Established extensive Public Relations network
- Arranged and coordinated press coverage for all events in addition to projecting and managing Public Relations and Marketing Budgets
- Increased sales by developing and executing regional marketing programs such as "The Concierge-Connection Program"
- Assisted Director in seasonal Buying strategies by creating and analyzing DSS Merchandise Analysis reports
- Conceptualized and executed all on-site and off-site events: Fashion Shows, Trunk Shows, Cocktails, Brunches, Breakfasts, and New-Product Promotion events (15-20 events per year)
- Assisted Executive Marketing Director in New York with official revision of Corporate Event Policies and Procedures Manual
- Developed and produced Reserve Book System, including two Ready-To-Wear Acts per season with 15-20 Sub-Departments supplemented by two additional Weekend Wear Acts with 10-15 Sub-Departments in addition to Accessory Reserve Books with 10-15 Sub-Departments
- Conceptualized and executed international multi-media deal with Univisión for Fall/Winter 1998 Ready-To-Wear and Accessories Collections: deal included multiple broadcasts of Fashion Show and corresponding cocktail in over 22 countries throughout Latin America and Europe
- Secured consistent press coverage in Selecta Magazine, Ocean Drive Magazine, El Nuevo Herald, Boca Magazine, Channel Magazine, Miami Metro Magazine, The Miami Herald, Gold Coast Magazine, Expressions Magazine, Dimensions Magazine, The Tropical Tribune and The Sun Post
- Managed sales staff in high-volume luxury goods sales strategies utilizing progressive management techniques