COUNTY AGENDA REQUEST

Department:	Commissioners	Presenter(s):	Commissioner Horgan
Meeting Date:	Thursday, December 15, 2011	Type of Request:	New Business

Wording for the Agenda:

Consideration of re-appointment of Vic Bolton to the Fayette County Zoning Board of Appelas for an additional three-year term commencing January 1, 2012 and expiring December 31, 2014.

Background/History/Details:

The Zoning Board of Appeals consists of five positions. All members are appointed by the Board of Commissioners. The duties and responsibilities of the ZBA are contained in the Fayette County Zoning Ordinance and in state law. It is a decision-making body. Appeals of decisions of the ZBA are filed with the court system, not with the Board of Commissioners. All the seats on the ZBA are "at-large", meaning that any member can live anywhere in the County.

Vic Bolton, a long time member of the Zoning Board of Appeals, has asked to be considered for reappointment.

What action are you seeking from the Board of Commissioners?

Consideration of re-appointment of Vic Bolton to the Fayette County Zoning Board of Appeals for an additional three-year term commencing January 1, 2012 and expiring December 31, 2014.

If this item requires funding, please describe:

None

Has this request been considered within the past two years?	No	If so, when?	
Is Audio-Visual Equipment Required for this Request?	No	Backup Provided with Request?	Yes

STAFF USE ONLY

Approved by Finance	Not Applicable	Reviewed by Legal	Yes
Approved by Purchasing	Not Applicable	County Clerk's Approval	Yes
Administrator's Approval	Yes		

Staff Notes:

VIC BOLTON

140 Thorn Ridge Trail
Fayetteville, GA 30214
viccarro@bellsouth.net
770-306-4440

Senior Communications/Public Relations Executive

PROFILE

A highly accomplished professional with an extensive background in branding, public relations, communications management, governmental affairs, marketing communications, operations, and account management. Adept in planning and implementing programs designed to create and maintain favorable public image for employers and clients. Excels in building and leading high-performing teams to surpass expectations. Articulate communicator who possesses strong writing, presentation, and interpersonal skills. Exhibits an outstanding work ethic along with creative problem solving abilities. Additional areas of expertise include:

Media Training	Contract Negotiations	Product Marketing
Event Planning/Promotions	Executive Presentation Delivery/Support	Strategic Planning
Corporate Spokerperson	Non-Profit Sector Business Management	Account Management

HIGHLIGHTS

- Provided media training and debate preparation support to Atlanta Mayor Kasim Reed's successful 2009 campaign
- Saved corporations millions of dollars in legal fees, damages, and potential revenue losses by diffusing lawsuit threats, media investigations, customer service escalations, and image management issues.
- Developed and implemented a strategy for interfacing with more than 100 electronic, print, and online media outlets to secure appropriate placements for external communications, resulting in earned media with a value of several million dollars.
- Overcame a ten-year zoning impasse and secured approvals and permits to construct a 40-acre parking complex onsite through extensive communication and negotiation with community leaders, neighborhood activists, elected officials, area business owners, and county staff members.
- Saved $5 million by successfully negotiating to keep SBC exempt from a new municipal Right-of-Way ordinance
- Served on a company-wide task force responsible for the branding, marketing, and grand opening of Pacific Bell Park (Major League Baseball) in San Francisco.
- Negotiated a $2 million naming rights agreement for a new civic arena in Bakersfield, CA that required coordination of participation/contribution among five corporate divisions.
- Coordinated the development and implementation of a web-based wireless customer trouble reporting system to facilitate online trouble ticket submission, routing, processing, and resolution.
- Consistently exceeded performance targets in sales growth, market share growth, and profitability.

CAREER TRACK

CAPITAL STRATEGIC COMMUNICATIONS GROUP, **Principal**, *2008 to Present*

Create, develop and execute strategic branding, image management and public relations initiatives. Provide innovative thought leadership and public perception consultation to corporate, non-profit and celebrity clients. Coach principals, executives and spokespeople in presentation skills, public speaking, and media relations. Specialize in media training and crisis communications for elected officials, corporate entities and high-profile individuals. Develop and deliver training programs that focus on leadership, professional development and excellence in communication.

AFFILIATED WORLDWIDE, **Vice President**, *2005 to 2008*

Recruited to establish a public relations division to service the needs of 200 agency clients in the areas of image management, branding, strategic marketing, corporate communications, governmental affairs, church growth strategy, lead generation, crisis communications, and strategic planning. Planned and executed promotional and publicity campaigns for fund-raisers, events, and conferences. Served as the primary author and team lead for all media relations and public communications, including the distribution of client press releases and follow-up media relations activities, resulting in frequent national and local media coverage, articles, interviews and branding opportunities. Reported directly to the CEO.

CAREER TRACK, CONTINUED

WORLD CHANGERS MINISTRIES, **Director, Ministry Affairs**, *2001 to 2005*

Led all public relations, corporate branding/image management, internal/external communications, governmental affairs, and community relations initiatives. Served as the media spokesperson for all seven divisions. Managed the in-house publications department with a team of 20 managers responsible for a monthly magazine, a quarterly magazine, 1-3 major books per year, weekly web articles, and a product marketing promotional content.

SBC CORPORATION, **Regional Vice President**, External Affairs, *1996 to 2001*

Advanced through a series of progressively responsible positions in wireless marketing, customer service, and corporate external affairs to serve as an area vice president where scope of responsibility encompassed governmental affairs, sales support, regulatory, and public relations activities associated with the Atlanta area launch of SBC Telecom. Also responsible for media relations, charitable giving, sponsorships/memberships, legislative advocacy, and coordination of SBC participation in volunteer and community projects.

ENTERGY SERVICES INC., **Segment Marketing Manager**, *1994 to 1996*

Developed product offerings for the sales employees of Entergy power companies in Arkansas, Louisiana, Mississippi, and Texas. Conducted budgeting, benefit/cost analysis, feasibility studies, focus groups, pricing, promotional planning, and market segmentation. Worked collaboratively with research, economic analysis, offer development, product evaluation, and communications personnel. Served on the cross-functional team responsible for preparing the company for transition to a competitive, deregulated energy marketplace.

COCA-COLA USA, **Market Manager**, *1991 to 1994*

Served as the parent company liaison to the Little Rock division of Coca-Cola Enterprises, the largest US bottling operation. Managed marketing, promotional, media, and operating budgets; analyzed market data to identify trends and opportunities; created, planned, and organized promotional activity; planned and coordinated new brand introductions; managed Coca-Cola's relationships with key retail accounts; and advised the bottler's management team on marketing/ pricing strategy and strategic planning. Coordinated Coca-Cola's involvement in civic, community, and charitable projects.

SOUTHERN BELL (BELLSOUTH/AT&T), **Account Executive**, *1987 to 1991*

Marketed telecommunications products and services to major account customers throughout the state of Georgia. Conducted seminars, demonstrations, and training sessions on PBX systems, digital data services, ISDN, multiplexing services, customer network management systems, and central-office-based services.

IBM CORPORATION, **Software Marketing Representative**, *Prior to 1987*

Served as a subject matter expert on IBM personal computer hardware and software, representing the company at industry trade shows and exhibitions nationwide. Promoted to this position after excelling as a customer service representative (computer/copier service), technical support representative (end user hardware/software support via 800#), and software marketing representative (sales and training for retail computer stores in GA, FL, AL, and TN).

ACADEMIC/PROFESSIONAL CREDENTIALS

Bachelor of Science, Electrical Engineering, Southern Polytechnic State University

Member, Public Relations Society of America; Atlanta Business League; Fayette County Zoning Board of Appeals

Board of Advisors, Metro Atlanta Chamber of Commerce

Mayor's Roundtable, City of Atlanta; National Religious Broadcasters; Women's Economic Opportunity Project