

# M2020-120

## COMMUNITY APPEARANCE BOARD

3 YEAR TERMS (TERMS RUN TO THE END OF A CALENDAR YEAR)

9 MEMBERS (MAJORITY MUST BE CITY RESIDENTS)

5 MEMBERS MUST BE CITY RESIDENTS

CHAIR AND VICE-CHAIR SHALL SERVE ONE YEAR TERMS BUT NO MORE THAN FOUR  
CONSECUTIVE ONE YEAR TERMS.

MEMBER	ADDRESS	PHONE#	APPT.DATE	EXPIRATION	TERM #
Larry Bragg Vice-Chair			1/22/19	12/31/2022	6
Susan White			11/13/2012	12/31/2020	4
Jeff Edens			1/22/2019	12/31/2022	4
Seth McCoy			1/23/18	12/31/2021	1
Joe Jumper			1/23/18	12/31/2021	1
James Hubbard			11/10/15	12/31/2022	3
Mayur Jeram Chair			1/23/18	12/31/2021	4
Sherri Gray			1/23/18	12/31/2020	1
Darlene Jennings			11/13/2012	12/31/2020	2

NOTE: City Residents are highlighted in blue.

Mr. Bragg has resigned. On file are resumes of Trevor Greene (City Resident), George Wilson (City Resident), Jimmy Gray (City Resident), Julie Booth (City Resident), Mike McPeake (City Resident), Ronald Spencer (City Resident), Gail Ledford Enslin (City Resident), and Jan Conrad (City Resident). This term will expire December 21, 2022.



## City of Myrtle Beach

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S O U T H   C A R O L I N A

July 30, 2020

Re: Letter of Resignation

My dear friends:

It is with a heavy heart and much regret that I submit to you my resignation from the Community Appearance Board due to health issues. I am facing a fight that will take all of my strength. Serving our beautiful City for many decades has given me true pride and joy. I value the relationships I have built over the years as well as the friendships that have blessed my life. Always know how dear you all are to me and I will continue to watch the fruits of your labor with sincere love and appreciation.

With my deepest respect,

A handwritten signature in blue ink that reads "Larry Bragg". The signature is written in a cursive, flowing style.

Larry Bragg

## Jennifer Adkins

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**From:** Trevor Greene <  
**Sent:** Tuesday, August 18, 2020 12:05 PM  
**To:** Jennifer Adkins  
**Subject:** [External]Letter of Interest & Resume - Community Appearance Board  
**Attachments:** Cover Letter - Trevor Greene.pdf; Trevor Greene - Resume.pdf

**CAUTION: This email originated from outside your organization. Exercise caution when opening attachments or on clicking links from unknown senders.**

Jennifer,

I hope you are doing well and staying safe in these crazy times!

I would like to formally express my interest in serving on the Community Appearance Board for the City of Myrtle Beach. I have attached a letter of interest and an up-to-date resume. I can also provide any additional information you may need, just let me know.

Thank you for your time and consideration. Have a great week!

Trevor Greene

Trevor Greene

August 18, 2020

Jennifer Adkins  
P.O. Box 2468  
Myrtle Beach, SC 29578

To Whom It May Concern:

My name is Trevor Greene and I am writing to express my interest in being considered for a volunteer position on the Community Appearance Board for the City of Myrtle Beach. As a longtime resident of the Grand Strand I have always had a passion for giving back to the place I call home, and I live my life everyday with the goal of making a difference.

I have witnessed first-hand the positive changes and growth our city has experienced in the last 20+ years. I've also had the pleasure of meeting many dedicated and committed community leaders who I am confident will ensure that we continue to grow and flourish. It is my desire to be a part of that in any way that I can, and I believe serving on the Community Appearance Board will enable me to do so in many ways.

If given the opportunity to volunteer on the Community Appearance Board I would bring the knowledge and experience I have gained serving clients in the consulting and advisory services sector spanning the real estate, banking, consumer goods, and pharmaceutical industries in the US and Internationally. Specifically, I believe my experience in real estate with development feasibility studies, market analysis, site selection, economic impact, and demographics would be valuable to the Board.

I would also bring experience and insight from serving on local non-profit boards, directing multiple organizations with combined assets of \$10+ million through various steering/executive/chairman, strategic planning, and marketing committee positions.

Most importantly, I bring a passion and desire to make a positive impact. Playing a part in shaping Myrtle Beach to become the absolute best place to live, work, and vacation is no small task, but it is one that I would love to contribute to.

I am confident that serving on the Community Appearance Board would allow me to give back to the community that has given so much to me.

Should you have any questions or seek additional information from me I can be reached at appreciate your consideration and look forward to serving with you.

Sincerely,

Trevor Greene

# Trevor A. Greene

## PROFESSIONAL EXPERIENCE

### Site-Tech Systems

Director of Business Development/Operations

Myrtle Beach, SC

April 2014 – April 2017, Nov 2019 - Current

- Manage day to day operations of office, existing and new business, product development, and internal analytics
- Liaise between multiple departments to increase resource utilization, build tools, improve processes, and create team synergy
- Managed communication and strengthened relationships with over 25 major clients
- Designed and implemented order management database system to increase automation, availability of information across departments/teams, company production, and reporting
- Major market study assignments, site development feasibility studies, site selection projects, custom analytical reports, economic impact studies, demographic analysis, customer segmentation, GIS mapping

### Wall Fellows Program

Class of 2019

Myrtle Beach, SC

August 2016 – May 2019

- A highly selective leadership development program to prepare top students for high-level careers in U.S. and international organizations
- 2-year credit granting program focusing on organizational, communication, and leadership skills (1 of 9 students in Class of 2019)
- Conducted and presented major market research project for international company focused on competitors and growth strategy

### CINO Ventures

Director/Owner

Myrtle Beach, SC

May 2016 – May 2019

- Marketing and design services focusing on brand position and engagement (social media, campaigns, events)
- Ad creation and reporting performance metrics using Facebook Ads platform
- Conceptualized and implemented digital property inspection service for large regional bank

### CO/PLUS

Strategy Intern

Copenhagen, Denmark

May 2018 – August 2018

- Supported Account Managers in creating client presentations, pitch decks, concept exploration, new business procurement process, tasks including preliminary research, competitor analysis, and market landscape
- Assisted in primary and secondary research projects, including a concept-to-pilot launch for one of the largest global convenience store chains
- Developed insights and recommendations based on research findings, data analysis, and market demographics

### BluePrint Research Group

Market Research Intern/Associate

New York City, NY & Philadelphia, PA

May 2017 – August 2017, June 2019 – Nov 2019

- Assisted in the development, planning, and execution of multiple opportunity assessment studies for new pharmaceuticals
- Developed client ready deliverables detailing research findings and recommendations for strategy and positioning
- Conducted in-person market research with key opinion leaders in specific medical fields, as well as patients, across the US and Europe
- Conducted market research and crafted disease profile reports on new areas of interest for the company

## HONORS AND LEADERSHIP EXPERIENCE

- New Directions of Horry County - Board of Directors, Executive Committee – [www.helpnewdirections.org](http://www.helpnewdirections.org) (Current)
- Habitat for Humanity of Horry County – Board of Directors, Resource Development Committee – [www.habitatmb.org](http://www.habitatmb.org) (Current)
- gsSCENE - Myrtle Beach Area Chamber of Commerce - Young Professionals Council – [www.gsscene.com](http://www.gsscene.com)
- Leadership Grand Strand – Class XXXVI
- LeadSC - Planning Committee/Panelist – [www.leadsc.net](http://www.leadsc.net)
- 2017 Young Professional of the Year – Winner

## EDUCATION

### Coastal Carolina University

Master of Business Administration

Conway, SC

May 2018 – May 2019

BA, Management, Organizational Leadership, Cum Laude  
Wall Fellows Class of 2019, Dean's List, Student Executive Leaders Program,  
Civic Engagement Advisory Council, Feel the Teal CCU, Coastal Carolina AMA

August 2016 – May 2018

### Harvard Business School

Other; "Core: Credential of Readiness"

Boston, MA

April 2015 - July 2015

## Jennifer Adkins

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**From:** George Wilson <  
**Sent:** Monday, August 10, 2020 10:38 AM  
**To:** Jennifer Adkins  
**Subject:** [External]Community Appearance Board seat  
**Attachments:** Andrew's resume 2020.doc

CAUTION: This email originated from outside your organization. Exercise caution when opening attachments or on clicking links from unknown senders.

Good morning Ms. Adkins,

I am 54 years old, was born in Myrtle Beach, attended Myrtle Beach High School, and spent most of my life in this city. Yesterday some friends of mine informed me that a seat was open on our Community Appearance Board and suggested that I apply for the position. I have an extensive background in art and design and would very much enjoy the opportunity to apply my knowledge to the aesthetics and beautification of our city. I have attached a copy of my resume. I appreciate having the prospect to possibly fill this seat, and becoming a member of the C.A.B.

Thank you for your consideration,

*G. Andrew Wilson, MFA*  
The logo for the South Carolina Department of Mental Health (DMH) features the letters "DMH" in a large, bold, serif font. To the right of "DMH", the words "South Carolina" and "Department of Mental Health" are stacked in a smaller, sans-serif font.

### WACCAMAW CENTER FOR MENTAL HEALTH

Maintenance/Vehicle Coordinator

164 Waccamaw Medical Park Drive, Conway SC 29526

phone 843.234.8127 | fax 843.347.4102 | mobile 843.999.5496

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## **G. ANDREW WILSON**

**843•231•2246**

**[profdru@icloud.com](mailto:profdru@icloud.com)**

### **Summary of Qualifications**

- Professor of Art and Theatre
- Master Craftsman
- Interior/Exterior Designer
- Tree-house Designer/builder
- Artist (2-D and 3-D)
- Set Designer/fabricator (theater, film, television, exhibit)
- Art Gallery Director/Manager
- Construction Crew Manager
- State Medical Facilities – maintenance & vehicles - Supervisor/Manager/Coordinator

### **Associations and Leadership**

Eagle Scout, Boy Scouts of America, 1983.

2000 Myrtle Beach Marathon - 3:44.

Burroughs & Chapin Art Museum, Exhibition Selection Committee, 2002-2003.

Surfrider Foundation, 2004-2010.

### **Education**

Bachelor of Arts 1988

University of South Carolina, Conway, SC

Master of Fine Arts (Art-Terminal Degree) 1996

California State University, Long Beach, CA

### **Professional Experience**

Waccamaw Center for Mental Health - 2010-present

Supervisor of Maintenance/State Vehicle Coordinator

(4 facilities: Conway, SC, Georgetown, SC, Kingstree, SC, Surfside, SC)

164 Waccamaw Medical Park Drive, Conway, SC 29526

Tree-house Designer/Fabricator - Myrtle Beach, SC 1999-2007

Interior Designer/Master Craftsman - Myrtle Beach, SC	2004-present
Youth Arts Summer Program Teacher (1 <sup>st</sup> -8 <sup>th</sup> Grade) - Myrtle Beach, SC	2007-2008
Professor of Art (adjunct faculty) Coastal Carolina University - Conway, SC	1998-2007
Theater Set Designer Coastal Carolina University - Conway, SC	2005-2007
Instructor (3-D design) Horry Co. Summer Camp for the Arts (6 <sup>th</sup> -12 <sup>th</sup> grade) Coastal Carolina University - Conway, SC	2004-2012
Professor of Theater (adjunct faculty) Coastal Carolina University Conway, SC	2000-2004, 2006-2008
Art Gallery Director (Rebecca Randall Bryan Gallery) Coastal Carolina University - Conway, SC	2001-2003
<i>Coastal Today</i> Television Show Production Designer/Set Fabricator (set aired on show 2002-2009) Coastal Carolina University - Conway, SC	2001-2002
Theater Set Art Director/Construction crew leader Coastal Carolina University - Conway, SC	1999-2000
Set Designer/Builder Cinnabar Entertainment Construction Burbank, CA	1996-1998
Set Builder Scenery West - North Hollywood, CA	1995-1996

Art Gallery Coordinator (Galleries A, B, and C)  
California State University - Long Beach, CA

1994-1995

### **Teaching Experience**

#### **(Coastal Carolina University Courses)**

Freshman Seminar (Art), Drawing I, Drawing II, Life Drawing I, 2-D Design, 3-D Design, Art History 101, Independent Study (Art), New York Experience (Art / Theater) Stage Craft, Theater Seminar, 3-Design (Horry County Summer Camp for the Arts).

### **Set Design (1999-2007)**

#### **(Coastal Carolina University Theater)**

*The Fantasticks*, directed by David Bankston; *The Misanthrope*, directed by Sandra Shakelford; *Good Night Desdemona*, *Good Morning Juliet*, directed by Robin Edwards Russell; *Can't Pay, Won't Pay*, directed by David Millard; *Parade*, directed by Greg London; *Forever Plaid*, directed by Greg London; *Oklahoma*, directed by Greg London; *A Lie of The Mind*, directed by Steve Ernest.

### **Other Set Work (1995-1998)**

#### **(Music videos, Feature films, Advertisements, Plays and Entertainment)**

The Red Hot Chili Peppers – *Aeroplane*, Madonna – *Human Nature*, Michael Jackson – *You Are Not Alone* (Featuring Lisa Marie Presley), Envogue – *Saturday Night Live* performance, *Twelve Monkeys*, *Godzilla*, Budweiser (CLIO Award winner), Kia Sportage (CLIO Award winner), Jeep Cherokee, Lexus, Sure Deodorant, Cheetos, Dr. Pepper, M&M's (Christmas), Village Pantry Convenience Stores, *Mercer Train* (Broadway Musical), C.N.N. (Tradeshow exhibit), *Jurassic Park* (Trailer), *The Green Lantern* (Trailer), KCBS Los Angeles News set, Kenny Rogers '96 Christmas Tour.

## Jennifer Stanford

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**From:** Jimmy Gray <jimmy.gray@visitmyrtlebeach.com>  
**Sent:** Wednesday, April 29, 2020 10:28 AM  
**To:** Jennifer Stanford  
**Subject:** [External]city committee interest - jimmy gray  
**Attachments:** Jimmy Gray Resume.pdf; Jimmy Gray Cover Letter.pdf

Good Morning Jennifer,

I recently moved into the city limits and would like to submit my name as interested in serving on one of the following groups: Beach Advisory Committee, Community Appearance Board or Planning Commission. I don't believe there are current vacancies on these groups but figured that I'd get in line for when there is. Thank you much and please let me know if you have any questions.

Jimmy Gray  
Director of Government Affairs  
Myrtle Beach Area Chamber of Commerce

# JIMMY GRAY

(843) 504-9668 · [jimmy.gray@visitmyrtlebeach.com](mailto:jimmy.gray@visitmyrtlebeach.com)

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April 29, 2020

Ms. Jennifer Stanford  
City Clerk, City of Myrtle Beach  
P.O. Box 2468  
Myrtle Beach, SC 29578

Dear Ms. Stanford,

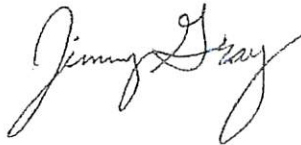
I am writing to express my interest to serve on a City Committee in the event of future vacancies. I have lived in the Myrtle Beach area for three years, although I just moved into the city limits in March 2020. I am specifically interested in serving on one of the following bodies, should a vacancy arise:

- Beach Advisory Committee;
- Community Appearance Board;
- Planning Commission.

I believe that my current professional experience as well as my previous experience working in the U.S. Congress will provide a unique voice to these groups. Whether it's ensuring that our beaches remain the most pristine in South Carolina or that our appearance and zoning fit the family-friendly direction set by City Council, I have a strong desire to help use my perspective to move our city forward.

Enclosed you will find my resumé, which highlights my professional and educational background. Should you or any member of city staff have any questions, please do not hesitate to contact me at (843) 504-9668 or [jimmy.gray@visitmyrtlebeach.com](mailto:jimmy.gray@visitmyrtlebeach.com).

Sincerely,



Jimmy Gray

# JIMMY GRAY

(843) 504-9668 · [jimmy.gray@visitmyrtlebeach.com](mailto:jimmy.gray@visitmyrtlebeach.com)

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## EXPERIENCE

### MYRTLE BEACH AREA CHAMBER OF COMMERCE

Myrtle Beach, SC

*Director of Government Affairs*

May 2018 – Present

- Promote and protect the Myrtle Beach area business community's interests at the local, state and federal levels;
- Advise the Chief Executive Officer and Board of Directors on all-things legislative and political in nature;
- Coordinated with members of the State Senate to pass a landmark school start date compromise amendment;
- Teamed up with local municipalities and the Department of Health and Environmental Control to deploy a new beach monitoring program to ensure visitors and residents have the most up-to-date swimming condition information;
- Work in concert with Members of Congress to secure \$35 million for beach renourishment;
- Provide direct assistance and guidance to 2,800 member-investors on issues within the public policy area – including the federal, state and local response to the COVID-19 pandemic;
- Testify in front of government bodies, clearly outlining the Myrtle Beach area business community's positions;
- Maintain relationships with key stakeholders in both elected and non-elected offices at all levels of government.

### COASTAL CAROLINAS ASSOCIATION OF REALTORS®

Myrtle Beach, SC

*Government Affairs Director*

June 2017 – May 2018

- Serve as the sole professional staffer for all Association activities in the public policy and political arenas, including its lobbying efforts at the local, state and federal levels;
- Testify before State House and Senate Committees on legislation critical to our organization's legislative goals, while working behind the scenes with elected officials and staff on improvements to legislation;
- Hosted a sitting Governor and candidates for Governor for the first time in Association history;
- Set Association PAC fundraising record in first year, raising \$80,551.19 and attracted the most major investors (\$1,000) in the PAC in Association history (27), on pace to break those records in second year.

### THE OFFICE OF U.S. REPRESENTATIVE PATRICK MEEHAN (PA-07)

Washington, DC

*Senior Legislative Assistant*

December 2012 – June 2017

- Staffed the Congressman in his assignment as a member of the Ways and Means Committee, and manage his portfolio as a member of the Trade, Tax Policy and Oversight Subcommittees;
- Forged relationships with agencies in the committee's jurisdiction, including the Department of Transportation, U.S. Trade Representative and the Department of Homeland Security, Congressional Committees and think tanks;
- Managed the Congressman's Tax, Labor, Transportation, Trade, Defense, Immigration, Agriculture, Environment, Foreign Affairs, Energy, Homeland Security, Natural Resources and Budget issue areas;
- Reviewed and determined the effects of federal, state and local regulations on key local stakeholders including municipalities, employers and taxpayers.
- Researched, drafted, introduced and managed H.R. 3457, the Justice for Victims of Iranian Terrorism Act – bipartisan legislation which passed the House of Representatives 251-173 with 118 cosponsors;
- Coordinated with staffers on the other side of the aisle and the other side of the chamber to draft, research and see-to-passage H.R. 4875, which was signed into law by the President.

## EDUCATION

### U.S. NAVAL WAR COLLEGE

FLEET SEMINAR PROGRAM

NATIONAL SECURITY AND STRATEGIC STUDIES

WASHINGTON, DC & Newport, RI

August 2015 - May 2017

### WILSON CENTER

FOREIGN POLICY FELLOW

Washington, DC

Fall 2014

### TRUMAN CENTER FOR NATIONAL POLICY

SECURITY SCHOLARS PROGRAM

Washington, DC

Spring 2014

### UNIVERSITY OF MARYLAND

BACHELOR OF SCIENCE

ROBERT H. SMITH SCHOOL OF BUSINESS

College Park, MD

August 2009 – May 2013

# JULIE BOOTH

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H: 843-626-6510 | C: 803-606-2343 | jbooth814@aol.com

## Summary

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Focused Project Manager with over 25 years of success in a variety of contract negotiations, project coordination and process improvements. Driven to cut cost and boost revenue through innovative management techniques. Organized and diligent with excellent written, oral and interpersonal communication skills. Remains calm and poised even in high-pressure situations. Leverages in-depth knowledge of industry trends and shifts to offer valuable insight to upper management and present opportunities for new growth and expansion.

## Skills

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- Program development
- Supervision and training
- Computer-savvy
- Calm under pressure
- Strategic Planning
- Team Leadership
- Quality Management
- Resource Control
- Contract Negotiations
- Community outreach
- Organizational Skills
- Self Motivated
- Workflow Planning
- Project Scheduling

## Experience

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### Project Supervisor Palmetto Health Systems

Lexington, SC

1979 - 1984

Oversight of Construction, Development and Maintenance of a 64 acre Retirement Project with Single Family and Multi Family Living Units, as well as a Clubhouse, and Pool as well as Streets, sidewalks, and some underground utilities privately maintained by the owner.

Negotiations with contractors and vendors to ensure quality workmanship was achieved in all aspects of land and building development in a timely manner and within budget. Oversight of newsletters, accounting, community maintenance and resident activities and transportation.

□

### Director of Construction and Development 1985 - 2001 Lutheran Homes of South Carolina

White Rock, SC

Responsible for initial sales and resales of retirement living units including single family, multi-family units and apartments. Oversight of Construction of Chapels, Nursing Homes, Alzheimer Units, Offices, and doctor offices on multiple campuses across the state.

Initial design and engineering meetings with architects to ensure structures met design criteria for the Fire Marshall and state DHEC officials. Inspections of structures to ensure all licensure and Occupancy Permits were properly issued.

Also responsible for meeting with new purchasers to customize the home they chose to suit their lifestyle and needs. Oversight of Architects and Engineers to ensure customizations are included and as-builts are kept for each custom unit. Unit ownership was maintained by LHSC. Also, retained oversight of remodeling and reselling units when occupant was in need of a higher level of care.

**Pro Contractor Sales Associate**  
**Home Depot**  
2001 - 2015

**Myrtle Beach, SC**

Direct contact with contractors and vendors ordering supplies and special orders needed for specialty jobs like Hard Rock Park, Hotel Remodels and Renovations, special lumber and fasteners for Surfside Pier renovation, Grand Dunes Properties etc. Specialist in Millwork, Hardware, Garden and Kitchen Departments.

## **Education and Training**

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**Psychology/Human Services**

Midland Technical College

Columbia, SC

**Associate of Applied Science: Architecture**

USC

Columbia, SC

**Business Management**

Midland Technical College

Columbia, SC

**Accounting Mangement**

USC

Columbia, SC

## **Activities and Honors**

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Previous: Licensed Residential Care Administrator

Current: Licensed Property Manager

Member, Seaside Village Board of Directors 2004 - 2007

President, Seaside Village Board of Directors 2007 - Present

Notary Public

Member: Beach Church First Impressions Team

Member: Myrtle Beach Pickleball Club

## Jennifer Adkins

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**From:** Mike McPeake <mcpeakemike@gmail.com>  
**Sent:** Wednesday, August 26, 2020 5:00 PM  
**To:** Jennifer Adkins  
**Subject:** [External]jadkins@cityofmyrtlebeach.com:BBethune@cityofmyrtlebeach.com  
**Attachments:** jerrymichaelmcpeakeresume.2020.docx

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Re: Community Appearance Board position

Please accept this email as my letter of interest in the above volunteer position. I am a retired Human Resource Manager who relocated to Myrtle Beach last December. I enjoy the city and all it offers but am interested in staying active and making new connections. This volunteer position appeals to me as I take great pride in the appearance of our beautiful city going so far as to pick up trash along the sidewalk whenever I walk our dogs. I recently emailed Mayor Bethune to ask for her help in cleaning the lot along the Withers Swash behind Hardee's on South Kings Highway. She was kind enough to respond and get the lot mowed and trash picked up. It looks so much better now that we can enjoy the beauty of the swash. I work part-time in the Myrtle Beach State Park office but have time to serve in this volunteer position. We are members of First Presbyterian Church; however, the pandemic has derailed our hopes to make new friends there and perhaps volunteer in some role. Please accept my resume for your consideration. I look forward to speaking with you to learn more about the position. Thank you for your consideration

Mike McPeake

624 Bonaventure Drive, Unit 101

Myrtle Beach, SC. 29577

434-401-1204

# JERRY MICHAEL MCPEAKE

· 434-401-1204

[mcpeakemike@gmail.com](mailto:mcpeakemike@gmail.com); [mcpeake-ab6558145 \(LinkedIn\)](#)

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Retired Human Resource Manager seeking part-time employment

## EXPERIENCE

**2017-2019**

**HUMAN RESOURCES MANAGER, SENTRY EQUIPMENT ERECTORS, INC.**

Responsible for Human Resources for manufacturing company with 200 + employees; hiring, administration, orientation, benefits, training, compliance, employee relations, terminations

**2014-2017**

**HUMAN RESOURCE MANAGER, OLD DOMINION JOB CORPS**

Human Resource Generalist for DOL operated training center for disadvantaged youth; hiring, administration, orientation, benefits, training, compliance, employee relations, terminations

**2010-2014**

**WORKERS' COMP SUPERVISOR/TEAM LEADER, ORTHOPAEDIC CENTER OF CENTRAL VA.**

Administration of claims for multi-faceted medical practice; Marketing services to employers

## EDUCATION

**BACHELOR OF ARTS, UNION UNIVERSITY**

Double major in Psychology & Business Administration with minor in Journalism; Lambda Chi Alpha Fraternity; Editor of school newspaper

**ASSOCIATE OF ARTS, JACKSON STATE COMMUNITY COLLEGE**

Major in Psychology; Work Study in Biology & Spanish labs; worked retail positions to pay college expenses

## SKILLS

- HR Generalist in varied industries
- Engaging presentation skills
- Ability to Multitask
- Strong sense of ethics
- Strong communication skills

## ACTIVITIES

Held past leadership roles in the Lynchburg Regional Society for Human Resource Management; Past Volunteer with United Way of Central Virginia

# RONALD SPENCER

Phone: (214) 435-8380 | Email: rjspencer28@yahoo.com

## SUMMARY OF QUALIFICATIONS

Detail-oriented, passionate, and highly motivated Public Affairs professional with 30+ years of combined legislative analysis, operations and lobbying experience. Expertise in managing legislative strategies, developing influential relationships, and supervising grass roots activities. Committed to maintaining a reputation based on exemplary service and uncompromising ethics. Recognized for successfully developing and managing public policy advocacy initiatives. Solid analytical, communication, and public speaking and presentation skills. Currently seeking a position as a Political Strategist which will utilize all acquired skills, abilities, and areas of expertise as follows:

- ◆ Government Affairs
- ◆ Public Policy Advocacy
- ◆ Research/Analysis
- ◆ Team Building/Leadership
- ◆ Program Management
- ◆ Federal/State Lobbying
- ◆ Grassroots Communication
- ◆ Public Speaking
- ◆ Presentation & Policy
- ◆ HR/Recruiting/Training
- ◆ Legislative Analysis
- ◆ Media/Union Relations
- ◆ Budgeting/Fundraising
- ◆ P&L Accountability
- ◆ Contract Compliance

## PROFESSIONAL PROFILE

UPS • Virginia

1975 - 2010

### *Human Resources Manager*

- ◆ Managed benefits, training and safety for UPS employees. Managed Worker's Compensation Cost Reduction Initiatives.
- ◆ Responsible for compliance with all government hiring policies and retention. Oversaw the implementation of OSHA Compliance.
- ◆ Worked with Teamsters Union to ensure contract compliance. Member of the UPS Recruiting Team that interviewed pilots for UPS Airlines.

### *Package Operations Manager*

- ◆ Managed a \$25M dollar annual budget and 1200 employees. Oversaw Labor Contract Compliance, Safety, and Profit and Loss, Automotive Maintenance, Environment Compliance, Customer Retention and Business Development.

### *Corporate Public Affairs Manager*

- ◆ Lobbied the Federal Highway Administrations, Department of Transportation and Congress regarding Transportation policies. Focus was specifically in the areas of environment and transportation issues.
- ◆ Participated in the Deregulation of the Transportation Industry, with the passage of House Resolution HR 3221. Coordinated Grassroots Letter Writing and Phone Campaigns for UPS nationwide.
- ◆ Worked on the UPS Beijing China Project. UPS Liaison to the Congressional Black Caucus.

### *Region Public Affairs Manager*

- ◆ Tracked legislation and policies in Georgia, Florida, North Carolina, South Carolina, Alabama, Mississippi and Tennessee.
- ◆ Lobbied the State Legislatures and Governors in those states. Managed the distribution of UPS Political Action Committees UPSPAC funds in those states.
- ◆ Analyzed the Legislative Committees and focused on those that impacted the transportation industry.
- ◆ Responsible for coordinating UPS UPSPAC annual employee solicitations, letter writing campaigns and phone campaign.
- ◆ Managed UPS Congressional Awareness Program that included meetings with UPSers and Members of Congress back home offices.
- ◆ Coordinated with the newspaper Editorial Boards, the publishing of "editorials" in targeted major newspaper organizations.
- ◆ Secured support letters from Governors in support of "Flying Rights" to China.
- ◆ UPS designated spokesperson with the media for any crisis management issues.

## **Ronald Spencer - Page 2**

### **EDUCATION & PROFESSIONAL DEVELOPMENT**

**National Louis University | B.A.**

**Bluefield State College | B.S.**

Completed the Dale Carnegie Executive Speaking and Presentation Seminar

### **ORGANIZATIONS & MEMBERSHIPS**

- ◆ Georgia American Legislative Exchange Council(ALEC) Private Sector State Chairman
- ◆ Chairman of the Board of the Georgia Motor Trucking Association GMTA
- ◆ Chairman of the Board of the South Carolina Trucking Association SCTA
- ◆ Appointed by Georgia Governor Roy Barnes to the Industry and Tourism Board
- ◆ Georgia Chamber of Commerce Executive Board Member
- ◆ Held Board Member position for the State Trucking Association for Alabama, Florida, Mississippi, North Carolina, South Carolina and Tennessee.
- ◆ Chairman of the Board of the National Black Caucus of State Legislators (NBCSL) Corporate Roundtable
- ◆ Co-Founder of the Washington, DC African American Lobbyist "Second Wednesday" Group
- ◆ MARCH Foundation
- ◆ Delta Mu Boule, Vice Chairman of the Delta Mu Boule Education Foundation
- ◆ Foster Kidd's Foundation Director
- ◆ Member of the Coastal Carolina Association of Realtor

Education

Winthrop University, Rock Hill, SC  
Bachelor of Arts in Communication, 1986  
Advertising and Broadcast Curriculum  
Minor in Fashion Merchandising

Job Related  
Experience

**Horry Telephone Cooperative** –1999 to present

***Development Sales Executive*** (cable television, land line phone service, internet, home security, wireless cellular phone service).

- Duties: To build relationships with land developers, real estate agents, home builders, hoteliers, engineers and architects in order to compete in the telecommunications industry to achieve as many dedicated customers as possible.
- 1999 - Created and developed the department and its processes as it operates today.
- Training of past and present team members in both sales and support.
- My motto has always been, “we want to control the real estate in our market”.

**Hooters Sports TV and Marketing** – August 1998–January 1999

***Sales and Marketing Representative – Southeast Market***

- This was a start up concept with Mr. Bob Brooks of Hooters International in order to create a satellite cable channel to promote and broadcast his two sporting events: Hooters Pro-Am and USAR Hooters Racing along with other sports programming.

**Jones Intercable** – November 1997- August 1998

***Sales and Marketing***

- A Colorado owned cable television company which was sold to Time Warner in August of 1998.

**WYAV Pinnacle Broadcasting (100,000 Watt Radio Station)**

***Consultant – April 1997-November 1997***

***Account Executive – May 1992-March 1994***

- Responsible for selling existing advertising and developing new advertisers for the station.
- Responsible for writing and creating commercials and creative themes for advertisers, along with promotions for advertisers.

**WJYR JOY 92 FM- Easy Listening (50,000 Watt Radio Station)**

***Account Executive***

- Responsible for creating sales packages, themes and promotions.
- Develop new, local and regional clients.
- Develop advertising campaigns and scripts.

**WJYX Country 93.9 FM and AM**

***Sales Manager – January 1994-December 1994 (Position eliminated)***

- Responsible for Sales Staff.
- Creating new programming projects and potential sponsorships for the sales team.
- Managing budgets and goals of Sales Department.
- Training and motivating existing and new sales force.

**Safe Guard Business System of Spartanburg/Greenville**

***March 1994-May 1994***

- Responsible for selling safeguards, printed systems and materials to existing clients while creating new clients.
- Territory consisted of 3 counties: Lancaster, York and Chester.

**WPDE TV 15 (ABC Affiliate)**

***Public Relations Director – October 1991-April 1992***

Hired in newly created position to promote the station in all aspects of public relations.

- Created, organized and implemented promotions and special events in Myrtle Beach, Florence and surrounding areas.
- Traveled in ADA (Area of Dominant Interest) to represent WPDE TV 15.
- Wrote and distributed press releases.
- Designed layout, typeset and wrote in-house newsletter.
- Public speaking engagements at schools and civic organizations.

**Enslen Ink**

***Owner - May 1989-May 1993***

Developed successful printing agency servicing accounts from Little River to Georgetown.

As the sole employee, responsible for all aspects of the business to include:

- Administrative and financial functions.
- Establishing new accounts and servicing existing customer base.
- Assisting clients in design and layout.
- Maintaining strong client relation.
- Coordinating all contracted aspects of the project.
- Selection of contractors based on their integrity, dependability, and competitive pricing.

**The Printing Port**

***Sales Representative – 1987-1989***

Hired as an independent broker, was given the responsibility of developing an outside sales program with territory from Little River to Georgetown with the following results:

- Aggressively developed a territory which resulted in 40% of the company's total receipts.
- Implemented successful sales techniques and established excellent customer relations.
- Independently researched product knowledge and all aspects of printing business.
- Developed personal management skills with proven results.

## Gail Ledford Enslen

### Community

Volunteer and Fundraising Opportunities

Chicora Women's Club (A Member of General Federated Women's Club of America)

Founding President – 2007

President – 2008

Myrtle Beach Woman's Club 1992-2005

Member Ocean View Baptist Church of Myrtle Beach

Licensed South Carolina Real Estate Agent

Licensed South Carolina Home Security Specialists

Member Horry-Georgetown Home Builders Association

## Jennifer Adkins

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**From:** Jan Conrad <cunningham812@icloud.com>  
**Sent:** Sunday, August 30, 2020 5:28 PM  
**To:** Jennifer Adkins  
**Subject:** [External]Jan Gore Conrad.docx  
**Attachments:** Jan Gore Conrad.docx

CAUTION: This email originated from outside your organization. Exercise caution when opening attachments or clicking links from unknown senders. Please forward all suspicious mail to [spam@cityofmyrtlebeach.com](mailto:spam@cityofmyrtlebeach.com) for review.

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I am very interested in serving on the community appearance board. Please feel free to contact me if you have any questions. 843-340-0669. Jan Conrad

Sent from my iPhone

Jan Gore Conrad

Email: [cunningham812@aol.com](mailto:cunningham812@aol.com)  
(843)340-0669

I am interested in being considered for a seat on the Community Appearance Board. I am a third generation native of Myrtle Beach. My grandparents moved to the town of Myrtle Beach in the 1930's and my parents and grandparents were instrumental in shaping our City as we know it today. My Grandfather, George Trask, served on City Council and my Mother, Ruth Trask Gore is presently on the Cemetery Committee that oversees Ocean Woods.

I am a trained Interior Designer and received a BA from the University of Georgia. My employment experience is as follows:

2010-present Rose Arbor Fabrics, designer  
2000-2009 Four Seasons Interiors, designer  
1987-1999 Summer House Gifts, owner  
1985-1986 Resort Designs, designer  
1983-1985 John Gore Interiors, designer

I am skilled in reading and understanding construction drawings, interior design plans, color concepts and landscaping designs and have participated in many projects throughout my career. Some of which include:

- First Presbyterian Church at Grissom Parkway Building committee. We were responsible for all aspects of the project and oversaw the actual construction.
- Sea Captains House Restaurant Interiors
- Chabad of Myrtle Beach, Mikveh Building
- 522 Broadway, commercial redo
- Arrowhead Golf Course Club House
- Willow Tree Campground Reception/Conference Center and Bath Houses
- McMillan-Small Funeral Home Interiors
- Many residences in North and South Carolina

It would be an honor to serve on the Community Appearance Board. I love Myrtle Beach and I have a strong desire to see our City develop in a way that residents and visitors alike would consider our home be a place of beauty. I feel that my experience and training would be a tremendous asset.