



CITY COUNCIL AGENDA ITEM

TO: Mayor & City Council **DATE:** July 10, 2014

FROM: John McDonough, City Manager

AGENDA ITEM: Consideration of a Resolution Appointing a Member to the Board of Ethics of the City of Sandy Springs (Darlene Trigg) - First Alternate

MEETING DATE: For Submission onto the July 15, 2014, City Council Regular Meeting Agenda

BACKGROUND INFORMATION: (Attach additional pages if necessary)

See attached:

Resolution
Biography

APPROVAL BY CITY MANAGER: JMM APPROVED

PLACED ON AGENDA FOR: 7/15/2014

CITY ATTORNEY APPROVAL REQUIRED: () YES () NO

CITY ATTORNEY APPROVAL: [Signature]

REMARKS:

STATE OF GEORGIA
CITY OF SANDY SPRINGS

A RESOLUTION APPOINTING A MEMBER TO THE SANDY SPRINGS BOARD OF ETHICS

BE IT RESOLVED by the City Council of the City of Sandy Springs, Georgia (“City”) while in regular session on July 15, 2014 at 6:00 p.m. as follows:

SECTION 1. That Darlene Trigg is hereby appointed as First Alternate to fill the unexpired term of Lorrie Mell commencing on July 15, 2014 and ending on November 1, 2014; and

SECTION 2. That members and alternates of the Board of Ethics shall be eligible for reappointment upon nomination by the Mayor and confirmation by the City Council and shall not serve more than two (2) consecutive terms when serving as a member, or two (2) consecutive terms when serving as an alternate; and

SECTION 3. That this Resolution shall become effective upon its adoption.

RESOLVED this the 15th day of July, 2014.

Approved:

Russell K. Paul, Mayor

Attest:

Michael D. Casey, City Clerk

(Seal)

Darlene M. Trigg

500 Tara Trail
Atlanta, Georgia 30327
(404) 372-9334
TriggD@FultonSchools.Org

Summary of Qualifications

Skilled fund development, marketing and community affairs executive. Results-focused general manager with profit and loss responsibility, project management, new business development, training, leadership, organizational and problem solving skills. Reputation for developing sustainable relationships and consensus building. Expert negotiating and analytical skills. Accomplishments have occurred in multi-tasking, fast-paced and start-up environments. Extensive community service. Strong commitment to community and economic development.

Professional Experience

Fulton Education Foundation Executive Director

2008-Present

Implement successful fund-raising programs as demonstrated by net dollars generated and number of attendees at special events. Manage, plan and execute profitable fundraising events by implementing project management tools, fund development strategy and community contacts.

- Increased net dollars raised for the annual golf tournament by 105% and raised the number of players by 65% in a difficult economic environment
- Raise the budget, manage and assist in organizing the annual Fulton County Schools Principal, Teacher & Professional of the Year event for over 200 honorees and 1,200 guests
- Create and manage all fund development strategies
- Build and maintain relationships with board, corporate and community contacts that provide financial and in-kind support for public education
- Successfully conducted a financial conversion from Excel spreadsheets to QuickBooks and delivered an unqualified opinion for the annual audit
- Manage the volunteer board and other volunteers that influence gift giving
- Redesigned all of the marketing collateral of the organization

COMPUCREDIT CORPORATION Operations Director to the Atlanta Urban League

2001-2007

2005-2007

Executive responsible for implementing the host city's fundraising, planning, administration, budget management, public relations and marketing of 2006 National Urban League Conference in Atlanta. Created the fund development plan, developed prospects, solicited corporate sponsorships and foundation grants, obtained in-kind contributions

- Raised nearly \$250,000 in less than one year, which was the largest single development effort to date in the 86 year history of the organization
- Increased sponsorships and grants by 25% through cold calls and personal relationships with senior level executives
- Utilized the fund development process to market the training services of the Atlanta Urban League, thereby increasing the number of corporate partners
- Built coalitions and sustainable partnerships and increased brand awareness, which resulted in a 20% membership increase
- Managed and coordinated office staff of four as well as 20 committee chairpersons
- Engaged the board by facilitating sponsorships, volunteerism and in-kind contributions

- Implemented fund development, management and planning for the organization's first annual golf tournament, reception for 850 people at the Georgia Aquarium and other special events

Senior Marketing Manager, Partner & Affinity Brands

2001-2005

Responsible for the development and execution of the company's ethnic credit card brands and strategy. Successfully implemented numerous marketing campaigns. Reported to the division president.

- Utilized Microsoft Project to successfully launch a national credit card campaign
- Managed the development of acquisition-marketing materials including consultants, graphic designers, writers, editors and printers that increased customer activation of credit cards to 70%
- Managed the celebrity spokesperson relationships, which increased market share by 30% in six months
- Managed the request for proposal (RFP) process for advertising and public relations firms
- Significantly increased community awareness by administering corporate philanthropy (Examples include inner city foundations, schools and Historically Black Colleges and Universities)
- Assisted in new product development in the prepaid credit card and sub prime credit card markets that expanded into a new business unit
- Managed and maintained third party community-based relationships with CEOs; managed priorities and expectations
- Directed the company's special events, which increased vendors by 65% in nine months
- Executed the customer satisfaction survey that facilitated regulators and consumer advocacy groups' understanding of the company's business model

MARTIN & ASSOCIATES

1995-2001

Consultant and Project Manager

DeKalb County Sheriff's Office, Project Manager

1998-2001

Planned, scheduled, directed and defined the scope of the mission critical software application known as the Jail Management System (JMS) and its subsystems

- Implemented the \$8M JMS on time and within budget
- Successfully operated in a complex, politically sensitive environment by holding small meetings and gaining consensus prior to larger group meetings
- Defined the scope of work and directed the strategic direction of the project team
- Managed cost control, budget, project coordination, progress evaluation, change order control and reporting
- Directed and assigned supervisory staff in technical and administrative duties as well as project workflow
- Successfully managed the year 2000 conversion with no downtime

Consultant

1995-1998

- Conducted management reviews, designed an entrepreneurship program, prepared business and strategic plans, assisted in locating venture capital sources, provided financial analysis, forecasted cash flow and profitability, developed capital and expense budgets, evaluated staffing issues, assisted with procurement of equipment and asset loans, developed marketing research and successfully executed fund development

Representative Engagements

- * 100 Black Men of Atlanta
- * Atlanta Metropolitan College
- * GA Association of Minority Entrepreneurs
- * Miller Brewing Company
- *GA Vending Program for the Blind
- *KidCare Pediatrics

Controlled all aspects of the daily activities of the Council, including administration, fund development, public relations and management of staff in a turnaround operation

- Responsible for raising the \$500,000 annual operating budget
- Reported to the board chair and the executive committee
- Managed donor-sponsor cultivation that increased sponsorship by 35% in one year
- Directed Minority Business Enterprises in obtaining procurement opportunities with Fortune 1000 companies through innovative approach to programs and networking
- Supervised 20 committees, comprised of more than 200 volunteers

NAACP COMMUNITY DEVELOPMENT RESOURCE CENTER/PARTNERSHIP WITH NATIONSBANK

1992-1994

Business Development Director

Established an initiative that supported the economic development objectives of the NAACP, as well as the small business banking objectives of NationsBank

- Facilitated approximately \$15M of small business loans over two years in a start-up operation
- Conducted small business workshops for entrepreneurs throughout the state of Georgia, ranging in subject matters from finance and accounting to marketing, human resources and strategic planning
- Supported the affordable housing initiative by conducting workshops in credit concerns while cross-counseling clients
- Developed business plans, addressed financial considerations, marketing plans and competitive strategies for entrepreneurs
- Assisted NationsBank lenders in securing loans to minority business owners
- Assisted in developing a youth entrepreneurship training program
- Broadened community knowledge to NationsBank senior level executives via presentations

Prior Experience

The Resource Group – Business Analyst
Manufacturers Hanover Trust Company – Associate
Houlihan, Lokey, Howard and Zukin – Associate
International Business Machines (IBM) – Systems Engineer
Electronic Data Systems (EDS) – Systems Engineer

Education

University of California at Los Angeles, Anderson Graduate School of Management
M.B.A. Finance/Accounting

University of San Francisco
B.S. Organizational Behavior

Community and Charitable Organizations

Heards Ferry Elementary School, Governance Council, Budget and Finance Chairman, 2013 – Present
Jack and Jill of America, Inc., Greater Metropolitan Atlanta Chapter, Foundation Chairman, 2011-Present
Atlanta Taxicab and Limo for Hire Panel, Hearing Officer, 2003-2012 (Mayoral Appointee)
Urban League of Greater Atlanta, Assistant Secretary & Annual Dinner Co-chairman, 2002-2008
National Black MBA Association, Atlanta Chapter, Director of Community Affairs, 2009-2010
Girl Scouts of the USA, National Operational Volunteer, 2003-2009
Atlanta AIDS Partnership Fund and Co-chair, 2004-2008
Chastain Park Conservancy, Board Member, 2004-2008
Habitat for Humanity, Project Manager and House Mentor, 2002-2005