

AGENDA
ST. JOHNS COUNTY
INDUSTRIAL DEVELOPMENT AUTHORITY

May 12th, 2025
3 p.m.

San Sebastian Conference Room
County Commission Office of the Administration Building
500 San Sebastian View
St. Augustine, FL 32084

****Regular Meeting****

1. Roll Call

2. Public Comment

Each person addressing the Board shall state their name and address for the public record and limit comments to three (3) minutes. Public comment will also be provided for each item containing a proposition (other than ministerial acts) before the Board.

3. Additions and/or Deletions to Agenda

4. Approval of Minutes

- February 10th Meeting
- April 14th Meeting

6. Treasurer's Report

7. New Business

- IDA Resolution – Updated Bond Issuance Fees
Mike McCabe, IDA Attorney
- IDA Vacancy
Sam Camp, SJC Economic Development
- Housing Attainability Study Update
Scott Maynard & Aliyah Meyer, SJC Chamber of Commerce

8. Reports

IDA Members

9. Adjournment (Next Meeting on June 9th, 2025)

**MINUTES OF MEETING
INDUSTRIAL DEVELOPMENT AUTHORITY
OF ST. JOHNS COUNTY
February 10, 2025
at
500 San Sabastian View, St. Augustine FL**

Members Present: Orville Dothage, Boris Lyubomirsky, Melissa Churchwell, Kevin Kennedy and Geoff Litchney

Call In: none

Members Absent: none

Guests Present: See attached sign-in sheet.

Mr. Dothage brings the meeting to order at 3:00 p.m.

Mr. Dothage asks for public comment.

No public comment.

Mr. Dothage moves the meeting to additions and deletions to the agenda.

No additions or deletions

Mr. Dothage moves the meeting to approval of minutes for the January 13th meeting.

Discussion.

Motion Mr. Litchney, Second Mr. Kennedy, to approve the minutes for the January 12th meeting as presented.

Vote unanimous.

Mr. Dothage moves the meeting to the Treasurer's report.

Mr. O'Connell presents one check for payment \$758 made out to WH O'Connell & Associates PA for accounting services. He goes over the status of SBA account application. He goes over the prior year financial audit and states the process is going good.

Discussion.

Mr. Dothage moves the meeting to New Business.

Draft Annual Report

Mr. Camp produces an updated draft of the annual report.

Mr. Dothage asks for comment from board members.

Discussion.

Mr. Dothage asks for comments from staff.

Discussion.

Mr. Camp states the annual report will be sent to the BBC.

Mr. Dothage moves to The Players Championship and industry invite list.

Mr. Maynard gives an update on past invitees.

Discussion on distribution of this year's tickets.

Mr. Dothage moves the meeting to Benchmark fee schedule against neighboring communities.

Mr. O'Connell states he had a call with Irv Weinstein attorney with Roger Towers law firm to discuss options for IDA to charge issuance fees on bonds that will be issued by different Florida IDAs that require our IDA to execute and interlocal agreement.

Discussion.

Mr. Dothage asks Mr. O'Connell what he recommends the IDA to consider when changing their fee structure with bond issues approved via interlocal agreement when this IDA is not the issuing agency.

Mr. O'Connell recommends that the IDA charge their usual 10 basis points on the portion of these issues that funds are directly allocated to uses in St. Johns County. In addition, the IDA should increase their fees for the meeting to approve these issues and for holding a TEFRA hearing.

Discussion.

Mr. O'Connell stated he will get with Mr. McCabe to go over drafting a new fee resolution for the IRA to consider.

Mr. Dothage moves the meeting to Lender Lunch and Learning Opportunities.

Mr. O'Connell stated he reached out to Rob Gall and is awaiting his return call to discuss having and hosting and event.

Mr. Dothage moves the meeting to Demo of Lightcast Economic Data Platform.

Mr. Camp presents a slide show of several models inside Lightcast and details out the program benefits for small businesses and the County.

Discussion on the program and its uses.

Mr. Dothage moves to reports

IDA Members:

Mr. Lyubomirsky asks a question concerning the Branding and its strategies.

Discussion.

Mr. Lyubomirsky asks about the timing of the website and its completion.

Mr. Camp states the website is waiting on the County filling the Marketing/Business Attraction position.

Discussion.

No other reports from members.

Mr. Dothage asks if any reports from Staff.

No reports.

Mr. Dothage next meeting March 10, 2025 at 3:00PM and asks for a motion to adjourn the meeting.

Motion Mr. Kennedy, Second Mr. Litchney to adjourn the meeting at 4:05PM.

Vote unanimous.

IDA

SIGN IN SHEET

IDA BOARD MEMBERS

1	Orv Dothage
2	Geoff Litchney
3	Boris Lyubomirsky
4	Melissa Churchwell
5	Kevin Kennedy
6	
7	

IDA MEETING

DATE: 2/10/2025

VISITORS / GUESTS

Who do you represent?

1	Sam Camp	SJC Economic Development
2	Sara Maxfield	SJC Economic Development
3	Scott Maynard	SJC Chamber of Commerce
5	Henry O'Connell	IDA CPA
6	Mike McCabe	IDA Attorney
7	Krista Joseph	BCC Commissioner
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**MINUTES OF MEETING
INDUSTRIAL DEVELOPMENT AUTHORITY
OF ST. JOHNS COUNTY
April 14th, 2025 at
500 San Sabastian View, St. Augustine FL**

Members Present: Melissa Churchwell

Call In: Boris Lyubomirsky

Members Absent: Kevin Kennedy, Orville Dothage, and Geoff Litchney

Guests Present: See attached sign-in sheet.

Ms. Churchwell brings the meeting to order at 3:00p.m.

With only two of five members present there is no quorum. Meeting can take place but no official actions can be made

Mr. Camp asks for public comment.

No public comment.

Mr. Camp moves the meeting to additions and deletions to the agenda. No additions or deletions

Mr. Camp skips approval of minutes with no quorum there can be no approval of minutes

Mr. Camp skips receipt pf the Treasurer's report as documents for March 2025 were not available at time of the meeting

Mr. Camp moves the meeting to New Business.

Discussion of Resolution to modify the IDA's bond fees

Mr. Camp tables the discussion for the May 2025 meeting as only two members are present

Review of procedures and timeline to fill the upcoming vacancy of Mr. Kennedy's board seat

Mr. Camp informed the board members present that Mr. Kennedy will be vacating his seat on the IDA board in June 2025, due to a job relocation. He then explained the timeline for receiving, reviewing, and recommending a qualified applicant to fill the vacancy. The board will consider applicants at the June 2025 meeting.

PLAYERS Championship Recap

Mr. Maynard provided a recap of the PLAYERS Championship and the impact tickets purchased by the IDA had. Mr. Mayard informed the board that several connections were made between businesses inside and outside of the St. Johns County market with local landowners and developers with interest in development.

Economic Development Website Update

Mr. Camp provided an update to the board on the progress of developing an economic development flagship website, as related to the marketing and branding agreement between St. Johns County and the IDA board.

Discussion.

Mr. Lyubomirsky asked Mr. Camp about the status of the business attraction position within the St. Johns County Economic Development Department.

Discussion.

General Economic Development Updates

Mr. Camp provided the board with several updates on activities and news from the St. Johns County Economic Development Department, including a meeting with the Jacksonville Port Authority on Foreign Trade Zone #64, a 'State of the Market' presentation by CoStar, progress on the economic development site analysis RFP, the groundbreaking and future developments from AdventHealth, and a business award presented to Viv Helwig, former chair of the IDA.

Mr. Camp asks for any questions or comments on the various updates.

None mentioned.

Mr. Camp moves to IDA reports

Members:

Mr. Lyubomirsky – Asked about opportunities to partner or engage with local sports franchises (e.g. Sporting JAX) for economic development opportunities.

Discussion.

Ms. Churchwell - no report

Mr. Camp asks for reports from Mr. McCabe and Ms. Joseph

Ms. Joseph asked about the availability of Industrial Revenue Bonds for parties interested in submitting a P3 proposal for the World Golf Hall of Fame property owned by St. Johns County.

Discussion.

Mr. Camp notes the next meeting will be May 12, 2025 at 3:00PM and asks for a motion to adjourn the meeting.

Motion by Ms. Churchwell, Second Mr. Lyubomirsky to adjourn the meeting at 3:50PM.

Vote unanimous.

IDA

SIGN IN SHEET

IDA BOARD MEMBERS

1	Boris Lyubomirsky (call-in)
2	Melissa Churchwell
3	
4	
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6	
7	

IDA MEETING

DATE: 4/14/2025

VISITORS / GUESTS

Who do you represent?

1	Sam Camp	SJC Economic Development
2	Scott Maynard	SJC Chamber of Commerce
3	Mike McCabe	IDA Attorney
4	Krista Joseph	BCC Commissioner
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St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Rec. 9/19/24
1 Yr. 9/19/25

Board/Committee Name: Industrial Development Authority

First Name: Sarah

Last Name: Hoff

Address: 154 Farmfield Dr

City, State Zip: St Augustine, FL 32092

Home Phone: (443) 691-2206

Cell Phone: (443) 691-2206

Work Phone: (877) 702-0288

Email: Flexhoff@yahoo.com

District: 2

Most Recent Occupation/Employer:

SMJ Drones

Past Work Experience/Employers:

Chesapeake Insurance

Stifel Nicolaus

Trowe price

Civic Clubs, Organizations:

Charity work -

Making lunches for St Francis

St. Johns Parcels Owned:

154 Farmfield Dr.

Companies/Industries with Financial Interest:

SMJ Drones

Elected or Appointed Positions:

Do you do Business with the County:

No **Details:**

Do you Have and Employment or Contractual Relationship with the County:



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

No **Details:** 0

Voting Conflict:

No **Details:**

Number of Times Recused:

Details:

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

Purdue University computer science
Stanford project management master

References:

Name	Relationship	Phone
Donna Karasic	Friend	(410) 908-9551
Vicki Payne	Friend	(603) 305-8171
Denise	Sullivan	(410) 456-5037

Additional Information:

FAA private pilot , experienced part 107 drone (UAV) flyer and serial entrepreneur. Her experience spans 20 years. Having gained international business skills and learned about working with different cultures, Hoff started her Information Technology career working at British Gas in Tunisia, North Africa. She was a key participant in numerous business and process re-engineering initiatives with computer systems. Success continued in the computer field as she moved over to the financial world to work for T Rowe Price for close to a decade while increasing her finance knowledge. Most importantly, she threw herself into opportunities as they came her way to find success and fulfillment. She has an Advanced Project Management certificate from Stanford University and is unafraid of hard work.



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Rec.10/08/24
1 Yr. 10/08/25

Board/Committee Name: Industrial Development Authority

First Name: Michael

Last Name: Kelly

Address: 1485 N Loop Pkwy

City, State Zip: St Augustine, FL 32095

Home Phone:

Cell Phone: (201) 403-8337

Work Phone:

Email: panther275@gmail.com

District: 5

Most Recent Occupation/Employer:

Jersey City, New Jersey Police Chief

Past Work Experience/Employers:

1985: NASD Registered Series 7 Stock Broker

Civic Clubs, Organizations:

St. Johns Parcels Owned:

Home parcel only
1485 N Loop Pkwy
St Augustine
.5 ac

Companies/Industries with Financial Interest:

None

Elected or Appointed Positions:

Do you do Business with the County:

No **Details:**

Do you Have and Employment or Contractual Relationship with the County:

No **Details:** 0



St. Johns County Board of County Commissioners

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Voting Conflict:

No **Details:**

Number of Times Recused:

Details:

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

1984 B.A Seton Hall University, South Orange, NJ
1986 M.P.A University of Pittsburgh, Pittsburgh, PA

References:

Name	Relationship	Phone
Joseph Rodriguez	Neighbor	(703) 389-4155
Tom Daniels	Neighbor	(904) 707-2044
Sean Collins	Neighbor	(515) 360-4284

Additional Information:

Keen interest in Urban and Regional Development with formal training as part of my MPA and general knowledge thereof.



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Application

Rec. 09/04/24

1 yr. 09/04/25

Board/Committee Name: Industrial Development Authority

First Name: DIRK

Last Name: LOBENBRUCK

Address: 513 White Feather Ct

City, State Zip: Saint Johns, FL 32259

Home Phone: (951) 818-9556

Cell Phone: (951) 818-9556

Work Phone:

Email: dvslobenbruck@gmail.com

District: 1

Most Recent Occupation/Employer:

Occupation: U.S. Compliance Officer

Employer: EverBank, N.A.

Past Work Experience/Employers:

Occupation: Director, HR & Compliance

Company: Athena Ag.

Occupation: Human Resources & Operations Consultant

Company: InSight Compliance

Occupations (all same employer):

Director, Business Operations & Internal Audit

Human Resources Business Partner & Regional Compliance Officer

Regional Information Security Officer

Organization & Human Resources Manager

Employer: Bosch and Siemens Home Appliances Corp.

Occupation: Senior Litigation Paralegal

Employer: Kirtland & Packard LLP

Occupation: Human Resources Administrator

Employer: Skycastle Entertainment, Inc. (a division of NBCUniversal Media, LLC)

Civic Clubs, Organizations:

Professional Organizations:

Society for Human Resource Management (SHRM) [current]

Human Resource Certification Institute (HRCI) [current]

International Public Management Association (IPMA) [current]

Society of Corporate Compliance and Ethics (SCCE) [current]



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Civic Clubs and Public Interest Groups:

Grand Lodge of Free & Accepted Masons: Member [current]

Fair Housing Council of Orange County: Senior Paralegal & Community Mediator [past]

Los Angeles Free Legal Clinic: Senior Paralegal [past]

Archaeological Association of South-Central Kansas: President, Vice-President, Treasurer [past]

Wichita State University: Committee Member, Court of Appeals [past]

Elected or Appointed Positions:

Do you do Business with the County:

No **Details:**

Do you Have and Employment or Contractual Relationship with the County:

No **Details:** 0

Voting Conflict:

No **Details:**

Number of Times Recused:

Details:

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

Academic degrees:

School: Western State University, College of Law

Field of Study: Law

Degree: Juris Doctor

School: California State University

Field of Study: Business Management and Administration

Degree: Master of Business Administration

School: Wichita State University

Field of Study: Anthropology

Degree: Master of Arts

School: Wichita State University

Field of Study: Anthropology, Sociology

Degree: Bachelor of Arts



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Certifications:

SHRM-CP: Certified Professional in Human Resources
PHR: Professional in Human Resources
Florida Notary Public
Certificate, Mediation and Alternative Dispute Resolution
Certificate: Bookkeeping and Accounting

References:

Name	Relationship	Phone
Stephanie Broder	Co-Worker	(888) 882-3837
John Kreiser	Realtor, Friend	(951) 496-9313
Gene Abadilla	Ministry Leader	(951) 454-4489

Additional Information:

I believe in perseverance, integrity, continuous learning, and seeing opportunities where most people only see problems.

Born in Germany, I came to the United States in the 1990s. Thinking I knew how to speak English, I was in for a big surprise. I found myself immersed in a culture that is not my own and a language that up until that day had only been my secondary language. I had to rethink everything that had been familiar to me, quickly broaden my language horizon, and make new acquaintances. The first year was not easy. Did I give up? No. "Giving up" is not part of my vocabulary. I struggled at first, but I persevered by constantly putting myself in uncomfortable situations.

I spent six years in Wichita, Kansas. I finished my undergraduate degree with a double major in less than four years and garnered an academic scholarship that allowed me to pursue graduate work. If you had known me from High School, you would not be able to recognize me anymore. I became eager, competitive, motivated, and developed a thirst for learning. After graduate school, I decided to disprove everyone in family by pursuing a law degree -- no one in my family had gone through professional school. I started the path, and I finished it.

Due to immigration laws, I was not able to work until I started law school. I worked during the day throughout law school and attended classes in the evening. Life was hard making ends meet in California while paying exorbitant tuition. Every problem is an opportunity for growth. That is what kept me afloat. After law school, I joined a multi-national corporation and moved through several local, regional, and international departments. Oftentimes, I worked with my counterparts and other departments from several company subsidiaries on global projects such as regulatory compliance, organizational development, restructuring efforts, information security, cultural affairs, health initiatives, and human resources matters.

I earned my MBA while working professionally and full-time because I wanted to learn more. I felt that an MBA combined with my JD and the work experience make me more well-rounded. I then started my own venture, focusing on business development, compliance, and human resources, and eventually joined a different corporation as Head of Human Resources and Legal Affairs. I decided to move from a multi-national corporation to a mid-size company because I wanted a new challenge. My new company did not have a Human Resources & Legal Affairs department. I built the department from the grounds up by providing a legal landscape, putting operating procedures in place, and creating structure.

Professional work is not everything I do. My interests are multi-versed. I have a challenge-accepted mindset. Here



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is an example: I know how to assemble a wristwatch. How did that start? One of our watches needed a new battery. I have been to a watchmaker many times and always said, "I can do that too." One day, I sat down, educated myself, and went from merely replacing batteries to assembling an entire Bulova wristwatch with parts I have bought from different parts providers across the globe. With enough determination, you can do anything you want.

I am also an advocate for several causes. I have been a court-appointed mediator, volunteered as cultural association president, vice-president, and treasurer, organized fundraisers, advocated for victims of domestic violence, held food drives, and volunteered for diabetes outreach programs. I received the Volunteer of the Year Award from the County of Orange, CA.



St. Johns County Board of County Commissioners

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Application

Rec. 1/17/25
1 Yr. 1/17/26

Board/Committee Name: Industrial Development Authority

First Name: MAZULLO

Last Name: Tony

Address: 94 Daniel park circle

City, State Zip: Ponte vedra, FL 32081

Home Phone:

Cell Phone: (904) 907-9812

Work Phone:

Email: Secure7transport@gmail.com

District: 4

Most Recent Occupation/Employer:

Secure7transportation ceo
Consulting in construction business

Past Work Experience/Employers:

Jmpitstop llc consultant in building codes

Civic Clubs, Organizations:

Rotary club ,knight of Columbus city commission planning board

Elected or Appointed Positions:

Do you do Business with the County:

No **Details:**

Do you Have and Employment or Contractual Relationship with the County:

No **Details:** 0

Voting Conflict:

No **Details:**

Number of Times Recused:

Details:

Subject of Active Civil or Criminal Investigation:



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No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

Business management masters degree from queens college new york

References:

Name	Relationship	Phone
Chris sanna	Friend	(631) 946-0546
Will readon	Friend	(386) 864-0400
Madeline goodenough	Friend	(386) 547-6566

Additional Information:

I am a very common sense educated person very mechanically inclined ,been in business for over 40 years



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Application

Board/Committee Name: Industrial Development Authority

Submit Date: 5/4/2025 8:52:27 AM Expires: 5/4/2026 8:52:27 AM

First Name: Susan

Last Name: Phillips

Address: 275 Old Village Center Cir, Unit 6312

City, State Zip: Saint Augustine, FL 32084

Home Phone: (828) 545-4093

Cell Phone:

Work Phone:

Email: sgphillips1234@gmail.com

District: 2

Most Recent Occupation/Employer:

President/CEO, St. Johns County Visitors & Convention Bureau (St. Augustine, FL: Jan. 2023-present)

Past Work Experience/Employers:

Director of Tourism Promotion & Strategic Alliances, St. Johns County Visitors & Convention Bureau (St. Augustine, FL: Jan. 2018-Jan. 2023)

Senior Vice President of Operations, 73 Deville Advertising Agency (Myrtle Beach, SC/Asheville, NC/Ft. Walton Beach, FL: Aug. 2016-Dec. 2018)

Director of Marketing, Myrtle Beach Area Chamber of Commerce/CVB (Myrtle Beach, SC: Aug. 2012-Jul. 2016)

Director of Marketing & Communications, The Grove Park Inn Resort & Spa (Asheville, NC: Dec. 2008-Apr. 2012)

Director of Marketing, HomeTrust Bank (Asheville, NC: 2005-2008)

Director of Marketing, Public Affairs & Air Service Development, Asheville Regional Airport (Asheville, NC: 2002-2005)

e-Business Chief of Staff to the Senior Vice President, Delta Air Lines (Atlanta, GA: 2000-2001)

Sales & Distribution Chief of Staff to the Senior Vice President, Delta Air Lines (Atlanta, GA: 1999-2000)

Various Sales, Product, & Reservations roles, Delta Air Lines (Atlanta, GA: 1988-1999)

Civic Clubs, Organizations:

I am an active member of VISIT FLORIDA®, SKÅL International, the Florida Attractions Association, the St. Augustine Attractions Association, the St. Augustine Business Coalition, the Nease High School Academy Hospitality & Tourism Advisory Board, and the Women's Food Alliance. I also serve on the Board of the St. Johns County Chamber of Commerce, Florida's First Coast of Golf, and the NE Florida Restaurant & Lodging Association.

St. Johns Parcels Owned:

275 Old Village Center Circle, Unit 6312, St. Augustine, FL (condo)

Companies/Industries with Financial Interest:



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None

Elected or Appointed Positions:

Do you do Business with the County:

Yes **Details:** My work organization, the St. Johns County Visitors & Convention Bureau, is under contract with St. Johns County for the management of our tourism destination promotion.

Do you Have and Employment or Contractual Relationship with the County:

Yes **Details:** 1

Voting Conflict:

No **Details:**

Number of Times Recused:

n/a **Details:**

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

EDUCATION

? Georgia State University, Atlanta, GA

? B.B.A. in Management (1984)

References:

Name	Relationship	Phone
Charles Robles	Business Colleague/T	(760) 333-1455
Irving Kass	Business Colleague/S	(904) 540-0390
Dr. Leslee Keys	Business Colleague/K	(904) 814-1022

Additional Information:

Summary of Relevant Skills for St. Johns County IDA:

Extensive Leadership Experience: Nearly 40 years across tourism, aviation, legal, and financial services sectors.

Strategic Planning & Business Development: Proven track record in managing multi-agency marketing operations, strategic alliances, and brand growth initiatives.

Public-Private Partnership Expertise: Deep involvement in collaborations with government, media, and private



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enterprises to drive regional economic impact.

Tourism & Destination Marketing Leadership: Current President & CEO of the St. Johns County Visitors & Convention Bureau; past leadership roles with Visit Myrtle Beach and The Grove Park Inn.

Economic Development & Infrastructure Experience: Former executive roles in aviation (Asheville Regional Airport) and banking (HomeTrust Bank), with direct involvement in regional transportation and development initiatives.

Governance & Board Engagement: Active board member of St. Johns County Chamber of Commerce, Florida's First Coast of Golf, Florida Restaurant & Lodging Association, and past secretary of the SC Association of Tourism Regions.



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Application

Rec. 09/30/24
1 Yr. 09/30/25

Board/Committee Name: Industrial Development Authority

First Name: Nick

Last Name: Primrose

Address: 132 THORNTON CT

City, State Zip: Saint Augustine, FL 32092

Home Phone:

Cell Phone: (440) 364-8298

Work Phone:

Email: nprimrose@gmail.com

District: 2

Most Recent Occupation/Employer:

Chief of Regulatory Compliance, Jacksonville Port Authority

Past Work Experience/Employers:

Deputy General Counsel, Governor Ron DeSantis
General Counsel, Division of Emergency Management
Deputy General Counsel, Governor Rick Scott

Civic Clubs, Organizations:

American Enterprise Institute
Leadership Florida
Maverick PAC
Federalist Society
Florida Freight Advisory Committee
SelectFlorida

St. Johns Parcels Owned:

Primary Residence (132 Thornton Ct.) - Approx. 1/3 acre

Companies/Industries with Financial Interest:

None

Elected or Appointed Positions:

Do you do Business with the County:

No **Details:**



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Do you Have and Employment or Contractual Relationship with the County:

No **Details:** 0

Voting Conflict:

No **Details:**

Number of Times Recused:

Details:

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

J.D., Barry University
M.P.A., DePaul University
B.A., Lake Forest College

References:

Name	Relationship	Phone
Michael Sasso	Friend	(407) 413-0237
Patrick Kilbane	Friend	(904) 652-3000
Daniel	Bean	(904) 887-4277

Additional Information:



St. Johns County Board of County Commissioners

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Application

Rec. 2/13/25
1 Yr. 2/13/26

Board/Committee Name: Industrial Development Authority

First Name: Gloreatha

Last Name: Scurry Smith

Address: 281 Aspinwall Parkway

City, State Zip: St. Augustine, FL 32095

Home Phone:

Cell Phone: (904) 759-1233

Work Phone:

Email: GloSmith@comcast.net

District: 5

Most Recent Occupation/Employer:

Owner: CCORE Solutions: I am the owner of a consultant company with over 35 years of public, social and entrepreneurship experience in administration, senior management, education, and healthcare. CCORE Solutions is a full-service resource focused on serving the comprehensive needs of communities with a focus on urban renewal, and investment in our inner cities. I am an experienced professional bringing an approach to providing Consulting, Career Opportunities, Resources, and Education to clients. CCORE Solutions will be able to offer a more balanced quality service that is designed to develop and grow safe and thriving full-service communities. CCORE Solution's mission is to collaborate with other organizations that assist individuals by improving their skills and abilities for high paying and high quality jobs. The company collaborates and serves small businesses, agencies, and non-profit organizations by providing business strategy assistance, training, and mentoring.

Former Employer: Northwell Health and serves as the AVP, Business Strategy of Ambulatory Optimization Office of Access Strategies: Responsibilities:

? Practices operations and strategies

? Training assessments and evaluation methods to measure program effectiveness and to continually improve resources

? Accountable for KPIs and responsible for measurement and reporting of ongoing financial and operational performance

? Oversaw strategic planning, implementation and evaluation of enterprise learning experiences related to enhancing the patient and customer experience

? Collaborates with the development and leads the hospital-based implementation of efficient and effective operational policies, processes, tools, and educational materials within all functional areas

? Directs cross functional revenue cycle projects and collaborates with other hospital leadership to ensure that needs/concerns/requests in relation to Patient Access processes are being addressed proactively and in ways that do not negatively impact efficiencies or operational flows

? Assess the skills, competencies, and training needs of employees to develop and deliver training and education programs, specifically in the areas of information systems, customer service, patient workflow, and physician practice operations

Formativ Health/Northwell: Director of Learning and Development; Responsibilities:

? Identified learning needs and assisted in the design, delivery, and evaluation of interventions aimed at achieving patient satisfaction goals



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- ? Leveraged data science and advanced analytics to drive insights to actions, measure KPIs to improve patient experience, retention and loyalty
- ? Spearheaded the planning, organizing, managing, and delivering training for Ambulatory Practices in collaboration with leadership across the ambulatory network
- ? Training on other departmental reports and dashboards to monitor the success of customer experience initiatives and introduced processes for the teams to examine and act on customer feedback, including root cause analysis, data collection, and process optimization efforts
- ? Facilitated education and coaching aimed to integrate all staff, during numerous organizational touch points, in a consistent service excellence philosophy to promote an everyday culture of service excellence

Past Work Experience/Employers:

Executive Office of the Governor Rick Scott: Staff Assistant to Lieutenant Governor and Program Analyst and Community Outreach to Governor Scott: Responsibilities:

- ? Served as a liaison between citizens, agencies, organizations, government officials and/or representative
- ? Attended and represented an public meetings throughout the region to increase public awareness at the grass-roots level for the Lt. Governor and Governor's legislative agenda and priorities. These efforts provided immediate and positive support within the community

Kids First of Florida, Inc., Revenue Maximation, Utilization and Mental Health Management:

- ? Supervised the Utilization Management (UM) process and procedures; providing training and program-level changes to maintain Medicaid compliance and submissions of prior authorizations
- ? Managed unit budgets caseworkers and supervisors coordinating services for children and families in foster care, in and out-of-homecare, adoption program, and family preservation (including mental health services, and Medicaid enrollment and eligibility, adoption subsidy and community outreach)
- ? Oversaw program assessments, establishing and managing the unit's budget for all program services
- ? Spearheaded the development of the agency's policies and procedures for the Florida's Child Welfare Prepaid Mental Health Program
- ? Improved patient outcomes by addressing gaps in clinical education, improving healthcare team engagement

Civic Clubs, Organizations:

I am the founder of Minorities In Motion, a conservative Alliance in N.E. Florida.

- ? 2017/2018 Clay County Charter Review Commission Member
- ? Former 2014 and 2016 House District 5 Florida Congressional Candidate
- ? Volunteerism Schell-Sweet Community Resource Center, a subsidiary of Edward Waters University, El-Beth-El Development Center, and Shiloh Outreach Center
- ? Board as Member-At-Large, and Campaign and Election Chair For the Florida Federation of Republican Women
- ? Florida RNC Black American Council Co-Chair
- ? Florida's Spearhead Campaign Chair For the National Federation of Republican Women

I was a Republican delegate alternate from Florida to the 2016 Republican National Convention.

Elected or Appointed Positions:

Do you do Business with the County:

No **Details:**



St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Do you Have and Employment or Contractual Relationship with the County:

No **Details:** 0

Voting Conflict:

No **Details:**

Number of Times Recused:

Details:

Subject of Active Civil or Criminal Investigation:

No **Details:**

Negative Publicity:

No **Details:**

Educational Background:

Bachelor of Arts in Business Management and Master of Business Administration Degrees

References:

Name	Relationship	Phone
Janice Wallace	Friend	(904) 955-9767
Jo Knott	Friend	(904) 904-7074
Lauren Prater	Friend	(516) 343-3663

Additional Information: