

CITY OF PEMBROKE PINES
ADVISORY BOARD AND COMMITTEE APPLICATION FORM

*Please return the **signed and completed application form and a recent resume*** to: City of Pembroke Pines, City Clerk's Office, 601 City Center Way, Pembroke Pines, Florida 33025.*

***NOTE: YOUR RESUME MUST ACCOMPANY THIS APPLICATION IN ORDER FOR THE APPLICATION TO BE CONSIDERED.**

Please type or use dark ink to complete this form.

Applicant Name Aaron Lee

Race** Black African descent National Origin** American

Occupation Marketing

Street Address 9701 SW 11th Street

Subdivision _____

Home Telephone 954-649-4702 Business Telephone _____

E-mail Address Amler2141@gmail.com

Length of Residence in Pembroke Pines
(if applicable)

26
Years

Months

Length of Time as Business Person in
Pembroke Pines (if applicable)

7
Years

Months

Are you a registered voter? Yes Pembroke Pines District No. 1 Precinct No. _____

Do you have a criminal record? No If yes, please explain. _____

Have you ever been convicted of a felony? No If yes, please explain. _____

Do you have any criminal charges pending? No If yes, please explain. _____

Do you have any relatives employed by the City? No If yes, please state name(s): _____

Are you aware of any potential conflict of interest that may arise from your serving on this/these board(s)? No If yes, please explain. _____

CITY CLERK'S OFFICE
CITY OF PEMBROKE PINES
2024 JUL 24 PM 2:17

Does your business, or your employer have any contractual relationship with, or do any business with the City? No If yes, please explain.

Do you have monies owed to the City that are delinquent? No If yes, please explain.

Do you have any pending code violations relating to property owned by you in the City? _____
If yes, please explain. No

Do you have any violations relating to other City codes? No If yes, please list: _____

**The response to these entries is optional. The City is interested in providing for cultural diversity on its Advisory Boards and Committees, and seeks this information solely in order for the City to further its goal to provide for diversity on its Advisory Boards and Committees.

Which board or committees are of interest to you? Please indicate up to three preferences by ranking. Please denote your first choice with a "1," etc. Please place a number adjacent to any board or committee for which you wish to be considered. If you do not place a number next to a board or committee, the City Commission will not be able to consider you for that board or committee.

_____ Arts & Culture Advisory Board

_____ Auditor Selection Committee

☒ Affordable Housing¹

_____ Board of Adjustment

_____ Charter High School Advisory Board²

☒ Economic Development Board

_____ Education Advisory Board

_____ Environmental Advisory Board

☒ Planning & Zoning Board

_____ Police and Fire Pension Fund Board

_____ Citizens Committee/Hurricane Prep (Ad Hoc)

_____ Diversity & Heritage Advisory Board

_____ Social Media Committee (Ad Hoc)

_____ Charter Review Board³

_____ Public Art Committee (PAC) New

_____ **Auditor Selection Committee**

¹You must complete the "Supplement to Application for Affordable Housing Committee."

²Representative of Educational or Business sector of the Community

³This Board is convened once every five years.

Please provide a brief statement outlining why you wish to serve on the board(s) you have indicated above.

As a long term resident of over 25 years living in the city of Pembroke Pines, it would be an honor to serve on an advisory board for the city of Pembroke Pines to offer new innovative solutions for the greater good of my community, while advocating for other residents in the city who may have some concerns or ideals.

I am confident that I will be an asset to which ever boards I am able to serve on due to my experience as a young professional in the city of Pembroke Pines, my genuine care for making sure Pembroke Pines continues to grow as a city and to go in the right direction and lastly it is that I would also love to learn from others while sharing ideals regarding Pembroke Pines future. I hope you take my application into strong consideration. Thank you - Aaron Lee

I hereby certify that all statements made in this application are true and complete. Permission is granted to the City of Pembroke Pines to investigate and verify criminal and credit history and any information provided on this and successive documents completed for purposes of my appointment to the City Board or Committee. In return for consideration of my application, I release any person who provides information pertaining to me from all claims or liabilities that might otherwise result from such information or opinions.

Aaron Lee
Applicant's Signature

07/24/24
Date

Applications for board and committee vacancies are accepted throughout the year. For additional information, please call the City Clerk's Office at (954) 450-1050.

SUPPLEMENT TO APPLICATION FOR "AFFORDABLE HOUSING COMMITTEE"

PLEASE CHECK ALL POSITIONS FOR WHICH YOU ARE QUALIFIED

- ☐ Actively engaged in the residential home building industry in connection with affordable housing.
- ☐ Actively engaged in the banking or mortgage banking industry in connection with affordable housing.
- ☐ Representative of those areas of labor actively engaged in home building in connection with affordable housing.
- ☐ Actively engaged as an advocate for low-income persons in connection with affordable housing.
- ☒ Actively engaged as a for-profit provider of affordable housing.
- ☒ Actively engaged as a not-for-profit provider of affordable housing.
- ☒ Actively engaged as a real estate professional in connection with affordable housing.
- ☐ Actively serves on the local planning agency pursuant to Section 163.3174, Florida Statutes.
- ☒ Resides within the municipal boundaries of the City of Pembroke Pines.
- ☒ Represents employers with the City of Pembroke Pines.
- ☒ Represents essential services personnel, as defined in the City's Local Housing Assistance Plan.

AARON M. LEE

• C(954) 649-4702
Amlee4649@gmail.com

OBJECTIVE:

Seeking a challenging career where my creative problem solving and management skills are utilized to achieve optimization of corporate resources with opportunities for continued professional growth, development, and advancement.

EDUCATION:

2012- 2016 Bethune Cookman University Daytona Beach , FL.

Bachelor Degree Business Administration-Marketing

EXPERIENCE:

September 2021- current Anheuser-Busch Co. Miami/Ft.Lauderdale, FL
Emerging Channels Rep/ High End Business Development Rep

- Closed gaps in non-buy accounts last year by strengthening relationships and showing former accounts how sales have been up and how it would be beneficial for them to bring in the products due to competitive cost, quality and how it's been performing positively in other accounts.
- 100 percent execution in 90 days on KPI goals of opening 25 new accounts that I was tasked to accomplish while with emerging channels dept.
- Took competition displays in off premise stores by utilizing data to strengthen cases of there needing to a display of my product vs other especially while there would be a live Tpr going live.
- Currently growing local craft beer product YTD sales of -7 percent to 2.34 and projecting to end the year at 3 percent by growing PODs, doing market blitz with the sales reps and creating draft features.
- Led wholesaler team of 20 sales professionals focused on driving the imports and craft business.
- Worked with the team on how to sell/negotiate, and work towards collective sales goals.
- Planning & Execute activations and supporting unique & recurring event activation opportunities.
- Utilize IRI/Nielsen data to understand market trends and buying patterns from consumers.
- Create market blitz with wholesalers to identify new opportunities on and off premise
- Build and leverage positive relationships with wholesalers, retailers, consumers, and influencers, to build brands among target audiences, achieve growth and perform against KPIs.
- Implement sales performance measures and targets by achieving expected results utilizing sales history, and sales data tools.
- Promote and build brand awareness of the assigned portfolio.
- Develop and facilitate brand training initiatives on High-End brands to customers, consumers, and trade.
- Track and manage budgets and programming spends specific to trade and local activations.
- Provide lead administrative support for creating and managing program recaps, timelines, general market overview reports, PPT deck creation, and budget/project tracking.

November 2017- Oct 2021 Brown Distributing Miami/ Ft.Lauderdale, FL
On/Off-Premise Sales Rep

- Awarded Salesman of the month back to back for growing off premise territory by activating new accounts to start selling our products.
- Grew volume and profitability in assigned geography
- Work with store managers on getting tie in and displays for monthly bogo and TPR(temporary price reduction) items.
- Educated customers about the different craft breweries that are represented under the wholesaler.

- Utilized ViP Karma data and Sling Dashboard to identify new opportunities in the market and what the market trends are.
- Work with brewery reps create new and innovative sales tactics for on premise accounts
- Set up marketing displays in various key accounts for special events.
- Conduct Staff training on different craft beers for Resorts, Hotels and bar staff.
- Work with Brewery reps by doing ride alongs to gain lines and sell seasonal beers

May 2016- Oct 2017 Daytona Beverage Daytona Beach, FL.
Chain Account Manager

- Responsible for all Volusia County Anheuser Busch chain and independent accounts
- Work with retailers to expand shelf space for Anheuser Busch products.
- Provide analytical data to assist with business decisions aimed at organizational objectives.
- Plans and coordinates special promotional events.
- Provide training and assistance to sales rep to increase product sales to various accounts
- Research and compile data from consumer spot market analysis
- Prepare and submit sales projections, expenditures, and reconciliation reports
- Monitor product sales and develop strategies to increase volume utilizing point of sale advertisement and special promotion pricing
- Market products based on consumer trends
- Respond to retailer complaint/ concerns and determine corrective actions

References

- **Aaron Carter - Anheuser Busch- High End Business Development Manager (404-731-5171)**
- **Kelsey Shepard- Boston Beer Company- Market Channel Manager (901-603-3324)**
- **Chris Bowler- Daytona Beverage-Owner(386-274-4005)**