

MEMORANDUM

Agenda Item No. 14(A)(7)

TO: Honorable Chairman Esteban L. Bovo, Jr.
and Members, Board of County Commissioners

DATE: June 20, 2017

FROM: Abigail Price-Williams
County Attorney

SUBJECT: Resolution approving the
appointment of Peter Celnicker
to the Board of Directors of the
Spay/Neuter Miami Foundation,
Inc.

The accompanying resolution was prepared by the Animal Services Department and placed on the agenda at the request of Prime Sponsor Commissioner Sally A. Heyman.



Abigail Price-Williams
County Attorney

for

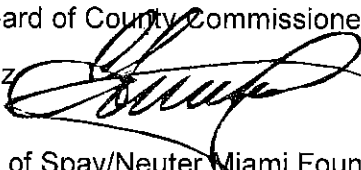
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Memorandum



Date: June 20, 2017

To: Honorable Chairman Esteban L. Bovo, Jr.
and Members, Board of County Commissioners

From: Carlos A. Gimenez
Mayor 

Subject: Recommendation of Spay/Neuter Miami Foundation, Inc. Board Appointment

RECOMMENDATION

The Spay/Neuter Miami Foundation (SNMF) was created to promote and raise funds towards the work and mission of the Miami-Dade County Animal Services Department (ASD). Recently, the SNMF did not have active board members due to the passing of one board member, Dee Chess, in July 2016, and the expiration of the other board members' terms in October 2016. In April 2017, two new board members were appointed by the Mayor in order to reengage the entity in ASD's lifesaving work, leaving an additional five positions to be appointed by the Board of County Commissioners (the Board).

It is recommended that the Board now appoint Peter Celnicker due to his commitment to the community, dedication to the homeless pet population, and willingness to serve on the SNMF Board. Attached, please find the resume of Peter Celnicker.

BACKGROUND

On March 3, 2009, the Board adopted Resolution No. R-219-09, authorizing the County Mayor or County Mayor's designee to facilitate the creation of the SNMF, and on October 21, 2009, SNMF was created. The purpose of SNMF and the responsibilities of the members would be to fundraise in support of community spay-and-neuter services and ASD. In 2014, the SNMF, with Board approval, decided to reduce the overall membership in order to better facilitate meetings and achieve quorum. This allowed for a total of seven members, with five appointed by the Board and two appointed by the Mayor.

Attachment: Resume of Peter Celnicker



Alina T. Hudak
Deputy Mayor

Peter Celnicker

Sales Leader, Marketing Expert, Trainer

I am a professional who plays to win. Strategic, adaptable, relationship marketing expert with 10+ year career track of developing highly effective sales strategies in diverse industries including medicine, legal, e-commerce, membership sites, real estate and financial services. Inspirational leader who trained and motivated sales teams by the hundreds to reach their peak performance; produced millions and expanded finance company 10 times over.

Contact

Pembroke Pines, FL
(561) 289-5217
peter@top10seomarketing.com
linkd.in/PeterCelnicker

Education

University of New Mexico • 1998
B.A. Political Science and Spanish
• Graduated with honors
• Studied abroad in Spain, Costa Rica, Mexico and Brazil; became fluent in Spanish

University of New Mexico • 2000
M.A. in Business Administration

Landmark Education
Curriculum for Living Graduate • 2012
Self-Expression and Leadership Program
Leader • 2016

Recognized Top Hopkins Sales Mastery
Graduate • 2005-2006
Mike Ferry One-on-One Training 2002-2006
Tony Robbins 2007

Languages

English
(fluent)

Spanish
(excellent)

Portuguese
(very good)



Experience

CEO, Sales, Internet Marketing, SEO Expert
Top 10 SEO Marketing, LLC • Pembroke Pines, FL 2010-present
Full service marketing boutique offering branding and e-marketing products to small businesses across the U.S.

- Built client base from scratch; tripling clients in three years to generate more than \$15K in monthly revenue.
- Drove business to become profitable in year one (in the midst of a downturned economy) and doubled annual revenue every year after (see adjacent chart).
- Enhanced SEO for charter bus company, resulting in increased site rankings in local market to become the #1 choice for bus rentals.
- Developed expertise in Internet marketing, encompassing SEO, social media marketing, website conversion and email marketing.

Managing Member, Sales, Recruiting, Public Speaking, Trainer Prestige Financial Group • Boca Raton, FL 2006-2008
Premier provider of consumer financing solutions.

- Became first independent contractor in the state of Florida and quickly ascended to Branch Manager within three months.
- Appointed to sit on Advisory Council and requested by founders to replicate success and teach small business strategies and personal development practices to sales reps.
- Grew sales force from 200 representatives to 80,000 in two years.
- Led company to become recognized as the fastest growing MLM in the world and earn Ernst & Young award for Entrepreneurial Excellence in Finance.

President/Realtor
Peter Celnicker P.A. • Pompano Beach, FL 2010-present
Launched franchise via Re/Max to purchase and sell real estate investment properties in South Florida housing market

- Top 5% producer who averaged annual sales of \$8.5 million in real estate transactions.
- Received awards every year from Re/Max from 2002-2006 for annual sales achievements.
- Featured twice on 20/20 as an expert in real estate investment in South Florida.

Recognition

Successful Business Owner • Self Motivated, Proven track record
Inspirational Sales Leader • Expanded company 10 times over and helped train over 65,000 sales associates
Ranked among top five producers • Success from Home Magazine, 2008
Real Estate Investing Expert • 20/20 Interviewee, 2005



MEMORANDUM

(Revised)

TO: Honorable Chairman Esteban L. Bovo, Jr.
and Members, Board of County Commissioners

DATE: June 20, 2017

FROM: Abigail Price-Williams
County Attorney

SUBJECT: Agenda Item No. 14(A)(7)

Please note any items checked.

- "3-Day Rule" for committees applicable if raised**
- 6 weeks required between first reading and public hearing**
- 4 weeks notification to municipal officials required prior to public hearing**
- Decreases revenues or increases expenditures without balancing budget**
- Budget required**
- Statement of fiscal impact required**
- Statement of social equity required**
- Ordinance creating a new board requires detailed County Mayor's report for public hearing**
- No committee review**
- Applicable legislation requires more than a majority vote (i.e., 2/3's _____, 3/5's _____, unanimous _____) to approve**
- Current information regarding funding source, index code and available balance, and available capacity (if debt is contemplated) required**

Approved _____ Mayor
Veto _____
Override _____

Agenda Item No. 14(A)(7)
6-20-17

RESOLUTION NO. _____

RESOLUTION APPROVING THE APPOINTMENT OF PETER
CELNICKER TO THE BOARD OF DIRECTORS OF THE
SPAY/NEUTER MIAMI FOUNDATION, INC.

WHEREAS, this Board desires to accomplish the purposes outlined in the accompanying memorandum, a copy of which is incorporated herein by reference; and

WHEREAS, on May 6, 2014, the Board of County Commissioners adopted Resolution No. R-433-14 to amend the Articles of Incorporation of the Spay/Neuter Miami Foundation, Inc. (the "Foundation") to reduce the membership in the Foundation's Board of Directors from fifteen (15) members to seven (7); and

WHEREAS, the Articles of Incorporation direct that five (5) Directors be appointed by the Board and two (2) Directors be appointed by the Mayor; and

WHEREAS, each Director shall be appointed for a two-year term, except that the term of each Director appointed by the Mayor shall end concurrently with last day of the Mayor's term; a position shall be deemed vacant at the expiration of a term unless the member has been reappointed for another term in accordance with the article; and each member shall be permitted to serve two (2) full consecutive terms at most but may be reappointed after ceasing to be a member for one (1) year,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that this Board hereby approves the appointment of Peter Celnicker to the Spay/Neuter Miami Foundation, Inc. Board of Directors.

The foregoing resolution was offered by Commissioner
who moved its adoption. The motion was seconded by Commissioner
and upon being put to a vote, the vote was as follows:

Esteban L. Bovo, Jr., Chairman	
Audrey M. Edmonson, Vice Chairwoman	
Bruno A. Barreiro	Daniella Levine Cava
Jose "Pepe" Diaz	Sally A. Heyman
Barbara J. Jordan	Joe A. Martinez
Jean Monestime	Dennis C. Moss
Rebeca Sosa	Sen. Javier D. Souto
Xavier L. Suarez	

The Chairperson thereupon declared the resolution duly passed and adopted this 20th day of June, 2017. This resolution shall become effective upon the earlier of (1) 10 days after the date of its adoption unless vetoed by the County Mayor, and if vetoed, shall become effective only upon an override by this Board, or (2) approval by the County Mayor of this Resolution and the filing of this approval with the Clerk of the Board.

MIAMI-DADE COUNTY, FLORIDA
BY ITS BOARD OF
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

By: _____
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.



Sabrina Levin