Memorandum

MIAMI-DADE COUNTY

Date: October 12, 2011

To: Honorable Joe A. Martinez, Chairman
and Members, Board of County Commissioners

From: Carlos A. Gimenez
Mayor

Subject: Mayoral Appointment
Director – Elections

Pursuant to the authority vested in me under the provisions of Section 2.02-D of the Miami-Dade County Home Rule Charter, effective immediately I hereby appoint Ms. Penelope Townsley to the position of Supervisor of Elections.

Ms. Townsley most recently served as Director of Small Business Development (SBD), where she oversaw the County's programs for Small and Disadvantaged Business Enterprises. Her many responsibilities included establishing partnerships with industry and business associations; development, implementation and delivery of management, technical, bonding and financial resource assistance to small businesses; and administration of programs such as the Wage Theft program.

Prior to her tenure at SBD, Ms. Townsley served as Chief Deputy Supervisor of Elections and Deputy Supervisor of Elections. There she oversaw six divisions consisting of 120 full-time and up to 300 seasonal employees. Her responsibilities included the development and management of a $17.3 million annual budget; collaboration with local, state, and federal officials on the interpretation and implementation of election laws; management of early voting, absentee ballots, and voter registration; and direction of logistical operations for local, state and federal elections.

Ms. Townsley's resume is attached for your review.

Attachments

c: Honorable Harvey Ruvin, Clerk of the Courts
R. A. Cuevas, Jr., County Attorney
Office of the Mayor Senior Staff
Department Directors

PENELOPE TOWNSLEY

PROFESSIONAL WORK EXPERIENCE

10/07 – Present **Department Director**
Small Business Development

Direct and oversee the County's programs for Small and Disadvantaged Business Enterprises to promote the economic growth and development of local businesses. Collaborate with public and private economic development/socio-economic agencies to ensure effective delivery of services to the local small business community. Establish partnerships with professional and business associations to leverage departmental resources. Extensive interaction and collaboration with industry and business stack-holders; advisory boards and community activists. Administer the development, implementation and delivery of management, technical, bonding and financial resource assistance to small businesses. Oversee small business program certification; Administer the Mentor-Protégé program; administration and enforce the County's workforce requirements on construction projects through the Community Workforce Program. Administer the County's Wage Theft program; Responsible and Living Wages Programs; Debarment process; and the Anti-Discrimination Ordinance. Administer the County's Change Order tracking and data management process and Cone of Silence Ordinance reporting. Direct coordination and administration of the County's contract review process and compliance monitoring. Manage County-wide formulation of Selection Committees.

05/07 – 10/07 **Interim Director**
Small Business Affairs/DPM

Directed the day-to-day operations of four divisions consisting of 101 full–time employees with an operating budget of $8.7 million. Conducted comprehensive reviews and analyses of organizational structure, legislation and administration functions of small business programs. Established and implemented policy and procedural enhancements resulting in more streamlined and efficient operations. Strengthened operational processes and procedures and increased productivity, enforcement and compliance. Effectively implemented strategic plans for improved alignment of functions focused on the core mission of small business development.

02/06 – 05/07 **Chief Deputy Supervisor of Election (Deputy Director)**
Miami-Dade County Elections Department

Oversaw and directed 6 divisions consisting of 120 full–time and up to 300 seasonal employees. Designated staff assignments to streamline procedures and improve performance. Oversaw the development and management of a $17.3 million annual budget. Analyzed operational processes and procedures to ensure maximum productivity and effectiveness. Reviewed and formulated operational policies related to local, state and federal election activities. Collaborated with local, state and federal officials on the interpretation and implementation of election laws. Reviewed departmental functions and developed effective strategic plans.

02/03 – 02/06 **Deputy Supervisor of Election Operations**
Miami-Dade County Elections Department

Directed and administered divisional operations with up to 150 permanent and seasonal employees and an annual budget of $3.4 million. Directed the management of election warehousing/equipment repair and maintenance, early voting, and absentee ballots. Directed and approved division unit(s) standard operating procedures. Analyzed and directed the establishment of Election Day polling place operating processes and procedures. Directed the coordination of municipal election activities. Coordinated and directed logistical operations for local, state and federal elections. Analyzed operational processes and procedures to ensure maximum productivity. Directed management of the Voter Registration process with emphasis on procedural efficiencies and technological enhancements. Prepared divisional budgets and approved budget expenditures. Directed and supervised the activities of executive and supervisory level employees.

09//02 - 02/03 **Acting Deputy Director - Department of Business Development (DBD) Miami-Dade County**

Oversaw and directed the operations of 5 divisions with a staff complement of 79 and an annual budget of $6.3 million. Assisted the Director in providing administration and management direction for various programs designed to increase county-wide contracting opportunities for small and minority-owned businesses. Assisted the Director in overseeing the administration of the County's Business Certification Programs, contract compliance monitoring activities, and appeals processes. Provided leadership, direction, planning, administration, and coordination of departmental policies, functions and operations, including processing and implementation of matters dealing with personnel, fiscal management and management information systems. Maintained communications with the County Manager's Office, the County Attorney's Office, the Board of County Commissioners and County Departments. Drafted, reviewed, and approved all documents including agenda items, correspondence to internal and external clients, as well as policies and operational procedures.

05/98 – 09/02 **Assistant to the Director-Department of Business Development (DBD) Miami-Dade County**

Assisted the Director and Deputy Director with the day-to-day administration of the Department. Coordinated and conducted departmental agenda briefings - analyzed legislation passed by the BCC identifying critical issues and concerns. Administered the Countywide Selection Committee Pool appointment process – established over 100 evaluation and selection committees on behalf of the County Manager. Administered and managed seven (7) CBO grants totaling over $635,000 annually. Headed a working group to develop a BCC report on the economic state of Black and women-owned businesses in Miami-Dade County. Worked with the private consultant and County Attorney's Office on the development of a proposal to conduct a Pre-Disparity Study. Administered the Employee Participation Program. Liaised with the County Manager's Office, the Board of County Commissioners, and industry representatives. Formulated letters, memos, and reports for and on behalf of the Director and Deputy Director; represented the Director at meetings, committees and boards.

EDUCATION & TRAINING

June 2006 **Harvard Executive Leadership Training**
(Driving Government Performance)
Miami-Dade County

June 2001 **Bachelor's Degree in Public Administration**
Barry University

May 1997 **Associates Degree in Public Administration**
Miami-Dade Community College

November 1995 **Supervisor Certification Program**
Miami-Dade County