

Meeting Date
10/21/2014



AGENDA	
Section	Consent
Item No.	II.D.1

**AGENDA REPORT**  
*BREVARD COUNTY BOARD OF COUNTY COMMISSIONERS*

SUBJECT:	Confirmation of Appointment of Tourism Development Office Director – Eric J. Garvey
DEPT/OFFICE:	County Manager's Office

**Requested Action:**

It is requested that the Board of County Commissioner confirm the appointment of Eric J. Garvey as the new Brevard County Tourism Development Office Director.

**Summary Explanation & Background:**

Pursuant to Section 4.5.1 of the Brevard County Charter, the Board of County Commissioners is asked to confirm the appointment of Eric J. Garvey as the Tourism Development Office Director.

Mr. Garvey is the recommended candidate to assume the leadership duties of the Tourism Development Office. Recruitment activities were conducted by SearchWide Executive Recruitment. Interviews were conducted by Stockton Whitten, County Manager; Frank Abbate, Human Resources Director; Bob Baugher, Tourism Development Council Member; and Walt Johnson, Tourism Development Council Member.

The County Manager's Office seeks Board confirmation of this candidate.

**Fiscal Impact:** The annual salary for this position will be \$108,000.

**Contact Information:**  
 Stockton Whitten  
 Phone: 321-633-2001  
 Email: stockton.whitten@brevardcounty.us

**Clerk to the Board Instructions:**

**Exhibits Attached:** Resume

**Contract /Agreement (If attached):** Reviewed by County Attorney    Yes     No     PR

County Manager	Assistant County Manager, Mel Scott	Department Director / Extension
Stockton Whitten	Assistant County Manager, Venetta Valdengo	



Tammy Etheridge, Clerk to the Board, 400 South Street • P.O. Box 999, Titusville, Florida 32781-0999

Telephone: (321) 637-2001  
Fax: (321) 264-6972

October 22, 2014

**M E M O R A N D U M**

**TO:** Stockton Whitten, County Manager

**RE:** Item II.D.1., Confirmation of Appointment of Tourism Development Office Executive Director

The Board of County Commissioners, in regular session on October 21, 2014, confirmed the appointment of Eric J. Garvey as the new Brevard County Tourism Development Office Executive Director.

Your continued cooperation is greatly appreciated.

Sincerely yours,

BOARD OF COUNTY COMMISSIONERS  
SCOTT ELLIS, CLERK

Tammy Etheridge, Deputy Clerk

cc: Finance  
Budget  
Human Resources Director

Résumé of

## ERIC J. GARVEY

4210 Tenth Street, St. Simons Island, GA 31522

Mobile: 912.230.7280

egarvey@jekyllisland.com

<http://www.linkedin.com/in/ericgarvey>

### PRÉCIS

Twenty years of leading people in the board room, in the office, around the dinner table and on the soccer field. Creative thinking combined with pragmatic leadership delivering actionable solutions. Ability to step through quick analysis towards problem solving and decision-making that fully leverages the communication dimension. I am your "go to" guy who offers keen insight and a commitment to success. I am ready to engage in challenges to deliver organizational impact and elevate corporate value.

- Superior writing skills, messaging
- Strong P&L, ROI and Management Skills
- Competitive Analysis and Positioning
- Strategic Planning
- Creative branding, communication
- Consumer Research, Trend Analysis
- Public Speaking and Presentations, Spokesperson
- Mobile Technology-savvy

### PROFESSIONAL EXPERIENCE

- Jekyll Island Authority, Jekyll Island, GA** 2000–present  
*Chief Communications Officer* 2009–present
- Responsible for all aspects of internal and external communications for the organization.
  - Developed and executed strategic communications plan that has reversed negative public perception.
  - Participate in island revitalization planning and policy-making, moving forward \$200+ million in public-private resort development.
  - Serve as Deputy Director and second-in-charge of the agency.
- Senior Director of Marketing and Business Development* 2000–2009
- Reporting to the Executive Director, manage division's \$2.6 million budget through five departments focused on destination marketing, guest service, group sales and special events.
  - Responsible for developing and executing integrated marketing plan for resort island destination and Authority-operated leisure amenities.
  - Senior-level responsibilities include creating position statements, and through written and verbal communication, direct public and private discourse for the variety of issues affecting the agency.
  - Member of 3-person senior management team charged with leading organization's strategic plan.
  - Interjected entrepreneurial spirit, core values and internal customer service excellence into state government agency.
- Lighthouse, Inc., St. Simons Island, GA** 1996-2000  
*President / Director of Operations / Creative Director*
- Ultimately responsible for development and execution of business plan for promotional marketing firm specializing in consumer packaged goods.
  - Grew agency from start-up to \$2.6 million annual billings and 14 employees in two studio locations, Atlanta and St. Simons Island.
  - Successfully used computer workflow and internet networking technology to realize productivity far greater than industry average.
  - Managed operating finances to robust profit, contributing to aggressive growth in enterprise value.
- DCS, Inc., Atlanta, GA** 1993-1996  
*Partner/Operations Manager*
- Developed and executed business plan for trade graphic design firm.
  - Established position as a source for creative solutions to visual communication challenges, using digital workflow to integrate into agency and corporate marketing/communication departments.
  - Successfully introduced graphic artists to new media design (web, animation, and multimedia presentation) projects.
- Comp-U-Type, Inc., Atlanta, GA** 1989-1993  
*Owner/Operator*
- Secured start-up capital to open and operate small business enterprise after college graduation.
  - New concept for desktop publishing service bureau, utilizing Apple McIntosh OS to replace conventional typesetting technology.
  - Grew business to seven franchise locations throughout metro Atlanta market area.
  - Sold business achieving a 14.8% IRR on start-up capital.

**PROFESSIONAL ORGANIZATIONS & ASSOCIATIONS**

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- Member, Destination Marketing Association International
- Member, American Marketing Association
- Board Member, Georgia Tourism Foundation
- Member, Tourism Development Alliance of Georgia
- President, Coastal Georgia Golf Association
- Former President, Georgia Coast Travel Association
- Former President, Golden Isles Soccer Association
- Former Board Member, Finance Committee Chair, St. Francis Xavier Catholic School
- Former Member, Golden Isles Soccer Officials Association

**EDUCATION**

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**Oglethorpe University**, Atlanta, GA

1983–1987

*B.B.A., Business Administration and Economics.*

- 3.2 GPA
- Merit Scholar all four years.
- Extensive domestic and overseas travel during senior year.
- Varsity Soccer co-captain 1984, captain 1985-1986.
- Athletic Hall of Fame Inductee, 2003.

**INTERESTS & SKILLS**

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- Small Business Marketing Consulting
- Reading
- Middle School Soccer Coach
- Home improvement, renovation
- Certified CPR and AED
- Raising a family of four children, being a husband to my one and only wife

**PERSONAL MISSION STATEMENT**

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Relentlessly endeavor to maximize the value of my life by embracing and cultivating my unique personality, developing my character, expanding my knowledge, creating wealth and gaining in the understanding of God – all to be given away freely at the time and to the person directed by the loving spirit. To give more than I take.

**GUIDING PRINCIPLES**

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- Resolution – Resolve to perform what I should; without fail.
- Order – All things have their place; each responsibility of my life has its time.
- Industry – Always be employed in something useful, cut off all unnecessary activity.
- Frugality – Waste nothing.
- Silence – Speak only what may benefit others or yourself; avoid trivial conversation.
- Moderation – Avoid extremes.
- Temperance – Eat not to gluttony; drink not to elevation.
- Sincerity – Use no hurtful deceit; think innocently and justly, and speak accordingly.
- Tranquility – Not disturbed at trifles or at accidents common and unavoidable.
- Chastity – Be a one woman kind-of-guy.
- Honesty – Above all, otherwise, nothing else works.