

KATRINA POWELL

APPLICANT: INTERIM CITY MANAGER

INTRODUCTION

A dynamic, innovative, passionate and resourceful leader with proven organizational, analytical and consensus building skills; manages with a fluid, team forward, collaborative style, but makes difficult and time sensitive decisions when necessary.

Extensive work in local government management, economic development, community relations, utilities/project management, fund raising, marketing and finance, within diverse communities/environments, for more than twenty (20) years.

POSITION RELATED HIGHLIGHTS & EXPERIENCES

Executive Director | Southern VA Higher Education Foundation, South Boston, VA | November 2018 - Present

Serves as the Chief Executive Officer recruited to turn around organization's fundraising and operational performance, driving growth to achieve long-term sustainability. Manages profit & loss and all core functions: community/public relations, marketing, fund raising, operations, training & development, finance, technology systems and grant management. Responsible for influencing donors and closing Major Gift donations (\$100k-\$1m+), managing ten (10) educational scholarships, seventeen (17) Board Members, 3 employees and over \$20m in assets.

- Increased lapsed donor contributions by 53% during worldwide pandemic using personal touches via 'Corona Calls' (wellbeing checks), letter writing campaigns, increased social media presence, etc.;
- Built short/long term relationships boosting new donors by 61% within two (2) years;
- Created three (3) annual events, exceeding organizations goals every year;
- Added three (3) additional Scholarships for students totaling over \$300K through relationship building strategies;
- Raised over \$400k in two (2) years by increasing social media presence, personal touches, community & Board involvement, campaigns, etc.;
- Invested \$500k creatively with annuity providing 26% return in first year; previously in low interest bank account earning \$2,500 a year;
- Creates and produces promotional media and videos for events and overall Foundation marketing;
- Increased Google Search Engine Optimization (SEO) from twenty-three (23; fair) to fifty-six (56; strong), thereby building brand awareness about organization and its mission;

Vice President, Municipal Services | Munetrix, Auburn Hills, MI
February 2018 - November 2018

Served as Vice President for one of nations largest aggregators of municipal data, providing public sector solutions, overseeing all local government services; government leadership consulting, securing new municipal subscribers, providing customer outreach at trade shows, and creating strategic plans for communities.

- Created strategic plan for two (2) mid-size Michigan communities facing future financial failure; responsible for community outreach and marketing for events; over 120 attendees;
- Increased client base with nine (9) new local government contracts in six (6) months; produced over \$120k in revenue;

CONTACT

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EDUCATION

University of Maryland, University College
BS, Business Management

University of Richmond, Richmond, VA
Certificate: Fund Development Institute

Florida International University, Miami, FL
Certificate: Academy of Strategic Management

CONTINUING EDUCATION

Harvard John F. Kennedy School Executive
Education: Mobilizing Your Non-Profit Board

Orlando Economic Partnership, Orlando, FL
Certificate: Political Leadership Institute

International City Managers Association:
Scenario Planning | Managing in Difficult Political
Environments | Building Trust in Local Government

University of Central Florida:
Developing Leadership Skills | Motivation for
Leaders

Department of Homeland Security:
Advanced Public Information Officers Course
FEMA: 2022: ICS-100, 200,700,800, 2200

St. Petersburg College, Allstate Center:
Effective Media and Marketing Skills for Public
Information Officers

MILITARY SERVICE

1988-2008 United States Army (MSG/E8 Ret.)
Active Duty and Reserves | Gulf War Veteran:
Career Counselor/Recruiter- 14 Years
Diet Technician/Cost Accountant-6 Years

LICENSES

Real Estate Sales Associate-Florida:
SL 3208127 (Current, Inactive)

INFORMATION TECHNOLOGY

Typing: 65 WPM

Operating Systems: MAC | Windows

Microsoft Office 365

Mapping: ArcGIS

Financial: Quickbooks | BS&A | HTE | Munis | Tyler
Technologies | Workday

Fund Raising: Donor Perfect | Raiser's Edge

Graphic Design: Canva | Corel Draw | Adobe
Creative Suite

Analytics: Google /HotJar

Purchasing: DemandStar | BidNet | OpenGov

Misc: People Soft | Slack | Salesforce | Tableau

Website Design & Development: Wordpress |
Square Space

PERSONAL INTERESTS

Dog Mom | Hobbies: Landscaping/Gardening,
exploring the world through travel, reading,
motorcycle riding, golf, beach life antics & following
local government politics.

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City Manager | City of Hamtramck, MI | November 2014- July 2017

Served as Chief Executive Officer for MI designated Financially Distressed City; 28k+ population in 2 sq. miles in center of Detroit city; recruited and appointed by MI Department of Treasury and State's Governor to provide direct oversight of day to day operations, of ten (10) departments; thirteen (13) volunteer boards; 125 FTE, 30 contractors; \$17m general fund budget; worked with a Mayor and six (6) Council members to create and implement policies governing the City, while transitioning City from State to local control.

- Responsible for preparing the City's Budget; increased fund balances across all funds from three percent (3%) to over thirty-five percent (35%) in just two (2) years;
- Successfully collaborated with Hamtramck School Board and Detroit City Football Club (DCFC), a minor league soccer team, to move team, retail and team operations to Keyworth Stadium (HSB owned) from Detroit; brought approximately 7,500 fans to community for home matches;
- Collaborated with private entities, crowd funding and wrote grant to raise funds for design and rehabilitation of 1 of 12 remaining Negro League stadiums resulting in receiving \$50k from National Park Service Civil Rights Program Grant for restoration efforts ;
- Built Public- Private partnerships with multiple entities resulted in designing, constructing/renovating 3 City parks in first 8 months; transformed City Center and City's largest park (Veterans Park);
- Deployed a Citizen Request Management System (CRM); SEE CLICK FIX
- Administered Downtown Development District (DDA); responsible for financial oversight i.e., parking, Tax Increment Financing, budget; business recruitment and negotiating development agreements; engaged merchant community with exciting and informative gatherings; produced/promoted/oversaw community events, ribbon cuttings, etc., via social media, conventional media and local community outlets; solicited public-private partnerships (ex: Mitch Albom's Charities, Detroit's Institute of Art (DIA), General Motors), etc.;
- Created City's Marketing Tagline: 'The World in Two Square Miles' used for all marketing and City brand awareness; immigrant community representing over 30+ countries;
- Oversaw bonding/construction of \$6.5m multi-phase sanitary sewer rehabilitation project connecting 1400 lineal ft of 60" concrete pipe to interceptor system; installed over 10,000' of cured in place pipe liners and 144 spot liners throughout city;'
- Negotiated 2 Collective Bargaining Unit contracts (Fire & Public Works/General Employees), maintaining labor peace while holding line on costs;

President & CEO | Municipal Fleet Services, LLC, Longwood, FL | April 2011- November 2018

Entrepreneur served as Chief Executive Officer; provided direct oversight for day to day operations for fleet of over 500 vehicles; 32 contractors; \$500k assets; senior executive with success achieving revenue, profit and business growth within a start-up and rapid change environment.

- Created business from start-up to twelve (12) local government contracts in first two (2) years;
- Produced marketing presentations, tradeshow exhibitions and demonstration products; developed highly effective sales approach that emphasized personal service, consumer education and relationship building;

City Manager/Interim Finance Director | City of Longwood, FL | February 2009- April 2011

Served as Chief Executive Officer; 15k population; provided direct oversight for day to day operations of six (6) departments, 155 FTE, \$26m budget; proactively worked with Mayor and five (5) City Commissioners, eight (8) volunteer boards to create and implement policies governing the City. Served as Interim Finance Director for three (3) months prior to appointment as City Administrator. Served as lobbyist for city related issues at local, state and federal levels as needed.

- Created GIS-Webtech Portal for available commercial properties and community data for economic development; Implemented Citizen Request Management System (CRM); See Click Fix
- Negotiated sale and closing of privately owned lots and City owned properties, to Florida Department of Transportation (FDOT), for Multi-Modal station, parking structures, mixed-use properties and green space for Commuter Rail station; worked with various entities. to design Sunrail/Inter-Modal stations and surrounding areas, resulting in over \$700,000 in savings over original FDOT design;
- Negotiated and closed sale of property with private owner, within 3 months for new, (LEED) Certified Gold Public Works Facility; collaborated with in-house engineer on design; facility was constructed, operations and equipment moved from old facility to new construction within seven (7) months;
- Designed and began construction of Park featuring large amphitheater, two (2) pavilions, basketball/tennis courts, splash pad, walking trail with serenity labyrinth, exercise equipment, playground, fishing dock, parking and restrooms;
- Conducted public meetings and charettes, about City's Transit Oriented Development (TOD) district; TOD estimated to generate over \$5m in revenue;
- Negotiated 3 Collective Bargaining Unit contracts (Police, Fire, Public Works); eliminated 1 General Employee unit due to positive changes in Personnel Policy representing general employees;

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Real Estate Sales Associate | SL 3208127 | February 2008- Present

Marketed, negotiated and closed sales on executive homes, Mixed Use Developments/Planned Unit Developments (PUD) and commercial real estate in Central Florida region; Assisted developers in obtaining Affordable Housing Incentives for mixed use and residential developments; experience with REO and Bank Owned markets involving rehab renovation, property management, marketing and investor relations.

City Manager | City of Fort Meade, FL | August 2005- May 2007

Served as Chief Executive Officer, Utilities Director (Electric Distribution, Natural Gas, Water/Sewer), City Clerk, Purchasing Agent; 7500k+ pop., 65 FTE, 40 volunteer fire fighters; \$17m budget; Mayor and 4 City Commissioners; provided direct oversight for day to day operations of four (4) utilities, land development/economic development, finance, and property owner for senior adult mobile home community.

- Responsible for setting electric, natural gas, water & sewer rates for residents and customers of all utilities;
- Served as Chairman of St. Lucie Nuclear Power Project/Plant for Florida Municipal Power Agency FMPA; member elected Executive Committee member;
- Implemented successful grassroots initiative, "Takin' It to the Streets", seeking feedback from residents and business community, encouraging questions & answers fielded by Department Directors and District City Commissioners; standing room only participation;
- Accomplished replacement of Entitlement Community Development Block Grant (CDBG) funding through County, to Small Cities Grant with funding directly from State CDBG program, resulting in first year recipient of maximum award \$700,000;
- Oversaw rebuilding of hurricane Charley damaged Historic Downtown and Museum with assistance from FEMA; responsible for funding reimbursement paperwork;
- Produced monthly column for local newspaper called "City Manager's Corner", providing important information on upcoming projects and/or issues impacting the community;
- Provided out-of-the-box thinking by placing City's surplus equipment on EBay, thereby producing a net of \$14,500; was featured on newscasts and in newspapers statewide, thus prompting requests from other Cities on process; two (2) cities were successful;
- Oversaw the bonding, construction and completion of 3.5 million gallon per day (MGD) wastewater treatment plant;

Assistant to City Manager/Interim Parks & Recreation Director | City of Deltona, FL | June 2001- August 2005

Served as Second in Command responsible for day-to-day operations and special projects; 100k population; 21 departments, 400 FTE, 82 contracted positions; \$170m budget; incorporated in 1995;

- Served as Public Information Officer; coordinated hurricane emergency information distribution team of 20 + personnel, in aftermath of three (3) hurricanes; went door to door/manned information, water and medical supply distribution city-wide; operated Citizens Information Center; provided interviews to media concerning flooding of one thousand (1,000+) homes due to eight (8) feet of rain in 2002;
- Coordinated and provided project management oversight for organizational programs and projects i.e. implemented seniors program for over 16,000 senior citizens; completed study on universal street lighting presenting negative economic effect on city resources vs. creating districts for street lighting paid for by residents desiring lighted neighborhoods; coordinated
- Effectively prepared Volusia County' Environmental, Cultural, Historical, Outdoor (ECHO) grant resulting in \$1.5m for sports complex;
- Lucratively applied for Florida Recreation Development Assistance Program (FRDAP) and awarded \$500,000 for park project;
- Interim Director of Parks and Recreation for one (1) year; \$3.5 million budget, twenty-eight (28) employees; oversaw construction of Dewey O. Boster Sports Complex encompassing 65.77 acres of lighted Soccer Fields, a Football field, Nature/Jogging Trail, Playgrounds, Concession Stand and Stage;
- Oversaw construction of Tony Hawk designed Skate and Bicycle park; created opening day event with over 1k in attendance;
- Reorganized department allowing the elimination of four (4) unfilled positions, reducing salary budget by \$150,000;
- Managed bid process, construction and relocation of new City Hall Complex;

Community and Customer Relations Manager | Florida Power Corporation, FL | June 1995- June 2001

Oversaw 5 District Offices in Central Florida Region providing Customer Service for power connects, disconnects, bill payments, sales, fraud investigations, economic development through Community Relations, etc.; worked in Call Center (6 months);

- Managed 25 Customer Service Representatives, 10 Community Relations Associates, 5 Administrative Staff, 2 Fraud Investigators;
- Leader in Central Florida region in sales of products and services for 3 years;
- Selected to serve on 'Out of the Box' Thinkers committee created by the CEO, due to innovative processes created for district;
- Served as Chairman of Central FL FPC Grassroots Political Action Committee (PAC);

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COMMUNITY RELATIONS/VOLUNTEER BOARDS/COMMITTEES

- 2001 - Present

Florida City/County Managers Association (FCCMA)

- 2018-Present

Association of Fundraising Professionals (AFP)

- 2015-Present

Society for Human Resources Management

- 2011- Present

Rotary International

- 2001 - 2018

International City/County Managers Association (ICMA)

Full Member

- 2014-2018

Michigan Municipal Executives (MME)

Advocacy Committee | NextGen Committee

- 2015-2018

South East Michigan Council of Governments (SEMCOG)

Transportation Coordinating Council Member

- 2011-2014

Central Florida Crimeline

Board Member/Nominating Committee Chairman

- 2009-2011

Central Florida Commuter Rail Commission

Technical Advisory Committee

- 2001 - 2008

Florida Public Relations Association

Great Communicator Award-Volusia County 2005

- 2012 - 2014

Seminole County, FL Planning and Zoning Board

Vice Chairman

- 2012 - 2014

MetroPlan Orlando Citizens Advisory Committee Member- Seminole County, FL

By-Laws Committee

Board Member

- 2011-2014

Orlando Health: Women's Advisory Council

2012- Chairman, Champagne and Couture Fundraising Event: raised \$36,000

- 2011 - 2014

Seminole Regional Chamber of Commerce- Longwood Area Council

2013-2014- Chairman; Created successful Longwood's Lunch & Learn | 2011-2013- Board Member

- 2011 - 2014

Florida Municipal Power Agency (FMPA)

Chairman St. Lucie Nuclear Power Project/Plant | Executive Committee Member | Board of Directors

- 2005-2007

Florida Gas Utilities

Chairman | Executive Committee

- 2005-2007

Florida Municipal Electric Association

Mutual Aid Committee Member