



**BOARD OF COMMISSIONERS  
TOWN OF REDINGTON SHORES  
SPECIAL MEETING  
WEDNESDAY, DECEMBER 27, 2023 - 6:00 P.M.  
AGENDA**

**A. CALL TO ORDER**

**B. PLEDGE OF ALLEGIANCE**

**C. ROLL CALL**

**D. APPEARANCES AND PRESENTATIONS**

None

**E. OLD BUSINESS**

None

**F. NEW BUSINESS**

1. Appointment(s) to Vacant Commission Seat(s).
2. Resolution No. 12-23 Disbanding Certain Inactive Advisory Committees.
3. Ordinance No. 2024-01 Amending 140-12 Regarding Parking Fines of the Town Code. 1<sup>st</sup> Reading.
4. Resolution No. 13-23 Establishing Metered Parking Spaces and the Associated Fee for Parking.

**G. MISCELLANEOUS**

Regular Meeting- Wednesday, January 10, 2024 – 6:00 P.M.

Workshop Meeting- Wednesday, January 24, 2023 – 6:00 P.M

**H. ADJOURNMENT**

Pursuant to Florida Statutes § 286.0105, if any person or entity decides to appeal any decision made on any matter considered at any meeting or hearing of any Redington Shores Board or Commission, he, she or it will need a record of the proceedings and, for such purpose, he, she or it may need to ensure that a verbatim record of the proceedings is made, which record includes the legal arguments, testimony, and evidence upon which the appeal is to be based.

# **ITEM F.1.**

**From:** [Chris Wood](#)  
**To:** [Town Clerk](#)  
**Subject:** Formal Letter of Interest: Commissioner District 2  
**Date:** Thursday, December 21, 2023 12:21:17 PM

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Formal Letter of Interest

Owner at 235 176<sup>th</sup> Terrace Dr. E Redington Shores

I am formally submitting my letter of interest in the position of Commissioner of District 2. I am a resident of district 2 for four years and am passionate about this great town my wife and I have been blessed to call home. I feel my experience as a leader at my company and experience would be an asset to my community.

My qualifications are highlighted by present position as an executive of a Nationwide Real Estate inspection company and a Former home builder. As well as bachelor's degree with emphasis in political Science. I am fairly current of town issues and successes.

Please let me know if anything is needed further. Please confirm this email is received.

Respectfully,

Chris Wood

[Redacted]

[Redacted]

# CYNTHIA HOYT

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## EXECUTIVE SUMMARY

Highly accomplished International Business Development Director with over 20 years comprehensive experience representing and selling to Fortune 100, 500, and privately held technology companies, as well as agencies across the government and Department of Defense. Recognized and rewarded for consistently increasing sales, revenue, margin, market share, and brand awareness across commercial and military strategic customers. Cross-functional expertise includes managing sales teams and key customer relationships, strategic business development, growing sales pipelines, developing and executing strategic sales plans, contract negotiations, mitigation of customer technical issues, and closing large quota projects. Articulate communicator with refined technical, analytical, and problem-solving skills. Trained and accomplished in complex sales and management strategies to close new business, shorten sales cycles, and generate revenue from existing clients. Expertise includes strategic and consultative management of enterprise software and SaaS “Cloud” solutions, with focus on new market development. Extremely well versed in strategically engaging with CXO level executives, as well as managing relationships throughout all levels of corporate, private, and government sector customers – always embodying a “customer first” acumen. Driven, creative, and results-oriented: an overachiever with a blend of leadership, competitive, and team qualities.

## PROFESSIONAL EXPERIENCE

### AI Tech International

**2020-PRESENT**

Consultative business development for Artificial Intelligence solutions: speech, facial recognition, and advanced technologies.

### Focal Naim America

**2020-2022**

#### **National Business Development Manager / Western Regional Sales Manager**

Recruited to manage sales and BD for elite Global manufacturers: Focal, Naim, and strategic customer partnerships: Amazon. 2021 Sales=\$9.4M; 2020 Sales=\$5.7M; Management of 18 sales reps, 316 key accounts, eCommerce; won 110 new customers.

### TAM (Think-A-Move)

**2015-2020**

#### **Director of Business Development – Speech and AI Solutions**

Recruited to lead advanced software business development, partner integration projects, and commercialization efforts for TAM’s SPEAR® Speech Recognition and Artificial Intelligence (AI) technology solutions across Dept. of Defense (DoD)/military medical, government, and commercial verticals. Solutions include Deep Neural Network (DNN) and Machine Learning (ML) based on Natural Language Processing (NLP) for Conversational Artificial Intelligence (CAI) across medical, military, commercial, and industrial platforms including hand-held devices (Android, iOS), Heads-Up Displays (HUD) for Augmented Reality (AR) and Mixed Reality (MR), avionics, maritime, unmanned systems (drones, ground robotics), maintenance, training, simulators, and proprietary platforms.

- Closed over \$5 million in contracts with US Army, USSOCOM/SOFWERX, Dept. of Commerce, Dept. of Homeland Security, Northrop Grumman, Rockwell Collins, L3 Technologies, Lockheed Martin, and other large and small business partners.
- Managed sales and engineering teams; Conducted business development and partner lead generation at industry conferences, trade shows, and events including SOFIC/NDIA, SOFWERX (USSOCOM); AUSA (US Army); Sea-Air-Space, ASNE, SNA, Navy League (US Navy); Modern Day Marine (US Marine Corps); ONR (Office of Naval Research), Exponential/AUVSI (Unmanned Systems/drones), TechConnect, MHSRS (Military Medical), Underwater Intervention (Commercial Diving)
- Delivered large audience technical sales presentations at TechConnect, AF2030 (US Air Force/AFRL), USSOCOM Technical Experiment at Pax River, USSOCOM TALOS, D2R (First Responders), ONR Expo, SOFWERX.
- Developed, managed, and closed Military, Gov, and First Responder projects with key DoD partners at US Army, US Airforce/AFRL, ONR, SOFWERX, Dept of Homeland Security (DHS) and Dept of Commerce.
- Generated new SBIR (Small Business Innovative Research) Phase II/2 and III/3 Federal grant contracts with US Army Telemedicine and Advanced Technology Research Center (TATRC) and National Oceanic and Atmospheric Association (NOAA), generating millions of dollars of revenue.
- Managed and influenced relationships with independent test labs MITRE and NIST to ensure SPEAR product testing and consideration for inclusion in government sponsor projects.
- Managed relationships with partner technology companies to provide capabilities such as Facial Recognition, Voice Biometrics (Speaker Recognition/Identification/Authentication), Foreign Language Translation, Machine Translation.
- Utilized Fed Biz Ops and Other Transaction Authorities (OTAs) to seek out and submit for RFIs, RFPs, and other business opportunities; Assist in the creation of White Papers and Quad Charts to fulfill technical requirements.

# CYNTHIA HOYT

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## SENSUS

2013-2015

### **Regional Sales Manager – Smart Grids/Smart Cities**

Responsible for sales and management of infrastructure, software, equipment, and data analytic tools surrounding Advanced Metering Infrastructure (AMI) Smart Grid solutions for municipalities throughout the state of Florida. Managed 6 sales reps, partner relationships, and sales revenue through distribution partners to ensure high margin and incremental sales of Sensus products. Worked closely with Sensus Sales Engineers to ensure superior support of technical needs to close contracts, as well as retain customers.

- Generated over \$10M revenue per year

## SAXOTECH

2011-2013

### **Regional Sales Manager – Enterprise Software**

Responsible for business development and sales of complex software solutions for media and technology companies; Delivery of C-level sales presentations demonstrating enterprise content management and monetization solutions; Creation and management of RFIs, RFPs, contracts, implementations, and projects. Trained in HTML5, Internet Marketing, Business Analytics, Oracle Databases, Savvis Managed Hosting, SaaS Cloud solution selling, and Web, Mobile, and Tablet content delivery and monetization solutions.

- Won and closed \$4.7M in sales in 2011 and 2012; exceeded quota of \$3.65M by 29%.
- First Sales Manager in 2012 to sell new audience management product specializing in targeted content and advertising, resulting in increased revenue and ROI for clients and clients' advertisers.
- Provided clients with new revenue streams by selling solutions for web, mobile, iPad, iPhone, and Android.
- Secured "Cloud" hosting, SaaS (Software as a Service) and online agreements with new and existing clients, offering significantly improved and more secure digital environments for their content and customers.
- Demonstrated proficient, documented success using Customer Relationship Management (CRM) software, Salesforce.com.

## MONSTER CABLE

2006-2010

### **National Sales Manager – eCommerce (Amazon.com), and Regional Technology Retailers**

Responsible for management of 12 sales reps, as well as, marketing, distribution, project management, contract writing, and negotiation for all Monster products, across eCommerce accounts, electronics retailers and distributors throughout the United States; Goals accomplished through strategic sales meetings via weekly national travel, executive meetings, and industry trade shows.

- Generated over \$10.1 million in sales from Amazon.com and Specialty Dealers in 2009-2010, 7% YOY growth.
- Generated over \$35.4 million in sales from Regional and eCommerce Retailers in 2006-2008, 40% YOY growth.
- Awarded at CES (Consumer Electronics Show) in 2006, 2007, 2008, 2009, and 2010 for Top Sales Awards for 8 customers.
- Drove business through 10 Rep Firms, 4 Buying Groups, and 2 Distributors by supporting in-market and trade show sales.
- Managed eBay.com to mitigate unauthorized and counterfeit sales; Created "Online Dealer Program" with Monster Legal.
- Daily collaboration with Product Development, Technical Support, Marketing, Pricing, and Merchandising teams.

## MOTOROLA

1996 – 2005

### **Motorola Regional Business Manager – RadioShack Account, Eastern US Territory (2003-2005)**

Responsible for corporate and retail sales, including marketing, distribution, and training of all Motorola cellular, 2-way, broadband, and Iridium Satellite products throughout RadioShack NE and SE regions. Influenced and trained RadioShack corporate and field personnel (12 executive directors, 100 district managers, 2000 store managers and over 15,000 store associates.)

- Exceeded quota for RadioShack team: 113% of Cellular plan, 220% of Broadband plan, 102% of 2-way Radio plan; achieved 96.7% attach rate on Bluetooth accessories, setting the record for all Motorola sales teams.
- Created and implemented 148 regional sales and marketing programs, resulting in lift of 37.5% to 550%.
- Program Manager for National business development projects: NFL, Data, Extranet, and Virtual training tools, Donate-a-Phone.
- Initiated and facilitated Motorola handset endorsement programs with key media and sports personalities (Clear Channel, FOX, Tampa Bay Buccaneers Mike Alstott, Warrick Dunn, Derrick Brooks, various radio personalities.)

# CYNTHIA HOYT

• Resume, Page 3

## **Motorola Business Account Manager – Verizon and Alltel Accounts, SE Territory (2001-2003)**

Responsible for business development and marketing, as well as sales of Motorola products through Regional Headquarters, Business-to-Business, Indirect, Telesales and Retail sales channels; Conducted sales and technical training for all product lines (cellular, push-to-talk, broadband, data, Bluetooth, paging, accessories, 2-way radios, Iridium Satellite). Managed activities of Motorola-contracted sales reps; Accountable for market development funds, individual and team budgets, and customer co-op funds; Created and delivered Microsoft PowerPoint sales and training presentations.

- Exceeded financial goals for Alltel/Verizon Team: 125% of Cellular Unit plan; 139% of Revenue plan; 113% of Accessory plan; Grew Motorola market share to 65% overall, 90% in some markets.
- Implemented Buccaneers “Gift with Purchase” pilot program in Tampa Bay; Collaborated with VZW and NFL increasing T720 sales in Tampa from 1100/mo. to 2300/mo.

## **Motorola Strategic Account Manager – GTE Account, Florida and Texas Territory (1998-2001)**

Established and maintained relationships with GTE HQ executives, business sales managers, retail store managers and reps, agent owners and reps, carrier call centers and technical sales and service reps. Conducted major market meetings across all distribution channels, trained hundreds of sales reps and supported customers with multiple sponsorships and community involvement.

- Achieved Motorola market share gains of 20 points, to 55%.
- Identified and overcame retail packaging/POS issues creating two new Motorola SKUs, thereby increasing sales by 31%.
- Awarded for Six Sigma Green Belt Achievements.

## **Motorola Brand Sales Manager, Florida Territory (1996-1998)**

Increased Motorola sales and brand awareness through retail distribution channels at six strategic customers (GTE, AT&T, BellSouth, Sprint, Aerial, and US Cellular) and thousands of distribution points; Launched new CDMA digital technology in six carrier markets; Designed and delivered new sales and technical training programs and tools for all distribution channels.

- Increased Motorola market share to 55% by implementing original sales programs such as, “New Hire Learn and Earn,” “Two-ways to win with B2B” and “Motorola Agent Madness.”

## **EDUCATION**

BS, Business Administration and Communications, Towson University, Baltimore, MD – 1994  
Dean’s List, Zeta Tau Alpha Sorority

## **COMMUNITY INVOLVEMENT**

**GULF BREEZE SHORES:** President of HOA (2021-Present)

**TOWN OF REDINGTON SHORES:** Board Member for the Planning and Zoning Commission (2017-Present)

**GREEN BUILDING INITIATIVES:** USGBC Committee Member; FGBC Green Home Certifying Agent (2005-2009)  
US Green Building Council Member; FL Green Building Coalition Member; volunteer at multiple Sustainability Seminars; attendance at numerous “Green” Conferences; Course Certification through FL Solar Energy Center.

**ECO-SMART, INC:** Independent Representative (2005-2006)  
Sales, presentations, and training for energy efficient, disaster resistant, environmentally sound, building and design products, such as Photovoltaic (PV) Solar Systems, SIPs (Structural Insulated Panels), and other sustainable products.

**HUMANE SOCIETY OF TAMPA BAY:** Volunteer (2001-2005)  
Community Outreach and Education; Fundraising; Auction for the Animals Chairperson

**CALL TO PROTECT:** Organizer and Volunteer: (1999-2003)  
PR and collections of used cell phones for Prevention of Domestic Violence; multiple events throughout FL

**CJ’s DESIGNS:** Self-owned and operated non-profit business (1998-Present)  
Handmade Beaded Jewelry and Cuban Cigar Box Purses – Personally created and donated to Charity Auctions

# **ITEM F.2.**

**RESOLUTION 12-23**

**A RESOLUTION OF THE TOWN OF REDINGTON SHORES, FLORIDA, DISBANDING CERTAIN INACTIVE ADVISORY COMMITTEES; MAKING RELATED FINDINGS; PROVIDING FOR SEVERABILITY AND FOR AN EFFECTIVE DATE.**

**WHEREAS**, Town Code § 5-1 provides that the Board of Commissioners may, from time to time and by resolution, create, reorganize, or dissolve standing or temporary subordinate advisory or quasi-judicial boards or committees as it determines, in its sole discretion, to be in the best interest of the Town; and

**WHEREAS**, the Commission adopted Resolution 03-22 to create a Financial Advisory Committee; and

**WHEREAS**, the Commission adopted Resolution 09-22 to create an Audit Selection Committee; and

**WHEREAS**, the Commission adopted Resolution 03-23 to create a Personnel Advisory Committee; and

**WHEREAS**, the at its November 29<sup>th</sup> 2023 workshop, the Commission discussed the need to abolish subordinate boards which were inactive and had no current or ongoing need to continue to exist; and

**WHEREAS**, the Commission determined that the Financial Advisory, Audit Selection, and Personnel Advisory Committees do not have current membership to constitute a quorum, and due to the Town’s current operations and new policies, do not need to continue to exist; and

**WHEREAS**, the Commission does not wish to maintain advisory boards which do not perform any ongoing function for the Town, and does not wish to recruit residents to agree to serve where such committees do not meet or provide any meaningful volunteer opportunities for the residents; and

**WHEREAS**, the Commission therefore finds that it is in the best interests of the Town’s efficient operations that these committees be abolished.

**NOW, THEREFORE BE IT RESOLVED** by the Board of Commissioners of the Town of Redington Shores, Florida, that:

**Section 1.** Resolutions 03-22, 09-22, and 03-23 are hereby repealed in their entirety, and the Financial Advisory, Audit Selection, and Personnel Advisory Committees are hereby abolished.

**Section 2.** In the event the Commission determines in the future that any of these committees are necessary or desirable, the Commission may reinstate them.



**Section 3.** The Town Clerk is instructed to notify any residents who are currently serving on these committees that the committees have been discontinued, and that the Commission appreciates their willingness to serve the Town.

**BE IT FURTHER RESOLVED** that if any section, subsection, sentence, clause, provision or word of this Resolution is held unconstitutional or otherwise legally invalid, same shall be severable and the remainder of this Resolution shall not be affected by such invalidity, such that any remainder of the Resolution shall withstand any severed provision, as the Board of Commissioners would have adopted the Resolution even absent the invalid part.

**BE IT FURTHER RESOLVED** that this Resolution shall take effect immediately upon adoption.

**DULY ADOPTED** with a quorum present and voting this 27<sup>th</sup> day of December, 2023.

\_\_\_\_\_  
Marybeth Henderson, Mayor

**Attest:**

\_\_\_\_\_  
Margaret Carey, Town Clerk

# **ITEM F.3.**

**ORDINANCE NO. 2024-01**

**AN ORDINANCE OF THE TOWN OF REDINGTON SHORES, FLORIDA, AMENDING § 140-12 (REGARDING PARKING FINES) OF THE TOWN CODE; MAKING RELATED FINDINGS; PROVIDING FOR CODIFICATION, SEVERABILITY, AND FOR AN EFFECTIVE DATE.**

**WHEREAS**, Chapter 140 of the Redington Shores Town Code addresses the subject of Vehicles and Traffic; and

**WHEREAS**, § 140-12 of the Code sets forth the fines for parking violations; and

**WHEREAS**, the Town Commission has considered the recommendation of the Town Administrator that parking fines should be increased to become consistent with other nearby beach communities both to ensure illegal parking is not encouraged in the Town, and to assist the Town’s Police Department through making the fines consistent with its own municipality’s fine structure; and

**WHEREAS**, the Commission finds that is in the best interest of the Town, its residents, and property owners, to approve the provisions set forth in this Ordinance.

**NOW, THEREFORE BE IT ORDAINED** by the Board of Commissioners of the Town of Redington Shores, Florida, that:

**Section 1.** § 140-12 of the Redington Shores Town Code is hereby amended as follows:

**Sec. 140-12. – Fines; metered spaces.**

- A. Unless a different fine is provided, violation of any provision of this chapter shall result in a fine of ~~\$5100.00~~ for a first offense and a fine of ~~\$1200.00~~ for a second or subsequent offense within 12 months.
- B. Failure to pay a fine for a violation of this chapter within fifteen days of the date the parking ticket is issued shall result in the fine for a first offense increasing to ~~\$1200.00~~ and the fine for a second or subsequent offense increasing to ~~\$1250.00~~.
- C. Notwithstanding the foregoing, the fine for parking in spaces designated for people who have disabilities in violation of F.S. § 316.1955 shall be \$250.00.
- D. The commission may, by resolution, designate certain parking spaces within the town as metered parking (whether or not a limit on consecutive hours parked is provided for). In the event the commission designates a parking space as metered, the operator of a motor vehicle parking in the metered space must pay the required amount prior to leaving the parked vehicle.

- E. When metering a parking space, the town may use a physical meter which is capable of accepting payment by cash or credit/debit card or, alternatively, the town may make use of an app-based parking management system.

**Section 2.** Pursuant to Florida Statutes § 166.041(4)(a), prior to the date the public notice of the public hearing for this Ordinance was published, the Town prepared and posted on its website a business impact estimate which included: a) a summary of the Ordinance, a statement of the public purpose to be served by the Ordinance, b) an estimate of the direct economic impact of the Ordinance on private, for-profit businesses in the Town, c) an estimate of direct compliance costs that businesses may reasonably incur due to the Ordinance, d) identification of any new charge or fee on businesses created by the Ordinance or for which businesses will be financially responsible, e) an estimate of the Town's regulatory costs and of revenues from any new charges or fees imposed on businesses to cover such costs, and f) a good faith estimate of the number of businesses likely to be impacted by the Ordinance.

**Section 3.** For purposes of codification of any existing section of the Redington Shores Code herein amended, words **underlined** represent additions to original text, words **~~stricken~~** are deletions from the original text, and words neither underlined nor stricken remain unchanged.

**Section 4.** If any section, subsection, sentence, clause, provision or word of this Ordinance is held unconstitutional or otherwise legally invalid, same shall be severable and the remainder of this Ordinance shall not be affected by such invalidity, such that any remainder of the Ordinance shall withstand any severed provision, as the Board of Commissioners would have adopted the Ordinance and its regulatory scheme even absent the invalid part.

**Section 5.** The Codifier shall codify the substantive amendments to the Redington Shores Code contained in Section 1 of this Ordinance as provided for therein, and shall not codify the exordial clauses nor any other sections not designated for codification.

**Section 6.** Pursuant to Florida Statutes § 166.041(4), this Ordinance shall take effect immediately upon adoption.

**ADOPTED ON FIRST READING** on the 27<sup>th</sup> day of December, 2023, by the Board of Commissioners of the Town of Redington Shores, Florida.

**ADOPTED ON SECOND AND FINAL READING** on the 10<sup>th</sup> day of January, 2024, by the Board of Commissioners of the Town of Redington Shores, Florida.

**Attest:**

\_\_\_\_\_  
Mayor Commissioner

\_\_\_\_\_  
Margaret Carey, Town Clerk

# **ITEM F.4.**

**RESOLUTION 13-23**

**A RESOLUTION OF THE TOWN OF REDINGTON SHORES, FLORIDA, ESTABLISHING METERED PARKING SPACES AND THE ASSOCIATED FEE FOR PARKING IN METERED SPACES; MAKING RELATED FINDINGS; PROVIDING FOR SEVERABILITY AND FOR AN EFFECTIVE DATE.**

**WHEREAS**, Town Code § 140-12(D) provides that the Commission may, by resolution, designate certain parking spaces within the Town as metered parking; and

**WHEREAS**, the maintenance of metered parking spaces in the Town facilitates the turn over of spaces so that those wishing to park in the Town’s limited public parking areas are able to do so; and

**WHEREAS**, establishing a fee for persons to park in metered Town parking areas allows the Town to offset the costs associated with maintaining these parking areas in a safe and clean manner without placing all such costs on the Town’s general fund; and

**WHEREAS**, the Commission wishes to designate metered parking spaces in the Town, and to revise the related fee to be charged for parking in metered spaces; and

**WHEREAS**, the Commission finds that the adoption of this Resolution is in the best interests of the Town’s residents and businesses.

**NOW, THEREFORE BE IT RESOLVED** by the Board of Commissioners of the Town of Redington Shores, Florida, that:

- Section 1.** The parking areas set forth in **Exhibit “A”** are designated as metered parking spaces.
- Section 2.** The fee for parking in Town-designated metered spaces shall be increased from \$2.50 per hour to \$4.00 per hour. Charges may not be apportioned in increments of less than one hour but must be assessed for complete hours. The new rate shall take effect on January 1<sup>st</sup> 2024.
- Section 3.** The Town Administrator shall ensure all Town signs at metered spaces or lots reflect the new hourly metered parking fee.

**BE IT FURTHER RESOLVED** that if any section, subsection, sentence, clause, provision or word of this Resolution is held unconstitutional or otherwise legally invalid, same shall be severable and the remainder of this Resolution shall not be affected by such invalidity, such that any remainder of the Resolution shall withstand any severed provision, as the Board of Commissioners would have adopted the Resolution even absent the invalid part.

**BE IT FURTHER RESOLVED** that this Resolution shall take effect immediately upon adoption.

**DULY ADOPTED** with a quorum present and voting this 27<sup>th</sup> day of December, 2023.

\_\_\_\_\_  
Marybeth Henderson, Mayor

**Attest:**

\_\_\_\_\_  
Margaret Carey, Town Clerk