

**Employment Agreement
Job Duties & Responsibilities
Of The Executive Director
ManaSota League of Cities
Board of Directors
(A Florida League of Cities Regional League)**

The ManaSota League of Cities' Executive Director's responsibilities shall include the following:

Duties:

- Oversee the daily operations of the ManaSota League of Cities ("MSLC") Board of Directors ("Board"), including communication, documentation, and serving as a liaison to the Florida League of Cities ("FLC") on legislative and other relevant matters.
- Maintain direct communication with the MSLC President and Vice President regarding all Board-related business and provide routine updates to Board representatives at MSLC meetings.
- Manage and regularly update all Board records—physical and digital—to ensure they are accurate and remain the property of the MSLC.
- *(Future Initiative)* Develop and enhance the Board's presence by creating a website and digital platform to share MSLC's legislative positions, publish agendas and meeting minutes, and provide information about membership and Board activities.

MSLC Meetings Management:

- Distribute meeting notices for all regular membership meetings and any special meetings promptly (preferably at least two weeks in advance).
- Attend all regular and special meetings to record, prepare, and maintain official minutes.
- Coordinate public meeting logistics, including securing a venue, managing agenda and attendee RSVPs, and following up with non-attending members to request a non-voting substitute representative.
- Collaborate with the President and Vice President to create and publish meeting agendas and reports.

Financial Management Duties:

- Maintain bank account access: ensure that annually elected Board officials have approved signing authority (full signer authority for the President and Vice President, and view-only access for the Treasurer).
- Prepare and distribute financial statements to the Board quarterly.
- Keep the President and Treasurer informed about the Board's financial status by providing monthly transaction ledgers/bank statements.

- Invoice and collect membership dues, fees, and other revenues, ensuring accurate accounting.
- Issue checks or use the organization's debit card for payments up to \$500 for approved, budgeted expenses. Any unbudgeted expense or payment exceeding \$500 requires Board approval.
- All checks exceeding the approved limit must be signed by the President.
- Timely process reimbursements to Board members and their government agencies for approved expenditures.
- Provide reports on any past-due invoices at each meeting and notify the Executive Committee of any potential financial shortfalls.
- Ensure transparency with any new expenses or increases compared to the previous year.
- No stipend or pay increases will be considered unless proposed by a voting member and approved by a supermajority vote of the Board.
- Maintain all official records related to other agencies, including corporate documents and registered agent information.
- Collaborate with the Treasurer to prepare a proposed annual budget for presentation to the Board each July.

Membership Support:

- Act as the primary recruitment contact for all regional municipalities and any newly incorporated cities.
- Attend local council/commission or government meetings of Board Members as directed by the President or Vice President, including joint meetings when applicable.
- Recruit Associate and Business members within the region, and follow up on referrals from current members.
- Recommend training sessions or educational opportunities as appropriate to support member development.
- Conduct orientation sessions for all new voting members and business associates.
- Maintain official voting member approval letters and annually reaffirm each city's designated representative.

Travel and Additional Duties:

- Submit all travel reimbursement requests in advance for approval by the President or, if unavailable, the Vice President.
- Anticipate an estimated time commitment of 25–30 hours per month, subject to change based on Board activities.
- Carry out any additional responsibilities as assigned by the MSLC Board.
- Attendance at FLC events may be required, including potential participation in the FLC Annual Conference held each August. Reimbursement for travel used in the

execution of official duties may be requested by submitting a detailed expense report accompanied by itemized receipts.

Contract Terms

Term of Agreement:

- The initial term of this Agreement shall commence on [Insert Date], 2025 and expire on [Insert Date, 202_]. The parties agree that the first six months of the employment term shall be considered a probationary period. Renewal of the contract after the initial term is subject to the mutual agreement of the parties in writing and will follow the same terms and conditions unless amended in writing by mutual consent.
- Either party may terminate the agreement without cause by providing a written notice to the other party 90 days in advance.
- The Executive Director is an independent contractor and is responsible for providing his/her own office equipment and technology necessary to fulfill the responsibilities of the position. Reimbursement for supplies used in the execution of official duties may be requested by submitting a detailed expense report accompanied by itemized receipts.

Salary:

- The Executive Director position is classified as an independent contractor (Form 1099). As such, no federal, state, or local taxes, Social Security, Medicare, or other withholdings will be deducted from compensation.
- The Executive Director is solely responsible for all tax reporting and payments to appropriate agencies.
- The Executive Director shall keep a record of hours worked, not to exceed 30 hours per month, at \$_____ pay rate per hour. A monthly invoice detailing the time spent and services provided shall be submitted to [INSERT recipient name/title].

Miscellaneous:

- This Agreement shall be deemed effective upon execution by the parties.
- This Agreement supersedes any prior agreements, written or oral, between the Parties.
- The Parties agree that this Agreement has been entered into for their sole and exclusive benefit and by so doing do not intend to benefit any third party.

Signed this ____ day of _____ 2025.

Executive Director

ManaSota League of Cities, President

ManaSota League of Cities, Vice President

ManaSota League of Cities, Treasurer

**Employment Agreement (initial 6 month probationary period)
Job Duties & Responsibilities Of The Executive Director
ManaSota League of Cities Board of Directors
(A Florida League of Cities Regional League)**

The ManaSota League of Cities' Executive Director's responsibilities shall include the following:

Duties:

- Oversee the daily operations of the ManaSota League of Cities ("MSLC") Board of Directors ("Board"), including communication, documentation, and serving as a liaison to the Florida League of Cities ("FLC") on legislative and other relevant matters. (OK)
- Maintain direct communication with the MSLC President and Vice President regarding all Board-related business and provide routine updates to Board representatives at MSLC meetings. (OK)
- Manage and regularly update all Board records—physical and digital—to ensure they are accurate and remain the property of the MSLC. (OK)
- (*Future Initiative*) Develop and enhance the Board's presence by creating a website and digital platform to share MSLC's legislative positions, publish agendas and meeting minutes, and provide information about membership and Board activities.
(Need strategic plan including budget and platform)

MSLC Meetings Management:

- Distribute meeting notices for all regular membership meetings and any special meetings promptly (preferably at least two weeks in advance).
- Attend all regular and special meetings to record, prepare, and maintain official minutes. (OK except if SWFLC conflicts)
- Coordinate public meeting logistics, including securing a venue, managing agenda and attendee RSVPs, and following up with non-attending members to request a non-voting substitute representative. (Venues could cause expense at some point)
- Collaborate with the President and Vice President to create and publish meeting agendas and reports. (OK)

Financial Management Duties:

Due to the treasurer currently overseeing these functions instead of the director, it's challenging to establish a timeline for many of these items. Without existing bookkeeper/accountant on board, some of these functions might take time to iron out, concerns listed below:

- Maintain bank account access: ensure that annually elected Board officials have approved signing authority (full signer authority for the President and Vice President, and view-only access for the Treasurer).
Will we be changing banks to accomplish this? If so, we will need plan to transfer stipend and get other details in order.
- Prepare and distribute financial statements to the Board quarterly. (OK)
- Keep the President and Treasurer informed about the Board's financial status by providing monthly transaction ledgers/bank statements. (OK)

Rachel Keesling Requested Contract Modifications

Invoice and collect membership dues, fees, and other revenues, ensuring accurate accounting. (What system are we going to use to accomplish this? This might be something that I need professional help with to make sure we are doing business in compliance with the state and the federal government).

- Issue checks or use the organization's debit card for payments up to \$500 for approved, budgeted expenses. Any unbudgeted expense or payment exceeding \$500 requires Board approval. (OK, need debit card as well)
- All checks exceeding the approved limit must be signed by the President. (OK)
- Timely process reimbursements to Board members and their government agencies for approved expenditures. (OK, is there a travel policy or form that is used for bookkeeping purposes?)
- Provide reports on any past-due invoices at each meeting and notify the Executive Committee of any potential financial shortfalls. (OK)
- Ensure transparency with any new expenses or increases compared to the previous year. (OK)
- No stipend or pay increases will be considered unless proposed by a voting member and approved by a supermajority vote of the Board. I would like to discuss a yearly COLA increase after the first full year.
- Maintain all official records related to other agencies, including corporate documents and registered agent information. (I will need to get what currently exists as far as corporation papers, non-profit registrations, etc. I have been told the current administrator has custody of these and need to review to see what needs to be renewed).
- Collaborate with the Treasurer to prepare a proposed annual budget for presentation to the Board each July. (This year could be tight but we can work together to get this started).

Membership Support:

- Act as the primary recruitment contact for all regional municipalities and any newly incorporated cities. (OK I need to secure a paid dedicated mailbox for MSLC so additional expense around \$200 a year. I also need a dedicated email service for MSLC.)
- Attend local council/commission or government meetings of Board Members as directed by the President or Vice President, including joint meetings when applicable. (OK)
- Recruit Associate and Business members within the region, and follow up on referrals from current members. (OK)
- Recommend training sessions or educational opportunities as appropriate to support member development. (OK)
- Conduct orientation sessions for all new voting members and business associates. (Has this ever been done? If so, any materials that exist are needed to review/update.)
- Maintain official voting member approval letters and annually reaffirm each city's designated representative. (OK)

Travel and Additional Duties:

- All travel to in-person meetings, conferences and other will be approved by the board and paid at the hourly rate. Reimbursement for mileage and per diem will be submitted to President. Hotel stays will be held on MSLC debit card. Reimbursement for travel used in execution of official duties will be detailed expense report with itemized receipts.

Rachel Keesling Requested Contract Modifications

- Anticipate an estimated time commitment of 25–30 hours per month, subject to change based on Board activities.
- Carry out any additional responsibilities as assigned by the MSLC Board. (OK)
- Attendance at FLC events may be required, including potential participation in the FLC Annual Conference held each August.

Contract Terms

Term of Agreement:

- The initial term of this Agreement shall commence on 5/1/2025 and expire on 11/1/2025. The parties agree that the first six months of the employment term shall be considered a probationary period. ~~Renewal of the contract after the initial term is subject to the mutual agreement of the parties in writing and will follow the same terms and conditions unless amended in writing by mutual consent.~~
- Either party may terminate the agreement without cause by providing a written notice to the other party 90 days in advance.
- The Executive Director is an independent contractor and is responsible for providing his/her own office equipment and technology necessary to fulfill the responsibilities of the position. ~~Reimbursement for supplies used in the execution of official duties will be paid after the detailed expense report accompanied by itemized receipts is received.~~

Compensation:

- The Executive Director position is classified as an independent contractor (Form 1099). As such, no federal, state, or local taxes, Social Security, Medicare, or other withholdings will be deducted from compensation.
- The Executive Director is solely responsible for all tax reporting and payments to appropriate agencies.
- The Executive Director shall keep a record of hours worked, not to exceed 30 hours per month, at \$45 pay rate per hour. A monthly invoice detailing the time spent and services provided shall be submitted to [INSERT recipient name/title].
[INSERT recipient name/title] will be the responsible party for issuing Form 1099 and mailing it to the Director by January 30, 2026.
(If I have reached 30 hours in a month, what is the procedure to continue working?)

Miscellaneous:

- This Agreement shall be deemed effective upon execution by the parties.
- This Agreement supersedes any prior agreements, written or oral, between the Parties.
- The Parties agree that this Agreement has been entered into for their sole and exclusive benefit and by so doing do not intend to benefit any third party.

Signed this _____ day of _____ 2025.

Executive Director

ManaSota League of Cities, President

Rachel Keesling Requested Contract Modifications

ManaSota League of Cities, Vice President

ManaSota League of Cities, Treasurer



RACHEL KEESLING

PROFILE

I am a qualified executive director with extensive experience across multiple levels of city government.

EXPERIENCE

Southwest Florida League of Cities (2019-present)
Executive Director

Punta Gorda City Council (2010-2018):
Councilmember, Vice Mayor, Mayor

Key Contributions:

- 125th Anniversary Celebration, 1% Sales Tax Project Committee (2012)
- Chair of Downtown Christmas Celebration (2015-2017)
- Tourist Development Council (2012-2018)
- CHEC (2011-2016)
- Southwest Florida Regional Planning Council (2009-2014)
- Liaison for Arts & Humanities Council (2009-2012) and
- Drug Free Punta Gorda (2016-2017)
- Southwest Florida League of Cities Voting Member (2014-2018)
held various leadership roles
- Florida League of Cities, multiple roles including Board Member and Moderator at Conference
- FLC Environmental Policy Committee Member 2012-2022
- Home Rule Hero Award Winner, multiple years

Multiple Community Volunteer Positions:

- Charlotte County School Board
- American Cancer Society
- American Red Cross
- CHEC Charlotte Harbor Environmental Center
- CC Womens Tennis League 50 Plus Team Captain YMCA

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EDUCATION

SECONDARY SCHOOL

1987 Diploma
Charlotte High School
Punta Gorda, FL

COLLEGE

1991 Bachelor of Science
University of Florida, Gainesville, FL
2012 Master's of Curriculum & Instruction
FGCU Estero, FL

SKILLS

- Oversees and operates all aspects of SWFLC
- Handles various administrative and communication tasks, including records management
- Manages website and meeting content
- Maintains organization contacts and sponsors
- Recruitment and retainment of new members
- Conducts online bookkeeping, payroll, and IRS filings. Coordinates with CPA Firm.
- Organizes and executes events and meetings
- Collaborates with municipal officials and staff
- Builds relationships with FLC and other regional leagues
- Engages in advocacy and training

PROFESSIONAL EMPLOYMENT

OnPlace – Senior Manager of OnVie, August 2024 – February 2025

- **Sales and Operations:** Oversee lifestyle of the new multi-family division and experiences in the new resort division; monthly events focusing on traditions/holidays, entertainment, fitness, learning, and sustainability/volunteerism.
- **Leadership:** Established strategic plan for growth and implementation.
- **Marketing:** Oversee communications and PR for these divisions collaborating with marketing team.

Bradenton Area Convention & Visitors Bureau (BACVB) - CVB Manager, Feb. 2021-August 2024

- **Business Management:** Supervised the operations, marketing/sales, and budget/sponsorship oversight of the three facilities operated by the CVB: Bradenton Area Convention Center (BACC), Powel Crosley Estate and Premier Sports Campus (PSC). Developed Three Venue Marketing Strategy to drive more business to all BACVB operated facilities.
- **Destination Sales:** Oversaw the destination sales team to increase group sales including Arts & Culture (2021-2023), Sports, Meetings and Conferences, SMERF Market, Bus Tours and Family Reunions through relationship building.
- **Operations:** Run the expansion projects at both the BACC and PSC and coordinate this with the building of a new hotel connected to the Convention Center. Expansion projects include: 800-seat ballroom with connecting walkway, 500-seat Permanent Tent Structure, locker rooms, two parking redesigns, landscape design and the renovation of interior spaces.
- **Training:** Certified Meetings Professional (CMP) in 2021 and Certified Destination Management Executive (CDME) in 2024. Attended Art Basel in Miami to plan for future arts programming at BACC.
- **Events:** Oversaw the planning of events including community experiences, weddings, conferences/tradeshows, arts collaborations, and national/international sporting tournaments including the World Cornhole Major and World's Strongest Man, US Youth Soccer National Championships, U18 World Baseball Championships and PGA World Championships.
- **Grants and Sponsorships:** Provided grants to bring new area events to the destination to increase local economic impact. Solicit sponsorships from area corporations for facilities and event productions.
- **Special Project:** Oversaw the Americans for the Arts - Arts & Economic Prosperity 6 (AEP6) survey in Manatee County, an economic and social impact study of the nation's nonprofit arts and culture industry.

General Manager of the Bradenton Area Convention Center, Powel Crosley Estate, July 2019-Feb. 2021

- **Business Management:** Supervised the sales and marketing of two facilities, oversaw the Crosley Theater, created and maintained special partnerships for events with the Crosley Foundation and USF Sarasota-Manatee.
- **Marketing:** Oversaw marketing and PR plan of these facilities.
- **Operations:** Managed the buildings and oversaw staff to ensure meetings and events ran smoothly.
- **Networking:** Participated in various chambers and industry affiliations to expand the awareness of facilities and future events potential. Involvement with the International Association of Venue Managers.
- **Events:** Assisted in planning meetings, tours and special events to increase tourism in Manatee County.
- **Special Project:** Covid-19 - managed continuous communication with clients at facilities and helped with rescheduling and cancelling events, oversaw virus test site logistics at Convention Center, provided support and logistics for the Neighborhood Services Restroom Accessibility and Hygiene Program, created the guidelines and checklists for Manatee County Government Opening Plan, wrote the Manatee County Vacation Rentals Phased Openings Guidelines.

Travel Trades & Industry Relations Manager, Mar.-July 2019

- **Destination Sales:** Implementation of sales strategies with the objective of attracting visitors to the area targeting the SMERF market through conferences, AAA Blitzes, and fostering meetings and group sales relationships.
- **Meeting Incentives:** Created and promoted the Summer Meetings Incentives Program to over 300 planners.
- **Networking:** Maintained positive and cooperative contact with area hotel, restaurant and attraction partners; implemented Breakfast Brainstorms with hoteliers; attended BACVB sponsored events and industry networking meetings.
- **Events:** Assisted with planning numerous tourism events and FAM tours; hotel booking partner for RAM 2019.
- **Marketing:** Redesigned Group Tours and Unique Venues promotional materials, updated the Hotel Index, and updated the digital meetings sales tool and Groups Tourism Guide. Implemented industry Facebook page for local arts partners.
- **Conferences:** Evaluated conferences for new market opportunities: reunions, military, religious.
- **Convention Sales:** Promoted awareness of future plans, created a survey and distributed it to largest corporations in the area regarding booking meetings, and collected data on potential future conventions business. Facilitated three national surveys and worked with multiple conventions consultants.

Linens by the Sea, a subsidiary of US Tent Rental, Sarasota, FL – *Director of Operations, Dec. 2012 - Mar. 2019*

- **Leadership:** Chief executive of artistic vision, financial planning, project management, brand development, marketing, operations, sales and logistics for Linens by the Sea as well as perform duties in conjunction with the parent company.
- **Event Planning:** Engage in event/meeting planning and design with high profile or nonprofit clients as needed.
- **Relationship Management:** Engaged in industry networking meetings and civic activities to develop strong community bonds and interpersonal business connections.
- **Marketing and Public Relations:** Established creative opportunities for the organization. Developed strategic marketing plan and created website to include online sales, a first for the linen rental industry, which expanded the company footprint nationwide.
- **Sales:** Through project planning, continued to grow company through marketing, leadership, sales, and exceptional customer relations. Increased sales on average 10-15% annually for the linen division.
- **Social Media/Digital Marketing:** Used search engine optimization (SEO), Google Analytics, Adobe, email newsletters and meta data to drive growth of sales. Implemented a progressive sales strategy outside of the industry's norms through a larger social media outreach in Jacksonville, FL region for growth without sales staff using online marketing.
- **Operations/Logistics:** Established policies to effectively optimize time, excelled in multitasking procedures and by supporting employee innovation. Lowered costs through best practices of warehouse standard operating procedures. Oversaw purchasing negotiations of linens/supplies while seeking the most effective shipping and delivery methods.
- **Staffing:** Hired, trained and fostered an environment of teamwork while also creating a culture of individual excellence and accountability with budgets and schedules. Oversaw linens sales staff and the linens warehouse team.

Day Planners, Bradenton, FL – *Owner and Event Manager, 2008 – 2016*

Established an entrepreneurial award-winning event company managing over 200 corporate events, nonprofit fundraisers and weddings with a team of event coordinators. Represented a discriminating and international clientele. Immediately realized there was an underserved niche market for day-of wedding planners and by adding this to the service selections, the business was profitable within the first year. Utilized digital marketing and social media, brand development, blogging, networking, and public relations to promote the organization and made it a major competitor.

At this time, I was contracted by the Bradenton Downtown Development Authority part-time in 2008-2010 to launch new events such as the Pittsburgh Pirates Pep Rally and bring arts and awareness to the downtown central core until a new non-profit, Realize Bradenton, was established for this function. Assisted with the transition into Realize Bradenton.

Mattison's, Sarasota, FL - *Director of Catering and Events, 2004 - 2008*

As Director of Catering and Events for the award-winning Chef Paul Mattison, this position was responsible for the development of consultative sales initiatives and collaborating with marketing on all tradeshow and loyalty programs to further brand awareness and increase market share. Supervised the execution of all events from start to finish through post event follow-up, managed a diverse staff, and attended networking functions on behalf of the company. Accomplished doubling the profit margin by more than a million in one year's time through strategic business development opportunities such as catering for disaster relief organizations.

The John & Mable Ringling Museum of Art, Sarasota, FL - *Fundraising and Events Coordinator 2002 - 2003*

Responsible for achieving fundraising goals through events such as the annual UnGala Gala, oversaw venue rentals in the three museum spaces (the Museum of Art, the Circus Museum and the historic mansion) which resulted in revenue of \$200,000 the first year Florida State University managed the property. Developed relationships with corporations and private donors to ensure future events and donations to the Museum. Nominated for Florida State University's Finance and Administration 'Best Teamwork Award' for increasing profits through daytime bridal ceremonies.

PROFESSIONAL ACCOMPLISHMENTS

- 2001-2002: Team member at the Skurja Art Castings in Prescott, AZ, creating bronzes for private collections and public art including the London Bridge statue in Lake Havasu, the Gandy Dancers memorial in Flagstaff, and the Disney and Minnie statue in Orlando.
- State College of Florida, taught Lovegeivity Certification, an event and wedding planning certification course.
- Philanthropic consulting on how to effectively create revenue generating venues for non-profits including Florida Maritime Museum and Manatee Village Historical Park.
- Memberships and Board Positions: Meeting Professionals International (RISE [Recognizing Industry Success & Excellence] award nominee 2024), Sports ETA, Florida Facilities Managers Association, Florida Society of Association Executives, Junior League Manatee County Past-President (2010-2011), Weddings of Sarasota, Manatee County Historical Commission, Ringling Museum UnGala Gala, Women in Tourism Sarasota, Industrial Fabrics Association International, National Association of Wedding Professionals, Southwest Event Leaders, Crosley Foundation, Entre Nous Advisory Board, Destinations International, International Association of Venue Managers, and Pace Center for Girls Expansion Kick-Off Planning Committee.
- Guest Speaker: Ritz Carlton (Engaged 101Series), various local clubs, event industry meetings.
- Leadership Manatee, graduate class of 2007-2008.
- Judge – Bradenton Herald Golden Herald Awards 2015-present.
- Winner of Gulf Coast Business Review 40 Professionals under 40 Award.
- Biz Bash Flash Award – a national honor for planning of the UnGala Gala at the Ringling Museum.
- Certifications: CERP (Certified Event Rental Professional) through the American Rental Association, Nationally Certified Professional Wedding Planner through the Association of Certified Professional Wedding Consultants, CMP (Certified Meeting Planner) Certification through Events Industry Council, CDME (Certified Destinations Management Executive) by Destinations International.
- Manatee County Results First Leaders Program - Cohort #3, selected by County Administrator's Office.
- Convention South Readers' Choice Award for Excellence, Bradenton Area Convention Center, 2020 and 2023.
- Wedding Wire – Readers' Choice Award, Powel Crosley Estate, 2020, 2022, 2023 and 2024.
- Sarasota Herald Tribune – Readers' Choice Award 2023.

FEATURED MEDIA

- Ion Television *World's Greatest* - aired 2018
- *Wall Street Journal*
- American Rental Association's *Rental Management*
- *Sarasota Herald Tribune*
- Designed décor for the following and more shoots:
Edible Sarasota Cook's, *Scene Magazine*
- *Florida Trend*
- *Kiplinger's Magazine*
- *Bradenton/Manatee Herald*
- *Nuovo Bride* - regular contributor
- TLC – *Say Yes to the Dress: The Big Day* - aired 2015, Wallenda vow renewal
- Numerous regional and national blogs

EDUCATION

- **University of Phoenix Online** 4.0 GPA, MBA - Business Management
- **University of Texas** 3.8 GPA, Bachelor of Fine Arts – Studio Art Major, minor emphasis in Art History
Senior Internship, Mexic-Arte Museum in Austin, Texas
- **Technical Proficiency:** Social Media Marketing: Facebook/Instagram/Linked In, SEO, Microsoft Office Suite, Google Drive, Canva, CRMs, Mac and Windows operating systems

REFERENCES

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End of Agenda Item