

LYNNE R. MATTHEWS, CTIS
1256 Pine Siskin Dr.
Punta Gorda, FL 33950
(941) 505-5747

EDUCATION

Kent State University	Kent, OH
Indiana University/Purdue Univ. at Indianapolis-CTIS degree	Indianapolis, IN

WORK EXPERIENCE

November 2020 to present	CITY OF PUNTA GORDA Mayor	Punta Gorda, FL
November 2018 to 2020	CITY OF PUNTA GORDA Vice Mayor	Punta Gorda, FL
2016 to present	CITY OF PUNTA GORDA City Council member	Punta Gorda, FL
2001 to 2015	BRU-LYN MARKETING, LLC Owner/Consultant	Punta Gorda, FL
March 2012-April 2013	CINDERELLA'S SEA JEWELRY Vice President	
	Recruited outside sales team, worked with owner to manage inventory, marketing of product and managed sales reps to promote company product line.	
Sept. 1992 to 2001	UPSTATE TOURS AND TRAVEL Co-Owner, Vice President of Marketing and Product Development Manager, Travel Agency Operations	Saratoga Springs, NY
	Managed and coordinated all direct mail, trade show and local media marketing for motorcoach company and travel agency. Direct sales to the international wholesale market. Developed company policies for tour & charter, annual retail tour program, annual vendor trade show & preferred vendor program, managed company advertising & promotion. Also managed staff of company owned travel agency.	
Sept. 1992 to 1996	ALL AMERICAN HOSPITALITY President/Owner	Saratoga Springs, NY
	Outside sales agent contractor for independently owned hotels, providing sales support to the group tour & travel market. Direct selling, direct mail and telemarketing services provided.	

June 1988 to Sept. 1992	FORTE HOTELS INC. Cleveland, OH, Saratoga Springs, NY National Director of Sales - North America Regional Sales Director - Eastern Region
	Responsible for development of tour & travel market for Travelodge network in North America since relocation to New York in 1990. While based in Cleveland, I recruited, hired and trained Area Sales Manager team for Eastern US & Canada. I also developed & implemented sales & marketing programs regionally & nationally - worked with management at network properties to develop marketing action plans for over 500 hotels. Participated in all major trade shows for group tour & corporate markets for Travelodge network.
Jan. 1988 to June 1988	MID ATLANTIC DESTINATIONS Cleveland, OH President/Owner
	Outside contract sales representative for hotels, restaurants & attractions to promote group tour business to their facilities. During this time, served as Dir. of Leasing & Marketing for an outlet shopping complex under contract agreement.
April 1987 to Jan. 1988	SKYLIGHT INNS, INC. Willoughby, OH National Sales Manager
	Responsible for solicitation in the group tour, travel agent consortium and national corporate account markets, developing and implementing all sales/marketing programs and training of sales managers for their 13 hotels. Skylight sold their hotels to Forte Hotels International in Jan. 1988

COMMUNITY & COMMITTEE INVOLVEMENT

1999-present 2007 2017-present	Punta Gorda Isles Civic Association - member Membership Committee Editor, The Commentator publication
2003	Chairman, American Bus Association Annual Marketplace Indianapolis, Indiana
2005-2016	<u>City of Punta Gorda Planning Commission</u> Chairman, ½ of 2007, 2008, 2009, ½ of 2010, 2012 Vice Chairman 2013, 2014
2005-2014	<u>City of Punta Gorda Board of Zoning Appeals</u> Chairman, 2010, 2011, 2012
2014-2016	<u>City of Punta Gorda Code Enforcement Board</u>
2000-present 2004-2005 2007 2008 2009 2015	<u>Mariners of PGI boat club</u> Secretary Vice Commodore Commodore Past Commodore Chair 2015 signature event Regatta
2000-2016 2004 2009 2009 to 2015 2009 to 2010 2012 to 2013	<u>Charlotte Harbor Yacht Club</u> Chair, Marketing Committee Chair, Membership Task Force Chair, Annual Bridal Expo Public Relations/Marketing Chairman Director, Board of Directors Manager, Ship's Store boutique
2011	Mayfield High School Class of 1971 Chairman, 40 th Class Reunion - Cleveland, OH
2011 to 2015	Saturday Night before Christmas Lighted Boat Parade Ambassador
2016	Mayfield High School Class of 1971 Chairman, 45 th Class Reunion - Cleveland, OH
2016 to 2024 2018 to 2020 2020 to 2024	<u>Punta Gorda City Council</u> Vice Mayor Mayor
2022	Mayfield High School Class of 1971 Chairman, 50 th Class Reunion - Cleveland, OH

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ADDITIONAL BOARDS AND COMMITTEES:

2016-2024	Florida League of Cities member
2017-2024	Charlotte County/Punta Gorda Metropolitan Planning Organization board
2017-2024	PG Block Party City Council liaison
2017-2024	Punta Gorda Boaters Alliance City Council liaison
2018-2024	City liaison for Meridian Senior assisted living facility
2017	Southwest Florida Regional Planning Council board member
2020	Charlotte County 1% Sales Tax Committee
2025-2026	Charlotte County 1% Sales Tax Committee
2021-2024	Southwest Florida League of Cities voting member
2024	Southwest Florida League of Cities Treasurer
2021-2024	Charlotte County Task Force (for equality and diversity)
2023-2024	Florida League of Cities Advocacy Committee
2024	Florida League of Cities Home Rule Hero Award for advocacy
2019-present	Military Heritage Museum Board of Directors
2020-2021	Vice President, Board of Directors
2022-present	President, Board of Directors
2023-present	Do the Right Thing Board of Directors
2023-present	Do the Right Thing Treasurer
2025-present	Peace River Wildlife Center Board of Directors
2026-present	Peace River Wildlife Center Vice President
2016-present	Punta Gorda Chamber of Commerce
2025-present	PG Chamber of Commerce Board of Directors
2016-present	Charlotte County Chamber of Commerce