



NATURAL RESOURCES MANAGEMENT OFFICE
2725 Judge Fran Jamieson Way, Building A-219, Viera, FL 32940

**Save Our Indian River Lagoon Citizen Oversight Committee
Volunteer Application**

Due: October 1, 2016

Name: Vinnie Taranto Jr.
Mailing Address: 313 10th Terrace
City: Indialantic **State:** FL
Zip Code: 32903
Phone: (321) 549-8460 **Cell Phone:** (352) 359-1125
Email: vinnie.taranto@gmail.com

Basic Requirements and Duties of Oversight Committee Members

Applicants must commit to serving the public interest by providing stewardship of Lagoon Trust Funds, especially in relation to restoring health to the Indian River Lagoon, and must demonstrate expertise and experience in one or more of the following fields: science, technology, economics/finance, real estate, education/outreach, tourism, or lagoon advocacy. Knowledge of the water quality issues and the major sources of pollution affecting the lagoon are highly desirable.

Members will oversee progress and make recommendations to the Brevard County Board of County Commissioners (BOCC) on spending an estimated \$303 million from sales tax revenue to **Reduce** pollution sources to the lagoon, **Remove** legacy pollution from the lagoon bottom, **Restore** natural systems within the lagoon, and **Respond** to new information by recommending annual amendments to the Save our Indian River Lagoon Project Plan (SOIRLPP). Duties will include participation in meetings to evaluate data to measure progress towards plan implementation and lagoon health, review technology and alternative project proposals for reducing pollutants and improving water quality, assess the cost-effectiveness of the projects, and recommend plan revisions accordingly. The Committee shall address questions, concerns, and ideas from the public to improve the SOIRLPP. Applicants must be willing to ensure that the SOIRLPP reflects the most effective, timely and responsible means to restore the Indian River Lagoon and that the Save Our Indian River Lagoon Trust Fund is managed in the best interest of the public.

Please complete the following questions and statements.

1. Do you reside in Brevard County? Yes No Number of years 1976-1995, 2008-Present

2. Are you willing to serve on the Committee for a minimum of two (2) years and be available to attend multiple weekday meetings annually, as needed? Yes No

3. Please check next to one or more of the following that best match(es) your expertise:

- Science Economics/Finance Education/Outreach
 Lagoon Advocacy Technology Real Estate Tourism

FOR THE QUESTIONS BELOW, RESPONSES MAY BE UP TO ½ PAGE EACH

4. Please list one or more reasons why you are personally interested in applying to serve as a member of the Save Our Indian River Lagoon Oversight Committee.

Growing up on and in the Indian River Lagoon I have many fond memories, from clamming with my father and his father, to watching my grandmother cast mullet nets using her teeth. The water was so clear and the sea life healthy and abundant. Every Sunday we'd enjoy meals gifted to us by the lagoon. I understand what the lagoon means to this county as a whole. Its estimated net economic benefit to the community with restoration is \$6.3 billion. I'm aware of what the lagoon means to this county's inhabitants individually. The benefit to me from those memories is priceless.

Being a resident of Brevard county, I'm personally vested in the health of the lagoon. In addition, my skills and traits allow me to help, fulfilling my responsibility as a citizen to do so. I feel my education, training and experience in personal and mass communication is bar none. I'm as comfortable teaching a seven-year-old how to be a good sportsman on the soccer field as I am lecturing to hundreds of IT professionals on the pillars and importance of technology usability. My media work has collectively reached more than 750,000 people around the world. I recognize the importance of a message as well as the importance of its timing. I am willing and able to help.

Lastly, there is a large and growing distrust of government today. I've attended SOIRLPP presentations and there are always audience comments regarding the fear that the funds will be misappropriated. Whether the cynicism towards government is rightfully earned or not, the Oversight Committee can be a catalyst to increased public trust. I feel my character and ethical compass is developed and steadfast enough to help lead the committee towards being that agent of change.

5. Please provide a brief overview of your background and experience (education, professional experience, and community volunteer experience) as it relates to your understanding of the SOIRLPP and the restoration needs of the Indian River Lagoon.

For half a decade or more, the IRL has been abused. Most scientists I've talked to feel it is going to take many years for any noticeable change. In today's "instant gratification" society,

constant and consistent communication with the public, should be priority one. Part of that communication needs to be focused on educating the public regarding what actions they can take individually to help. I have strong educational and professional experience in communication, education, technology and outreach. I earned a Bachelor's of Science degree in Telecommunications with a Computer Science minor from the University of Florida. While a student at UF I started and hosted a weekly TV show helping our viewers utilize technology to the fullest. After graduating, I worked for nearly a decade at UF as the Technology Specialist at the Dean of Students Office, with my duties including running the 75+ user IT Department, teaching technology usability campus wide and writing/receiving national grants on technology usability.

In 2006, I decided I wasn't helping enough people in my IT role so I left to start my own production company. Amongst other projects, in 2013 my company created a spec commercial that ended up being a finalist in the Doritos Crash the Super Bowl Contest. We ran a successful outreach campaign which included over half a million YouTube views and over 10,000 Facebook likes in under a month.

My applicable community volunteer experience includes being a member of countywide and statewide leadership institutes, namely LEAD Brevard and Leadership Florida. This experience provides me with a vast, knowledgeable network of resources as well as countless experiences working as a leader on a committee of leaders. I've also been invited to sit on a grant review board for the Community Foundation for Brevard. This opportunity awarded me with further experience combing through the financial documents of local nonprofits, looking for any negative signs.

6. Please describe what character, judgment, analytical, communication, and group consensus building strengths you would contribute to the purposes and duties of Save Our Indian River Lagoon Oversight Committee?

My strongest character trait is my seemingly endless patience. That patience and my highly trained analytical skills come from my physical disability which I was born with and truly thankful for. My aunt used to tell a story about a three-year-old me trying to figure out how to reach a bowl of popcorn. After watching me calculate for a bit my aunt ran out of patience and slid the bowl to me. This resulted in me crying, so she put the bowl back out of reach. Within a few minutes, I had scooted myself up to the bowl and was eating happily. Throughout my life, everything I did for the first time I had to initially analyze how to do it. I'm ready to put those traits and skills to work for our county.

With our latest film project, I had the opportunity to continue practicing and get additional experience using my ability to judge people and decisions. We had nearly 250 people work on that project, including some I had never met in person or even talked to outside email. To be successful with a team that big and spread out, they need to have confidence in you and your decisions. This confidence comes from having and displaying good judgement.

I mentioned my communication strength above but I didn't mention my pride in my ability to listen. I'm a highly practiced listener, which affords me the ability to truly understand what someone is saying and their intent. Communication is much more than words spoken.

7. Please describe the importance of committee members putting public interests first and avoiding real or perceived conflicts of interest in making recommendations for expenditure of the Save Our Indian River Lagoon Trust Funds.

It is imperative that committee members put public interest first, avoiding any conflicts of interest. I'd even go as far as saying that an applicant's ability to do just that, should weigh significantly more than any other requirement. Public trust is not a currency that should be traded in, as a bankruptcy results in our entire democratic republic breaking down. Brevard residents are entrusting their dollars to this fund under the promise the community as a whole will benefit equally from a return on the investment. If the public even perceives just one committee member taking those hard earned communal monies and tipping the ROI scale in their own favor, the entire committee which was designed to be the last line of defense, will be cast untrustworthy and then ineffective.

I've been in multiple situations where my ability to avoid or handle conflict of interests were of vital importance. Most recently, I was appointed the Selection Chair this past summer for the extremely competitive annual statewide program, Connect Florida. At the time I was also a regional chair of the same organization with a charge of finding qualified applicants. Due to understandable regional pride and the benefit of a large membership, each region lobbies to fill its coffers. My dual role could have resulted in a conflict of interest but because of the way I handled it and the trust the other 20 committee members placed in me, most of whom I had just met, I was able to complete my task, receiving praise for my professionalism from the other stakeholders.

By nature, I am an analytical person. Taking that approach, the importance of committee members avoiding conflicts of interest is the difference between the lagoon continuing to crash, costing an estimated \$4.3 billion to the County's economy, and the reality that future generations of children could be able to relive all the priceless memories and appreciation for natural resources I am so lucky to have had.

Additional Requirements

In addition to this application, a resume/CV and at least one letter of recommendation are required. The letter of recommendation can be a personal recommendation from a professional in the same field and/or an endorsement by a reputable nonprofit organization.

Send your application, resume, and letter(s) of reference to:

Marie Winkler, Administrative Assistant to the Director

Marie.Winkler@brevardfl.gov

Phone: 321-633-2016, Fax: 321-633-2029

Vinnie Taranto

> Founder & CEO

Media-Over-Matter Productions

> Vice President

Taranto Management Associates

OBJECTIVE

The first thing people usually notice about me is my physical disability and I like that! I was born with Arthrogyriposis Multiplex Congenita which limits the range of motion in my joints but could never limit my aspirations. To accomplish as much as I have in my life I've had to learn to never give up and to be as creative as possible to overcome what others may consider daily hurdles but I call my life. My objective is to continue challenging myself and others to be the very best they can be.

EXPERIENCE

2006 - Present

Media-Over-Matter Productions

Founder & CEO

- > Full service, multiple award winning media production company with films that have and continue to entertain audiences all over the world.
- > First spec commercial "Fetch" won the Doritos Crash the Super Bowl contest by being selected as a finalist. Created Facebook Apps and games to support.
- > Created a rapid prototype government time keeping iOS App and a homeschool activity records iOS App.

2008 - Present

Taranto Management Associates

Vice President

- > Own and manage over 150 beachside senior rental lots and homes.
- > Orchestrated a unique property sale that was profiled in the Wall Street Journal.

1997 - 2006

University of Florida Dean of Students Office

Technology Specialist

- > Responsible for all information technology services for 75+ users.
- > Wrote and received national grants focusing on computer usability.
- > Created and taught a national Computer Usability workshop.
- > Selected to represent UF in Microsoft's Mobile Initiative (think tank)

EDUCATION

1995 - 2000

University of Florida, Gainesville, FL

Bachelor of Science

- > Telecommunications Productions with Computer Science Minor
- > Created and anchored a weekly campus wide TV show educating viewers on computers and technology called "Campus Tech TV"

COMMUNITY ACTIVITIES

- > LEAD Brevard Graduate, 4Under40 Winner and LEAD Brevard Board Member
- > Leadership Florida Graduate, Regional Communication Chair and Selection Chair
- > Board Governance Workshop with Chuck Loring
- > Community Foundation for Brevard Grant Review Team
- > Coordinated Millennial Feedback for USA Today and CareerSource Brevard
- > Florida Youth Soccer Association Coach

313 10th Terrace

Indialantic, FL 32903

(321) 549-8460

vinnie@media-over-matter.com

Media-Over-Matter.com

MontyAndTheFurnace.com

KingOfTheRingMovie.com

Vote4Fetch.com

FIELD Marketing

Brevard County Natural Resources Management Department

September 29, 2016

To Whom It May Concern:

I would like to recommend Vinnie Taranto for appointment to serve on the Citizen Oversight Committee for the Save Our Indian River Lagoon Project Plan. I have had the pleasure of getting to know and work with Vinnie over the past two years and was so impressed with his passion for our community that I recruited him to serve on the Board of Directors of LEAD Brevard, for which I serve as the organization's 2016-2017 board chairman.

Our organization recognized Vinnie in 2015 as a "4 Under 40" honoree for his professional excellence, performance of valuable public services, and impactful mentorship. In his professional life as founder and CEO of Media-Over-Matter Productions, Vinnie excels in using technology and creativity to both educate and entertain. He is a great example of a community leader who leads with his actions rather than just words, which is why I believe he would be an excellent member of your Citizen Oversight Committee.

Thank you for your consideration.



Josh Field
Chairman, LEAD Brevard
President, Field Marketing Group

October 2, 2016

To Brevard County Save Our Indian River Lagoon Citizen Oversight Committee,
It is my pleasure to strongly recommend Vinnie Taranto to your committee. I have known Vinnie for several years through our service to Connect Florida, a program of Leadership Florida. After graduating from the Leadership Institute, Vinnie has served as the East Central Regional Chair on the Connect Florida Board of Governors from June 2015-to the present.

I can personally attest to three of Vinnie's strengths. First, is his unwavering positive attitude. Vinnie's enthusiasm and energy is absolutely contagious. Any group, committee, or board would be positively impacted by Vinnie's ability to stay optimistic and focused in any situation. Second, is his familiarity with the newest technology. Through his professional work with Media-Over-Matter Productions and his previous education, Vinnie is intimately familiar with the newest avenues to leverage technology in a variety of circumstances. Third, is Vinnie's passion for improving his community. Vinnie has demonstrated that he is committed to finding ways to improve his local (central Florida and specifically Brevard County) and state-wide community. He has a real dedication to selfless service.

Because of Vinnie's positive enthusiasm, expertise with technology, and commitment to his community, I have no doubt that he would be a tremendous asset to the Brevard County Save Our Indian River Lagoon Citizen Oversight Committee. If you have any questions, please do not hesitate to contact me.

Sincerely,

Roger W. Feicht, Esq.
Attorney - Employment & Business Litigation
Gunster
777 S. Flagler Drive, Suite 500 East
West Palm Beach, FL 33401
(561) 650-0729

9/30/2016


To whom it may concern,

It is with great enthusiasm that I provide this recommendation for Mr. Vinnie Taranto to serve as a member of the Indian River Lagoon Citizen Oversight Committee. I have come to know Vinnie through his engagement in our community, and his desire to help foster smart growth in Brevard and Central Florida. He has served on the Brevard grant review team for the Community Foundation, coordinated millennial feedback for USA Today and CareerSource Brevard, and he coaches for the Florida Youth Soccer Association. Vinnie has also demonstrated his understanding that it is important to become educated on what his happening around us through this participation the Leadership Florida program, where he has served as the Regional Communication Chair and Selection Chair.

Mr. Taranto is a small business owner, and was recently recognized by Lead Brevard as one of the county's outstanding leaders under the age of 40. He grew up in Brevard and understands the special recreational and quality of life role the lagoon plays for many of our citizens, while at the same time being keenly aware of how important the lagoon is to our local and Central Florida economy.

Most recently, he has been serving as a member the EDC of Florida's Space Coast's Marketing Committee that I chair. I have always found is input to be considerate, well thought out, and genuine. I am confident that he represents just the type of citizen that needs to be on the oversight committee to help gain and foster trust that there will truly be "citizen" oversight of the new tax revenues entrusted to the County.

Sincerely,



Travis Proctor
CEO



October 2, 2016

Brevard County Natural Resources Management Department
Viera Government Center
2725 Judge Fran Jamieson Way, Building A
Viera, FL 32940

RE: Indian River Lagoon Oversight Committee Recommendation

Dear Selection Committee:

It is with great pleasure that I recommend Vinnie Taranto for volunteer service on the Indian River Lagoon Oversight Committee. Vinnie has served as a volunteer for us during our annual competitive grant process as a grant reviewer. It requires a deep review and analysis of grant applications and detailed supporting documents, using technology tools, serving on a diverse committee with other reviewers of different points of view to discuss and analyze the current application to reach consensus. His service has been exceptional. Vinnie is an enthusiastic, "can-do" individual, and yet thoughtful and discerning. With a BS from University of Florida and experience as a technology specialist for UF, his qualifications would serve the committee well. His knowledge of current technology and tools, education, and outreach were specifically helpful to us and may be useful to the IRL Oversight Committee as they consider community communications.

It is important to underscore his incredibly positive, friendly demeanor which sets a tone for always-productive communications in even the most challenging discussions. Our grant committees do not always agree, and yet Vinnie paves a path for listening, understanding, and reconciling different points of view. His expression is articulate and thoughtful. He asks sound and pointed questions with natural curiosity and earnest interest.

As a widely recognized and regarded leader in our county, generous with his time devoted to service, highly responsible in fulfilling commitments and responsibilities, Vinnie would be a strong asset to the committee. I heartily recommend your strongest consideration in selecting Vinnie Taranto to serve.

Respectfully,



Sandi Scannelli
President/CEO

2016 OFFICERS

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Northwestern Mutual

James F. Suplee
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Mick Welch

PRESIDENT/CEO

Sandi Scannelli
sands@cfbrevard.org



September 30, 2016

Brevard County Natural Resources Management Department
Viera Government Center
2725 Judge Fran Jamieson Way
Building A
Viera, FL 32940

RE: Citizen Oversight Committee for the Save Our Indian River Lagoon Project Plan (SOIRLPP)

I have been invited to submit a letter of recommendation for Vinnie Taranto, Founder & CEO, Media-Over-Matter Productions, LC and am pleased to do so in support of his application to add to his resume of community service via an appointment as a member of the Citizen Oversight Committee for the SOIRLPP.

Mr. Taranto is a member of the LEAD Brevard Board of Directors, a committee volunteer with LEAD Brevard and is a graduate of the Leadership Brevard program class 2014. In 2015, he was named one of the Top 4 under 40 in Brevard, following a competitive process and evaluation of his leadership and community contributions. His nominators included (in part) this information: "relentless positive energy; contagious drive and self-motivation; among the most kind, humble and talented individuals I've ever come across; a 'quiet professional' in that he's never one to call attention to his many accomplishments, preferring instead to build up and reinforce those around him, yet his accomplishments are many." He is also a volunteer with the Florida Youth Soccer Association as a Coach and serves as Foster Child Mentor for The Haven Group Home.

He was selected to participate and graduated from the statewide Leadership Florida program 'Connect Florida' class in 2015 and has served on the leadership team as the East Central Regional Chair for that organization since. He was also the Selection Committee chair in 2016.

Vinnie is from Brevard County (Indialantic) and attended Melbourne Central Catholic High School prior to graduating from the University of Florida (UF) with a degree in Telecommunications Productions. He directed the IT department for the Dean of Students Office at UF for ten years, received national grants focusing on computer usability and wrote, directed and anchored a TV show based on computers and technology called "Campus Tech TV".

Vinnie brings a collaborative, inclusive and thoughtful style of leadership to his commitments and work with our organization and to his community public service commitments. He has been engaged in the technology field for many years and is able to both understand and help others understand technology and technological matters.

Vinnie has never met a stranger and is able to work effectively with diverse groups of leaders; he is both a listener and a vocal advocate for his positions. His ability to outreach to virtually anyone and bring them to the table is another strong leadership skill he possesses.

I am confident that Vinnie will make a significant contribution to the Citizen Oversight Committee for the SOIRLPP and would be pleased to address any questions you may have in regards to this appointment.

With best regards,

A handwritten signature in black ink that reads "Kristin L. Bakke". The signature is written in a cursive, flowing style.

Kristin L. Bakke, CAE
President & CEO
LEAD Brevard



September 30, 2016

Brevard County Natural Resources Management Department
Viera Government Center
2725 Judge Fran Jamieson Way
Building A
Viera, FL 32940

RE: Vinnie Taranto, Recommendation to serve on the Citizen Oversight Committee for the Save Our Indian River Lagoon Project Plan

It is my pleasure to write a letter of recommendation for Vinnie Taranto as part of his application to serve on the Citizen Oversight Committee for the Save Our Indian River Lagoon Project Plan as a Communication and Outreach Specialist.

As a member of LEAD Brevard's 4 under 40, Vinnie served on our Board of Directors from 2014 through 2015. Throughout his term, he was an active participant and always inquired how he can become more involved.

Earlier this year, Vinnie found an opportunity to join our Community Marketing Council. The council was tasked to provide their marketing knowledge and expertise toward our effort in changing the community's perception of the manufacturing industry here locally.

As a result of the council's efforts, the EDC will begin implementing a program to attract high school students, veterans, transitional workers and unemployed workers into the manufacturing field.

Vinnie's involvement in the EDC, his passion for Brevard County and dedication to the people that live here demonstrate his ability to serve this committee well.

Sincerely,

Lynda Weatherman
President & CEO

AUSLEY & McMULLEN

ATTORNEYS AND COUNSELORS AT LAW

123 SOUTH CALHOUN STREET
P.O. BOX 391 (ZIP 32302)
TALLAHASSEE, FLORIDA 32301
(850) 224-9115 FAX (850) 222-7560

October 2, 2016

Brevard County
Natural Resources Management Department
Viera Government Center
2725 Judge Fran Jamieson Way
Building A
Viera, FL 32940

Re: Vinnie Taranto - Brevard County Save Our Indian River Lagoon Citizen Oversight Committee

Ladies and Gentlemen:

I am writing to recommend that Vinnie Taranto be appointed to the Brevard County Save Our Indian River Lagoon Citizen Oversight Committee. I am currently serving as the Chair of Leadership Florida and have worked with Vinnie for the past two or three years. Vinnie is a member our Connect Florida Class V, serves on our East Central Regional Council and is a valuable member of our statewide Leadership Team.

Vinnie is one of our outstanding volunteer leaders. I see him three or four times a year at Leadership Florida activities and can tell you these things about him:


1. Vinnie is always prepared.
2. He is reliable. We can always count on Vinnie being there.
3. He participates in meetings and other activities in a serious, but cheerful, thoughtful and positive way.
4. He has outstanding people skills. He is a good listener and only talks when he has something useful to say. People listen to Vinnie because he talks when he has something useful to offer and does not talk just to hear his own voice.
5. He is dependable and does what he promises.

6. People like Vinnie very much. He's just one of those people.
7. He understands that volunteering and leadership take time and effort. He freely gives both.

Most importantly, Vinnie has a rare gift of enthusiasm, which he spreads to those around him. Vinnie focuses on the positive and what can be done, not obstacles. He is driven to find a way to accomplish goals. He does not let small stuff deter him or slow him down. He brings a sense of joyfulness and possibility to everything he does. His thoughtfulness, positive attitude and joyful spirit make him a genuine and substantial contributor to the work of Leadership Florida.

Although I do not live in Brevard County, I am a Floridian and am concerned about water and the role it will play in the future of our State. The health of the Indian River Lagoon is important to Brevard County, but it's also important to all of Florida. Vinnie would be a great addition to the Citizens Advisory Committee. I hope you will give his application careful consideration.

Sincerely,



J. Jeffrey Wahlen