



TO: Mayor and Council Members
FROM: Council Member Carlos Flores, District # 2
DATE: June 16, 2020
SUBJECT: Board, Commission and Committee Appointments

Request your consideration to appoint the following individual to Boards/Commissions/
Committees as indicated:

Mr. Willie Rankin to Place 2 of Zoning Commission and the Fort Worth Alliance Airport Zoning
Commission, to fulfill the unexpired term of Ms. Jennifer Trevino ending October 1, 2020.

The application and resume, as appropriate, were sent to each Council member by separate
electronic communication for review and the original copy will be maintained in the City
Secretary's Office.

CARLOS E. FLORES

City of Fort Worth ★ 200 Texas Street ★ Fort Worth, Texas 76102
(817) 392-8802 ★ FAX (817) 392-6187

Application

Profile

Which Boards would you like to apply for?

Zoning Commission: Submitted

Willie _____ Rankin _____
First Name Last Name

wrankin@lvtrise.org _____
Email Address

7104 Bannock Dr _____
Street Address Suite or Apt

Fort Worth _____ TX 76179
City State Postal Code

Mailing Address, if different from above

Home: (254) 702-6125 _____ Home: _____
Primary Phone Alternate Phone

LVTRise _____ Executive Director _____
Employer Job Title

Spouse Employer and Job Title

Melissa Rankin, Financial Advisor

What district do you live in? *

District 2

Length of time as a Fort Worth resident

10 years

Interests & Experiences

Describe any qualifications, expertise or special interests that relate to your possible appointment?

I worked hard to build a reputation in the nonprofit community by building strong collaborative relationships, seeking new community partnership opportunities, and cultivating individuals for fundraising and engagement. One of the first initiatives that I started in the community was the Amazon Shuttle. I partnered with several organizations to provide a shuttle from low-income areas in Tarrant county to work at the Amazon warehouse in Haslet, Texas. The shuttle helped over 40 families transition from the homeless shelters to an apartment of their own in the first year of services. I believe my particular interest in providing opportunities to low-income families for upward mobility can help shape the perspective of the zoning commission. Working in community revitalization helps me understand what business practices can cause safety concerns to its community members.

[2020 Willie Rankin Resume.pdf](#)

Upload a Resume

Commitment

Recognizing that serving on a board, commission or committee is often time consuming, most meet on a monthly basis, are you committed to attending all regularly scheduled meetings? *

Yes

If required by law, do you agree to complete all financial statements required for the appointed board, commission or committee? *

Yes

Have you ever been a member of a City of Fort Worth board, commission or committee before? If so, please indicate the board, commission or committee and approximate dates of service:

No

Have you taken the State of Texas Open Meeting Act training?

Yes No

Please upload a file

Conflicts of Interest

IMPORTANT NOTICE TO APPLICANTS

Members of Board and Commissions and their Family Members are prohibited from having a direct or indirect financial interest in a contract with the City. (City Charter, Chapter XXVII, Section 16)

What this means: Except for limited circumstances, you cannot own or work for a company that has a current contract with the City.

If you have any questions about your eligibility to serve on a City board or commission, please contact the City Attorney's Office at 817-392-7600

Do you, your spouse or a member of your immediate family, own or work for a company that has a current contract with the City of Fort Worth?

Yes No

Do you, your spouse or any immediate family member, individually or on behalf of company/business entity have any pending bids, proposals or negotiations with the City?

Yes No

Do you, your spouse or a member of your immediate family routinely come before the Board or Commission you are applying for?

Yes No

Are you or your spouse, either individually or on behalf of a business entity, involved in any pending bids, proposals or negotiations in connection with a city contract?

Yes No

Do you represent the private interests of others in criminal or civil litigation or a claim to which the City or an employee of the City is a party?

Yes No

Do you or a member of your immediate family have ownership interest in any property that is the subject of a condemnation proceeding, planning and zoning proceeding or any other administrative or court proceeding in which the City of Fort Worth or its agencies are interested parties?

Yes No

Do you or your spouse, either individually or through your employers, have any pending claims against the City?

Yes No

Have you had any convictions of criminal offenses other than parking or traffic tickets?

Yes No

If you answer yes to any of the questions above, please explain or ask to speak to a representative:

I work with LVTRise that currently has a contract with the City of Fort Worth to run a community center at 8201 Calmont Ave, Fort Worth, TX 76116. My company does not do any work in District 2 or serve community members in District 2. We are bidding on City contracts to receive funding to reduce crime in West Fort Worth.

Civic Engagement & Education

What civic or community endeavors have you been involved in? (Please list names of organization(s), positions held, dates of service and whether your service was provided on a compensated or voluntary basis.)

Volunteer Experience West Fort Worth Chamber Board Member Fort Worth TX 2019-Present West Fort Worth Business development Leadership Fort Worth Board Shadow Fort Worth TX 2019-Present Recruitment Cochairman and Marketing committee member BRIDGE Chief Financial Officer Fort Worth TX 2018-Present Manage funds to focus on community involvement, education, and professional development BLUE ZONES Outreach Committee Fort Worth TX 2017 – 2018 Improving infrastructure, public policy & social involvement to transform the health & longevity of communities CITY OF ARLINGTON Transportation Advisory Committee Member Arlington TX 2016 – 2017 Helped leadership develop strategic approaches to meeting present & future community transportation needs.

What is your educational background?

Executive MBA from the University of Texas in Arlington.

Demographics

Ethnicity

African American

Gender

Male

05/16/1987

Date of Birth

Are you a registered voter?

Yes No

If no, would you like us to send you a voter's registration card?

Yes No

WILLIE LEE RANKIN JR

7104 Bannock Drive, Fort Worth TX
76179 254.702.6125 |
wlrankinjr@gmail.com

Executive Director with over 10 years' experience leading and motivating people while strategically transforming organizations. Proficient in leveraging resources with innovative measures designed to optimize business operations, reduce expenses and drive profitability.

ACHIEVEMENTS

- Raised \$410,000 in 6 months for community center in 2019
- Strategic planning for nonprofit startup
- Fundraising strategy and implementation for nonprofit startup
- Established improved fleet standards resulting in 12% increase of fleet availability and 8% expense reduction
- Implemented quality assurance program, increasing call center availability 9% and driving overall customer satisfaction an additional 18.2%
- Exceeded 2016 sales target by more than 300% while achieving 500% of the departments targeted profit margin goal
- Improve customer experience by implementing professional development program for operations team
- Negotiated new transportation & advertisement contracts creating 15% increase in profit margins

EDUCATION

UNIVERSITY OF TEXAS AT ARLINGTON Fort Worth TX
Executive Master of Business Administration, Business Management

Dec 2018
Graduate Certificate in Asian Business Studies

PROFESSIONAL EXPERIENCE

LVTRise Fort Worth TX

2019 – Present

Executive Director

- Manage strategic partnerships with Councilman Byrd from the City of Fort Worth, nonprofits, and businesses, to address community safety, education, and poverty concerns
- Fundraise and write grants for nonprofit
- Manage a startup nonprofit to become self-sufficient

CATHOLIC CHARITIES DIOCESE OF FORTH WORTH Fort Worth TX**2013 – 2019***Partnership Manager***2016 – 2018**

- Identified for fourth promotion in five-year period; consistently tasked with leadership responsibilities such as training & development, relationship management, process improvement, and contract negotiations
- Proffer business relationships for strategic value and executing company initiatives
- Work diligently to cultivate community partnerships, restoring relations where needed and amplifying message of positive social impact

*Business Development Manager***2015 – 2016**

- Identify new partnership opportunities while cultivating existing relationships
- Collaborated with committees and managers in support of organizational social enterprise initiatives; motivated, mentored and trained junior staff
- Corporate account management responsible for service and advertisement sales

*Operations Manager***2014 – 2015**

- Achieved a 20% increase in revenue per hour by modifying the route optimization procedures
- Led transportation operations in accordance with best practice standards, contract requirements and organizational procedures
- Project Management lead for grant procurement process and new technology implementation

*Fleet Manager***2013 – 2014**

- Provided increased fleet availability for ADA vehicles, introducing higher fleet standards and an improvised maintenance plan in compliance with TxDOT & the North Central Texas Council of Government Standards
- Ensured high fleet standards by performing 97% of all scheduled maintenance ontime

Revitalize Charging Solutions Fort Worth TX**2018 – 2019***Consultant: Director of Business Development*

- Develop strategic plan for long-term and day-to-day business development activities
- Generate new sales opportunities by developing relationships with new and existing clients through individualized account management.
- Build and manage business development team to enhance and refine customer relationships and satisfaction.
- Advise on financial sustainability strategy

UNITED STATE MARINE CORPS RESERVES Waco TX**2006 – 2014***Sergeant/E-5*

- Served as Training SNCOIC for training activities
- Improved asset availability by 12% while managing \$560k in assets in Iraq & Afghanistan; supervised Marines in diesel repair shop, assuring vehicle battlefield readiness
- Served as Amphibious Assault Vehicle (AAV) Section Head supervising 60+ Marines providing operational readiness in combat theaters
- Assisted in recruiting and career development for Fort Worth recruiting station
- Recognized for academic excellence, earning the "Gung Ho" award by Sergeant Leadership

Course; voted "Most Motivating Marine" by peers in 2014

PACCAR Grand Prairie & Forth Worth TX **2011 – 2013**

Technician II

- Reduced return repairs by 5% with customized preventative maintenance plan
- Appointed to assist with shop managerial functions including oversight of discrepancy documentation
- Expertly diagnosed and resolved CAT, Cummins and Paccar engine maintenance; serviced vehicle repairs according to unique customer requirements

WEST CORPORATION Bryan TX **2006 – 2009**

Trainer

- Selected to train and develop call center customer support staff for T-Mobile and Dish Network
- Managed talent acquisition to ensure organizational fit and readiness; improved employee retention by 15%, gaining corporate human resource recognition & award
- Employed a variety of innovative training techniques garnering a 4% increase in workplace productivity

VOLUNTEER & LEADERSHIP

West Fort Worth Chamber Board Member Fort Worth TX **2019-Present**

West Fort Worth Business development

Leadership Fort Worth Board Shadow Fort Worth TX **2019-Present**

Recruitment Cochairman and Marketing committee member

BRIDGE Chief Financial Officer Fort Worth TX **2018-Present**

Manage funds to focus on community involvement, education, and professional development

BLUE ZONES Outreach Committee Fort Worth TX **2017 – 2018**

Improving infrastructure, public policy & social involvement to transform the health & longevity of communities

CITY OF ARLINGTON Transportation Advisory Committee Member Arlington TX **2016 – 2017**

Helped leadership develop strategic approaches to meeting present & future community transportation needs

LeadingEdge 2019

Beta Gamma Sigma 2018

Master Level of Business Etiquette 2018

Marine Corps Sergeant Leadership Course 2013

Gallup's Clifton Strengths Assessment:

Strategic, Competition, Restorative, Self-Assurance, Activator

Combat Meritorious Promotion in OIF 9-1 USMC

Leadership Accommodation for Exemplary Services USMC