

C7 J A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, CONSENTING TO THE APPOINTMENT OF WILLIAM MACDONALD, AS THE PARKING DIRECTOR OF THE CITY OF MIAMI BEACH.  
Applicable Area:



**COMMISSION MEMORANDUM**

TO: Honorable Mayor and Members of the City Commission

FROM: Eric Carpenter, City Manager

DATE: February 26, 2025

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, CONSENTING TO THE APPOINTMENT OF WILLIAM MACDONALD, AS THE PARKING DIRECTOR OF THE CITY OF MIAMI BEACH.

**RECOMMENDATION**

Pursuant to the requirements of Article IV, Section 4.02 of the City Charter, it is recommended that the Mayor and the City Commission adopt the attached resolution consenting to the appointment of William MacDonald as the Parking Director for the City of Miami Beach.

**BACKGROUND/HISTORY**

Mr. William MacDonald holds a Bachelor of Arts degree in Political Science from the University of Central Florida. Mr. MacDonald holds an International Parking & Mobility Institute Certified Administrator of Public Parking (CAPP) certificate, an International Parking & Mobility Institute ParkSmart Certified Advisor National Green Council certificate, and a National Parking Association Certified Parking Professional (CPP) certificate.

Mr. MacDonald has over 13 years of experience as a parking executive and over 17 years of experience in managing organizations which provide excellent customer service. Most recently, Mr. MacDonald has served as the Senior Director of Transportation and Parking Services at the University of Florida, where he managed over 26,000 parking spaces for Staff, Faculty, Student and Visitor parking for the 5th largest single campus university in the country. In addition, he served as the Director of Parking and Ground Transportation Systems at Denver International Airport. Mr. MacDonald has a proven track record of managing large scale parking operations and delivering parking solutions to his target constituency in an efficient and effective manner.

**ANALYSIS**

William MacDonald is recommended for appointment as the most qualified candidate for the position of Parking Director. I believe that his significant experience in the field and his leadership approach will assist the very talented group of individuals in the Parking Department to move the Department forward and improve all services. I look forward to seeing the growth and development of the team with Mr. MacDonald as the Director.

**FISCAL IMPACT STATEMENT**

The position of Parking Director is fully budgeted.

**Does this Ordinance require a Business Impact Estimate?**  
(FOR ORDINANCES ONLY)

If applicable, the Business Impact Estimate (BIE) was published on:  
See BIE at: <https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notices/>

## **FINANCIAL INFORMATION**

The salary is budgeted in the Parking fund.

## **CONCLUSION**

Pursuant to the requirements of Article IV, Section 4.02 of the City Charter, it is recommended that the Mayor and the City Commission adopt the attached resolution consenting to the appointment of William MacDonald as the Parking Director for the City of Miami Beach.

## **Applicable Area**

Citywide

**Is this a "Residents Right to Know" item, pursuant to City Code Section 2-17?**

No

**Is this item related to a G.O. Bond Project?**

No

**Was this Agenda Item initially requested by a lobbyist which, as defined in Code Sec. 2-481, includes a principal engaged in lobbying?** No

If so, specify the name of lobbyist(s) and principal(s):

## **Department**

Human Resources

## **Sponsor(s)**

## **Co-sponsor(s)**

## **Condensed Title**

Appoint William MacDonald as Parking Director. HR

## **Previous Action (For City Clerk Use Only)**

**RESOLUTION NO. \_\_\_\_\_**

**A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, CONSENTING TO THE APPOINTMENT OF WILLIAM MACDONALD, AS THE PARKING DIRECTOR OF THE CITY OF MIAMI BEACH.**

**WHEREAS**, the City Manager has appointed William MacDonald, as the Parking Director for the City of Miami Beach (the "City"), effective on or around May 5, 2025; and

**WHEREAS**, Mr. MacDonald has over 13 years of executive and managerial experience in governmental and private parking enterprises; and

**WHEREAS**, Mr. MacDonald has over 17 years of providing excellence in customer service in multiple enterprises; and

**WHEREAS**, Mr. MacDonald has served as the Senior Director of Transportation and Parking Services at the University of Florida; and

**WHEREAS**, Mr. MacDonald has served as the Director of Parking & Ground Transportation Systems at Denver International Airport; and

**WHEREAS**, Mr. MacDonald has served as a Management Analyst IV (Assistant Parking Manager) overseeing all off-street Parking Assets for the Department of Transportation (DOT) in Pasadena California; and

**WHEREAS**, Mr. MacDonald holds a Bachelor of Arts degree from University of Central Florida; and

**WHEREAS**, Mr. MacDonald holds an International Parking & Mobility Institute Certified Administrator of Public Parking (CAPP) certificate, an international Parking & Mobility Institute ParkSmart Certified Advisor National Green Council certificate, and a National Parking Association Certified Parking Professional (CPP) certificate; and

**WHEREAS**, Mr. MacDonald was honorably discharged from the United States Army and Air National Guard with the rank of Sergeant, where he served for over five years and received numerous medals, awards, and commendations; and

**WHEREAS**, pursuant to Section 4.02(b) of the City Charter, the City Manager has the power to appoint the directors of City departments working within the City administration with the consent of the City Commission; and

**WHEREAS**, the Mayor and City Commission wish to consent to the appointment of William MacDonald as the Parking Director for the City of Miami Beach, Florida.

**NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA**, that the Mayor and City

Commission hereby consent to the appointment of William MacDonald as the Parking Director for the City of Miami Beach.

**PASSED AND ADOPTED** this 26th day of February 2025.

ATTEST:

\_\_\_\_\_  
Steven Meiner, Mayor

\_\_\_\_\_  
Rafael E. Granado, City Clerk

APPROVED AS TO  
FORM & LANGUAGE  
& FOR EXECUTION

  
\_\_\_\_\_  
City Attorney **RR**      2/18/2025  
Date

# William N MacDonald, CAPP CPP

727-244-6593 - will.macdonald@yahoo.com

## Qualifications Summary

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- Authored and Presented to City Council an RFP to unify the City of Pasadena's Nine Garage Portfolio under one Operator, resulting in over \$4MM annual savings
- Directed the largest Airport Parking and Transportation operation in the world with over 53,000 parking spaces generating over \$240MM annually while transporting more than 8MM employees and passengers
- Proven track record of identifying efficiencies in processes and contracts to save millions of dollars in labor and contract structuring.

## Work Experience

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### **04/2022 – Present    Senior Director of Transportation and Parking Services    University of Florida**

- Manage over 26,000 parking spaces for Staff, Faculty, Student and Visitor parking for the 5<sup>th</sup> largest single campus university in the country.
- Oversee the operations of the Campus and City of Gainesville routes that serve the campus through a contract with RTS that exceeds \$12MM annually and transports more than 4MM passengers per year throughout the entire campus and greater Gainesville Region.
- Manage a diverse department with the help of three Associate Directors with teams consisting of Transportation Drivers, Parking Enforcement, Customer Service and 24/7 Maintenance.

### **08/2022 – 04/2024    Director of Parking & Ground Transportation Systems    Denver International Airport**

- Managed 53,000 parking spaces, generating \$230MM in annual revenue for employee and passenger parking
- Managed the entire campus shuttle program which constituted more than seventy shuttles and transported more than 8MM passengers per year throughout the entire campus covering 53 square miles.
- Led a department which had more than 30 in City team members and more than 300 contracted staff.
- Managed an annual expense budgeted of more than \$50MM.
- Responsible for writing and awarding the two contracts during my tenure that saved DEN more than \$6MM annually over the life of the seven and ten-year contracts.

### **01/2021 – 07/2022    Management Analyst IV – Parking Division (Asst Pkng Mgr)    D.O.T.    Pasadena, CA**

- Direct oversight of all Off Street Parking Assets to include nine garages, one valet location and four parking lots which account for over 7,000 spaces.
- Budget and vendor management for parking, valet, cleaning and security operations for the Parking Division.
- In the absence of the Parking Manager, Act as the Senior Manager for the Parking Division and oversee all aspects to include permitting, customer service and enforcement.
- Assist the Parking Manager with City Council Presentations to include, drafting Agenda Reports, preparing slide shows and presenting findings directly to Council and Subcommittees.

### **10/2018 – 01/2021    General Manager    Premier Parking    St. Louis, MO**

- Oversee Operations and Business Development over the Missouri and Southern Illinois markets.
- Responsible for achieving sales goals through building a business development plan and executing accordingly to ensure that we reach our targeted increase in revenue YOY.
- Build partnerships with local business leaders to increase exposure of the brand and build awareness of how we can help them with a variety of parking services.
- Ensure operational excellence by reviewing actions plans of Managers for Lots, Garages and Enforcement.

### **06/2015 – 10/2018    General Manager    24 Hour Fitness    Miami / Orlando, FL**

- Oversee club success in Sales, Fitness, Operations and Facilities.
- Manage and develop 5 Department Heads and Assistant Department Heads to create best in class strategies for improvements in each department.
- Direct P&L Responsibility for all aspects of controllable costs and revenue streams to ensure financial success.

- 11/2009-06/2015      Regional Operations Manager      717 Parking Enterprises      Tampa, FL**
- Hold complete P&L responsibility for a region consisting of 15 locations throughout 9 states.
  - Directly oversee 18 managers. Indirectly over 700+ frontline employees
  - Responsible for overseeing projects from proposal to full operational success to include client presentations, creating site specific policies and procedures, and hiring and training management and staff
  - Perform daily and weekly manager and client meetings to ensure budgets and policies are being followed and client expectations are being met in all areas
  - Continuous career progression within the company from single site Operations Manager, Assistant Area Manager to my current position of Regional Operations Manager
- 03/2008-11/2009      Operations Manager      South East Show Clubs      Tampa, FL**
- Assisted with all management activities of the establishment to include promotions, marketing and cost controls
  - Integral part of interviewing and hiring new staff members as needed as well as ensuring proper training was implemented
  - Extensive knowledge of handling customer service and security situations with professionalism and patience
- 01/2007-03/2008      Account Manager      MilitaryStars      Sarasota, FL**
- Achieved over \$10,000 worth of new business in my first month which was a record for new Account Managers
  - Provided full cycle recruiting services to new and existing clients to ensure complete satisfaction
  - Researched the marketplace to identify new clients that could utilize our services
- 08/2004 – 11/2006      Operations Manager      Erinys      Baghdad, Iraq**
- Maintained all logistical and manpower accountability documents to include vehicles, personal equipment, and number of officers in country to satisfy contract requirements
  - Responsible for safety and security while leading a 16 man team and up to 6 principles for daily missions
  - Planned and conducted all training and missions to provide protection for the Iraqi Reconstruction Project
- 08/1997-02/2003      Intelligence/Recruiter/Airborne      US Army      Various Locations**
- Excelled in prospecting potential recruits and selling the Army in such a positive way I became the first Corporal in the US Army to successfully recruit a candidate
  - Managed and trained up to 20 personnel in various areas to include weapons, intelligence procedures and salesmanship

## **Education**

<b>University of Central Florida</b>		<b>Orlando, FL</b>
B.A. Political Science	Senior Standing	
<b>U.S. Army Non-Commissioned Officer Academy</b>		<b>Ft Benning, GA</b>
Primary Leadership Development Course	Honor Graduate    4 Week Course	
<b>International Parking &amp; Mobility Institute</b>		
CAPP Certified Administrator of Public Parking	March 2023	
<b>International Parking &amp; Mobility Institute</b>		
ParkSmart Certified Advisor National Green Council	June 2022	
<b>National Parking Association</b>		
CPP Certified Parking Professional	March 2022	