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STATE
UNIVERSITY
SYSTEM
of FLORIDA
Board of Governors

Application Form
University Board of Trustees Position
State University System of Florida

Name: Cleveland David Elliott Date Completed: Nov. 11, 2010
Last First Middle and/or Maiden

INSTRUCTIONS

The information submitted will be used by the Board of Governors in considering action on your application. If appointed, please be advised that your appointment is subject to confirmation by the Florida Senate and you will be required to file an annual financial disclosure statement with the Florida Commission on Ethics.

Please type or print clearly. Please do not leave any questions blank - answer "none" or "not applicable" where appropriate.

All applications must be signed and witnessed by a Notary. Submit the original completed application via mail, email, or facsimile by the posted deadline to:

State University System of Florida, Board of Governors
325 W. Gaines Street, Suite 1614
Tallahassee, FL 32399-0400
Fax 850.245.9685 Chancellor@flbog.edu

PLEASE NOTE: any application submitted by facsimile or email must be received by the posted deadline and followed by the original signed application to above address.

EXCLUSIONS

The following conditions exclude eligibility for appointment as a University Board of Trustee member.

Registered Lobbyist: No Yes Dual Office Holding: No Yes

Authority:

Section 112.313(17), Florida Statutes, prohibits any citizen member of a university board of trustees from having any employment or contractual relationship as a legislative lobbyist requiring annual registration under section 11.045, Florida Statutes.

Article II, section 5(a) of the Florida Constitution prohibits any person from holding more than one office under the government of the state, counties, and municipalities at the same time, except for certain exclusions stated therein (notary public, military officer, member of a statutory body having only advisory powers, etc.)

EXEMPTION FROM PUBLIC RECORDS

AS A GENERAL MATTER, APPLICATIONS FOR ALL POSITIONS WITHIN STATE GOVERNMENT ARE PUBLIC RECORDS THAT MAY BE VIEWED UPON REQUEST. HOWEVER, THERE ARE SOME EXEMPTIONS FROM THE PUBLIC RECORDS LAW FOR CERTAIN IDENTIFYING INFORMATION RELATING TO PAST AND PRESENT LAW ENFORCEMENT OFFICERS AND THEIR FAMILIES, VICTIMS OF CERTAIN CRIMES, ETC. IF YOU BELIEVE AN EXEMPTION FROM THE PUBLIC RECORDS LAW APPLIES TO YOUR SUBMISSION, PLEASE CHECK THIS BOX.

Yes, I assert that identifying information provided in this application should be excluded from inspection under the Public Records Law.

IF YOU NEED ADDITIONAL GUIDANCE AS TO THE APPLICABILITY OF ANY PUBLIC RECORDS LAW EXEMPTION TO YOUR SITUATION, PLEASE CONTACT THE GENERAL COUNSEL FOR THE BOARD OF GOVERNORS.

Vikki R. Shirley
General Counsel
State University System of Florida, Board of Governors
325 W. Gaines Street, Suite 1614
Tallahassee, FL 32399-0400
(850) 245-0466

PERSONAL INFORMATION

Name: Cleveland David Elliott Date Completed: Nov. 11, 2010
Last First Middle and/or Maiden

1. University Board of Interest: Are you applying for reappointment? Yes No
FAMU FAU FGCU FIU FSU NCF UCF UF UNF USF UWF

2. Residence Address: [REDACTED] Gulf Breeze FL Santa Rosa 32561
Street City State County Zip Code
(850) 932-8869 (850) 776-0411
Area Code/Phone Cell Phone

3. Current Employer or Occupation: Highpointe Hospitality Inc. d.b.a. Highpointe Hotel Corporation
Business Address: 311 Gulf Breeze Parkway Gulf Breeze FL 32561
Street Office City State
P.O. Box 760 Gulf Breeze, FL 32562 (850) 932-9314
Post Office Box Suite Zip Code Area Code/Phone Number
E-mail Address: dave@highpointe.com

4. Specify the preferred mailing address: Business Home Fax # (850) 932-3693

5. List all places of residence for the past five (5) years.
Address City and State From To
[REDACTED] Gulf Breeze, FL December 2000 Present

6. List all former and current residences outside of Florida that you have maintained at any time during adulthood.
Address City and State From To
None

7. Date of Birth: [REDACTED] * Place of Birth: New Bedford, Massachusetts *

8. Social Security No.: [REDACTED] *

9. Driver License No.: [REDACTED] * Issuing State: Florida *

*ALL INFORMATION MARKED WITH AN ASTERIK IS REQUIRED FOR CONDUCTING BACKGROUND SCREENING AND WILL BE REDACTED PRIOR TO DISTRIBUTION OF THE APPLICATION TO THE TRUSTEE NOMINATING COMMITTEE MEMBERS. REFER TO ATTACHED NOTICE ON USE OF SOCIAL SECURITY NUMBERS.

10. Have you ever been known by any other legal name? Yes No If "Yes" explain.

11. Are you a United States citizen? Yes No If "No" explain.

12. If you are a naturalized citizen, date of naturalization: Not Applicable

13. Since what year have you been a continuous resident of Florida? 1971

14. Are you a registered Florida voter? Yes No

15. Have you ever been arrested, charged, or indicted for violation of any federal, state, county or municipal law, regulation, or ordinance? (Exclude traffic violations for which a fine or civil penalty of \$150 or less was paid.) Yes No If "Yes" give details:

<u>Date</u>	<u>Place</u>	<u>Nature</u>	<u>Disposition</u>

16. Has probable cause ever been found that you were in violation of Part III, Chapter 112, F.S., the Code of Ethics for Public Officers and Employees? Yes No If "Yes", give details:

<u>Date</u>	<u>Nature of Violation</u>	<u>Disposition</u>

17. Have you ever been suspended from any office by the Governor of the State of Florida? Yes No If "Yes", list:

Title of Office: _____ Reason for Suspension: _____
Date of Suspension: _____ Result: Reinstated Removed Resigned

18. Are there any pending lawsuits against you or are you a party to a lawsuit in any court in which you are the plaintiff or defendant? Yes No If "yes", what type and where?
As a result of ownership of a condominium unit on Pensacola Beach, I am one of several hundred plaintiffs in a class action dispute regarding the status and legality of ad valorem taxes on leased land on Santa Rosa Island. Marguerite L. Adams et al v. Chris Jones, Property Appraiser for Escambia County FL

19. Have any judgments been entered against you as a result of any civil or administrative proceeding(s)? Yes No If "yes", identify the proceeding(s) that resulted in the judgment and the date the judgment was entered.

20. Are you now engaged in activities, or have you engaged in activities in the past, that will reflect unfavorably on the board to which you seek appointment? Yes No If "yes", explain.

21. Have you ever been refused a fidelity, surety, performance, or other bond? Yes No If "Yes", explain.

EDUCATION, LICENSURE, MEMBERSHIPS

22. Education:

A. High School: Gulf Breeze High School, Gulf Breeze FL Year Graduated: 1976
(Name and Location)

B. List all postsecondary educational institutions attended:

<u>Name and Location</u>	<u>Date Attended</u>	<u>Certificates/Degrees Received</u>
Pensacola State College	1976-1978	A.A.
University of West Florida	1978	2-3 courses; concurrent with PSC
Florida State University	1978-1980	B.S./Marketing
University of Texas/Austin	1980-1982	M.B.A. Finance (1984)

23. Have you received any degree(s) or professional certification(s) related to the subject matter of this appointment? Yes No If "Yes", list:

I believe my undergraduate and graduate degrees in business disciplines are closely related to this appointment, and have provided a skill set applicable to my potential role as Trustee. In particular, my MBA-Finance has proven valuable in chairing the Investment Committee for the UWF Foundation.

24. Have you held or do you hold an occupational or professional license or certificate in the State of Florida? Yes No If "Yes", provide the title and number, original issue date, and issuing authority. If any disciplinary action (fine, probation, suspension, revocation, and/or disbarment) has ever been taken against you by the issuing authority, state the type and date of the action taken:

<u>License/Certificate Title & Number</u>	<u>Original Issue Date</u>	<u>Issuing Authority</u>	<u>Disciplinary Action/Date</u>
<u>[REDACTED]</u>	Jan 1985	DBPR-Division of Real Estate; State of FL	None

I allowed this to become inactive and expire in 2000 due to lack of use in my business.

25. Identify all association memberships and association offices held by you that relate to this appointment:

None

26. Name any business, professional, occupational, civic, or fraternal organization(s) of which you are now a member, or of which you have been a member during the past five (5) years, the organization address(es), and date(s) of your membership(s).

<u>Name</u>	<u>Mailing Address</u>	<u>Office(s) Held & Term</u>	<u>Date(s) of Membership</u>
UWF Foundation	See Attached Listing		
Pensacola Area Chamber of Commerce	See Attached Listing		
Junior Achievement	See Attached Listing		

27. Are you now, or have you within the past four (4) years, been a member of any club or organization that, to your knowledge, in practice or in policy, restricts membership or restricted membership during the time that you belonged, on the basis of race, religion, national origin or gender? Yes No If "yes", detail the name and nature of the organization, relevant policies and practices, and state whether you intend to continue as a member if appointed by the Board of Governors.

EMPLOYMENT HISTORY AND PROFESSIONAL BACKGROUND

28. Concerning your current employer and for all of your employment, including self-employment, during the last five years, list your employer's name, business address, type of business, occupation or job title, and period(s) of employment:

<u>Employer Name and Address</u>	<u>Type of Business</u>	<u>Occupation/Title</u>	<u>Period of Employment</u>
Highpointe Hotel Corporation	Hotel Mgmt & Develop.	Senior VP/Partner	June 1982-Present

29. Have you ever been employed by any state, district, or local government agency in Florida? Yes No If "Yes", identify the position(s), the name(s) of the employing agency, and the period(s) of employment, and reason for leaving:

<u>Position</u>	<u>Employing Agency</u>	<u>Period of Employment</u>

30. Have you ever been responsible or played a role in managing a business or other corporate entity? Yes No "Yes", state the name of the business, the dates of your involvement, and provide a brief description of your involvement.

I am a senior executive and partner with Highpointe Hotel Corporation, manager and developer of hotels, currently operating 14 hotels in Florida, Alabama, and Louisiana. In that capacity, I am also a partial owner and operator of several LLC's that own the hotels in Highpointe's portfolio. I am a small business owner that has successfully developed franchised hotels (Hilton & Marriott brands) in Pensacola, Mobile, New Orleans, and Baton Rouge. See www.highpointe.com for further information.

31. Are you or have you ever been a member of the United States armed forces? Yes No If "Yes" list:

- A. Dates of service: _____
- B. Branch or component: _____
- C. Date and type of discharge: _____

32. Do you currently hold an office or position (appointive, civil service, or other) with the Federal or any foreign government? Yes No If "Yes", please list:

33. Have you previously been appointed to any office that required confirmation by the Florida Senate? Yes No If "Yes", list:

Title of Office: _____
Term of Appointment: _____
Confirmation results: _____

34. Have you ever been elected or appointed to any public office in this state? Yes No If "Yes", state the office title, date of election or appointment, term of office, and level of government (city, county, district or state):

<u>Office Title</u>	<u>Date of Election or Appointment</u>	<u>Term of Office</u>	<u>Level of Government</u>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

If your service was on an appointed board(s), committee(s) or council(s):

- A. How frequently were meetings scheduled? _____
- B. If you missed any of the regularly scheduled meetings, state the number of meetings attended, number missed, and the reason(s) for absence(s).

<u>Meetings Attended</u>	<u>Meetings Missed</u>	<u>Reason for Absence</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____

35. Have you ever served on any profit or not-for-profit board? Yes No If "Yes", state the title, date of appointment, length of service, and provide a brief description of your involvement. See Attached

36. Have you ever been a registered lobbyist or have you lobbied at any level of government at any time during the past five years? Yes No If "Yes", please explain:

A. Did you receive any compensation other than reimbursement for expenses? Yes No

B. Name of agency or entity you lobbied and the principals you represented:

Agency Lobbied

Principals Represented

37. Describe your experiences and interests or elements of your personal history that qualify you for this appointment.

In particular, my service at the University of West Florida Foundation has given me direct personal experience with UWF and provides great sense of excitement regarding its direction and potential. In addition, my personal educational experiences at Pensacola-area schools as well as FSU and the University of Texas provide a broad personal perspective on the role of UWF in the regional community.

38. Describe your understanding of the role of a member of a university board of trustees.

As a member of the governing body of the University, my role as trustee will be to provide direction, support and guidance to the President and her staff, as they execute the mission of the University. I will support the University with my time, talent, and resources to make it one of the premiere regional universities in the country.

CONFLICT OF INTEREST

39. Describe any involvement with and/or relationship to the university to which you are applying (other than as a student).

The Pensacola area hotels with which I am affiliated are several of the many lodging facilities in the area, with which the University does business. We are a lodging sponsor of the Athletic Department, and are also currently providing deeply discounted rooms to the Foundation as an in-kind contribution, to assist them in purchasing new administrative software.

40. Have you, or any business of which you have been an owner, officer, or employee, held any employment or contractual relationship during the last four (4) years with the university to which you are seeking appointment? Yes No If "Yes", identify:

Name of Business

Your Relationship to Business

Business' Relationship to University

41. Have members of your immediate family (spouse, child, parent(s), sibling(s)), or businesses of which members of your immediate family have been owners, officers, or employees, held any employment or contractual relationship during the last four (4) years with the university to which you are seeking appointment? Yes No If "Yes", explain:

<u>Name of Business</u>	<u>Family Member's Relationship to you</u>	<u>Family Member's Relationship to Business</u>	<u>Business' Relationship to University</u>
<u>See answer to #39; my brother, Robert F. Cleveland, is my business partner in Highpointe Hotel Corporation.</u>			

42. Do you know of any reason why you will not be able to attend fully the duties of the position to which you have been or will be appointed? Yes No If "yes", explain:

REFERENCES

43. List three persons who have known you well during the past five (5) years. Include a current, complete address and telephone number. Exclude your relatives and members of the Florida Senate.

<u>Name</u>	<u>Mailing Address</u>	<u>Zip Code</u>	<u>Area Code/Telephone Number</u>
Darryl G. Lapointe	311 Gulf Breeze Pkwy	Gulf Breeze, FL 32561	(850) 932-9314
James Mitchell	8195 Point Meadows Way	Jacksonville FL 32256	(904) 538-8041
Dr. Dean Van Galen	1634 Golf View Dr.	River Falls WI 54022	(715) 425-3201

CERTIFICATION

STATE OF Florida

COUNTY OF Santa Rosa

Before me, the undersigned authority, personally appeared David E. Cleveland who after being duly sworn, says: 1) that he/she has carefully prepared or read the answers to the foregoing question; 2) that the information contained in said answers is complete and true; 3) that he/she will, as an appointee, fully support the Constitutions of the United States and the State of Florida. Be it further known that in signing this document the undersigned understands that a background check by the Florida Department of Law Enforcement will be performed on all nominees who are recommended to the Florida Board of Governors and that he/she has received a copy of the Board of Governors' Statement on the Collection, Use or Release of Social Security Numbers.

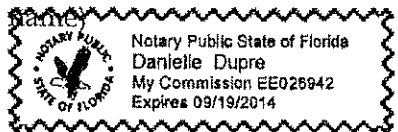
David E. Cleveland
Affiant's signature

Sworn to and subscribed before me on this 11 day of November, 2010, by

Danielle Dupre

Danielle Dupre
(signature of notary)

(typed, printed or stamped name)
Notary Public
Commission No.:
My Commission Expires:



Personally Known X OR Produced Identification _____

Type of Identification Produced _____

**Statement on the Collection, Use, or Release of Social Security Numbers
(Master Document - Revised August 2010)**

Florida law requires that public entities provide individuals with a written statement identifying the state or federal law governing the collection, use, or release of social security numbers for each purpose for which the entity collects an individual's social security number. The collection of social security numbers by the Board of Governors is either specifically authorized by law or imperative for the performance of the Board's responsibilities as prescribed by law and the Florida Constitution. The following list identifies the purposes for which social security numbers may be collected, used, or released, and the pertinent authority.

Applicants for University Board of Trustee Positions

- For Level 1 and level 2 criminal background checks conducted by the Florida Department of Law Enforcement for employees and/or Board appointees to university boards of trustees [Required by Fla. Admin. Code 11C-6.003 and Fla. Stat. § 119.071(5) (a) 6]
- The disclosure of the social security number is expressly required by federal or state law or a court order [Authorized by Fla. Stat. § 119.071(5) (a) 6]
- The individual expressly consents in writing to the disclosure of his or her social security number [Authorized by Fla. Stat. § 119.071(5) (a) 6]

Question #26

Name

University of West Florida Foundation, Inc.
11000 University Parkway, Building 12
Pensacola, FL 32514

Offices Held & Dates of Membership

Immediate Past President & Chairman – Nominating Committee 2010-Present
President 2008-2010
Vice President 2006-2008
Chairman of Investment Committee – 2004-2008
Board Member 2002-Present

Name

Pensacola Area Chamber of Commerce
117 West Garden Street
Pensacola, FL 32502-5617

Offices Held & Dates of Membership

Vice Chairman-Tourism 1998-2000
Treasurer 2000-2001
Vice Chairman-Funding 2003-2004
Board Member 1998-2004

Name

Junior Achievement of Northwest Florida
1010 North 12th Avenue, Suite 233
Pensacola, Florida 32501

Offices Held & Dates of Membership

Board of Directors Member 2000-2003

Question #35

UWF Foundation 2002-Present

- Positions include President, Vice President, Chairman-Investments Committee.

Pensacola Area Chamber of Commerce

- Positions include Vice Chairman-Tourism, Treasurer, Board Member

Gulf Breeze Hospital/Baptist Health Care

- Positions include Community Advisory Board Member, HR Committee

Junior Achievement of Northwest Florida

- Board Member 2000-2003

Gulf Breeze United Methodist Church 2000-2010

- Chairman – Executive Committee
- Chairman- Church Council
- Chairman-Finance Committee
- Chairman-Visioning Committee