

**Profile**

Loretta

First Name

A

Middle  
Initial

Mitchell

Last Name

lmitchell103@hotmail.com

Email Address

1219 Eldridge St

Home Address

Suite or Apt

Clearwater

City

FL

State

33755

Postal Code

Mobile: (727) 488-9298

Primary Phone

Alternate Phone

**Length of Residency - please select one. \*** 6+ years**Do you own or represent a business in Clearwater?** Yes  No**If yes, where is the business located? Do you conduct business with the City?**

Yes

**Which Boards would you like to apply for?**

Community Development Board: Submitted

Self-employed

Employer

President/CEO

Job Title

**Occupation - If retired, enter former occupation.**

Simple Sweet L's ~ "Seed to Harvest"

**Have you served or do you serve on a board in Clearwater?** Yes  No**If yes, please list the name of the board.**

Clearwater Library board, Clearwater NAACP

**Why do you wish to serve on this board/committee? If seeking reappointment, state why you should be reappointed.**

I would like to continue my civic responsibility of service.

**What personal qualifications can you bring to this board or committee?**

I am a lifelong resident of Clearwater with very strong community knowledge and connections.

**List Community Activities**

-Mt. Carmel Baptist Church -Pass Treasurer of the NAACP - I am a "master gardener" conducting gardening workshop, food preservation and food preparation classes in the North Greenwood community.

[Loretta Mitchell Resume 5.7.2024.docx](#)

Upload a Resume

Question applies to multiple boards

Please attach a copy of your current voter registration within city limits.

Question applies to multiple boards

**Are you related to any member of the City Council?**

Yes  No

Question applies to multiple boards

**If yes, please provide name and explain relation.**

N/A

Question applies to multiple boards

**Are you related to a city employee?**

Yes  No

Question applies to multiple boards

**If yes, please provide name and explain relation.**

Robert Mitchell /spouse

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**Demographics**

Some boards and commissions require membership to be racially, politically or geographically proportionate to the general public. The following information helps track our recruitment and diversity efforts. (Optional)

**Ethnicity**

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African American

**Gender**

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Female

10/03/1960

Date of Birth

**The City of Clearwater strives to promote diversity and provide reasonable accommodations for individuals with disabilities. If you are requesting accommodation, please indicate below:**

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**By clicking on "I Agree," below, I affirm that the information above is true and correct, and that I understand and agree to the responsibilities and commitment of time associated with an appointment to a Clearwater advisory board or committee.**

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I Agree

All material submitted to the City of Clearwater is subject to the public records law of the State of Florida including Chapter 119, Florida Statutes.

# Loretta Mitchell

Clearwater, Florida

(727) 488-9298

[Lmitchell103@hotmail.com](mailto:Lmitchell103@hotmail.com)

## Education and Certifications

- American Horticultural Society Master Gardener University of Florida (2023)

## Professional Experience

Simply Sweet L's (Non-Profit) Clearwater, Florida (2023 – Present)  
President & CEO

- Providing educational workshops about home and community-based gardening, food preservation preparation, and related topics.

Sweet L's Bakery Tarpon Springs, Florida (2016 – 2018)  
Owner

Clearwater Regional Chamber of Commerce Clearwater, Florida (2011-2013)  
Senior Membership Relations Advisor

- Sold Chamber of Commerce membership to prospective non-member businesses by communicating the benefits of the Chamber.
- Provided detailed information on various programs offered through the Chamber of Commerce and oriented the client to the Chamber.
- Served as Chamber of Commerce Liaison representative for the Ambassador Committee.

Pinellas Core Management Services (JWB) Clearwater, Florida (2008-2009)  
Contract Compliance

- Prepared annual contracts with Program Providers.
- Established measurable objectives and contracted service levels.

AALC, Inc. Clearwater, Florida (2001 – 2009)  
Program Coordinator

INVEST Financial Tampa, Florida (1994 – 2000)  
Brokerage Operations Officer