



**MURIEL BOWSER**  
MAYOR

September 18, 2023

The Honorable Phil Mendelson  
Chairman  
Council of the District of Columbia  
John A. Wilson Building  
1350 Pennsylvania Avenue, NW, Suite 504  
Washington, DC 20004

Dear Chairman Mendelson:

In accordance with section 2 of the Confirmation Act of 1978, effective March 3, 1979 (D.C. Law 2-142; D.C. Official Code § 1-523.01), and pursuant to D.C. Official Code §§ 25-201(a), and 25-206, I am pleased to nominate the following individual:

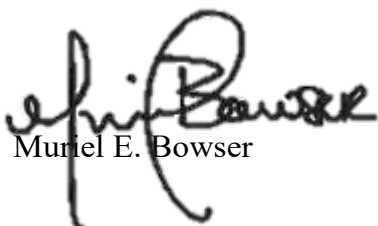
Mr. Bobby Cato, Jr.  
Oates Street, N.E.  
Washington, DC 20002  
(Ward 5)

for reappointment as a member of the Alcoholic Beverage and Cannabis Board, for a term to end May 7, 2027.

Enclosed you will find biographical information detailing the experience of the above-mentioned nominee, together with a proposed resolution to assist the Council during the confirmation process.

I would appreciate the Council's earliest consideration of this nomination for confirmation. Please do not hesitate to contact me, or Steven Walker, Director, Mayor's Office of Talent and Appointments, should the Council require additional information.

Sincerely,

  
Muriel E. Bowser



Chairman Phil Mendelson  
at the request of the Mayor

A PROPOSED RESOLUTION

IN THE COUNCIL OF THE DISTRICT OF COLUMBIA

To confirm the reappointment of Mr. Bobby Cato, Jr. as a member of the Alcoholic Beverage and Cannabis Board.

RESOLVED, BY COUNCIL OF THE DISTRICT OF COLUMBIA, That this resolution may be cited as the "Alcoholic Beverage and Cannabis Board Bobby Cato, Jr. Confirmation Resolution of 2023".

Sec. 2. The Council of the District of Columbia confirms the reappointment of:

Mr. Bobby Cato, Jr.  
Oates Street, N.E.  
Washington, DC 20002  
(Ward 5)

as a member of the Alcoholic Beverage and Cannabis Board, established by D.C. Official Code §§ 25-201(a) and 25-206, and in accordance with section 2 of the Confirmation Act of 1978, effective March 3, 1979 (D.C. Law 2-142; D.C. Official Code § 1- 523.01), for a term to end May 7, 2027.

Sec. 3. The Council of the District of Columbia shall transmit a copy of this resolution, upon its adoption, to the nominee and to the Office of the Mayor.

Sec. 4. This resolution shall take effect immediately.



Executive Office of the Mayor - Office of Talent and Appointments  
John A. Wilson Building | 1350 Pennsylvania Avenue, Suite 600 | Washington, DC 20004

### **Bobby Cato, Jr.**



Bobby Cato, Jr. is a real estate consultant for Coldwell Banker Realty, and has served in roles from investment specialist to principals in the industry for nearly a decade.


Mr. Cato has developed and implemented several public-private partnership community engagement campaigns and programs in the Washington, D.C.-area and other metropolitan cities around the country. He has launched successful campaigns for the Weather Channel, U.S. Fish and Wildlife Service, the National Park Service, Samsung, Toyota Motor Sales U.S.A, Staples, and South West Airlines. In addition, Mr. Cato has years of experience producing a variety of business conferences and special events. In his current work, he supports his client’s goal of increasing their customer base through networking events and innovative social media campaigns—with a primary focus on engaging African-American and other communities of color. Mr. Cato has served on the Alcoholic Beverage Control Board since 2018.

Prior to CGH, Mr. Cato served as the Manager of the Council of Urban Boards of Education at the National School Boards Association. In that role, he was the primary liaison to more than 40 superintendents and school board chairs from urban school districts across the country, and managed conferences and events that empowered educational leaders to impact student achievement from inception to culmination. Mr. Cato is a seasoned educator and school administrator, having spent years in the classroom. In addition, he’s served as the Director of Technology Programming and Innovation for the largest teacher preparation association in the U.S., the American Association of Colleges for Teacher Education; and Senior Education Project Manager at the National Environmental Education Foundation. Throughout his career, Mr. Cato has hosted countless art and culture events in and around the city, once serving as a member of the Duke Ellington School of the Arts Fundraiser Benefit Committee. He’s also raised funds to support several other arts and education initiatives throughout D.C.

A Ward 5 resident, Mr. Cato obtained a Bachelor of Science degree in Elementary Education from North Carolina Agricultural and Technical State University and a Master of Science degree in Educational Administration and Policy Development from Trinity University.



# Bobby Cato

Washington, D.C. • 

## QUALIFICATIONS SUMMARY

---

Experienced, accomplished professional with highly transferrable experience in audience engagement, program management and social responsibility.

- ▶ **Human Resources:** Natural talent and passion for communicating with and positively influencing multiple types of individuals, teams, communities, and audiences.
- ▶ **Program Management:** Demonstrated excellence managing ongoing simultaneous projects, articulating strategies, and determining scope of impact.
- ▶ **Relationship Building:** Expert ability to establish and maintain enduring professional relationships that meet common needs and mutual objectives.
- ▶ **Strategic Planning:** Proven history of systematically preparing methods that achieve desired goals.

## EDUCATIONAL BACKGROUND

---

### Master of Science in Educational Administration and Policy Development

TRINITY UNIVERSITY, Washington, D.C.

### Bachelor of Science in Elementary Education

NORTH CAROLINA AGRICULTURAL AND TECHNICAL STATE UNIVERSITY, Greensboro, NC

## LICENSES AND CERTIFICATIONS

---

### Real Estate Salesperson License

Washington, D.C., Maryland and Virginia

### National Association of Realtors Professional Certification

GREEN® Designation

## PROFESSIONAL EXPERIENCE

---

COLDWELL BANKER REALTY

### Real Estate Consultant (2022-present)

Skilled communicator who builds positive relationships with diverse buyers, sellers, and team members. Hands-on knowledge of MLS database administration and client management software. Proficient in price negotiation with buyers and presenting purchase offers to sellers to achieve successful property transactions.

*Selected Contributions:*

*continued...*

# Bobby Cato

---

Page Two

- Help homeowners improve the resource efficiency of their homes—from low-cost fixes to big-budget remodels.
- Facilitate training/seminars on the benefits consumers gain from resource-efficient homes, smart homes, and certified homes.
- Advise sellers on how to make their homes more appealing to potential buyers, increasing average selling prices by 16% from initial appraisals.

REAL LIVING AT HOME REAL ESTATE (RLAH)

## **Real Estate Investment Specialist** (2019 – 2022)

Experienced Realtor licensed in the District of Columbia, Maryland and Virginia (DMV). Skilled at marketing, selling and leasing residential properties. Adept in providing thoughtful guidance and assistance through every phase of the homebuying/selling process.

### *Selected Contributions:*

- Sold \$8.M+ of residential real estate.
- Received Home Snap's *Excellence in Customer Service Award in 2020 and 2021*.
- Awarded Brokerage *Top Performer Award* for sales volume in 2021.

CENTRAL PROPERTIES, LLC

## **Associate Partner** (2015 – 2019)

Licensed real estate professional with 5+ years of experience in the brokerage of residential and commercial properties. Proven ability to increase agency revenue and client acquisitions through marketing, sales, and customer relations. Skilled at generating and curating business through networking and prospecting.

### *Selected Contributions:*

- Utilized innovative sales strategies that resulted in a 20% increase in business revenue and a 25% increase in referrals.
- Analyzed market trends to effectively advise clients and developed competitive market proposals.
- Developed and implemented professional development modules aimed at improving the sales and marketing strategies used by in-house agents.

CGH MARKETING, LLC

## **Principal** (2015 – 2020)

Appointed priorities, directed energy and resources, and ensured all involved parties are working towards common goals. Researched the competition, determined target audience's wants and needs, and created strategic marketing plans that met those needs. Secured relationships with organizations that shared common interests in order to launch successful branding initiatives. Utilized project management skills while coordinating the logistics, goals, and technical direction of important outreach events.

### *Selected Contributions:*

- Developed social connections highly conducive to achieving overall company goals and mission.
- Increased attendance 25% at Taste of DC 2017 by designing winning outreach strategies for Southwest Airlines.
- Boosted Via's car subscription rate 20% with effective marketing plans that reached and won over the target audience.

#### NATIONAL SCHOOL BOARDS ASSOCIATION (NSBA)

##### **Manager (2013 – 2015)**

Effectively managed lucrative programs from planning and development stages all the way through to completion. Allocated resources in ways that attained promotional and social media objectives.

##### *Selected Contributions:*

- Increased conference participation 15% in one year.
- Procured important partnerships with Sodexo, Revolution Foods, and Discovery Communications; surpassed the funding goal of \$500k.

#### NATIONAL ENVIRONMENTAL EDUCATION FOUNDATION (NEEF)

##### **Senior Education Project Manager (2008 – 2012)**

Positively influenced more than 100k teachers and students while partnering with Samsung, Staples, Toyota, and The Weather Channel. Organized, motivated, and controlled resources to achieve specific goals in a dynamic environment. Created strategic relationships between public, private, and government agencies. Partnered and worked effectively with the EPA, National Park Service, and The National Education Association.

##### *Selected Contribution:*

- Reached record participation numbers for the National Public Lands Day Program and gained endorsements from Georgia Congressman John Lewis and Former Atlanta Mayor Kasim Reed.

#### Additional Experience

*Director of Technology Programming and Initiatives, American Association of Colleges for Teacher Education (AACTE)*

*Technology Coordinator, Hyde Leadership Public Charter School*

*Senior Instructional Designer, The Project Management Group*

GOVERNMENT OF THE DISTRICT OF COLUMBIA  
Executive Office of Mayor Muriel Bowser



Office of the General Counsel to the Mayor

**To:** Tommy Wells, Steve Walker  
**From:** Betsy Cavendish  
**Date:** July 6, 2023  
**Subject:** Legal sufficiency review of Resolution nominating Donovan Anderson and Bobby Cato, Jr. to the Alcoholic Beverage and Cannabis Board and for Donovan Anderson to serve as Chairperson of the Board

---

**This is to Certify** that this office has reviewed the above-referenced resolution and found it to be legally unobjectionable. If you have any questions in this regard, please do not hesitate to call Vanessa Careiro, Deputy General Counsel, Executive Office of the Mayor, at 202-724-1303, or me at 202-724-7681.

A handwritten signature in black ink that reads 'Elizabeth A. Cavendish'. The signature is written in a cursive style with a large, flowing 'E' and 'C'.

---

Elizabeth Cavendish