

Print

Advisory Board & Committee Interest Form - Submission #25016

Date Submitted: 4/10/2024

Last Name\*

Ortiz

First Name\*

Joana

District # You Live In.\*

2

Home Address\*

2165 Van Buren St

City\*

Hollywood

State\*

Fl

Zip Code\*

33020

Home Phone

Cell Phone

954-394-3396

Email Address\*

joanaortiz93@gmail.com

Owner or Renter \*

Renter

Number of years as city resident\*

15

Are you registered to vote in Broward County?

Yes

Education (highest degree / level)

Associate

Occupation\*

General Assistant Property Manager

Work Phone

Business Name\*

FirstService Residential

Business Address

1855 Griffin Road, Suite A-330

City

Dania Beach

State

Fl

Zip Code

33004

Identify the board / committee(s) to which you request appointment (Please rank in order of preference)

Selection (1)\*

Affordable Housing Advisory Committee

Selection (2)\*

Hollywood Housing Authority

Selection (3)\*

Planning & Development Board

Selection (4)\*

Historic Preservation Board

**Affordable Housing Advisory Committee - Questions\***

**\*\*1. In your opinion what is the greatest challenge to keeping housing affordable in Hollywood?\***

In my opinion, the greatest challenge to keeping housing affordable in Hollywood is the rapid increase in property values and rental rates. Over the past decade, Hollywood has experienced significant growth and development, leading to a surge in demand for housing. This increased demand has driven up prices, making it increasingly difficult for low and moderate-income individuals and families to find affordable housing options. Additionally, the lack of affordable housing initiatives and policies tailored to the needs of the community exacerbates this issue.

**\*\*2. Which of the following disciplines are you most skilled?\***

As a property manager and real estate agent, I am most skilled in the discipline of Housing Market Stability. My experience involves navigating the fluctuations of the real estate market, understanding housing trends, and implementing strategies to ensure stability within the housing market.

**\*\*3. Which of the following disciplines are you most passionate?\***

I am most passionate about Fair Housing. Ensuring fair and equitable access to housing for all individuals, regardless of their background or socioeconomic status, is essential for fostering a diverse and inclusive community.

**\*\*4. What (if any) life experience motivated you toward volunteerism?\***

Growing up in a community where affordable housing was a significant issue, I witnessed firsthand the challenges faced by individuals and families in finding suitable housing. This experience has instilled in me a deep sense of empathy and a desire to contribute to solutions that address housing affordability and equity.

**\*\*5. What role does housing diversity play in Hollywood's economic health?\***

Housing diversity plays a crucial role in Hollywood's economic health by fostering a vibrant and inclusive community. A diverse range of housing options, including affordable housing etc.

Please answer these five questions above. 1. In your opinion what is the greatest challenge to keeping housing affordable in Hollywood? 2. Which of the following disciplines are you most skilled? • Home Purchase Education, • Housing Market Employment. • Housing Market Stability. • Affordable Housing Construction. \* Affordable Housing Activism. 3. Which of the following disciplines are you most passionate? • Ownership Housing Affordability, • Rental Housing Affordability, • Housing Market Stability, • New Housing Construction, \* Fair Housing. 4. What (if any) life experience motivated you toward volunteerism? 5. What role does housing diversity play in Hollywood's economic health?

**African American Advisory Council - Questions\***

Please answer these five questions above. 1. What is the greatest challenge facing the African American Community in Hollywood? 2. How many hours per month can you dedicate to AAAC initiatives? 3. Which of the following disciplines are you most skilled? \* Education, \* Employment, \* Economics, \* Cultural Awareness, \* Housing. 4. Which of the following disciplines are you most passionate? \* Education, \* Employment, \* Economics, \* Cultural Awareness, \* Housing. 5. What (if any) life experience motivated you toward volunteerism?

**Artwork Selection Committee - Questions\***

Please answer these five questions above. 1. What are your primary interest in City Government and City Services? 2. Why do you want to join the Artwork Selection Committee? 3. What other relevant organizations, clubs, or associations were you previously, and/or currently are involved in? 4. Are you available to attend regular committee board meetings scheduled for the Second Monday each month at 5:30pm? 5. What is your one area of highest interest related to the Arts within the City of Hollywood?

**Civil Service Board - Questions\***

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Please answer these five questions above. 1. Describe your involvement with establishing, reviewing and interpreting policies and procedures? 2. Describe your involvement in employment practices including interviewing, testing, hiring, selection and promotion, demotions, transfers, etc. 3. Describe your knowledge of Civil Service and its purpose. 4. Why do you want to serve on this Civil Service Board? 5. Are you a continuous resident of and continuous registered elector in the City of Hollywood?

**Community Development Advisory Board - Questions\***

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Please answer these five questions above. 1. Do you reside in a low and moderate income (LMI) neighborhood in Hollywood per the most recent US Census data? A Hollywood LMI Map is located at [www.hollywoodfl.org](http://www.hollywoodfl.org) on the Community and Economic Development webpage. 2. What Community Development issues do you believe are the most important to Hollywood? 3. What is your definition of a healthy neighborhood? 4. What do you believe is the vision and primary work of the Community Development Advisory Board? 5. What do you believe uniquely qualifies you to serve on the Community Development Advisory Board?

**Education Advisory Committee - Questions\***

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Please answer these five questions above. 1. What are the current challenges facing education? 2. What is your vision for education in Hollywood? 3. What do you see as the primary work of the Education Advisory Committee? 4. With only one meeting a month, the Committee is limited in what it can do. How does/should the Committee decide what's most important? 5. How can the Committee know if its mission and goals are being accomplished?

**Employees' Retirement Plan - Questions\***

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Please answer these five questions above. 1. Are you familiar with the State's Sunshine Laws (Chapter 119 of the Florida Statutes)? 2. Are you available to attend in person regular monthly Board meeting (typically held the 4th Tuesday of each month)? 3. What knowledge, skills and/or abilities will you bring to the Employees' Retirement Plan? 4. What do you believe are the responsibilities of a trustee on a municipal retirement plan board? 5. Are you familiar with municipal defined benefit retirement plans and/or have previous experience serving on a municipal retirement plan board?

**Firefighters' Pension Board - Questions\***

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Please answer these five questions above. 1. What knowledge, skills and abilities would you bring to the meetings? 2. What experience do you have with firefighter pensions? 3 What is your financial background? 4. How many years have you lived in Hollywood? 5 How familiar are you with local retirement systems?

### General Obligation Bond Oversight Advisory Committee - Questions\*

Please answer these four questions above. Why do you want to join the GO Bond Oversight Advisory Committee? 2. Explain how your personal and/or professional experiences will contribute to the meeting the goal(s) of the Board or City. 3. Which Bond interests you the most? Public Safety? Parks/Golf/Open Space or Neighborhoods & Resiliency? 4. What is your perspective on city quality of life, healthy neighborhoods, economic development & a strong tax base?

### Historic Preservation Board - Questions\*

**\*\*1. How have you prepared yourself to serve on the Historic Preservation Board?\***

I've undertaken workshops, seminars, and relevant courses to deepen my understanding of architectural history and preservation techniques. My tenure as a property manager and real estate agent has also provided practical insights into preservation and development dynamics.

**\*\*2. Explain how your personal and/or professional experiences will contribute to meeting the goal(s) of the Board or City.\*\***

**\*Personal:\*** A decade in Hollywood has cultivated my appreciation for its architectural heritage, ensuring that preservation efforts are community-minded.

**\*Professional:\*** My expertise in property management and real estate equips me to navigate regulations and advocate for preservation while considering stakeholders' interests.

**\*\*3. What is your perspective on balancing the growth of the City's tax base within the Historic Districts while maintaining neighborhood stabilization?\***

Balancing growth and preservation requires strategic zoning, incentives for adaptive reuse, and community involvement to ensure sustainable development that respects historic character.

**\*\*4. How would you balance historic architecture with modern architectural styles?\***

Guidelines promoting compatibility and fostering dialogue between preservationists and architects can harmoniously integrate modern elements into historic contexts.

**\*\*5. What do you like about the City's different Historic Districts?\***

I appreciate the diverse architectural styles and unique narratives each district offers, fostering community pride and enriching Hollywood's cultural fabric.

Please answer these five questions above. 1. How have you prepared yourself to serve on the Historic Preservation Board? 2. Explain how your personal and/or professional experiences will contribute to the meeting the goal(s) of the Board or City. \* Personal experiences, \* Professional experiences. 3. What is your perspective on balancing growth of the City's tax base, within the Historic Districts, while maintaining neighborhood stabilization? 4. How would you balance historic architecture with modern architectural styles? 5. What do you like about the City's different Historic Districts?

### Hollywood Centennial Celebration Committee\*

Please answer these five questions above. 1. What is your primary interest in serving on the Committee? 2. What is your financial/accounting background? 3. What knowledge, skills and abilities would you bring to the meetings? 4. What other organizations and/or associations were you previously, and/or currently involved with? 5. Are you available to attend regular committee meetings? (dates to be determined by all members)

**Hollywood Housing Authority - Questions\***

**\*\*1. In your opinion what is the greatest challenge to keeping housing affordable in Hollywood?\***

The biggest challenge to housing affordability in Hollywood is the steep rise in property values and rental rates due to rapid development, making it tough for low and moderate-income individuals to find affordable housing.

**\*\*2. Which of the following disciplines are you most skilled?\***

I excel in Property Management, bringing expertise in overseeing properties and ensuring smooth operations in the real estate market.

**\*\*3. Which of the following disciplines are you most passionate?\***

I'm deeply passionate about Rental Housing Affordability, advocating for policies that ensure everyone has access to safe and affordable rental housing.

**\*\*4. What (if any) life experience motivated you toward volunteerism?\***

Growing up in a community grappling with affordable housing challenges sparked my passion for volunteerism, pushing me to contribute to solutions addressing housing affordability and equity.

**\*\*5. What role does housing diversity play in Hollywood's economic health?\***

Housing diversity boosts Hollywood's economic health by attracting a diverse workforce and supporting local businesses, fostering a vibrant community and attracting investment.

Please answer these five questions above. 1. In your opinion what is the greatest challenge to keeping housing affordable in Hollywood? 2. Which of the following disciplines are you most skilled? \* Property Management, \* Affordable Housing Administration, \* Housing Market Stability, \* Affordable Housing Construction, \* Affordable Housing Activism. 3. Which of the following disciplines are you most passionate? \* Property Management, \* Rental Housing Affordability, \* Housing Market Stability, \* New Housing Construction, \* Fair Housing. 4. What (if any) life experience motivated you toward volunteerism? 5. What role does housing diversity play in Hollywood's economic health?

**Marine Advisory Board - Questions\***

Please answer these five questions above. 1. What is your involvement with the City of Hollywood's Waterways? 2. What will guide your decisions on this board? 3. Are you able to dedicate 2-3 hours a month to attend the meetings? Attendance is paramount to this Board being able to get things done. 4. Are you currently or have you been a boater, marine industry professional or involved in any other marine related industry? 5. What is your vision for the city of Hollywood's Waterway system?

**Parks, Recreation & Cultural Arts Advisory Board - Questions\***

Please answer these six questions above. 1. How many events have you attended in the past year at any of the parks and athletics facilities in the City? 2. How many City-sponsored special events have you attended for the past year? 3. Are you available to attend regular Board meetings? Regular meetings are on the 1st Thursday of the month for 8 months per calendar year. 4. What is your one area of highest interest related to the parks, recreation and cultural arts for the City? 5. What other relevant organizations, clubs, or associations were you previously, and/or currently are involved in? 6. How does parks, recreation and cultural arts contribute to quality of life?

**Planning & Development Board - Questions\***

**\*\*1. How have you prepared yourself to serve on the Planning and Development Board?\***

I've equipped myself with urban planning knowledge through education, workshops, and a decade of experience as a property manager and real estate agent.

**\*\*2. Explain how your personal and/or professional experiences will contribute to meeting the goal(s) of the Board or City.\*\***

- **\*Personal:** A resident for 10 years, I understand community needs.
- **\*Professional:** My expertise in property management and real estate allows me to evaluate proposals effectively.

**\*\*3. What is your perspective on balancing growth of the City's tax base while maintaining neighborhood stabilization?\***

Balancing growth with neighborhood stability requires strategic planning, focusing on responsible development, infrastructure investment, and affordable housing.

**\*\*4. What recent developments within the City are most proud of?\***

I'm proud of downtown revitalization efforts, including streetscape improvements and mixed-use developments, enhancing our urban core's vibrancy.

**\*\*5. What is a Comprehensive Plan?\***

A Comprehensive Plan is a long-term blueprint guiding growth and development, addressing land use, transportation, housing, and more, ensuring coordinated development aligned with community values.

Please answer these five questions above. 1. How have you prepared yourself to serve on the Planning and Development Board? 2. Explain how your personal and/or professional experiences will contribute to the meeting the goal(s) of the Board or City. \* Personal experiences, \* Professional experiences. 3. What is your perspective on balancing growth of the City's tax base while maintaining neighborhood stabilization? 4. What recent developments within the City are most proud of? 5. What is a Comprehensive Plan?

**Police Officer's Pension Board - Questions\***

Please answer these five questions above. 1. What is a fiduciary? And what is your responsibility to the police pension plan as a fiduciary? 2. What is the Sunshine Law? 3. What is Asset Allocation & Diversification? 4. Explain the history of Chapter 99-1 and Chapter 185? 5. Define the role of the Actuary and the Auditor?

**Sister Cities Advisory Committee - Questions\***

1. Do you speak more than one language? If so, what languages do you speak? 2. Do you have experience in travel, cultural exchange, and/or fund-raising? Please describe. 3. Which Sister City focus areas are you most passionate about: a. Art and Culture; b. Business and Trade; c. Community Development; d. Youth and Education. 4. What (if any) life experience motivated you toward volunteerism? 5. Please describe why you are interested in serving on the Sister Cities Advisory Committee.

**Sustainability Advisory Committee - Questions\***

Please answer these five questions above. 1. Why do you want to join the committee? 2. Have you attended any committee meetings? If so, how many? 3. What knowledge, skills, and abilities would you bring to the committee if appointed? 4. What other organizations, clubs, or associations are you involved in? 5. Are you available to attend regular committee and subcommittee meetings? Regular meetings are held monthly with subcommittee meetings held as needed. 6. What types of projects would you like to see the committee work on?

**Young Circle ArtsPark Advisory Board - Questions\***

Please answer these five questions above. 1. What are your primary interest in City Government and City Services? 2. How many ArtsPark events have you attended within the past year? 3. What other relevant organizations, clubs, or associations were you previously, and/or currently are involved in? 4. Are you available to attend regular committee board meetings scheduled for the Second Tuesday each month at 5:30 pm? 5. What is your one area of highest interest related to the ArtsPark at Young Circle?

**Are you interested in serving on more than one board/committee?\***

**If so, how many?\***

4



Yes



**Applicant must attend at least one board/committee meeting prior to consideration of application for every board applied. Please list board/committee meetings you attended in the last year?\***

1

**Are you currently on a County or City Board?\***

**If yes, please describe**

No



**If you are applying for a board / committee, which has specific requirements / categories, please detail how your background and/or experience meets the required criteria.\***

Experienced property manager & real estate agent, community advocate, knowledgeable in local regulations, committed to integrity & service.

Experienced property manager & real estate agent, community advocate, knowledgeable in local regulations, committed to integrity & service.

**Please describe your professional and/or volunteer experience or background, which best qualifies you for selection to the board / committee.\***

A decade as a property manager and real estate agent in Hollywood, coupled with residency, uniquely qualifies me for the Board Committee.

**Are you presently employed by the City of Hollywood?\***

No



**If so, in what capacity?\***

N/A

**Attach Resume (only .doc and .pdf files)\***

Resume-Joana-Ortiz.pdf



# Joana Ortiz

Miami-Fort Lauderdale Area

[joana@lauriereader.com](mailto:joana@lauriereader.com)

[linkedin.com/in/joana-ortiz-8b8a6015b](https://www.linkedin.com/in/joana-ortiz-8b8a6015b)

## Summary

As a seasoned real estate professional with a niche in property management, real estate transactions, a well-connected high net worth network, and a sharp focus on real estate stocks. Over the years, I've honed my skills in property management, ensuring seamless operations and optimal returns for property owners.

Real estate transactions are my forte, and I guide my clients through every aspect, leveraging my extensive network to secure the most favorable deals. What sets me apart is my ability to cater to high net worth individuals, understanding their unique real estate requirements, and providing tailored solutions.

My deep understanding of the real estate market extends to real estate companies available on the stock exchange, making me a trusted advisor for clients seeking to diversify their investment portfolios. I'm not just a real estate professional; I'm a strategic partner dedicated to achieving exceptional results for my clients.

## Experience

### Assistant General Manager

FirstService Residential

Aug 2023 - Present (9 months)

### Real Estate Agent

LIFESTYLE International Realty

Feb 2023 - Present (1 year 3 months)

### Administrative Assistant

FirstService Residential

Oct 2021 - Aug 2023 (1 year 11 months)

## Education

### Hallandale High School

High School Diploma

Aug 2012 - Jun 2016

## Licenses & Certifications

### Real Estate Sales Associate - State of Florida

Issued May 2022 - Expires Mar 2026

SL3537823

### Community Association Manager - State of Florida

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Issued Dec 2022 - Expires Sep 2024  
Cam58877



**Notary Public - State of Florida**

Issued Dec 2022 - Expires Dec 2026  
1743502

## **Skills**

Financial Accounting • Critical Thinking • Data Entry • Marketing • Management • Sales • Real Estate • Data Analysis • Account Management • Customer Satisfaction