

Advisory Board & Committee Interest Form - Submission #28339

Date Submitted: 3/23/2025

Last Name\*

Gomez

First Name\*

Michael

District # You Live In.\*

1

Home Address\*

1526 Monroe St

City\*

Hollywood

State\*

FL

Zip Code\*

33020

Home Phone

Cell Phone

3059848732

Email Address\*

mgomez083@yahoo.com

Owner or Renter \*

Owner

Number of years as city resident\*

7

Are you registered to vote in Broward County?\*

Yes

Education (highest degree / level)

Bachelor of arts

Occupation\*

Regional Sales Manager

Work Phone

Business Name\*

TravisMathew Apparel

Business Address

15202 Graham St

City

Huntington Beach

State

CA

Zip Code

92649

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

Selection (1)\*

Parks, Recreation & Cultural Arts Advisory Board

Selection (2)\*

None

Selection (3)\*

None

Selection (4)\*

None

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

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\***

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\***

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\***

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\***

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**

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\***

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\***

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

1. 12 events. My family and I visit our local city parks 4-5 times per week.
2. 8 events. My family and I attend all kid friendly events the city has to offer.
3. Yes. I am a current member.
4. My one area of highest interest is our city parks. I have visited almost every park in our city with my children.
5. I am a current member of the parks, recreation & cultural arts advisory board.
6. Parks, recreation, and cultural arts bring our community together. They are places to meet your neighbors and build long lasting, meaningful relationships. They consist of venues and programs that keep our community active, engaged, and entertained.

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\*

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.

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## 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?\*

1



No



**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?\***

7 meetings

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

Yes 

**If yes, please describe**

Parks, Recreation, and Cultural Arts

**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.\***

I have experience creating engaging spaces for the public to enjoy and a frequent visitor to city parks. I have 12 years experience in the golf industry.

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

Highly skilled in experiential marketing working for one of the largest agencies in the US. My expertise is creating engaging experiences for the public to enjoy. I have 12+ years experience in the golf industry including marketing, sales, and retail.

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

No 

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

N/A

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

Michael Gomez.pdf

# Michael Gomez

## Sales - Marketing – Customer Experience – Brand Activation

### EDUCATION

University of Illinois 2004  
B.A. Communication  
Academic All Big10 2003

### SKILLS

Marketing & Sales Strategy  
Strategic Business Planning  
Business Development  
Concept & Ideation  
Presentations  
Brand Activation  
Brand POV  
Sponsorship Programs  
Project Management  
People Management  
Customer Experience  
Budgeting

### PAST PROJECTS

AT&T Pebble Beach Pro-Am  
AT&T Byron Nelson  
The Masters  
AT&T Fan Zone Tour  
ICW TOUR  
NFL Kickoff

### INTERESTS

Golf  
Fitness  
Design  
Coaching

### CONTACT

(305) 984-8732  
Mgomez083@yahoo.com  
Hollywood, FL

### EXPERIENCE

Sr. Manager, Regional Sales | TravisMathew Apparel | 2016 - Present

- Train and lead a team of (6) outside sales professionals while growing regional sales by 60% in last 3 years and generating \$7MM annually.
- Lead seasonal sell-ins with largest green grass wholesale partners in the southeast region including PGA TOUR, Pinehurst, Kiawah, Sea Pines, PGA National, Palmetto Dunes, Streamsong, TPC Sawgrass.
- From 2017-2022, managed wholesale strategic partnerships & programs exceeding \$10MM annually. Developed individualized strategic programs to increase category distribution and drive sales volume.
- Promoted to Southeast Regional Manager in 2017 after 11 months as Pacific Northwest Sales Professional. Promoted to Sr. Manager in 2020.

Account Supervisor, The Marketing Arm Agency | 2014 – 2016

- Experiential marketing expert responsible for conceiving, developing, presenting, and executing brand activations, strategy, and POV for the AT&T sponsorship portfolio.
- Concepted, presented, and won RFP for DIRECTV NFL Kickoff activation. Partnered with agency PR Firm to create national media strategy and received over 250,000,000 impressions from the activation.
- Increased onsite golf activation engagements at AT&T Digital Clubhouse by +300% YoY with innovative concepts to drive traffic and brand engagement.
- Appointed project activation team lead for new business RFP.
- Generated 70% revenue growth for the project activation team in two years.
- Trained and lead a 5-person project activation team.
- Hired as Account Executive in 2014 and promoted to Sr. Account Executive in 2015. Promoted to Account Supervisor in 2016.

Regional Sales & Marketing Manager, Golfsmith | 2011 – 2013

- Developed and executed sales & marketing programs for the largest golf retailer in the world.
- Region included 13 retail stores across 7 states generating \$55 million annually.
- Managed tournament sponsorship program consisting of 1,500 local sponsorships producing over \$300,000 annually.
- Lead local market partnerships, events, and promotions including new store openings, market intrusion planning, competitive responses, in-store events, and brand activations.
- Utilized analytics to develop strategies for priority markets and created executable action plans.
- Selected by SVP to launch national b2b sales program.

Professional Athlete, National Football League | 2004-2008

- Jacksonville Jaguars, Buffalo Bills, Dallas Cowboys, Seattle Seahawks