

Print**Advisory Board & Committee Interest Form - Submission #24863****Date Submitted: 3/21/2024****Last Name***

Greenfield

First Name*

Julie

District # You Live In.*

1

Home Address*

4226 North Ocean Dr

City*

Hollywood

State*

FL

Zip Code*

33019

Home Phone**Cell Phone**

3214740511

Email Address*

julie.greenfield@me.com

Owner or Renter *

owner

Number of years as city resident*

4

Are you registered to vote in Broward County? *

Yes

Education (highest degree / level)

Bachelor

Occupation*

General Manager

Work Phone**Business Name***

SAY Carbon Yachts Miami

Business Address

7345 W 20th Ave

City

Hialeah

State

FL

Zip Code

33014

Identify the board / committee(s) to which you request appointment (Please rank in order of preference)**Selection (1)***

Marine Advisory Board

**Selection (2)***

Marine Advisory Board

**Selection (3)***

Marine Advisory Board

**Selection (4)***

Marine Advisory Board



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 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*

1. I live along with ICW in Hollywood and utilize it for recreation and business.
2. My marine experiences and passion to protect our environment will guide my decisions on this board.
3. Yes, I can dedicate the time needed to attend meetings and fully participate in the board.
4. I am a boater, paddle boarder, diver and I am in the marine industry. Additionally, I serve on the Broward County Marine Advisory Committee.
5. My vision for COH's waterway is to improve safety and quality and expand usage for residents and tourists. We need to look at sustainability programs and funding to accomplish these goals.

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*

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?*

No

If so, how many?*

0

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?*

10

Are you currently on a County or City Board?*

Yes

If yes, please describe

County Marine Advisory Committee & Co-chair of City Marine Advisory Board

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.*

My experience as a boater, Floridian and current committee member provides the experience needed to serve on the board.

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

I am a lifelong boater and environmentalist who understands how to balance the two. I am also the General Manager for a new boat dealer and stay current on industry issues. I have been an active member of the City and County boards since joining.

Are you presently employed by the City of Hollywood?*

No

If so, in what capacity?*

na

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

Julie Greenfield Resume 2024.pdf

Julie Greenfield

+1 321.474.0511 Hollywood, FL

Julie.Greenfield@me.com [linkedin.com/in/juliegreenfield](https://www.linkedin.com/in/juliegreenfield)

Accomplished leader with experience in business operations, partnership management, customer success, sales, marketing, learning and development, go to market efficiency and effectiveness to drive growth.

Professional Experience

General Manager, SAY Carbon Yachts Miami, Hialeah, FL – Remote – September 2022 – present

Oversee all aspects of daily business operations, develop regional and country-specific marketing plans, and manage tradeshow to increase brand awareness, market engagement and drive pipeline.

- Obtained Boatbuilders MIC Certification and registered SAY Carbon Yachts Miami with USCG.
- Setup SAY Carbon Yachts Miami as new dealer with Florida Department of Revenue.
- Created and manage social media accounts and content across LinkedIn, Instagram, and Facebook.
- Negotiated dealer agreement with SAY Carbon Yachts Germany CEO.
- Coordinate shipping, customs clearance and importing of new vessels and parts from Germany to US.
- Manage relationship with CEO of SAY Carbon Yachts and associated shipyard employees, meeting regularly to discuss marketing, feedback, sales, and service.
- Identify, develop, and manage brokerage partnerships, negotiating contracts, training brokers, coordinating special events, and sea trials.
- Developed and cultivated relationships with manufacturers, service partners and shipyards to maintain fleet operations: VolvoPenta, Ilmor, SeaKeeper, Garmin, Mabru, Flexiteek, Trisea Stabilizers, Teaklite Flooring, Proven Marine, JAS Marine, Thompson's Marine, Tashia Boat Repair, P&S Yacht Specialists, Yacht Management and Port32.
- Coordinate, manage and staff all aspects of exhibition at FLIBS, DBMIBS, PBIBS, and Stuart boat shows.
- Developed relationships across Informa resulting in improved exhibitor placement and usage of SAY photography across all media channels for the 2024 Discover Boating Miami International Boat Show.
- Developed relationships with media outlets resulting in articles, television segments and social media posts including Power & Motoryacht, YachtWorld, FRANK by Denison, Events Florida, L'Etage, Luxury Guide, 2023 FOX Sports DBMIBS, Nautical Networks and others.
- Manage database of prospects, follow up on leads and coordinating sea trials.
- Collaborate with SAY Carbon Yachts Ibiza dealership to drive market awareness and yacht improvements.
- Employ and manage captains.

Head of Revenue Enablement, CentralSquare Technologies, Lake Mary, FL – Remote – March 2021 – July 2022

Developed and executed onboarding and enablement program across sales, marketing, and customer success.

- Developed and executed revenue enablement charter supporting 220 employees.
- Directly managed 2 and 4 indirect/matrix employees.
- Advised CRO, 4 VP and 10 front-line managers on talent risk, development, and succession planning resulting in the promotions and retention of employees.
- Developed and executed multi-channel onboarding program, virtual instructor-led and in-person reducing ramp time from 1 year to 90 days.
- Within first 60 days, certified on CentralSquare Vista Value Selling methodology (CSVs), conducted quarterly virtual led programs training over 80 revenue team members in 1 year.
- Partnered with the Chief Product Officer to improve GTM, roadmap updates and product enablement to embed CSVs resulting in a defined process, templates, and quarterly cadence.
- Advised CIO to consolidate communication and content channels reducing costs.