

Print**Advisory Board & Committee Interest Form - Submission #24987****Date Submitted: 4/7/2024****Last Name***

Gold

First Name*

Michael

District # You Live In.*

4

Home Address*3550 Emerald Pointe Drive
- Apt 204-A**City***

Hollywood

State*

FL

Zip Code*

33021

Home Phone**Cell Phone**

7864877808

Email Address*

mgstar1964@aol.com

Owner or Renter *

Renter

Number of years as city resident*

21

Are you registered to vote in Broward County? *

Yes

Education (highest degree / level)

Masters Degree

Occupation*

Guest Relations Manager

Work Phone

7868525007

Business Name*

Royal Caribbean Group / Silversea

Business Address

2935 Corporate Lakes Drive

City

Weston

State

FL

Zip Code

33331

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

Planning & Development 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 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*

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. I have studied the minutes from the Planning and Development Board for the past 12 months and am up-to-date on the current plans, activities and projects that the board is addressing at this time. I am quite familiar with the re-development corridors - SR 7 and Federal Highway, as well as the Enterprise Zones for the city.
2. I currently hold a Masters in Public Administration, as well as a Masters in Business Administration, and have worked in County Government, for Miami-Dade County, as a Commission Aide, assisting with many long-range planning and infrastructure projects for the County. I bring a unique perspective of public sector background and experience, combined with private sector needs, as well as the benefit of having resided in the City of Hollywood since 2003. I have seen a lot of changes (positive and negative), as well as growth and development in the City - both on the Mainland, the downtown urban core, as well as on Hollywood Beach.
3. I believe in maintaining a healthy balance and happy medium between growing the City's existing tax base, while maintaining neighborhood stabilization. I feel that, in order to thrive and move forward, the City must continue to grow its tax base through a combination of business tax revenue and growth, as well as, taxes from increased residential home value. If a residential neighborhood becomes too commercialized, however, through changes in Zoning regulations and exceptions, it can serve to diminish the character of the neighborhood. Ultimately, a healthy tax base can allow the city to deliver increased services to residents.
4. Young Circle re-development, 441 Corridor re-development, as well as affordable housing project on Johnson St. & 441. The corridor needs residents to thrive.
5. A comprehensive plan serves as a roadmap of long-term planning for cities and counties, contains a map of future land uses for an entire jurisdiction, physical elements for at least 20 years - zoning codes.

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?*

Yes



If so, how many?*

2



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?*

9 - CDAB Meetings

Are you currently on a County or City Board?*

Yes



If yes, please describe

Community Development 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.*

I bring experience and a viewpoint as a long-term resident of Hollywood - I have seen positive and negative changes for the City, in terms of growth and development, with successes and failures, alike. I have served on six boards for the City.

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

I have served on six different boards for the City of Hollywood, as well as a County Board - the Homeless Continuum of Care Board (2012-2014). I previously served on the Planning & Zoning Board (2006-2011), and voted on many key projects at that time.

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_MichaelGold.doc

MICHAEL A. GOLD

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(786) 487-7808 • mgstar1964@aol.com • <http://www.linkedin.com/in/michaelgoldhollywood2008>

RELATIONSHIP MANAGER / CLIENT SERVICES / GUEST RELATIONS MANAGER

Over 15 years of successful client service, account management and sales leadership in startup and territory sales expansion. Consistently achieve top ranking performance by bringing revenues and profits to new heights. Strong national account management skills, Practiced in performing vendor/customer relations to that of a valued business partner. Excellent interpersonal relationship skills, able to build and sustain effective customer and partner relationships. Additional areas of expertise include:

- New Business Development
- Strategic Planning
- External Communications
- Account and Territory Management
- Pricing and Proposals
- Budgeting/Finance
- Relationship Management
- Client Relations
- Project Management

PROFESSIONAL EDUCATION

- Master of Business Administration (MBA) - Management - Nova Southeastern University, Davie, FL – Dec. 2014
- Master of Public Administration (MPA) - Nova Southeastern University, Davie, FL - June 2009
- Bachelor of Arts in History - University of Florida, Gainesville, FL - May 1991

PROFESSIONAL EXPERIENCE

Royal Caribbean Group / Silversea Cruises, Miami, FL Guest Relations Manager

11/2022 – Present

- Responsible for written correspondence to US guest-related issues and concerns.
- Responsible for successful handling of written resolutions for escalation of issues for Senior Leadership (President / Vice President – Guest Relations).
- Successfully Negotiate Guest / Travel Partner settlements regarding critical issues, including client injury.
- Travel for Departmental and Corporate Work Projects, as needed.
- Successfully manage Special Projects for Leadership, as needed.
- Compile reports of actual count of all incoming letters, phone calls and visits.
- Maintain database regarding nature of issues and concerns.
- Serve as primary contact person in case of ship-related guest emergency.
- Responsible for keeping the regional General Managers and Vice President – Guest Relations apprised of serious guest-related issues.
- Direct interaction and communication with all levels of management.
- Staff empowerment for service improvement projects.
- Work with other departments and managers to highlight and resolve repetitive problem issues.
- Highlight problems with management and secure buy in to revise or create new policy to address issues, share new policy with appropriate staff, coach, and counsel relevant staff members to ensure adherence to new policy.
- Share significant complaint letters with relevant management in the US.
- Respond verbally and in writing to critical guest and or travel complaints in a timely and constructive manner.
- Support the Silver Care team when needed.
- Support all Venetian Society loyalty program inquiries, as well as process adjustments to guest accounts, as needed.

Scenic Luxury Cruises USA, Hollywood, FL
Reservation Sales Consultant

06/2021 – 11/2022

- Contact Center – Reservations/Sales Agent – B-2-B and B-2-C Reservation Sales. Service Direct Guests, Travel Agents. Receive inbound calls from Passengers and Travel Agents, assisting them with upcoming cruise reservations information, web-login technical support, Loyalty Club membership information updates, booking modifications, processing cruise add-ons and extensions, booking flights, providing pricing, new booking sales.
- Assist Passengers and Travel Agents with booking air reservations for tours.
- Responsible for writing settlement letters and correspondence for client issues, as well as communications with internal operations and department managers.
- Assist management with special administrative projects and call-out projects, on an as-needed basis.
- **Key Achievements:**
 - Recipient of over 15 “Kudos” / Commendation letters from Guests and Travel Agents – July 2021 – Nov. 2022.

MSC Cruises USA, Inc., Fort Lauderdale, FL
Team Lead / Resolution Specialist

06/2016 – 06/2021

- Contact Center – Reservations/Sales Agent – B-2-B and B-2-C Reservation Sales. Service Large Groups, Direct Guests, Casino VIP guests and Travel Agents. Specialized in resolving Post-Cruise Customer Care issues, complaints and legal claims. Receive inbound calls from Passengers and Travel Agents, assisting them with upcoming cruise reservations information, web-login technical support, MSC Voyagers Club membership information updates, booking modifications, processing cruise add-ons, pricing and new booking sales.
- Resolutions Specialist – assist Tier 1 agents with Supervisor-level support and supervisor calls, working toward a one-call resolution.
- Assist management team to train New Hires individually, on an as-needed basis.
- Successfully recommended Future Cruise Credit Certificate (FCC) tracking pilot program, on behalf of the sales department, resulting in repeat passenger retention and re-booking by over 15%, in a four-month period (Jan. – May, 2017).
- Voyagers Club Loyalty Program Team Lead - provide supervision of the MSC loyalty rewards program; responsible for Loyalty Status Match program - successfully status matched over 1,800 passengers from June, 2016 – May, 2017, and from June, 2020 – June, 2021.
- Assisted passengers with claim resolution (post-cruise), evaluate and resolve claims - write corporate communication letters and generate Future Cruise Credit Certificates (FCCs) and other compensatory measures for claims.
- Responsible for writing legal correspondence and claim settlements to passengers for executive team (Executive Vice President and Chairman/CEO level).
- Attended offsite legal claim mediation hearings as company representative, on behalf of corporate executives, as needed.
- Successfully manage and implement special projects for Senior Leadership, as needed.
- Responsible for managing VIP Concierge Client Relationships for Executive Leadership.
- Member of MSC Corporate Event Planning Committee - help drive employee engagement, participation and motivation through planning and execution of special events, programs, recognition processes (2016-2017).
- Successfully re-designed and instituted new employee engagement and employee-of-the-month recognition program, in conjunction with HR Manager.
- **Key Achievements:**
 - Recipient of over 75 "Kudos" / Commendation letters from Guests and Travel Agents - July 2016 – June 2021.
 - Attained special recognition from Chairman and President of MSC Cruises for outstanding service to Passengers/Travel Agents.
 - Consistently Rank in Top-10% B-2-B Agent Performance Stack Rankings – Jan. 2018 – June 2021.

Miami-Dade County, Doral, FL
311 Information Specialist – Communications Dept.

2015 - 2016

- Develop knowledge of all Miami-Dade County departments, their functions, services and locations and municipal services.
- Specialize in public contact work - receiving, screening and referring information to the appropriate County department.
- Contact Center - Answer calls from Citizens and Stakeholders - Provide information in reference to constituent complaints and requests for information and services from the public via telephone and email, regarding all county departments and their services.
- Provide direction and accurately refer constituents based on the request or complaint to a variety of non-county, multi-jurisdictional governmental and/or community services.
- Communicates effectively with public by providing quality of service, concisely, clearly, verbally and in writing on all areas of County services.
- **Key Achievements:**
 - Recipient of over 20 “Kudos” / Commendation letters from Citizens and Stakeholders.

Miami-Dade County, Miami, FL
Senior Commission Aide / Lead Writer / Community Liaison -- Board of County Commissioners – District 7

2013 - 2015

- ◆ Represent the Commissioner at community events and functions, attend meetings and prepare reports for the Commissioner.
- ◆ Write articles, memorandum, speeches, press releases and reports for the Commissioner, to be published in the local media (Community Newspapers, Miami Herald, etc.)
- ◆ Responsible for managing social media pages (Facebook and Twitter) for the Commissioner, as well as all updates for the Miami-Dade County District 7 Webpage. Develop and create content and upload photos and content to Facebook and Twitter pages, as appropriate.
- ◆ Make key recommendations to the Commissioner and the Chief of Staff in areas of expertise (Community project updates, key stakeholder updates, etc.)
- ◆ Act as a liaison with internal County departments, outside agencies, organizations, employees to coordinate communications programs and key initiatives.
- ◆ Prepare special assignments, studies, budgets and reports, as necessary.
- ◆ Provide legislative support in the areas of administration, research and analysis, policy writing, public relations and communication.
- ◆ **Key Projects and Initiatives (District 7 Representative / Liaison):**
 - Coconut Grove Playhouse Redevelopment Project – Facilitated multiple community workshops and helped oversee Phase I of redevelopment in conjunction with Coconut Grove Playhouse Trust.
 - Coconut Grove 27th Avenue Corridor Redevelopment Project
 - Rickenbacker Causeway Redevelopment / Reconstruction Project - Key Biscayne
 - Process Improvement Project – Created the Transportation / Public Works Bicycle Safety Advisory Committee, on behalf of Miami-Dade County and key community stakeholders. Resulted in increased bicycle safety and awareness along Rickenbacker Causeway via a reduction of accidents of over 30% in a one-year span. Improved engagement between City and County Police Departments and cycling community leaders regarding “Critical Mass” monthly community cycling events.
 - Gibson Plaza Affordable Housing Project – Coconut Grove
 - Grant Coordinator – Miami-Dade County Small Business Grants Program – District 7

FBTW PROGRAM SPECIALIST / WIA JOB DEVELOPER (2010 – 2011): Handled the full-cycle deliverables in all areas of Employer Relations for self-sufficiency programs for over 1,000 Floridians. Administered and managed grants/budgets over \$250K for the Florida Back to Work (FBTW) and Federal Stimulus (ARRA) Grant program with Broward County employers. Provided job creation opportunities with On-the-Job Training Grants for 1,000+ Workforce Investment Act (WIA) jobseekers and employers.

Performance Benchmarks:

- ◆ Developed/managed over 25 FBTW grants totaling over \$250K for employer projects.
- ◆ Successfully recommended and implemented PI re-engineering to Training Grant Employer Retention process – increased employee retention by over 40%, FY 2011.
- ◆ Developed/created 50+ job orders and approximately 150 positions for this program.
- ◆ Taught 40+ public workshop / presentations for One-Stop Center workforce clients.
- ◆ Drove and tracked the placement rates of FDE programs which met 60% employability.
- ◆ Oversaw Employer Reverse Referral process, from eligibility to hire for One-Stop System.
- ◆ Trained agency “new hires” and counseled/job developed 750+ program-eligible candidates.

Business Development Specialist (2009 – 2010): Promoted and increased community relations, employer outreach/awareness for agency and the One-Stop Center by 30%. Cultivated social collateral/connections to source more than 100 qualified candidates. Deployed sales “closing” techniques and “make it happen” strategies to meet or exceed One-Stop goals.

Performance Benchmarks:

- ◆ Created 100+ relationships with Chambers of Commerce and regional networking clusters.
- ◆ Handled employer talent needs and delivered training grant solutions to these partners.
- ◆ Invested 30% work-time created a 400+ member strategic relationships “book of business”.

Pitney Bowes, Inc., Miramar, FL

2005 – 2009

SENIOR ACCOUNT EXECUTIVE / MAILSTREAM CONSULTANT

Responsible for managing a Commercial Account base and territory, as well as Government / Public Sector business for Pitney Bowes, Inc. Responsible for new business development – long term bids, account management, as well as accountable for retaining and increasing the Pitney Bowes, Inc. customer base. Retained contact with existing client base and prospects to ensure customer satisfaction.

Key Achievements:

- ✓ Nominated and Accepted into PB “Top Gun” Leadership / Management Training Program – August and October 2007 – Program Completed Oct. 2007.
- ✓ Successfully Attained FY 2007 at 98.75% Lease-to-Sale Ratio – Awarded Feb. 2008.
- ✓ Promoted to Area Sales Executive (Higher Level Accounts) – Feb. 2007.
- ✓ Completed FY 2006 at 117.6% Attainment of Annual Quota.
- ✓ Qualified for FY 2006 1st Half Sales Excellence Conference in Indian Wells, CA – Sept. 2006 – Qualifying Period from Dec. 2005 – June 2006.
- ✓ Qualified for FY 2006 2nd Half Sales Excellence Conference in Cancun, Mexico – Feb. 2007 – Qualifying Period from June 2006 through Nov. 2006.
- ✓ Served on Pitney Bowes Corporate “Brand Ambassador” Committee – 2007-2008.