

Advisory Board & Committee Interest Form - Submission #28356

Date Submitted: 3/24/2025

Last Name*	First Name*	District # You Live In.*
Betesh	Laura	4

Home Address*	City*	State*	Zip Code*
3351 North 40th Street	Hollywood	FL	33021

Home Phone	Cell Phone	Email Address*
	9549935511	laura@hollywoodcommercial.com

Owner or Renter *	Number of years as city resident*	Are you registered to vote in Broward County?*	Education (highest degree / level)
Owner	27	Yes	Bachelors

Occupation*	Work Phone
CFO/ Asset Manager	

Business Name*
Hollywood Commercial LLC

Business Address	City	State	Zip Code

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

Selection (1)*	Selection (2)*
Planning & Development Board	Hollywood Centennial Celebration Committee
Selection (3)*	Selection (4)*
Planning & Development Board	Hollywood Centennial Celebration Committee

### **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\***

1. My primary interest is to contribute to strategic decision-making and financial oversight that will help the organization thrive. As part of a family that is one of the largest property owners in Downtown Hollywood, I believe it's important to show pride and support for our growing city. I'm passionate about supporting initiatives aligned with the committee's goals and bringing my background and skills to guide the city's growth and success.
2. I'm an accountant with a bachelor's degree and specialize in real estate accounting. Currently, I serve as the CFO and asset manager for a large real estate investment and development company in downtown Hollywood. I manage financial reporting, budgeting, forecasting, and in-depth analysis, with extensive experience in financial operations and decision-making.
3. I bring a mix of analytical skills and creativity. With my background in real estate accounting, I can offer valuable insights into decision-making. As a proud native of Hollywood, I'm eager to use my creativity to highlight the city's growth and vibrancy. My enthusiasm and unique perspective will help bring fresh ideas to the committee.
4. I served as president of a nonprofit supporting individuals with special needs and was the varsity head coach of a high school girls' basketball team, developing leadership and team-building skills. I'm always looking to expand my knowledge and am eager to help and volunteer in my community.
5. Yes, I am fully available and committed to attending meetings regularly.

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've prepared through my real estate accounting experience, including overseeing developments and financial planning, which has given me valuable insights into urban planning. I've also familiarized myself with the city's goals to align my contributions with the Board's objectives.
2. Being born and raised in Hollywood, I'm invested in the city's growth and preserving its heritage. As CFO and asset manager, I bring experience in financial planning, zoning, and development regulations, ensuring projects are feasible and aligned with both economic and community needs.
3. Balancing growth and stability requires thoughtful planning that promotes infrastructure, attracts businesses, and increases the tax base without displacing residents. A sustainable approach with affordable housing, green spaces, and community input is key to maintaining this balance.
4. I'm proud of the revitalization in downtown Hollywood, which blends new developments with the area's historic charm, and the city's commitment to sustainability and green spaces that benefit both residents and visitors.
5. A Comprehensive Plan is a long-term strategy for managing a city's growth, covering land use, housing, infrastructure, and public services to ensure balanced, sustainable development. The plan helps prioritize projects, aligns zoning regulations with community goals, and ensures that growth benefits everyone, particularly the residents.

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?\*

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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?\*

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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.\*

My experience as CFO and asset manager, combined with my real estate accounting background and community involvement, aligns well with the committee's needs.

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

I bring experience as CFO and asset manager in real estate development, along with leadership roles in nonprofits and coaching. These experiences have honed my skills in financial management, teamwork, and community engagement.

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

If so, in what capacity?\*

No



n/A

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

Laura Resume.pdf

**Laura Betesh**  
3351 North 40<sup>th</sup> Street, Hollywood, FL 33021  
(954) 993 5511 ♦ laub523@aol.com

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**Education**

**Yeshiva University, Sy Syms School of Business**  
**Bachelor of Science, Accounting Major**

New York, NY  
May 2019

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**Professional Experience**

**Hollywood Commercial, LLC**  
*Chief Financial Officer*

Hollywood, FL  
Sep 2019 – Present (5 years 7 months)

- Managed public equities for a portfolio of 50 properties, including commercial and residential sectors.
- Oversaw loan portfolio, analyzing amortization, interest rates, and projected payback periods.
- Compiled and maintained rent rolls for properties across South Florida and New Jersey, totaling over 600,000 sqft.
- Reviewed and executed residential and commercial leases for multiple properties.
- Supervised daily operations of maintenance and property management staff, ensuring efficient property upkeep.
- Managed receivables and payables, ensuring timely and accurate processing.
- Conducted financial analysis and prepared reports for company stakeholders.
- Reviewed and executed insurance policy renewals to ensure proper coverage for assets.

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**Property Managers Incorporated**

*Property Management Intern*

Hollywood, FL  
Summer 2013-2018

- Assisted with management of public equities portfolio, worth about \$1M
- Helped with firm liquidity and acquisition of a \$600k limited service hotel in Hallandale Beach, Florida
- Managed existing \$2M loan portfolio; analyzed amortization, interest rates and projected payback period
- Built and compiled rent rolls of commercial and residential properties located in South Florida, consisting of over 250,000 sqft
- Helped review and execute residential and commercial leases for five properties
- Assisted with tenant lease-ups for six multifamily and office properties
- Managed parking garage operations and overhauled tenant zoning system

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**Klipped Kippahs**

*Product Manager and Sales*

Hollywood, FL  
Summer 2014-2016

- Served as head manager in marketing and sales for a specialty retail apparel licensee manufacturer and distributor
- Assisted in strategizing and strategic placement of specialty products, including purchasing key licensing agreements with corporations like: NBA and Disney
- Executed direct transactions, generating over \$15,000 in revenue
- Worked and negotiated with manufacturers to raise gross profit margin from 25% to 45%, while assisting with cost-cutting procedures
- Ran all aspects of customer service, filling out invoices and accommodating customer-specific needs
- Conducted periodic research and due diligence, tracking changes in this specific market
- Oversaw production of 25,000 units through the creation of purchase orders and communication with factories overseas

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**Alterna Tax Asset Group LLC**

*Tax Liens Analyst*

Boca Raton, FL  
Summer 2015

- Worked as part of a three-person alternative asset team to invest in tax liens strategies
- Researched data on over 5,000 encumbered properties all over Florida with tax liens for potential acquisitions

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**Extracurricular Activities**

**NCAA Women's College Basketball Team, Captain and Starter, Yeshiva University**

New York, NY 2016-Present

**Additional Information**

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Skills: Excel, PowerPoint, Word, QuickBooks, Rent Manager

Awards: MVP Basketball 2011-2015, Captain 2011-Present, All County Honorable Mention