

Print

Advisory Board & Committee Interest Form - Submission #28506

Date Submitted: 4/7/2025

Last Name*

Gooljar

First Name*

Robert

District # You Live In.*

District 6

Home Address*

508 N 61st Ter

City*

Hollywood

State*

FL

Zip Code*

33024

Home Phone

Cell Phone

9545493604

Email Address*

r.m.gooljar.jr@gmail.com

Owner or Renter *

Owner

Number of years as city resident*

32

Are you registered to vote in Broward County?*

Yes

Education (highest degree / level)

PhD

Occupation*

Principal Planner - GIS, GIS Manager, Managing Partner

Work Phone

Business Name*

City of Hollywood; IRIS blossom

Business Address

City

State

Zip Code

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

Selection (1)*

Community Development Advisory Board

Selection (2)*

Artwork Selection Committee

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*

The City is the place in which I work and live. I am interested in the City Government as an employee and stakeholder in its development, but in City Services as a community member and Hollywood-born resident and homeowner.

I want to join the Artwork Selection Committee because I want to see the potential for the City's beauty displayed, preserved and honored through the artwork it shares with the community at large.

I am an active and previous participant in displays seen around the country, from Art in Bloom in Indianapolis, IN to Fleur De Villes in Bal Harbor, FL. I have been honored with numerous awards and publications to speak to my own capabilities as an artist, furthering the future of floral visual art.

I am able to attend committee meetings.

One area of high interest related to the Arts within the City is the procurement of quality art from the development side and ensuring contracts and artist compensation is fair.

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*

Yes I reside in an LMI neighborhood within the City in Gracewood.

There are many issues I find relevant and important to communities in Hollywood. I have three graduate degrees directly related to urban social geography and have built my career on researching the socio-spatial dialectic from a perspective of real estate equity and the movement/location of people. I think Hollywood is facing issues with sustainable and transit-oriented development, public-private partnerships, mediating the negative effects of gentrification, and accessibility and amenity equity issues. These issues are important to the City as evidenced by their work to plan and help develop projects that address some of these items, leading to excellent urban design and a landscape that is novel and replicable for other communities in South Florida.

My definition of a healthy neighborhood follows what is relevant from the socio-spatial dialectic: how people utilize the built environment and how the environment responds in turn. I think healthy neighborhoods promote that utilization through sustainable and equitable development, affordability, accessibility, and an inventory of attractive amenities. I believe healthy neighborhoods respond in turn with people wanting to live there, a place for attractiveness and safety and promotion of a future generation of residents working with key stakeholders and government officials to make sure their needs are met in a synergistic relationship.

I believe the CDAB has the important voice of the people to do their best to ensure allocated funds are appropriated to the most relevant and useful programs and initiatives to meet the goals of a healthy neighborhood, ideally as described as above. Their primary work is in due diligence to research and understand the needs of the people.

My education and experience and my long tenure as a Hollywood born resident qualifies me to make informed decisions relevant to the CDAB.

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*

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?*

1/16/24, 4/8/25

Are you currently on a County or City Board?*

No



If yes, please describe

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.*

CDAB vacant position, 3 graduate degrees in geography, background in planning, governmental and business efficiency, real estate and development

Artwork Selection Committee vacant position, award winning and multipublished floral artist with business

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

Long academic and professional tenure related to community development
Successful business owner and award winning artist with global recognition

Are you presently employed by the City of Hollywood?*

Yes



If so, in what capacity?*

Principal Planner - GIS, Planning and Urban Design

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

Resume.pdf

Rob M. Gooljar, Jr.
508 N 61 Ter
Hollywood, FL 33024
r.m.gooljar.jr@gmail.com
(954) 549-3604

Objective:

Analytically-minded and articulate professional with expertise in management, business matriculation, development and geographic research, analysis, teaching, and award-winning artistry seeking appointment to boards and committees to further leadership and career endeavors. Committed to delivering high-quality work efficiently and contributing effectively to teams.

Education:

Doctor of Philosophy in Geography, University of North Carolina at Charlotte, GPA: 3.83

Master of Arts in Geography - Location Analysis, University of North Carolina at Charlotte, GPA: 3.80

Master of Science in Geography - Geographic Information Science, Florida State University, GPA: 3.81

Bachelor of Science in Environmental Studies, Florida State University, GPA: 3.21

Professional Experience:

Principal Planner - GIS, City of Hollywood, Florida (02/17/2025-ongoing)

- Introduced data management initiatives for Development Services Department
- Analyzed existing contracts resulting in thousands of dollars in future savings
- Conducted departmental-level audits of existing data processes, analyses, and contractor obligations
- Created precursor to live active development application
- Created GIS committee for interdepartmental GIS communication
- Developing inter-divisional standards striving for uniformity in data processing, transparency, and ownership

Managing Partner, IRIS blossom (9/14/2020-ongoing)

- Grew revenues to over half a million dollars within 4 years
- Recognized as one of the top florists in the United States

- Scaled social media platforms to over sixty thousand followers from three
- Published in multiple print media, digital media, and made television appearances
- Maintained portfolio of hundreds of clients
- Oversaw business expansion from Charlotte, North Carolina to Miami, Florida and Providenciales, Turks and Caicos
- Managed team of growing floral artists

Instructor of Record, University of North Carolina at Charlotte (08/15/2020-8/15/2022)

- Designed and delivered engaging lectures for both theory-based and practical-driven courses, fostering an understanding of the built environment and its socio-spatial dynamics among undergraduate students.
- Developed and implemented course materials, assignments, and assessments to meet course objectives and ensure student learning outcomes.
- Managed both online and in-person class formats, including facilitating discussions, overseeing lab activities, and maintaining student records and attendance.
- Received positive evaluations from students and maintained high standards of instruction, contributing to the academic success of the department.

Doctoral Researcher, University of North Carolina at Charlotte (08/01/2018-08/15/2020)

- Worked with the Childress Klein Center for Real Estate on their “State of Housing in Charlotte” project, offering a geographic perspective on affordable housing and a geospatial analyst perspective for using GIS in real estate applications.
- Worked on a London, UK based feasibility study with the Center and Kingston University London for a Southwark mixed-use redevelopment project.
- Worked with the William States Lee College of Engineering as a geographer for a joint project with the North Carolina Department of Transportation, studying the effects of freight movement and routing on ferry ridership displacement.

GIS Manager, Atlas Strategic Group (10/15/2017-01/06/2025)

- Manage a strategic geography consulting firm, specializing in GIS analysis, site selection, feasibility studies, and demographic analysis for clients worldwide, including retail, QSR, single-family and multifamily housing, and senior housing.
- Oversee client engagements, manage project lifecycles and implementation timelines, and foster client relationships in a business development capacity to

drive successful outcomes for a diverse range of projects including urban social, economic, and environmental applications.

- Devise, implement, and explain map-based solutions for projects of various applications
- Received Top 30 Under 30 award for locating diverse LIHTC multifamily housing in Charlotte, North Carolina

GIS Analyst, Leon Capital Group (05/15/2017-03/15/2018)

- Sole GIS analyst responsible for site selection and feasibility analysis across various sectors, including but not limited to QSR, retail, gas stations, salon suites, storage, and senior housing
- Began an enterprise GIS and web technology solutions
- Utilized advanced GIS applications to provide critical insights that informed strategic investment decisions
- Recognized with a track to a director role, reflecting impact on the firm's growth and success in a short period of time

Lab Instructor, University of North Carolina at Charlotte (08/15/2016-8/15/2017)

- Instructing multiple sections of earth science labs, facilitating discussions, overseeing lab activities, and maintaining student records and attendance.

GIS Analyst, Florida Department of Environmental Protection (01/15/2015-08/15/2016)

- Spearheaded the National Inventory of Dams update through advanced GIS analysis, which also led to the update of the Florida Inventory of Dams within the Dam Safety Program
- Efforts resulted in additional national funds being allocated to the state's dam program.
- Conducted budget analysis, handled clerical duties
- Contributed to projects involving the rectification of satellite imagery for state remediation efforts regarding beach nourishment, and mapping oil and gas well locations, all within the State department's enterprise GIS.

Skills:

Proficient in Esri ArcGIS Pro, ArcGIS Desktop, and Esri web applications, Quantum GIS, Google Earth Pro, Adobe Creative Suite, and Microsoft Office Suite,

Experienced in Python programming, SQL for database querying, and web scripting (Java/HTML)

Strong analytical and problem-solving skills, with expertise in geographic information systems (GIS) and location analysis, including but not limited to demographic and market analysis, consumer segmentation, site selection, site feasibility, and other environmental, socio-economic, and local government applications

Strong eye for design resulting in award-winning floral artistry installed in museums and celebrity luxury event design

Excellent communication and presentation skills, demonstrated through teaching experience and professional presentations, receptively bilingual English/Spanish

Leadership Roles & Affiliations:

Council Member, Council on University Community Working Group, University of North Carolina at Charlotte (2019-Current)

Diversity Officer, UNCC Graduate and Professional Student Government (2019-2021)

Volunteer, Urban League of the Central Carolinas Young Professionals (2017)

Volunteer, Time Out Youth (2017)

Member, UNCC Geography and Earth Sciences Graduate Organization (2016-2017)

Accomplishments:

Published by Entrepreneur Magazine, Ebony Magazine, Travel Noire, Charlotte Magazine, Queen City Nerve, Florists' Review Magazine

Named "Best Florist" by Charlotte Magazine (2021, 2022)

Nationally recognized "Top 35 Under 35" by Florists' Review Magazine (2022)

Recipient of Graduate Student Teaching Fellowship award, University of North Carolina at Charlotte (2020)

Recipient of the J Dennis Lord scholarship, University of North Carolina at Charlotte (2020)

Recognized "Top 30 Under 30: Future Leaders of Charlotte" by Elevate Lifestyle (2020)

First person in history to complete MA Geography at University of North Carolina at Charlotte in one calendar-year (2016)

Recipient of the Bunker Land Group scholarship, University of North Carolina at Charlotte (2016)