

Print

Advisory Board & Committee Interest Form - Submission #25014

Date Submitted: 4/9/2024

Last Name\*

Rafferty

First Name\*

Kevin

District # You Live In.\*

25

Home Address\*

2161 N 14th Ave

City\*

Hollywood

State\*

FL

Zip Code\*

33020

Home Phone

Cell Phone

Email Address\*

krafferty4@gmail.com

Owner or Renter \*

Owner

Number of years as city resident\*

0

Are you registered to vote in Broward County? \*

Yes

Education (highest degree / level)

Associate's

Occupation\*

Enterprise Technical Lead

Work Phone

Business Name\*

Feedonomics

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)\*

Planning & Development Board

Selection (3)\*

Affordable Housing Advisory Committee

Selection (4)\*

Parks, Recreation & Cultural Arts Advisory Board

### Affordable Housing Advisory Committee - Questions\*

In my opinion, the greatest challenge to keeping housing affordable in Hollywood is the rapid increase in housing demand coupled with limited housing supply. This imbalance drives up housing prices, making it difficult for many residents to afford housing, especially in desirable neighborhoods.

I am most passionate about Fair Housing. Ensuring equal access to housing opportunities for all individuals regardless of race, ethnicity, gender, or socioeconomic status is a fundamental aspect of creating inclusive and equitable communities.

Witnessing the struggles of individuals facing housing insecurity and discrimination have motivated me toward volunteerism in efforts to support affordable housing initiatives and advocate for fair housing practices.

Housing diversity plays a crucial role in economic health by fostering a vibrant and inclusive community. A diverse range of housing options attracts a diverse population, including residents of varying income levels and backgrounds, which can contribute to a more robust local economy through increased consumer spending, entrepreneurship, and cultural enrichment. Additionally, housing diversity can help mitigate the negative impacts of economic downturns by providing stability and resilience in the housing market.

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\***

1. No

2. Development issues most important to me are transportation infrastructure, affordable housing, economic development and neighborhood revitalization.

3. A healthy neighborhood contains all walks of life. Varying creeds, beliefs, financial status all residing in harmony without fear of crime or financial displacement. Pride in their surroundings, neighbors, and the institutions built in their city.

4. I believe the Community Development board sheds light on deep-rooted issues in Hollywood and poses effective ideas. The board has the power to promote healthy progress in our surrounding areas and people and bring ideas to action.

5. It takes a lot of research and analysis to find solutions to big problems. Being curious, inquisitive, thorough and determined to find answers and create modern solutions, my background as a data analyst will bring the right tools to solving systemic issues. Identifying patterns, leveraging trends and analyzing research are key to making a progress to a city like Hollywood.

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\***

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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\***

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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\***

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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\***

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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\***

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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\***

I recently moved here in the past year.

Yes, I am available to attend regular Board meetings. I understand the importance of active participation and collaboration within the Board to address issues related to parks, recreation, and cultural arts in Hollywood. The scheduled meetings align with my availability.

My area of highest interest related to parks, recreation, and cultural arts for the City lies in fostering inclusive and accessible recreational programs and facilities. I am passionate about ensuring that all residents, regardless of age, background, or ability, have equitable access to recreational opportunities that promote physical fitness, social interaction, and cultural enrichment.

Parks, recreation, and cultural arts play a pivotal role in enhancing the quality of life for residents in our City. They provide spaces for leisure, relaxation, and physical activity, contributing to improved physical and mental well-being. Additionally, cultural arts programs and events celebrate diversity, promote creativity, and foster a sense of belonging and community pride. By investing in parks, recreation, and cultural arts initiatives, we can create vibrant and inclusive communities where residents can thrive and connect with one another.

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'm staying informed about local zoning regulations, land use policies, and urban development trends.
2. My personal experiences living in various neighborhoods in South Florida and witnessing firsthand the impacts of development projects have given me insights into the importance of balanced and sustainable growth. I understand the value of preserving the character and integrity of neighborhoods while also supporting responsible development that enhances community livability.
3. Comprehensive planning, zoning regulations that encourage mixed-use development and affordable housing, and community-driven decision-making processes that prioritize the needs and preferences of residents.
4. The upkeep and development of downtown.
5. A Comprehensive Plan is a strategic document that outlines a community's vision for future growth and development. It typically includes goals, objectives, and policies related to land use, transportation, housing, economic development, environmental conservation, and community facilities. The Comprehensive Plan serves as a blueprint for decision-making and guides the City's development policies and regulations over a specified period, often spanning 10 to 20 years. It is typically updated periodically to reflect changing community needs and priorities.

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?\***

**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?\***

N/A

**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.\***

N/A

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

As a data analyst, I have honed my abilities to collect, analyze, and interpret complex datasets to derive actionable insights and inform decision-making processes.

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

No



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

N/A

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

RaffertyKevinResume24.pdf

# Kevin Rafferty

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## E-Commerce & Data Analyst

### FEEDONOMICS, LLC - REMOTE

Enterprise Technical Lead, March 2023 - Present

- Train team members on advanced data processing techniques, platform features and support responsibilities
- Generate and analyze reports for support statistics, historical data and client support trends
- Develop and implement KPIs for Enterprise team for data-driven performance metrics
- Create efficiencies and training material for team-based high-level account projects
- Assist internal team with high-difficulty client support challenges
- Lead technical assessment of interview process for company

Enterprise Support Specialist I & II, September 2021 - March 2023

- Leverage and master proprietary database language to optimize client data
- Liaise with clients to resolve any feed-related issues that come up after optimization
- Provide support and resources for high-level accounts
- Configure and map attributes from a variety of files, including delimited and XML files, custom scripts and API-based platform integrations
- Set up exports to various marketplaces and client platforms

### GALAXYCON, LLC - FORT LAUDERDALE, FL

E-Commerce Manager, January 2021 - June 2021

- Manage product listing and detail process (title, imaging, descriptions, etc.) for autographed memorabilia
- Research and report pricing and monthly sales analysis
- Find and purchase unsigned material from wholesale companies
- Create and manage physical and digital inventory process for unsigned and signed material
- Hire, train and oversee product assistants
- Facilitate third-party channel product growth (Google Shopping, Facebook, Instagram)

#### SKILLS

Technical Workflow Management

Data Analysis & Reporting

Tableau, R

SQL, HTML, CSS, Python, Javascript

JSON, XML

Multi-, Omni- & Third-party Sales Channels

Web & Graphic Design

#### CERTIFICATIONS

Google Data Analytics Specialization

Google Ads Display Certification

Google Ads Search Certification

Google Shopping Ads Certification

Shopify Business Fundamentals

#### EDUCATION

UNIVERSITY OF NORTH FLORIDA, JACKSONVILLE, FL – ASSOCIATE’S DEGREE 2009