

Print

Advisory Board & Committee Interest Form - Submission #28578

Date Submitted: 4/10/2025

Last Name*

Gold

First Name*

Michael

District # You Live In.*

4

Home Address*

3550 Emerald Pointe Drive
- #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***

22

**Are you registered to vote
in Broward County?***

Yes

**Education (highest
degree / level)**

Masters Degree

Occupation*

Executive Escalation Advocate

Work Phone

7868525007

Business Name*

Royal Caribbean Group/Silversea

Business Address

14700 Caribbean Way

City

Miramar

State

FL

Zip Code

33027

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?

Hispanic Affairs Council*

Please answer these five questions above. 1. What is the greatest challenge facing the Hispanic Community in Hollywood? 2. How many hours per month can you dedicate to HACA 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?

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 had the privilege of serving on this board from 2006-2011 and have a strong understanding of zoning and development principles and best practices.
2. I worked for Miami-Dade County for several years and worked on infrastructure and development projects for the County Commission in my district, as well as county-wide, as a lead liaison for our District and the County Commission and community, stakeholders, developers, etc. I have also served on six different city boards (P&D, Community Development Advisory Board, Marine Advisory Board, Affordable Housing Advisory Board, Airport Advisory Board, Human Services Advisory Board) over the years. I have a strong grasp of the city and its issues, strengths and areas of opportunity.
3. I believe in balanced growth, emphasizing the commercial corridors (441 / Federal / Dixie), as well as focusing on redevelopment in the empowerment zones. I believe that growth in residential neighborhoods needs to be controlled and managed carefully. I am for growth, but responsible development, with pragmatic solutions that benefit all stakeholders.
4. I am most proud of Margaritaville, as well as the expansion of Memorial Hospital, both of which I worked on the first time I was on the P&Z Board. I am proud of Hard Rock, which anchors the West Side, as well as re-pavement and lighting projects in the downtown corridor (Hollywood Blvd.). These are signature achievements for the city, over the long term.
5. A comprehensive master plan is a long-term, guiding document for a community's future development, encompassing various aspects like land use, transportation, housing, and infrastructure. It acts as a roadmap and policy guide for orderly growth and serves as a basis for zoning regulations and other planning decisions, outlining how a community wants to develop over time. This is typically implemented in 20 and 30-year increments. It serves as the backbone of any community planning effort and support the broader community.

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?*

2



Yes



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?*

Yes

If yes, please describe

Member - 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.*

Applying for General Citizen category.

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 city boards over the past 20 years, including 5 years (2006-2011) on Planning & Zoning. I am very passionate about re-development and controlled growth for our city. I currently serve on the Community Development Advisory Bd

Are you presently employed by the City of Hollywood?*

No

If so, in what capacity?*

N/A

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

Michael Gold Royal Resume 01.05.2025 v 1.0.doc

MICHAEL A. GOLD

3550 Emerald Pointe Drive Apt #204-A • Hollywood, FL 33021
(786) 487-7808 • mgstar1964@aol.com

RELATIONSHIP MANAGER/CLIENT SERVICES/GUEST RELATIONS MANAGER

Experienced Cruise Industry Professional. Over 15 years of client service, account management, and sales experience. Skilled in major and government account management and vendor/customer relations. Excellent at building and maintaining effective relationships. Expertise includes:

- Business Development
- Pricing and Proposals
- Guest Resolution
- Account and Territory Management
- Client Relations
- Project Management
- Relationship Management
- External Communications

PROFESSIONAL EDUCATION

- Master of Business Administration (MBA) - Management - Nova Southeastern University, Davie, FL – 12/2014
- Master of Public Administration (MPA) - Nova Southeastern University, Davie, FL – 06/2009
- Bachelor of Arts in History - University of Florida, Gainesville, FL – 05/1991

PROFESSIONAL EXPERIENCE

Royal Caribbean Group/Silversea Cruises, Miami, FL

11/2022 – Present

Executive Escalation Advocate/Guest Relations Manager

- Responsible for successful handling of written and verbal resolutions for escalation of issues for Executive and 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 Senior Leadership, as needed.
- Work with internal departments and Senior Management to highlight and resolve repetitive problem issues.
- Support and train Global Guest Services Operations Team – Manila Contact Center, as needed.
- Support the Silver Care team when needed.
- Support all Venetian Society loyalty program inquiries, as well as process adjustments to guest accounts, as needed.
- Proficient in Siebel, Salesforce CRM, Avaya, and Genesys PureCloud Telephony Applications.
- RCG Early Career Ambassador Committee – Member – 08/2024.

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, air flight reservations, web-login technical support, Loyalty Club membership information updates, booking modifications, processing cruise add-ons and extensions, providing pricing, new booking sales.
- Assist management with special administrative projects and call-out projects, on an as-needed basis.
 - **Key Achievements:** Received over 15 Commendation letters from Guests and Travel Agents.

MSC Cruises USA, Inc., Fort Lauderdale, FL - Team Lead/Resolutions Supervisor

06/2016 – 06/2021

- Contact Center – Reservations/Sales Agent – B2B and B2C 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.
- Resolutions Supervisor – assist Tier 1 agents with Supervisor-level support and supervisor calls to achieve 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.
- 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.
- 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.
- 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 – 07/2016 – 06/2021.
- Attained special Chairman and President of MSC Cruises recognition for outstanding service to Guests/Travel Agents.
- Consistently Rank in Top-10% B2B Agent Performance Stack Rankings – 01/2018 – 06/2021.

Miami-Dade County, Miami, FL

10/2013 – 03/2016

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

- Represent the Commissioner at community functions, attend meetings and prepare reports for the Commissioner.
- Write articles, memorandums, 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.
- Lead project liaison and district coordinator with County Department Leadership, Stakeholders on multiple infrastructure and development projects throughout District 7 and Miami-Dade County.