

[Print](#)**Advisory Board & Committee Interest Form - Submission #2548****Date Submitted: 11/18/2018****First Name***

Debra

Last Name*

Case

District # You Live In.*

1

Home Address*

322 Buchanan St., PHA-1

City*

Hollywood

State*

FL

Zip Code*

33019

Home Phone**Cell Phone**

9548514115

Email Address*

oceanalley@aol.com

Owner or Renter *

owner

Number of years as city resident*

18

Are you registered to vote in Broward County?*

Yes

Education (highest degree / level)**Occupation***

self employed

Work Phone

9549216171

Business Name*

Ocean Alley Restaurant & Beach Bar

Business Address

900 N Broadwalk

City

Hollywood

State

FL

Zip Code

33019

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

Selection (1)*

Dune Master Plan Task Force

Selection (2)*

Marine Advisory Board

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?

Dune Master Plan Task Force - Questions*

Please answer these four questions above. 1. Do you live on the Hollywood's barrier island? If so, how long? 2. Do you operate a business on Hollywood's barrier island? If so, what kind of business and for how long? 3. How often do you visit Hollywood beach and/or Broadwalk? 4. What three things do you love the most about Hollywood beach?

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. What is your primary interest in serving on the Board of the City of Hollywood Employees' Retirement Fund? 2. What relevant organizations, clubs, or associations are you currently (or previously been) involved with? 3. Are you available to attend in person the regular monthly Board meetings (typically held the 4th Thursday of each month)? 4. What knowledge, skills and/or abilities will you bring to the Employees' Retirement Fund 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?

Green Team Advisory Committee - Questions*

Please answer these five questions above. 1. Why do you want to join the green team? 2. Have you attended any green team meetings? If so, how many? 3. What knowledge, skills, and abilities would you bring to the green team 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 on the 4th Thursday of the month and 1st Thursday for subcommittee meetings. 6. What types of projects would you like to see the committee work on?

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 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*

1. We had our sail boat at the marina for 3 years. We've been members of the Gulfstream Sailing Club. We ride the watertaxi. Love the Cardboard Boat Race event!
2. I'm a member of the Sea Level Rise Action Committee. Understand the need for a sea wall ordinance. I fish and sail and kayak and understand tides.
3. Yes
4. Yes (see above)
5. To make all waterway free of plastic, polystyrene, and all trash. I'd like to see our public intracoastal properties be poised for waterway boat traffic to access our amenities of Hollywood Beach and Intracoastal businesses. We need to protect the properties and get all property owners participate in seawall uniformity.

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?

Neighborhood Watch Advisory Board - Questions*

Please answer these five questions above. 1. What do you see as the function of the Neighborhood Watch program? 2. What do you feel you could bring as a member of the Neighborhood Watch Advisory Board? 3. How do you plan to recruit Area Coordinators and grow the network of Neighborhood Watch members? 4. Are you proficient in social media and computer skills? 5. This position requires 8 hours a month, are you able to commit time that this position requires?

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?

Unsafe Structures Board - Questions*

Please answer these five questions above. 1. What legal document describes the process by which buildings and structures are designated unsafe? 2. What is the difference between unsightly and unsafe? 3. Once a notice is posted on an unsafe structure by the Building Official, how many occupants are allowed to enter the structure? 4. Can construction work that was commenced without a building permit be deemed unsafe? 5. What is the significance of the code requiring a citizen with experience and background in social problems to sit on the Unsafe Structures Board?

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?*

Dunes, Marine, PRCA,

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.*

Resident on Hollywood Beach since 2000
Owner a beach business since 2006
Past President of the Hollywood Beach Business Association 2004-2016
Member Sea Level Rise Action Committee (SLRAC) 2014 to present

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

Past President of the Hollywood Beach Business Association 2004-2016
Past Ex-officio Board Member Greater Hollywood Chamber of Commerce 2010-2016
Member Sea Level Rise Action Committee 2014 to present
Former Vice Mayor District 1 Commissioner 2016-2018

Are you presently employed by the City of Hollywood?*

No

If so, in what capacity?*

Hollywood

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

BIOCASE.docx

Debra A. Case

322 Buchanan Street, PHA-1
Hollywood, FL 33019
954.651.4115
debraacase@aol.com

Biography:

Debra Case was born in Burlington Vermont in 1957 and has worked in business management at various levels since high school. She began her professional career as a teenager working after school at Dunkin Donuts and later was hired to manage various retail businesses including Hathaway Shirt Company's retail outlet and Hickory Farms. While still in her twenties, after six years as an outlet manager, Debra was recruited by the Dunham Shoe Company in Brattleboro Vermont as a buyer and was responsible for a \$3M budget for 25 outlet stores throughout New England.

In 2000, Debra and her husband Terry moved to South Florida, a place far away from her home in Vermont. She immediately found a book keeping position at Ocean Alley Restaurant and Beach Bar on Hollywood's Broadwalk. Though the beach at that time, clearly infested with slum and blight, the beach showed tremendous potential and opportunities seem to abound. Debra soon became a well-known figure due to being president of the Hollywood Beach Business Association, joining city advisory committees, attending every related city commission and CRA board meeting, meeting regularly with the BCRA executive director, ex-officio member GHCC Board of Director and in 2013 was awarded the GHCC "Business Women of the Year". Her most significant accomplishment to date was being elected District 1 Commissioner, Hollywood Florida in November 2016.

A summary of Debra's history is as follows:

- **Business** – From manager to business owner of Ocean Alley Restaurant & Beach Bar from 2001 to present. Job creation for 34 employees. Developed one of the most successful, profitable and well known restaurants on our award winning Hollywood Beach Broadwalk.
- **Professional** – President of the Hollywood Beach Business Association from 2004 to present. Developed a strong partnership with the CRA to promote grants for esthetic upgrades of beach businesses. An advocate for Margaritaville Project, the Trolley connector, parking solutions, beach re-nourishment, streetscape improvements, Broadwalk improvements including additional restrooms, showers, bike racks, trash receptacles, palm tree restoration and life guard stand upgrades with signage for first aid station, and rules to the beach patrons.
- **Awards** - Award by Hollywood Beach Safety for the Ground Hog Day fundraiser benefiting Hollywood Beach Life Guards 2010; Numerous awards for "Best of " including Best Seafood on Hollywood Beach 2013; Award by Greater Hollywood Chamber of Commerce for 2013 Business Women of the Year.

Debra A. Case

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- **Hollywood Community** – member of the HOTMAC, Trolley Committee, City of Hollywood Parking Advisory Committee, CRA Beach Rules Committee, Sea Level Rise Action Committee.
- **Greater Hollywood Chamber of Commerce (GHCC)** - Ex-officio member of the Executive Board of Directors since 2011. Co-chair of the GHCC Tourism & Entertainment Committee and Chair of the subcommittee of Hospitality Education working with Sheridan Technical College for a “Customer Service Hollywood Style” customer service program 2013. Co-chair of the GHCC Travel and Tourism Committee 2015.
- **Education** – Castleton State College 1975-1977; University of Vermont continuing education 1979; 2016 Graduate Leadership Class XL from Greater Hollywood Chamber of Commerce
- **Political** - Elected District 1 Commissioner, Hollywood, Florida, November 2016
- **Personal** – Native of Vermont arrived in Florida in 1998 with husband Terrence (Terry) Case, retired. Lived in Hollywood since 2000. One of seven children her parents reside in Burlington Vermont and immediate family includes Emily, David, Case & Will (Case) Bradbury, Stowe, VT and Tyler Case and Joe Doering, South Boston, MA.