

Advisory Board & Committee Interest Form - Submission #32483

Date Submitted: 2/4/2026

Last Name\*

Goldman

First Name\*

Rick

District # You Live In.\*

1

Home Address\*

1055 Harrison Street

City\*

Hollywood

State\*

FL

Zip Code\*

33019

Home Phone

NA

Cell Phone

954-806-0712

Email Address\*

rick@ad-excellence.com

Owner or Renter \*

Owner

Number of years as city resident\*

40

Are you registered to vote in Broward County?\*

Yes  No

Education (highest degree / level)

Associate in Science

Occupation\*

Owner of an Ad Agency

Work Phone

954-522-8772

Business Name\*

ADVERTISING EXCELLENCE INC

Business Address

1055 Harrison St

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)\*

Marine Advisory 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](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?

### **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

1. I go scuba diving in Hollywood several times per month
2. Safety for divers, boaters, snorkelers and creative ways to have fun in the water in Hollywood
3. Yes
4. I've been driving boats since I was a teen. I go diving from commercial boats and friends boats.
5. I like the paddleboard rentals on the beach. I'd suggest also having them at Holland Park where they could be used much more often. Also, kayak rentals in Holland Park would probably be popular. The newly added artificial reefs should have boat exclusion markers well away from the reefs.

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.

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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?

**Are you interested in serving on more than one board/committee?\*** **If so, how many?\***

No



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**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?\***

None

**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.\***

Having spent decades on and around lakes and the ocean I look forward to helping to create safe, fun activities on the water.

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

As a volunteer for the City of Ft Laud Festivals and Events. We produced many 3 day events such as the Blues Festival, Cajun Zydeco Festival, Dragon Boat Races. I was the President of a Jewish non-profit and and created the largest Hanukkah Festival in US

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

No

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

na

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

rick-resume.docx

Since I've been self-employed since 1995, I don't have a resume. For that reason, I am providing a brief summary of my work and accomplishments.

In High School I worked in restaurants. I began as a busboy, became a pizza maker, and worked cooking in Howard Johnsons. I also worked at a fine dining Italian restaurant in Memphis Tennessee.

In 1979 I got my real estate license and 6 months later I was manager of the Keyes Company Hallandale office. Later I took a job working as manager for someone with no real estate experience that bought a Century 21 franchise and they were building an office at Sunrise Blvd and Pine Island Road. I recruited salespeople from a construction trailer while the building was being built the trailer also was the Century 21 office. At monthly Broward sales meetings our office always ranked in the top 3. At the same time, we did extensive fund-raising work for Easter Seals of Broward. One of our events was a carnival we produced with rides and a dunk tank. The dunk tank was called "Soak a Salesman" and people could throw the ball and if they hit the target, they would dunk the gold jacket wearing Century 21 agent. We raised \$8,500 for Easter Seals that weekend. I was invited to the ground breaking ceremony for their building which was on Sunrise Blvd. because my office was the largest corporate contributor for Easter Seals of Broward. I was also in an Easter Seals documentary that was on TV.

In 1990 I went to work in my parent's commercial laundry. Doctors and dentists, were canceling service and switching to paper products. I converted laundry equipment into garment dyeing equipment simply by adding water meters to each machine. To me garment dyeing was like cooking. I developed garment dye recipes which other employees could follow. With water meters on each machine, we could control exactly how much water was in a machine and could add the proper amount of dye based on the weight of the garments.

I developed unique processes for garment dyeing. For instance, I developed a method of dyeing t-shirts using black and blue dyes. The black had poor resistance to acid and the blue dye had strong resistance to acid. We would stone wash the resulting black t-shirts using potassium permanganate and the acid would burn out some of the black dye leaving the blue dye visible. The result was that I made t-shirts look like stone washed denim jeans. Walt Disney World became one of our biggest clients for this process. The business was A Dental & Medical Towel Supply at 2032 Grant Street Hollywood. My dad and brother owned it and they were washing doctors' laundry which was only worth about \$0.42 per pound. As we got more garment dye customers at \$2.00 per pound, we told our doctor and dentist clients that we could no longer serve them. At that point we changed the company name to Phoenix Dye. Industry publications contacted me about writing garment dyeing articles for their publications. For several years I was the leading authority on garment dyeing techniques and had articles in five internationally published industry publications.

In 1995 I heard about a new thing called "The World Wide Web" and I knew it would be like advertising your business in every phone book on earth. I realized that every business owner would want a website. At the time there was no school to learn web design. I discovered that I could right click on a website and then select "View Source" so I could see the programming code. By doing that I learned how to make websites was a part time web designer. Some of my first notable clients were PADI, Baer's Furniture, The Wyndham Nassau Resort and Casino and Gulfstream Air which operated as Continental Connection. My company was RBIWeb and I still have a website at rbiweb.com.

Many clients asked me if I could design t-shirt artwork, posters, newspaper ads, brochures and so on. Consequently, in 2003 I changed the name of the business to Ad Excellence and became a full-service advertising agency which you can see at [advertising-excellence.com](http://advertising-excellence.com).

In the year 2000 Phoenix Dye was sold. I worked at a t-shirt screen-printing company which was a Phoenix Dye customer. I was told to go after pizza shops because they give t-shirts to the employees. I was being paid well and knew that pizza shops ordering 2 dozen t-shirts would not support my income. I saw that the City of Fort Lauderdale was having a Cajun Zydeco festival so I contacted the events department. I showed the person in charge samples of children's t-shirts with happy looking crawfish that we were creating and selling in New Orleans. I was told that the city had a contract with a t-shirt company and could not buy our shirts. However, I could sell the shirts, keep all the money and in exchange I would have to produce and donate collared shirts for the 50-person volunteer committee. I would also have to donate the official artwork which would be used on posters, brochures, and newspaper ads. We made that arrangement; I decided to volunteer and join the Festivals and Events Committee. Our company sold over \$20,000 worth of t-shirts at the festival. Over the years I helped the City of Fort Lauderdale produce several Cajun Zydeco Festivals along with Blues Festivals and we also did a Dragon Boat Race Festival.

On September 11 2001 the United States was attacked, people were frightened and our Blues Festival was the first weekend in November. I asked for permission to produce a t-shirt which would be sold to raise money for the Todd Beamer Foundation. Todd Beamer was the one that lead a group to crash a beverage cart into the cockpit and was able to down that aircraft into the ground instead of a building.

Todd's famous last words were "Let's Roll". I also wanted to sell raffle tickets to win a weekend at the Wyndham Nassau Resort & Crystal Palace Casino including airfare on Gulfstream Airlines. The resort and airline were two of my web design clients. However, I was told that the City had a strict policy of not allowing fundraising activities at city events. They didn't want someone harassing people and asking for donations. I believe the mood was right at the time, people felt helpless and wanted to do something but did not know what to do. The city agreed to allow this one-time fundraiser and we sent a check to the Todd Beamer Foundation. After that, the city always allowed us to do fundraising at the festivals and we used the proceeds to start a non-profit run by my 14 year old daughter known as Blues in the Schools. We would hire real blues musicians from around the country and they would spend two weeks with elementary school children teaching them the 3 chords of blues. Some played harmonica, some learned guitar and some would sing. Then we'd put them on state at the Blues Festival. For many of the children this provided an outlet which was lifechanging.

In 2003 I started Ad Excellence [advertising-excellence.com](http://advertising-excellence.com) because we were doing so much more than just web design. Since that time the company has grown to become a full service advertising agency offering everything from logo design to TV commercial production, trade show displays and more.

I've been involved with many non-profit organizations over the years either as a board member or president.

Sincerely,

Rick Goldman