

# MIAMI BEACH

## COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Rafael E. Granado, City Clerk

DATE: July 20, 2022

SUBJECT: City Commission – At-Large Nominations for July 20, 2022 – Release # 1

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Below please find the City Commission At-Large Nominations received to date for the July 20, 2022 Commission Meeting.

### BOARD AND COMMITTEES:

#### CULTURAL ARTS COUNCIL (3-year term)

*At-Large Category  
(One Vacant Seat Available)*

- **Barbara S. Herskowitz**  
Nominated for **appointment** (At-Large Category) by Commissioners Arriola, Fernandez, and Meiner and Mayor Gelber.  
(Release # 1, Page 3)

#### CONVENTION CENTER ADVISORY BOARD

*A Resident of the Palm View Neighborhood  
(One Vacant Seat Available – Nonvoting Member)*

- **Christopher W. Gloede**  
Nominated for **appointment** (Resident of the Palm View Neighborhood) by the Palm View Neighborhood Association and Commissioner Fernandez.  
(Release # 1, Page 13)

#### SENIORS AFFAIRS COMMITTEE

*A Resident of Rebecca Towers (Category # 6)  
(One Vacant Seat Available)*

- **Ana Rabelo**  
Nominated for **appointment** (Resident of Rebecca Towers Category) by the Board of Commissioners of the Miami Beach Housing Authority, Commissioner Richardson, and Commissioner Fernandez.  
(Release # 1, Page 23)

## **DIRECT APPOINTMENT REQUIRING 4/7 VOTE**

Pursuant to Section 2-22(4)c of the Miami Beach City Code, a direct appointee that does not reside in the City for a minimum of six months, that does not demonstrate an ownership interest in a business established in the City for a minimum of six months, but who is a full-time employee of a business for a minimum of six months and is based in an office or other location of the business that is physically located in Miami Beach for a minimum of six months is eligible to serve on a Board/Committee if approved by a 4/7<sup>th</sup> vote of the Mayor and City Commission.

A request is hereby made to approve the following direct appointment:

- **Igor Shteyrenberg**  
Nominated for **appointment** to the Production Industry Council as Commissioner Steven Meiner's direct appointment.  
(Release # 1, Page 35)

F:\T\_Drive\Agenda\2022\7\_July 2022\RELEASE # 1.docx

- **Barbara S. Herskowitz**

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Herskowitz		Barbara	S
Last Name		First Name	Middle Initial
4345 Jefferson Ave.		Miami Beach	Florida
Home Address		City	State
			33140
			Zip Code
305788-8989	(305) 788-8989	(305) 673-9300	yalemiami@aol.com
Cellular	Work	Home	Email Address

Business Name: \_\_\_\_\_ Occupation: \_\_\_\_\_

Business Address	City	State	Zip Code
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Please list your preferences in order of ranking [1] first choice [2] second choice, and [3] third choice. **Please note that only three (3) choices will be observed by the City Clerk's Office.** (Regular Boards of City)

- Choice 1:** Art in Public Places Committee
- Choice 2:** Transportation, Parking and Bicycle-Pedestrian Facilities Committee
- Choice 3:** Cultural Arts Council

### Professional License

No Professional Licenses Submitted.

**Note:** If you are seeking appointment to a professional seat (e.g. attorney, architect, etc.), you must attach a copy of your currently effective corresponding professional license.

★ **Note:** If applying for the At-Large position of the Historic Preservation Board, please answer the below questions:

- Have you ever resided in one of the City's Historic Districts for at least one year? Yes

No Address in City Historic District submitted.

**AFFILIATION WITH THE CITY OF MIAMI BEACH**

**Pursuant to City Code section 2-22(4) a, b and c:** Members of Agencies, Boards, and Committees shall be affiliated with the city. This requirement shall be fulfilled in the following ways:

- a. Resident of the City for a minimum of six (6) months: Yes
- I am resident of: Middle Beach
- Or
- b. Demonstrate an ownership interest in a business established in the City for a minimum of six (6) months: No
- "Ownership Interest" shall mean the ownership of ten percent (10%) or more (including the ownership of 10% or more of the outstanding capital stock) in a business.*
- "Business" shall mean any sole proprietorship, sponsorship, corporation, limited liability company, or other entity or business association.*
- Or
- c. Full-time employee of such a business (for a minimum of six months); and I am based in an office or other location of the business that is physically located in Miami Beach (for a minimum of six months): No
- Notwithstanding the requirements set forth herein, the qualified full-time employee of a business must be approved by a 4/7th vote of the Mayor and City Commission.*

*NOTE: Members of Agencies, Boards, and Committees shall be required to demonstrate compliance with the City affiliation requirements of section 2-22 (4) a and b of the Miami Beach City Code by executing an affidavit, stipulating that they have met either (or both) of said affiliation requirements. The original affidavit shall be filled with the Office of the City Clerk prior to being sworn in as a member.*

● I am applying for an appointment because I have special abilities, knowledge and experience. Please list below:

- Are you presently a registered lobbyist with the City of Miami Beach? No
- Have you ever been convicted of a felony: No If yes, please explain in detail:
- 
- Do you currently have a violation(s) of City of Miami Beach codes: No If yes, please explain in detail:
- 
- Do you currently owe the City of Miami Beach any money: No If yes, please explain in detail:
- 
- Are you currently serving on any City Boards or Committees: Yes If yes, which board?  
Marine Patrol and Waterfront protection
-

- In what organization(s) in the City of Miami Beach do you currently hold membership in?

No Organization Information Submitted.

- List the address of all properties owned or in which you have an interest within the City of Miami Beach:

Property

4345 Jefferson Ave

- Are you now employed by the City of Miami Beach: No If so, which department and title?

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● **Pursuant to City Code Section 2-25 (b):**

Do you have a parent, spouse, child, brother, or sister who is employed by the City of Miami Beach?

No

If "Yes", identify person(s) and department(s):

No relative's information submitted.

**NOTE: IF APPOINTED, YOU WILL BE REQUIRED TO FOLLOW CERTAIN LAWS THAT APPLY TO CITY BOARD/COMMITTEE MEMBERS. THESE LAWS INCLUDE, BUT ARE NOT LIMITED TO:**

- Prohibition from directly or indirectly lobbying city personnel (Miami Beach City Code section 2-459).
- Prohibition from contracting with the city (Miami-Dade County Code section 2-11.1).
- Prohibition from lobbying before board/committee you have served on for period of one year after leaving office (Miami Beach Code section 2-26)
- Requirement to disclose certain financial interests and gifts (Miami-Dade County Code section 2-11.1).
- Sunshine Law - Florida's Government-in-the-Sunshine Law was enacted in 1967. Today, the Sunshine Law regarding open government can be found in Chapter 286 of the Florida Statutes. These statutes establish a basic right of access to most meetings of Boards, Commissions, and other governing bodies of state and local governmental agencies or authorities.
- Voting conflict - Form 8B is for use by any person serving at the county, city, or other local level of government on an appointed or elected Board, Council, Commission, Authority, or Committee. It applies equality to members of advisory and non-advisory bodies who are presented with a voting conflict of interest under Section 112.3143. Florida Statutes.

**BOARD & COMMITTEE FINANCIAL ACKNOWLEDGEMENT STATEMENT**

**Acknowledgement of fines/suspension for Board/Committee Members for failure to comply with Miami-Dade County Financial Disclosure Code Section 2-11.1(i)(2)**

I understand that no later than **July 1, of each year** all members of Boards and Committees of the City of Miami Beach, including those of a purely advisory nature, are required to comply with Miami-Dade County Financial Disclosure Requirements.

**One** of the following forms **must be filled** with the City Clerk of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida, no later than 12:00 noon of **July 1, of each year**:

1. A "Source of Income Statement;" or
2. A "Statement of Financial Interests (Form 1)"<sup>1</sup> ;" or
3. A Copy of your latest Federal Income Tax Return.

Failure to file one of these forms, pursuant to the Miami-Dade County Code, may subject the person to a fine of no more than \$500, 60 days in jail, or both.

<sup>1</sup> Members of the Planning Board and Board of Adjustment will be notified directly by the State of Florida, pursuant to F.S. §112.3145(1)(a), to file a Statement of Financial Interests (Form 1) with the Miami-Dade County Supervisor of Elections by 12:00 noon, July 1. Planning Board and Board of Adjustment members who file their Form 1 with the County Supervisor of Elections automatically satisfy the County's financial disclosure requirement as a Miami Beach City Board/Committee member and need not file an additional form with the Office of the City Clerk. However, compliance with the County disclosure requirement does not satisfy the State requirement.

**DIVERSITY STATISTICS REPORT**

The following information is voluntary and has no bearing on your consideration for appointment. It is being asked to comply with City diversity reporting requirements.

Gender: Female

Race/Ethnic Categories  
What is your race? White

Are you Spanish/Hispanic/ Latino? Mark the "No" box if not Spanish / Hispanic / Latino. No

Other Description: No details provided

Physically Challenged: No



**Board and Committee Application Checklist:** Please ensure you have provided all information before applying or reapplying to any Board and Committee.

- YES** I have answered all questions fully.
- YES** I have uploaded a current resume, photograph, and a copy of any applicable professional license.
- YES** I have completed and attached the Board & Committee Financial Acknowledgment Statement.
- YES** I have completed and attached the Diversity Statistics Report.

If you have any questions, please contact the Office of the City Clerk via email: [BC@miamibeachfl.gov](mailto:BC@miamibeachfl.gov) or telephone: 305.673.7411

**Note: Florida Statutes 119.071:** The role of the Office of the City Clerk is to receive and maintain forms filed as public records. If your home address, telephone numbers, and/or photograph are exempt from disclosure and you do not wish your home address, telephone numbers, and/or photograph to be made public, please:

- 1) Use your office or other address for your mailing address;
- 2) Use your office or other telephone number for your contact number; and
- 3) Do not attach a photograph.

<b>I HEREBY ATTEST TO THE ACCURACY AND TRUTHFULNESS OF THE APPLICATION; AND I HAVE RECEIVED, READ AND WILL ABIDE BY CHAPTER 2, ARTICLE VII, OF THE MIAMI BEACH CITY CODE, ENTITLED "STANDARDS OF CONDUCT FOR CITY OFFICERS, EMPLOYEES AND AGENCY MEMBERS AND ALL OTHER APPLICABLE COUNTY AND/OR STATE LAWS AND STATUTES ACCORDINGLY."</b>		
I Barbara Herskowitz agreed to the following terms on 10/4/2021 10:21:17 AM		
Received in the City Clerk's Office by:		
<hr/>		
Name of Deputy Clerk	Control No.	Date

**BARBARA S. HERSKOWITZ**

4345 Jefferson Avenue  
Miami Beach, FL 33140  
305-788-8989  
[yalemiami@aol.com](mailto:yalemiami@aol.com)

PROFESSIONAL EXPERIENCE

ACCOUNTING AND BUSINESS MANAGEMENT

- Prepared monthly consolidation reports and entries
- Generated 10k and annual reports
- Projected forecasts for the cruise line and subsidiaries
- Compiled annual budget for the entire company
- Developed and wrote the General Ledger manual
- Programmed the computer system
- Trained company employees on the computer application
- Ten years experience in all phases of accounting

PROFESSIONAL PROFILE

- Excellent written, oral, and interpersonal communication skills
- Problem solver/team player with proven leadership qualities
- Able to lead a team or work independently
- Proficient in Microsoft Word
- Create budget and work within parameters of budget

MANAGEMENT AND ADMINISTRATION

- Manage and supervise volunteers
- Deal with vendors
- Handle public relations for events

ORGANIZATION SKILLS AND COMMUNICATION SKILLS

- Write all event invitations and literature
- Identify appropriate location for events
- Plan fundraising events for 500 plus attendees

## EMPLOYMENT HISTORY

- **Financial Reporting**, Carnival Cruise Lines, Miami, FL
- **Mortgage Loan Accountant**, Centrust Savings Bank, Miami, FL

## CIVIC AFFILIATIONS

- Greater Miami Hebrew Academy School, Member of the Board of Directors
- Miami Beach Board of Parks and Recreation
- Miami Beach Board of The Status of Women
- Miami Beach Board Waterfront Protection
- Miami Dade County Library Advisory Board



- **Christopher W. Gloede**

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<u>Gloede</u>		<u>Christopher</u>		<u>W</u>
Last Name		First Name		Middle Initial
<u>1760 Jefferson Ave</u>		<u>Miami Beach</u>	<u>FL</u>	<u>33139</u>
Home Address		City	State	Zip Code
<u>773-510-6066</u>			<u>chrisgloede@gmail.com</u>	
Cellular	Work	Home	Email Address	
<u>Ricochet</u>		<u>Business Consulting</u>		
Business Name:		Occupation:		
<u>1760 Jefferson Ave</u>		<u>Miami Beach</u>	<u>FL</u>	<u>33139</u>
Business Address		City	State	Zip Code

Please list your preferences in order of ranking [1] first choice [2] second choice, and [3] third choice. **Please note that only three (3) choices will be observed by the City Clerk's Office.** (Regular Boards of City)

**Choice 1:** Convention Center Advisory Board

**Choice 2:**

**Choice 3:**

### Professional License

No Professional Licenses Submitted.

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- Have you ever resided in one of the City's Historic Districts for at least one year? Yes

No Address in City Historic District submitted.

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- I am applying for an appointment because I have special abilities, knowledge and experience. Please list below:  
I am the past CMO of the American Bar Association which has a long history of committee meetings in Miami Beach and conducts significant annual conferences with about 10,000 attendees.  
  
I recently authored a research paper on the impact of COVID on association conference businesses with strategic

- Are you presently a registered lobbyist with the City of Miami Beach? No
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\_\_\_\_\_
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\_\_\_\_\_



● In what organization(s) in the City of Miami Beach do you currently hold membership in?

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● List the address of all properties owned or in which you have an interest within the City of Miami Beach:

Property

1760 Jefferson Ave, Miami Beach, FL 33139

● Are you now employed by the City of Miami Beach: No If so, which department and title?

● Pursuant to City Code Section 2-25 (b):

Do you have a parent, spouse, child, brother, or sister who is employed by the City of Miami Beach? No

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I Christopher Gloede agreed to the following terms on 6/13/2022 9:57:27 AM

Received in the City Clerk's Office by:

\_\_\_\_\_  
Name of Deputy Clerk

\_\_\_\_\_  
Control No.

\_\_\_\_\_  
Date

# Christopher Gloede

(773) 510-6066  
chris@chrisgloede.com

## Professional Summary

Creator who ignites underperforming organizations, builds brands, modernizes customer experiences and unearths profit. Trailblazer who devises business strategies and guides cross-functional implementation teams. Savvy executive with political acumen who partners with C-suite peers. Flexible leader proven in diverse business environments including Fortune 500, partnerships, NGOs and start-ups.

### **Brand Building**

Strategy and campaign work for BP, Behr, General Motors, Kraft, Marlboro, Maytag, Toyota, Unilever, and more.

### **Business Turnaround**

Career built developing brands, rebuilding staff, investigating expenses and contracts, and sponsoring cross-functional projects. *Returned New York advertising agency to profit in less than one year.*

### **Marketing Strategy**

Guided world-class brands through research, segmentation and sizing, product development, campaigns, reporting. *Led American Bar to largest membership count in organization history.*

### **Proven Skills**

#### **Analytics**

Longtime performance metrics advocate that develops technical intelligence infrastructure, reports, and analytics teams. *Developed dashboard with company KPIs for American Bar Board of Directors.*

#### **Process Improvement**

Years of experience analyzing operations, auditing expenses, developing investment rationale, applying new technologies, and developing partnerships. *Established product development methodology for startup acquired by homes.com.*

## Professional Experience

### **Ricochet Advisory Services**

#### *Chief Consultant*

Helping professional service firms and associations transform their marketing with deep quantitative work and compelling creative vision. Work includes organization design, MarTech platforming, analytics strategy and design, online lead generation strategy, marketing automation implementation, agency evaluation and selection, pricing analysis, and more.

#### Recent Projects:

- Analytics strategy and Tableau implementation for a large national bank
- Marketing organization design and MarTech platform strategy for a large national law firm
- Online demand generation with SEM/PPC and programmatic display planning and implementation for a large association
- Marketing automation strategy and implementation using Salesforce Marketing Cloud for a legal organization
- Customer service center strategy and technology implementation for a mid-sized association
- Membership strategy and launch following the Minimum Viable Product methodology for a technology company

### **Chicago, Miami, New York 2017-Present**

### **American Bar**

#### *Chief Marketing Officer*

Transformed the organization into a marketing powerhouse that grew membership to largest in organization history. Slaughtered sacred cows to swell market share while slashing expenses. Evangelized quantitative decision-making and created analytics. Torchbearer for staff of nearly 100 employee department driving customer acquisition/retention, social and digital marketing, publishing and education marketing, product management, customer research, business intelligence, database management, ecommerce operations, service center, creative function and more.

### **Chicago, 2010-2016**

Accomplishments:

- Achieved revenue of \$70MM and slashed expenses 20% through staff reductions, partner negotiations, insourcing, offshoring, product development, employee training and more
- Grew membership 8% to largest count in 137-year history by revitalizing customer acquisition practices
- Increased corporate customers 48% to 1,557 after creating corporate sales team
- Established analytics team that generated over 125 regular reports with insights to all facets of marketing performance

**Ogilvy & Mather**

**Chicago, 2006-2010**

*Partner*

Led \$8MM in annual revenue and 200 multi-channel client marketing engagements. Clients included BP (retail expansion), Equal Sweetener (internal communications), Hotel Indigo (customer acquisition), Oscar Mayer Lunchables (customer loyalty), Kraft South Beach Living (brand awareness), Unilever Suave Haircare (brand repositioning), Zurich Insurance (lead management) and more. Pitched business and won 30 new clients.

**Homes.com**

**Chicago, 2004-2006**

*Vice President of Marketing*

Grew SaaS technology start-up and sold to Homes.com in two years. Oversaw P&L, product development and marketing for company in the real estate software sector. Set financial goals, led long-term technology strategy and developed strategic partnerships. Established and enforced product release cycle. Determined all marketing priorities.

**Publicis: Leo Burnett and Arc Worldwide**

**Europe, New York, Chicago 1999-2004**

Spearheaded over 125 marketing projects for Leo Burnett and Arc Worldwide serving clients and brands including Altria (corporate communications), Behr (retail sales), Disney (product development), General Motors (customer acquisition), LexisNexis (web strategy), Marlboro (brand loyalty), Maytag (channel development), McDonald's (franchise sales), Purina (digital strategy), and Toyota (franchise sales).

*European VP Interactive Marketing, Leo Burnett*

Managed \$10MM in annual revenue and coordinated teams working in Germany, Greece, Poland, Spain, Switzerland and the U.K. Promoted to new position to actively coordinate European interactive strategy and services. Led digital efforts for world's largest consumer products company.

*Director of Business Development, Arc Worldwide*

Added six new clients and \$3MM in revenue in less than one year. Won 30% of all new business pitches. Promoted to create the agency sales team. Established company differentiation and positioning. Targeted prospects and closed sales. Developed and maintained strategic partnerships.

*General Manager, Arc Worldwide*

Managed 35 employees and \$10MM in annual billings; increased client billings 30%. Promoted to reset New York office in danger of closing. Immediately turned around office profitability. Oversaw all services and sales efforts. Led merger with competitor to improve scale and service offering.

*Strategy Consultant, Arc Worldwide*

Developed and executed marketing strategy projects for Fortune 500 clients with emphasis on digital integration.

**Education**

**Sabbatical**

**Worldwide, 2016-2017**

*Backpacked around the globe with visits to 48 countries in search of creative ideas and inspiring experiences.*

**University of Chicago Booth School of Business**

**Chicago, IL**

*Master of Business Administration, Strategy and Marketing concentrations*

**Washington University**

**St. Louis, MO**

*Bachelor of Science, Finance concentration*

Christopher Gloede  
chris@chrisgloede.com



- **Ana Rabelo**

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<u>Rabelo</u>		<u>Ana</u>	
Last Name	First Name	Middle Initial	
<u>200 Alton Road Apt. 605-N</u>		<u>Miami Beach</u>	<u>FL</u>
Home Address	City	State	Zip Code
<u>(786) 312-7909</u>	<u>anitamantilla32@gmail.com</u>		
Cellular	Work	Home	Email Address

Business Name: \_\_\_\_\_ Occupation: \_\_\_\_\_

Business Address	City	State	Zip Code
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Please list your preferences in order of ranking [1] first choice [2] second choice, and [3] third choice. **Please note that only three (3) choices will be observed by the City Clerk's Office.** (Regular Boards of City)

- Choice 1: Senior Affairs Committee
- Choice 2:
- Choice 3:

### Professional License

No Professional Licenses Submitted.

**Note:** If you are seeking appointment to a professional seat (e.g. attorney, architect, etc.), you must attach a copy of your currently effective corresponding professional license.

★ **Note:** If applying for the At-Large position of the Historic Preservation Board, please answer the below questions:

- Have you ever resided in one of the City's Historic Districts for at least one year? Yes

No Address in City Historic District submitted.

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- I am applying for an appointment because I have special abilities, knowledge and experience. Please list below:  
I have been a resident of Rebecca Towers for over twenty years. I enjoy living in Rebecca Towers and helping my neighbors in the small senior community. I can be a bridge between the Senior Affairs Committee and the Rebecca Towers residents.

- Are you presently a registered lobbyist with the City of Miami Beach? No
- Have you ever been convicted of a felony: No If yes, please explain in detail:  
\_\_\_\_\_
- Do you currently have a violation(s) of City of Miami Beach codes: No If yes, please explain in detail:  
\_\_\_\_\_
- Do you currently owe the City of Miami Beach any money: No If yes, please explain in detail:  
\_\_\_\_\_
- Are you currently serving on any City Boards or Committees: No If yes, which board?  
\_\_\_\_\_

- In what organization(s) in the City of Miami Beach do you currently hold membership in?

No Organization Information Submitted.

- List the address of all properties owned or in which you have an interest within the City of Miami Beach:

No Owned Property Information submitted.

- Are you now employed by the City of Miami Beach: No If so, which department and title?

---

- **Pursuant to City Code Section 2-25 (b):**

Do you have a parent, spouse, child, brother, or sister who is employed by the City of Miami Beach?

No

If "Yes", identify person(s) and department(s):

No relative's information submitted.

**NOTE: IF APPOINTED, YOU WILL BE REQUIRED TO FOLLOW CERTAIN LAWS THAT APPLY TO CITY BOARD/COMMITTEE MEMBERS. THESE LAWS INCLUDE, BUT ARE NOT LIMITED TO:**

- Prohibition from directly or indirectly lobbying city personnel (Miami Beach City Code section 2-459).
- Prohibition from contracting with the city (Miami-Dade County Code section 2-11.1).
- Prohibition from lobbying before board/committee you have served on for period of one year after leaving office (Miami Beach Code section 2-26)
- Requirement to disclose certain financial interests and gifts (Miami-Dade County Code section 2-11.1).
- Sunshine Law - Florida's Government-in-the-Sunshine Law was enacted in 1967. Today, the Sunshine Law regarding open government can be found in Chapter 286 of the Florida Statutes. These statutes establish a basic right of access to most meetings of Boards, Commissions, and other governing bodies of state and local governmental agencies or authorities.
- Voting conflict - Form 8B is for use by any person serving at the county, city, or other local level of government on an appointed or elected Board, Council, Commission, Authority, or Committee. It applies equality to members of advisory and non-advisory bodies who are presented with a voting conflict of interest under Section 112.3143. Florida Statutes.

**BOARD & COMMITTEE FINANCIAL ACKNOWLEDGEMENT STATEMENT**

**Acknowledgement of fines/suspension for Board/Committee Members for failure to comply with Miami-Dade County Financial Disclosure Code Section 2-11.1(i)(2)**

I understand that no later than **July 1, of each year** all members of Boards and Committees of the City of Miami Beach, including those of a purely advisory nature, are required to comply with Miami-Dade County Financial Disclosure Requirements.

**One** of the following forms **must be filled** with the City Clerk of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida, no later than 12:00 noon of **July 1, of each year**:

1. A "Source of Income Statement;" or
2. A "Statement of Financial Interests (Form 1)<sup>1</sup>;" or
3. A Copy of your latest Federal Income Tax Return.

Failure to file one of these forms, pursuant to the Miami-Dade County Code, may subject the person to a fine of no more than \$500, 60 days in jail, or both.

<sup>1</sup> Members of the Planning Board and Board of Adjustment will be notified directly by the State of Florida, pursuant to F.S. §112.3145(1)(a), to file a Statement of Financial Interests (Form 1) with the Miami-Dade County Supervisor of Elections by 12:00 noon, July 1. Planning Board and Board of Adjustment members who file their Form 1 with the County Supervisor of Elections automatically satisfy the County's financial disclosure requirement as a Miami Beach City Board/Committee member and need not file an additional form with the Office of the City Clerk. However, compliance with the County disclosure requirement does not satisfy the State requirement.

**DIVERSITY STATISTICS REPORT**

The following information is voluntary and has no bearing on your consideration for appointment. It is being asked to comply with City diversity reporting requirements.

**Gender:** Female

Race/Ethnic Categories  
**What is your race?** Other

Are you Spanish/Hispanic/ Latino? Mark the "No" box if not Spanish / Hispanic / Latino. Yes

Other Description: No details provided

Physically Challenged: Yes

**Board and Committee Application Checklist:** Please ensure you have provided all information before applying or reapplying to any Board and Committee.

- YES** I have answered all questions fully.
- YES** I have uploaded a current resume, photograph, and a copy of any applicable professional license.
- YES** I have completed and attached the Board & Committee Financial Acknowledgment Statement.
- YES** I have completed and attached the Diversity Statistics Report.

If you have any questions, please contact the Office of the City Clerk via email: [BC@miamibeachfl.gov](mailto:BC@miamibeachfl.gov) or telephone: 305.673.7411

**Note: Florida Statutes 119.071:** The role of the Office of the City Clerk is to receive and maintain forms filed as public records. If your home address, telephone numbers, and/or photograph are exempt from disclosure and you do not wish your home address, telephone numbers, and/or photograph to be made public, please:

- 1) Use your office or other address for your mailing address;
- 2) Use your office or other telephone number for your contact number; and
- 3) Do not attach a photograph.

**I HEREBY ATTEST TO THE ACCURACY AND TRUTHFULNESS OF THE APPLICATION; AND I HAVE RECEIVED, READ AND WILL ABIDE BY CHAPTER 2, ARTICLE VII, OF THE MIAMI BEACH CITY CODE, ENTITLED "STANDARDS OF CONDUCT FOR CITY OFFICERS, EMPLOYEES AND AGENCY MEMBERS AND ALL OTHER APPLICABLE COUNTY AND/OR STATE LAWS AND STATUTES ACCORDINGLY."**

I Ana Rabelo agreed to the following terms on 3/16/2022 1:32:38 PM

Received in the City Clerk's Office by:

---

Name of Deputy Clerk

Control No.

Date

# ANA RABELO

200 Alton Road APT #605-N Miami Beach, FL 33139  
(786) 312-7909

---

I have been a Rebecca Towers residents for over 22 years.

I enjoy participating in various volunteer opportunities to benefit my neighbors.

## EXPERIENCE

2011-2015

Unidad of Miami Beach Senior Employment Program.

2000-1989

Hilton Hotels cashier supervisor

1989-187

Hilton hotels cashier supervisor

## AWARDS

June 12, 2011

Rebecca Towers Resident Councils Certificate of  
Appreciation of outstanding services

September 15, 2010

City of Miami Beach Certificate of Recognition for  
participation in the Rebecca Towers Artistic Group.

May 29, 2009

Rebecca Towers North Resident Council Certificate of  
appreciation for outstanding services to Rebecca  
Towers residents

January 13, 2004

Certificate of Appreciation for the Rebecca Towers  
Cultural Art Contribution

## SKILLS

- Fluent in English and Spanish
- Knows how to handle a cellular
- Possess an active Florida Driver's License
- Excellent Communication skills
- Conflict Resolution skills



**THE HOUSING AUTHORITY OF THE CITY OF MIAMI BEACH**

**RESOLUTION NO. 2022 - 13**

**A RESOLUTION APPOINTING ANA RABELO AS THE REBECCA TOWERS REPRESENTATIVE TO THE MIAMI BEACH SENIOR AFFAIRS COMMITTEE.**

**WHEREAS**, On April 11, 2018, the Miami Beach Mayor and Commissioners created the Senior Affairs Committee to provide Senior Citizen Residents of the City with the opportunity to represent and articulate the needs of persons 55 years of age and older, to foster increased involvement in the affairs of City government by senior citizen residents, and to provide recommendations to the Mayor and City Commissioners on issues and programs affecting the City's senior citizen population; and,

**WHEREAS**, the Senior Affairs Committee shall be composed of thirteen (13) voting members and two (2) non-voting ex-officio members, including a resident of Rebecca Towers to be selected by the Board of Commissioners of the Housing Authority of the City of Miami Beach (HACMB); and,

**WHEREAS**, Ana Rabelo, a resident of Rebecca Towers North, has expressed an interest in seeking appointment to the Senior Affairs Committee; and,

**WHEREAS**, Ana Rabelo has served for over eighteen (18) years as the Lead Coordinator of the Rebecca Towers Artistic Group and Congregate Meal Site Volunteer.

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COMMISSIONERS OF THE HOUSING AUTHORITY OF THE CITY OF MIAMI BEACH, MIAMI-DADE COUNTY, FLORIDA** that the HACMB Board of Commissioners hereby appoint Ana Rabelo as the Rebecca Towers representative to the Senior Affairs Committee.

The foregoing resolution was offered by Commissioner Bower who moved its adoption. The motion was seconded by Commissioner Greeff and upon being put to a vote, the vote was as follows:

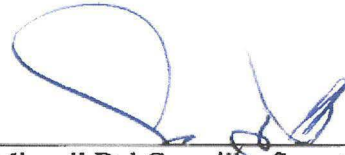
	Yes	No
David C. Greeff	<u>  X  </u>	_____
Mojdeh L. Khaghan ( <i>absent</i> )	_____	_____
Leonor Fernandez	<u>  X  </u>	_____
Matti Bower	<u>  X  </u>	_____



The Chairperson thereupon declared the resolution duly passed and adopted this 15<sup>th</sup> day of June 2022.




David C. Greeff, Chairperson



Miguell Del Campillo, Secretary

Approved as to Form and Legal Sufficiency:



Alexander L. Palenzuela  
Office of the HACMB General Counsel  
Alexander L. Palenzuela, P.A.

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- **Igor Shteyrenberg**

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<u>Shteyrenberg</u>	<u>Igor</u>		<u></u>
Last Name	First Name	Middle Initial	
<u>1047 NE 204 Terrace</u>	<u>Miami</u>	<u>FL</u>	<u>33179</u>
Home Address	City	State	Zip Code
<u>305 709-8960</u>	<u>305 573-7304</u>	<u>igor@miamijewishfilmfestival.org</u>	
Cellular	Work	Home	Email Address
<u>Miami Jewish Film Festival</u>	<u>Executive Director</u>		
Business Name:	Occupation:		
<u>4221 Pine Tree Dr</u>	<u>Miami Beach</u>	<u>FL</u>	<u>33140</u>
Business Address	City	State	Zip Code

Please list your preferences in order of ranking [1] first choice [2] second choice, and [3] third choice. **Please note that only three (3) choices will be observed by the City Clerk's Office.** (Regular Boards of City)

**Choice 1:** Production Industry Council

**Choice 2:**

**Choice 3:**

### Professional License

No Professional Licenses Submitted.

**Note:** If you are seeking appointment to a professional seat (e.g. attorney, architect, etc.), you must attach a copy of your currently effective corresponding professional license.

★ **Note:** If applying for the At-Large position of the Historic Preservation Board, please answer the below questions:

- Have you ever resided in one of the City's Historic Districts for at least one year? No

No Address in City Historic District submitted.

**AFFILIATION WITH THE CITY OF MIAMI BEACH**

**Pursuant to City Code section 2-22(4) a, b and c:** Members of Agencies, Boards, and Committees shall be affiliated with the city. This requirement shall be fulfilled in the following ways:

- a. Resident of the City for a minimum of six (6) months: No
  - I am resident of: N/AOr
- b. Demonstrate an ownership interest in a business established in the City for a minimum of six (6) months: No

*"Ownership Interest" shall mean the ownership of ten percent (10%) or more (including the ownership of 10% or more of the outstanding capital stock) in a business.*

*"Business" shall mean any sole proprietorship, sponsorship, corporation, limited liability company, or other entity or business association.*

Or
- c. Full-time employee of such a business (for a minimum of six months); and I am based in an office or other location of the business that is physically located in Miami Beach (for a minimum of six months): Yes

*Notwithstanding the requirements set forth herein, the qualified full-time employee of a business must be approved by a 4/7th vote of the Mayor and City Commission.*

*NOTE: Members of Agencies, Boards, and Committees shall be required to demonstrate compliance with the City affiliation requirements of section 2-22 (4) a and b of the Miami Beach City Code by executing an affidavit, stipulating that they have met either (or both) of said affiliation requirements. The original affidavit shall be filled with the Office of the City Clerk prior to being sworn in as a member.*

- I am applying for an appointment because I have special abilities, knowledge and experience. Please list below:  
I am the Executive Director of the Miami Jewish Film Festival, the largest festival of its kind in the world, which was originally founded in the City of Miami Beach. Under my leadership, MJFF has seen year over year audience growth of 4,000 in 2014 to over 60,000 in 2022.

- Are you presently a registered lobbyist with the City of Miami Beach? No
- Have you ever been convicted of a felony: No If yes, please explain in detail:  
\_\_\_\_\_
- Do you currently have a violation(s) of City of Miami Beach codes: No If yes, please explain in detail:  
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- Are you currently serving on any City Boards or Committees: No If yes, which board?  
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- In what organization(s) in the City of Miami Beach do you currently hold membership in?

No Organization Information Submitted.

- List the address of all properties owned or in which you have an interest within the City of Miami Beach:

No Owned Property Information submitted.

- Are you now employed by the City of Miami Beach: No If so, which department and title?

---

● **Pursuant to City Code Section 2-25 (b):**

Do you have a parent, spouse, child, brother, or sister who is employed by the City of Miami Beach?

No

If "Yes", identify person(s) and department(s):

No relative's information submitted.

**NOTE: IF APPOINTED, YOU WILL BE REQUIRED TO FOLLOW CERTAIN LAWS THAT APPLY TO CITY BOARD/COMMITTEE MEMBERS. THESE LAWS INCLUDE, BUT ARE NOT LIMITED TO:**

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- Voting conflict - Form 8B is for use by any person serving at the county, city, or other local level of government on an appointed or elected Board, Council, Commission, Authority, or Committee. It applies equally to members of advisory and non-advisory bodies who are presented with a voting conflict of interest under Section 112.3143. Florida Statutes.

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3. A Copy of your latest Federal Income Tax Return.

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<sup>1</sup> Members of the Planning Board and Board of Adjustment will be notified directly by the State of Florida, pursuant to F.S. §112.3145(1)(a), to file a Statement of Financial Interests (Form 1) with the Miami-Dade County Supervisor of Elections by 12:00 noon, July 1. Planning Board and Board of Adjustment members who file their Form 1 with the County Supervisor of Elections automatically satisfy the County's financial disclosure requirement as a Miami Beach City Board/Committee member and need not file an additional form with the Office of the City Clerk. However, compliance with the County disclosure requirement does not satisfy the State requirement.

**DIVERSITY STATISTICS REPORT**

The following information is voluntary and has no bearing on your consideration for appointment. It is being asked to comply with City diversity reporting requirements.

Gender: Male

Race/Ethnic Categories  
What is your race? White

Are you Spanish/Hispanic/ Latino? Mark the "No" box if not Spanish / Hispanic / Latino. No

Other Description: No details provided

Physically Challenged: No



**Board and Committee Application Checklist:** Please ensure you have provided all information before applying or reapplying to any Board and Committee.

- YES** I have answered all questions fully.
- YES** I have uploaded a current resume, photograph, and a copy of any applicable professional license.
- YES** I have completed and attached the Board & Committee Financial Acknowledgment Statement.
- YES** I have completed and attached the Diversity Statistics Report.

If you have any questions, please contact the Office of the City Clerk via email: [BC@miamibeachfl.gov](mailto:BC@miamibeachfl.gov) or telephone: 305.673.7411

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I Igor Shteyrenberg agreed to the following terms on 2/9/2022 9:07:41 PM		
Received in the City Clerk's Office by:		
_____	_____	_____
Name of Deputy Clerk	Control No.	Date

# IGOR SHTEYRENBURG

1047 NE 204 Terrace ~ Miami, FL 33179 ~ igorshteyrenberg@gmail.com  
Office: (305) 573-7304 ~ Cell: (305) 709-8960

---

## PROFESSIONAL EXPERIENCE

\* \* \*

2014 – Present

### **Miami Jewish Film Festival, Miami, FL** Executive Director

- Superintendence of the artistic, budget, staffing and administrative operations of the Festival, the world's premiere showcase for Jewish and Israeli cinema
- Deliverance of annual Festival with nine years of record box office receipts (55,000 attendees) and within budget, demonstrating sound financial management of the organization by prudently managing the organizations resources, and growing the Festival to be the largest Jewish film festival in the world, and recognition as one of the "50 Best Film Festivals in the World" by MovieMaker Magazine (2020 & 2021)
- Develops the Festival's annual budget while ensuring all financial compliance and reporting activities are carried out according to current laws and standards
- Delegates all logistic and production functions for the Festival (i.e. technical coordination, transportation, lodging, communications and venues)
- Participates with staff in fundraising, membership, corporate sponsorships, government and foundation grants cultivation/solicitation opportunities, and spearheading effects to solicit increased funding for the MJFF
- Serves as a spokesperson for organization enhancing the Festival's profile nationally, internationally and locally by promoting the organization to the broader community; facilitating new strategic collaborations
- Oversees all public relations, press, marketing and advertising strategies.
- Assumes responsibility for the management of the human resources of the organization.
- Hires and manages all organizational personnel, including development and operational staff

\* \* \*

2015 – Present

### **Popcorn Frights Film Festival, Miami, FL** Founder/Director

- Founding & directing the Festival for seven years, growing it to be the largest genre film event in the Southeast United States, and recognition as one of "The World's 50 Best Genre Festivals" by MovieMaker Magazine and one of "The Best Horror Festivals in the World" by Dread Central
- Establishment and strengthening of infrastructure development, staging, timing, managing of celebrity appearances, entertainment, oversight of independent contractors. Public spokesperson and superintendence of mass and multi-platform marketing plans, including production of branding, promotional materials, website supervision and design of annual media communications plan
- Implementing a strategic multi-media marketing plan for the Festival to promote the mission, programs and organization with the result of increased ticket sale revenues, sponsorship maximization and national exposure
- Collaborates and participates as the leader with the programmers in balancing the artistic initiatives of the Festival with financial realities

*Continued on next page.*

\* \* \*

2013 – 2014

**Miami International Film Festival, Miami, FL**  
Executive Assistant to the Director

- Led aspects of account management for more than 30 Sponsors with contributions exceeding \$300,000, which included American Airlines, Lexus, John S. & James L. Knight Foundation, HBO Latin America, Dolby, Miami Downtown Development Authority, Miami Beach Visitor and Convention Authority, Greater Miami Convention Bureau, MTV Tr3s, EGEDA & Filmotech, Telefilm Canada, and Liberty Entertainment Group
- Created customized proposals, contracts, agreements, and packages
- Developed effective state, local, and corporate grant applications and proposals in accordance with applicable standards, regulations, and guidelines
- Programmed the annual Festival in conference with the programming team and Executive Director, and led the artistic programming and oversight of the Festival 30<sup>th</sup> annual retrospective series

\* \* \*

2011 – 2012

**Coral Gables Art Cinema, Coral Gables, FL**  
Program Coordinator

- Responsible for selecting, programming and scheduling theatrical bookings in conference with the Director, and for monitoring and tracking sales and distribution of films programmed at the theater
- Oversaw weekly launches of email and print marketing campaigns and newsletters, as well as press release campaigns for distribution to all major Miami media outlets
- Kept track of event finances including check requests, invoicing, and reporting
- Managed cinema's staff and volunteers

\* \* \*

**Additional Noteworthy**

- Host of virtual Master Class with comedian and showman Howie Mandel (2021)
- Host of virtual Master Class with actor Udo Kier (2020)
- Host of Master Class with writer Etgar Keret, Temple Beth Shalom (2018)
- Grand Jury Member (Short Film Competition), Key West Film Festival (2017)
- Jury Member (All categories), Miami Short Film Festival (2017)
- Host of Master Class with director Todd Solondz, University of Pennsylvania (2016)
- Host of Master Class with director Harmony Korine, Miami Beach Cinematheque (2016)
- Documentary Jury Member, Outshine Film Festival (2016)
- Panelist at the Jewish Film Presenters Conference in Washington, DC (2015)
- Selected Industry Guest of the Berlin International Film Festival and the Goethe-Institut (2015)

---

**EDUCATION**

\* \* \*

**Sarah Lawrence College**, Bachelor of Arts (2006)  
**University of Southern California, School of Cinematic Arts**, Master of Arts (2009)

