

CITY OF PEMBROKE PINES
ADVISORY BOARD AND COMMITTEE APPLICATION FORM

*Please return the **signed and completed application form and a recent resume*** to: City of Pembroke Pines, City Clerk's Office, 601 City Center Way, Pembroke Pines, Florida 33025.*

***NOTE: YOUR RESUME MUST ACCOMPANY THIS APPLICATION IN ORDER FOR THE APPLICATION TO BE CONSIDERED.**

Please type or use dark ink to complete this form.

Applicant Name Henry A. Rose

Race** White National Origin** American

Occupation small business owner

Street Address 11590 SW 9th Ct

Subdivision Eagle Creek

Home Telephone 954-258-1870 (mobile) Business Telephone 954-430-7271

E-mail Address henryarose@comcast.net

Length of Residence in Pembroke Pines (if applicable)	<u>35</u> Years	<u>1</u> Months
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Length of Time as Business Person in Pembroke Pines (if applicable)	<u>33</u> Years	<u>4</u> Months
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Are you a registered voter? Yes Pembroke Pines District No. 1 Precinct No. X014

Do you have a criminal record? No If yes, please explain. _____

Have you ever been convicted of a felony? No If yes, please explain. _____

Do you have any criminal charges pending? No If yes, please explain. _____

Do you have any relatives employed by the City? No If yes, please state name(s): _____

Are you aware of any potential conflict of interest that may arise from your serving on this/these board(s)? No If yes, please explain. _____

Does your business, or your employer have any contractual relationship with, or do any business with the City? No If yes, please explain.

Do you have monies owed to the City that are delinquent? No If yes, please explain.

Do you have any pending code violations relating to property owned by you in the City? No
If yes, please explain.

Do you have any violations relating to other City codes? No If yes, please list:

**The response to these entries is optional. The City is interested in providing for cultural diversity on its Advisory Boards and Committees, and seeks this information solely in order for the City to further its goal to provide for diversity on its Advisory Boards and Committees.

Which board or committees are of interest to you? Please indicate up to three preferences by ranking. Please denote your first choice with a “1,” etc. Please place a number adjacent to any board or committee for which you wish to be considered. If you do not place a number next to a board or committee, the City Commission will not be able to consider you for that board or committee.

 Arts & Culture Advisory Board

 Auditor Selection Committee

 Affordable Housing¹

 Board of Adjustment

 Charter High School Advisory Board²

 Economic Development Board

 Education Advisory Board

 Environmental Advisory Board

1 Planning & Zoning Board

 Police and Fire Pension Fund Board

 Citizens Committee/Hurricane Prep (Ad Hoc)

 Diversity & Heritage Advisory Board

 Social Media Committee (Ad Hoc)

 Charter Review Board³

 Public Art Committee (PAC) New

 Auditor Selection Committee

¹You must complete the “Supplement to Application for Affordable Housing Committee.”

²Representative of Educational or Business sector of the Community

³This Board is convened once every five years.

Please provide a brief statement outlining why you wish to serve on the board(s) you have indicated above.

I have served on the Planning & Zoning Board since 2001.
First as an alternate, next as a regular Member,
next as Vice Chair, and Chair since 2004.

I hereby certify that all statements made in this application are true and complete. Permission is granted to the City of Pembroke Pines to investigate and verify criminal and credit history and any information provided on this and successive documents completed for purposes of my appointment to the City Board or Committee. In return for consideration of my application, I release any person who provides information pertaining to me from all claims or liabilities that might otherwise result from such information or opinions.

Henry A. Rose
Applicant's Signature

Digitally signed by Henry A. Rose
DN: cn=Henry A. Rose, o, ou,
email=henryarose@comcast.net, c=US
Date: 2024.04.02 15:30:10 -0400

04/02/2024
Date

Applications for board and committee vacancies are accepted throughout the year. For additional information, please call the City Clerk's Office at (954) 450-1050.

Henry A. Rose

henryarose@comcast.net

954-258-1870

[linkedin.com/in/henryarose](https://www.linkedin.com/in/henryarose)

Summary

35+ years experience as an expert, consultant, and leader in education business strategies, marketing communications, political campaign management, and b2b publishing.

Experience

President

CV Marketing

Jan 2014 - Present (10 years 4 months)

Transit advertising

President

Unicol, Inc.

Jan 1991 - Present (33 years 4 months)

Founded in 1991, from its origins as a publishing company with just one title, its Publishing division has published twelve titles and over 70 editions.

President

Henry A. Rose & Associates

Jan 2010 - Present (14 years 4 months)

Integrated Marketing Communications and Beyond the Web: Digital Marketing

Political Campaign Management & Services and Governmental Advocacy

President

Falcon Foundation, Inc.

Dec 1999 - Present (24 years 5 months)

Started in 2000 as Get Flanagan A Stadium, Inc. (a 501c3 non-profit corporation), to raise awareness and funds for a stadium at Charles W. Flanagan High School, our dream became a reality.

A partnership between the School Board of Broward County, the City of Pembroke Pines, and Get Flanagan A Stadium, Inc., raised over \$1.4 million for athletic facilities at Flanagan High School, including stadium seating for 3,400, lights for night games, press box, sound system, concession stand, athletic marquee, top of the line scoreboard, and more. In the past few school years we have completed the installation of baseball, softball, and football practice lights, as well as resurfaced the track.

Because the stadium is complete, Get Flanagan A Stadium, Inc. has evolved into the Falcon Foundation, Inc., for general support of Flanagan High School and the schools in the Flanagan Innovation Zone.



Immediate Past Chair of the Board of Directors

Miramar Pembroke Pines Regional Chamber of Commerce

Aug 2000 - Present (23 years 9 months)

Established in 1969, the Miramar Pembroke Pines Regional Chamber of Commerce is the premier business organization serving southwest Broward County. The Miramar Pembroke Pines Regional Chamber of Commerce is made up of more 600 members representing businesses of all sizes, from single-person shops to corporations with thousands of employees. We have members who have just started their business and members who have been in business for more than a century. The Miramar Pembroke Pines Regional Chamber of Commerce advances its membership business agenda through advocacy, leadership and engagement.

The Miramar Pembroke Pines Regional Chamber of Commerce includes the Weston Florida Chamber of Commerce, Pembroke Park-West Park Chamber of Commerce, and South Broward Foundation (fka Miramar Pembroke Pines Regional Chamber of Commerce Scholarship Fund)

Chair, Planning & Zoning Board

City of Pembroke Pines

Jul 2001 - Present (22 years 10 months)

The Planning and Zoning Board consists of five voting (regular) members and two alternates. The duties of the Board are:

- Hearing site plan requests within the City.
- Hearing zoning variance requests from the City Zoning Code for non-residential and multi-family applications.
- Hearing zoning interpretations when a specific use is not listed as a permitted use, or is not specifically or implicitly prohibited, and is not first permitted in a less restrictive district for non-residential and multi-family applications.
- Hearing appeals of any order, requirement, decision, or determination made by an administrative official in the enforcement of any of the City zoning regulations for non-residential and multi-family applications.
- Acts in an advisory capacity on certain development applications to the City Commission and makes such studies and investigations as may be requested by the City Commission.

The Board may, on its own initiative, or at the request of property owners, or the City Commission recommend changes to the City's Zoning Code.

The Planning and Zoning Board is also designated as the Local Planning Agency which means it reviews all changes and updates to the City's comprehensive plan.

The Planning and Zoning Board also serves as the Architectural Review Board for the City. The Architectural Review Board reviews the architectural plans for proposed buildings in the City to insure that they are aesthetically compatible with the surrounding area, and to insure that the buildings will not negatively affect the surrounding area.

Meetings are typically held on the second and fourth Thursday of each month.

Commissioner

South Broward Drainage District

Feb 2023 - Present (1 year 3 months)

The South Broward Drainage District has jurisdiction over 46,600 acres (approximately 73 square miles) in southwest Broward, which includes 150 linear miles of fresh-water canals and 7,700 acres of lakes for stormwater storage. In general, the District's boundaries include parts of Pembroke Pines, Miramar, Southwest Ranches, Hollywood, and Davie.

The District plays an important role in the stormwater management in southwest Broward County. To ensure proper water management, important regulations, procedures and criteria have been adopted. The Board of Commissioners has instructed its staff to implement these requirements to maintain water quality, provide flood protection, water conservation and water recharge.



Vocational & Career Advisor, also serve as Community Liaison

Broward County Public Schools

Oct 2004 - Present (19 years 7 months)



Vice President of Marketing

MyWay Mobile Storage

Jan 2009 - Mar 2023 (14 years 3 months)

MW Equity, Inc. is a mobile storage company that currently has franchises in seven states under the MyWay Mobile Storage name. MyWay is the leading provider of local self moving and mobile self storage. We make moving and storage more convenient and affordable than other moving or storage service in the industry.

No need for a moving truck rental and making multiple trips to a self storage facility. You can pack our mobile storage units at your own pace, and when your ready, we'll pick up your storage units and bring them back to our secure, climate controlled storage facility, or deliver them directly to your new address.

Specialties

Moving, Storage, Mobile Storage, Mobile Mini Storage, Portable Storage, Self Storage

Marketing Director/Senior Manager

Jewish Media Group

1989 - 1991 (2 years)



Marketing Director/Corporate Officer

South Florida Business Journal

1987 - 1989 (2 years)



National Account Director

J. Walter Thompson Worldwide

1985 - 1987 (2 years)

Education



University of Florida

Bachelor of Science, College of Journalism & Communications - Advertising & Business

1978 - 1982

Hollywood Hills High School

1974 - 1978

Licenses & Certifications

Certified Business Communicator (CBC) - Business Marketing Institute



Florida Planning Officials Training - American Planning Association

Skills

Organizational Effectiveness • Campaigns • Strategic Planning • Public Speaking • Event Planning • Non-profits • Public Relations • Leadership Development • Community Outreach • Fundraising

Honors & Awards

Broward County Public Schools Hall of Fame - Broward Education Foundation

2015

Pinnacle Award - Miramar Pembroke Pines Regional Chamber of Commerce

2011

Citizen of the Year - City of Pembroke Pines

2007

Citizen of the Year Finalist - Florida League of Cities

2006

Citizen of the Year - City of Pembroke Pines

2006

Henry Rose Appreciation Day - Broward County Board of County Commissioners

2004

Crystal Apple Community Award - Broward County Public Schools

2002

Heart of the Community Special Recognition - Volunteer Broward

2001

School Advisory Hall of Fame - Broward County Public Schools

2001

Henry A. Rose

Volunteering

Board Of Directors
Florida Consortium of Public Charter Schools
2011 – Present
Chair, Parents for Charter Schools, since 2009

Board Of Directors
Charter Holding Foundation
2021 – Present

Board of Directors
Visions of Images
2006 – Present

Committee Member
North Perry Airport Community Advisory
2020 - 2022

Treasurer and Board of Directors
Charter Holding Foundation
2017 - 2019

Board of Directors
Family Central
2014 - 2015

Chair
Education Advisory Board
City of Pembroke Pines
2004 - 2009

Executive Committee & Board of Directors
Community Action Agency
Broward County
2005 - 2009

Vice Chair
Green City Advisory Board
City of Pembroke Pines
2007 - 2009

Board of Directors
City of Pembroke Pines Citizens Crime Watch
2007 - 2009

Audit Committee
Broward County Schools
2004 - 2008

Chair
District Advisory Council
School Board of Broward County
1999 - 2005

Vice Chair
Kids Voting Broward
2003 - 2005

Founding Member and Board of Directors
Pembroke Pines Friends of the Library
1999 - 2001

Charter Review Board
City of Pembroke Pines
2000 - 2001

Board of Adjustment
City of Pembroke Pines
2000 - 2001

Board of Managers
Broward County Council of PTAs
1998 - 1999