



**VILLAGE OF BISCAYNE PARK**  
**Village Commission Agenda Report**  
**REGULAR MEETING**

**Item # 10.b**

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**TO:** Honorable Mayor & Members of the  
Biscayne Park Village Commission

**FROM:** Roseann Prado, Village Clerk

**DATE:** October 6, 2020

**TITLE:** Selection of Biscayne Park Foundation Board Member

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**Biscayne Park Foundation**

The Foundation currently has one (1) vacant seat following the former member Marie Smith moving out of the Village of Biscayne Park.

Applications for Biscayne Park Foundation member were made available to anyone expressing an interest in becoming a Foundation member.

One (1) application was submitted as follows:

- Rafael Ciordia – 11340 NE 8<sup>th</sup> Court

Applicant was verified to be both a resident and property owner.

**Attachment**

- Application
  - Resolution 2020-57
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Prepared by: Roseann Prado, Village Clerk

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**RESOLUTION NO. 2020-57**

**A RESOLUTION OF THE VILLAGE COMMISSION OF  
THE VILLAGE OF BISCAYNE PARK, FLORIDA,  
RATIFYING THE SELECTION AND APPOINTMENT  
OF THE MEMBER TO THE BISCAYNE PARK  
FOUNDATION; PROVIDING FOR AN EFFECTIVE  
DATE.**

WHEREAS, the Biscayne Park Foundation currently has (1) one vacant seat following a long term board member moving out of Village of Biscayne Park; and,

WHEREAS, the provisions of our Code establish the selection and appointment of the members of the Biscayne Park Foundation by the Village Commission; and,

WHEREAS, One (1) Village resident interested in serving on the Biscayne Park Foundation have submitted application for the Commission's consideration; and

NOW, THEREFORE, BE IT RESOLVED BY THE VILLAGE COMMISSION OF THE VILLAGE OF BISCAYNE PARK, FLORIDA

**Section 1.** The foregoing "WHEREAS" clauses are true and correct and hereby ratified and confirmed by the Village Commission.

**Section 2.** Consistent with the Village's Code of Ordinances, the Village Commission hereby appoints Rafael Ciordia to serve on the Biscayne Park Foundation.

**Section 3.** This Resolution shall become effective upon adoption.

**PASSED AND ADOPTED** this 6<sup>TH</sup> day of October, 2020.

The foregoing Resolution was offered by \_\_\_\_\_, who moved its adoption. The motion was seconded by \_\_\_\_\_, and upon being put to a vote the vote was as follows:

Virginia O'Halpin, Mayor  
MacDonald Kennedy, Vice-Mayor  
Roxanna Ross, Commissioner  
Dan Samaria, Commissioner  
Dan Samaria, Commissioner

1 VILLAGE OF BISCAYNE PARK

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5 Virginia O’Halpin, Mayor

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8 ATTEST:

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11 \_\_\_\_\_  
12 Roseann Prado, Village Clerk

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15 APPROVED AS TO FORM AND LEGAL SUFFICIENCY FOR THE  
16 USE AND RELIANCE OF THE VILLAGE OF BISCAYNE PARK ONLY:

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19 \_\_\_\_\_  
20 Edward A. Dion, Village Attorney



Village of Biscayne Park
BISCAYNE PARK FOUNDATION

A 501 (c) (3) Charitable Foundation
600 NE 114th Street
Biscayne Park, FL 33161
Tel: 305 899 8000 Fax: 305 891 7241

Dear Village of Biscayne Park Residents:

We are seeking Village residents to serve on the board of the Biscayne Park Foundation. This 501 (c) (3) charitable foundation is a not for profit organization that is the Village's fundraising arm.

Our volunteer residents that serve in our Boards and Committees are vital to our Village, and we are so grateful to the dedicated individuals that are truly making a difference in our community.

If you have any questions and/or inquiries call us at 305-899-8000. We look forward to hearing from you.

Submit completed application form either by fax, mail or in person:
By fax: 305 891 7241
By e-mail: villageclerk@biscayneparkfl.gov
In person: Village Hall, 600 NE 114th Street (Mon-Fri 9AM - 5PM)

BISCAYNE PARK FOUNDATION BOARD MEMBER APPLICATION

[X] Yes, I am interested in serving as a board member for the Biscayne Park Foundation.

Resident Name: Rafael Ciordia (Please print)
Address: 11340 NE 8th Ct
City: Biscayne Park, FL 33161
Telephone: (305) 301-6280 Best time of day to reach you: Any
E-Mail Address: rafaelciordia@gmail.com

Do you have fund raising experience? [X] Yes ( ) No If yes, please describe: University of Miami Band Alumni Association (band scholarship committee).

Do you have grant writing experience? ( ) Yes [X] No If yes, please describe: However, the business plan writing aspect of grant writing is a skill I would bring to the role.

Please describe your participation in community service: Former Vice President Fort Worth Avenue Development Group (Dallas, TX); UM Band Alumni Board

Other information related to your field expertise or pertinent experience: Masters of Business Administration; skilled at writing business plans seeking budget allocation which is the same skill set as needed in grant writing. (Resume attached). Thank you for your consideration. (Attach additional page if necessary.)

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# RAFAEL CIORDIA

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+1 305.301.6280 | rciordia@icloud.com | Miami, FL

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## Education

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Data Sciences Certificate  
UC Berkley  
Haas Business School, 2019

MBA  
University of Dallas  
Graduate School, 1998

Bachelor of Arts  
University of Miami, 1986

## Specialties

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Multi-lingual marketing communications, planning, process optimization, product launches, strategy, budgeting, team development, data driven insights, privacy and security, change management

## Technical Skills

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Pages, Numbers, Keynote  
Word, Excel, Powerpoint  
SQL, Adobe analytics, data visualization, advanced presentation and public speaking, training and curriculum development

Professional level bilingual English/Spanish; conversational in Portuguese

## Apple, Inc., Coral Gables, FL – 2005 to present

As **Managing Producer, Interactive**, I lead teams of employees and production agencies in creating amazing Apple digital communications including all new product introductions under extraordinary secrecy and short timelines across all lines of business (hardware, software and services). I serve as connection point between numerous worldwide groups and Latin America. As a member of the leadership team, I ensure the studio is running efficiently by maintaining the culture and high standards that are uniquely Apple in tight coordination with colleagues in Corporate Communications, Sales, Education, Enterprise, Legal and Product Marketing. Highlights include:

- Opening 4 Apple Retail stores in Mexico and Brazil
- Launching Apple TV+ and Arcade Services
- Launching both HomePod and AirPods
- Launching the original Apple Watch through Series
- Launching all Mac products and macOS including the 2006 conversion from PowerPC to Intel x86 processors.

As **Senior Interactive Producer**, I led the launches of Mexico and Brazil's Apple online stores, launched both iPhone and iPad as new lines of business in Latin America, and scaled teams and processes to expand impact with very small team.

Hired as a **Direct Marketing Specialist**, I worked in customer database segmentation and strategy and was responsible for all Apple direct demand generation.

## American Airlines, Ft Worth TX – 1987 to 2004

As **Manager, Corporate Citizenship and Diversity Strategies** I led a team dedicated to fostering inclusion and diversity in the culture of the company. My team provided governance over 15 unique diversity councils as well as pairing employees with volunteer opportunities and being the company representative for the National Parks Foundation in Washington DC.

In my role as an **Advantage Program Communications Specialist** I was asked to convert members from print/mailed monthly statements to the Advantage eSummary. In addition to growing the distribution list from 2M subscribers in an English-only format to 6M subscribers in 4 languages, we reduced print/mail costs by 50 percent.

As a **Customer Loyalty Strategist** in Marketing Planning, I analyzed customer purchase behavior across diverse industries (retail, travel and financial services) to propose product and service changes for premium customers in the elite levels of the Advantage program .

As a **Curriculum Specialist and Training Delivery** in HR Services, I developed detailed processes and designed curriculum, as well as delivered integrated systems training to call center and store employees for the start-up of Sprint PCS. *Sprint PCS, LLC hired the AMR Training and Consulting Group and its large training facility for the opening of its call center and retail stores.*

As the **Menu Designer for Latin America** in Marketing Planning, I managed a \$56M annual budget and all aspects of in-flight dining service for international routes to Latin America. Role included culinary research, menu translations, catering vendor compliance and audits in 15 countries.

As an **International Procedures Analyst**, Flight Service I developed safety and service procedures for flight crews in compliance with Federal Aviation Administration policy and practices, and all customs and immigration requirements for all countries served by the airline.

As a **Flight Service Manager, Flight Service** I supervised performance and attendance for over 175 unionized flight attendants, as well as managing airport operations for the Miami hub during its expansive years after acquiring Eastern Airlines routes to Latin America and Europe.

As **Regional Training Manager**, Flight Service I hired instructors, developed curriculum and maintained records for Miami and San Juan based crew member's FAA certifications.

As a **Purser** I coordinated the efforts of flight crews in the delivery of all scheduled services while executing the FAA required safety duties onboard international flights.

References upon request

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



# OFFICE OF THE PROPERTY APPRAISER

## Summary Report

Generated On : 10/1/2020

Property Information	
Folio:	17-2231-003-2151
Property Address:	11340 NE 8 CT Biscayne Park, FL 33161-6326
Owner	RAFAEL CIORDIA JTRS EDDIE D BRIDGES JTRS
Mailing Address	11340 NE 8 CT BISCAYNE PARK, FL 33161 USA
PA Primary Zone	0100 SINGLE FAMILY - GENERAL
Primary Land Use	0101 RESIDENTIAL - SINGLE FAMILY : 1 UNIT
Beds / Baths / Half	3 / 2 / 0
Floors	1
Living Units	1
Actual Area	1,659 Sq.Ft
Living Area	1,345 Sq.Ft
Adjusted Area	1,497 Sq.Ft
Lot Size	8,625 Sq.Ft
Year Built	1957



Assessment Information			
Year	2020	2019	2018
Land Value	\$194,494	\$194,494	\$194,494
Building Value	\$106,796	\$107,664	\$108,532
XF Value	\$365	\$370	\$374
Market Value	\$301,655	\$302,528	\$303,400
Assessed Value	\$174,904	\$170,972	\$167,785

Benefits Information				
Benefit	Type	2020	2019	2018
Save Our Homes Cap	Assessment Reduction	\$126,751	\$131,556	\$135,615
Homestead	Exemption	\$25,000	\$25,000	\$25,000
Second Homestead	Exemption	\$25,000	\$25,000	\$25,000

Note: Not all benefits are applicable to all Taxable Values (i.e. County, School Board, City, Regional).

Short Legal Description
31 52 42 PB 14-1
GRIFFING BISC PK EST AMD PL
LOT 44 BLK 24
LOT SIZE 75.000 X 115
OR 17617-3119 0497 1

Taxable Value Information			
	2020	2019	2018
<b>County</b>			
Exemption Value	\$50,000	\$50,000	\$50,000
Taxable Value	\$124,904	\$120,972	\$117,785
<b>School Board</b>			
Exemption Value	\$25,000	\$25,000	\$25,000
Taxable Value	\$149,904	\$145,972	\$142,785
<b>City</b>			
Exemption Value	\$50,000	\$50,000	\$50,000
Taxable Value	\$124,904	\$120,972	\$117,785
<b>Regional</b>			
Exemption Value	\$50,000	\$50,000	\$50,000
Taxable Value	\$124,904	\$120,972	\$117,785

Sales Information			
Previous Sale	Price	OR Book-Page	Qualification Description
08/30/2012	\$205,000	28275-3319	Qual by exam of deed
12/01/2005	\$450,000	24134-2868	Sales which are qualified
04/01/1997	\$117,000	17617-3119	Sales which are qualified
05/01/1992	\$84,000	15527-0658	Sales which are qualified

The Office of the Property Appraiser is continually editing and updating the tax roll. This website may not reflect the most current information on record. The Property Appraiser and Miami-Dade County assumes no liability, see full disclaimer and User Agreement at <http://www.miamidade.gov/info/disclaimer.asp>

<b>BALLOT TALLY - BISCAYNE PARK FOUNDATION</b>						
	<b>Mayor O'Halpin</b>	<b>Vice Mayor Kennedy</b>	<b>Commissioner Ross</b>	<b>Commissioner Samaria</b>	<b>Commissioner Tudor</b>	
						Totals
Rafael Ciordia						
						Votes