



Monday, October 23, 2023

## Redevelopment Advisory Committee (RAC) Appointment Application Form

### Personal Information:

<b>Full Name</b>	Rochelle Strauss
<b>Address (Please note: There shall be no more than one appointed member of the RAC representing one of the eight subareas within the Delray Beach CRA District at a given time. Subareas are based on address. See Resolution No. 2023-03 and <a href="https://delraycra.org/property-map/">https://delraycra.org/property-map/</a>.)</b>	234 NW 7th Ave Delray Beach, FL, 33444 United States
<b>Phone Number</b>	(561) 929-5861
<b>E-mail</b>	rsfla70@gmail.com
<b>Are you over the age of 18 years old?</b>	<input type="radio"/> Yes
<b>Date of Birth</b>	Tuesday, November 24, 1970
<b>Are you a property owner within the Delray Beach CRA District? (See <a href="https://delraycra.org/property-map/">https://delraycra.org/property-map/</a>)</b>	<input type="radio"/> Yes
<b>Do you currently serve on any other advisory board or committee (Please note: No member of the RAC may concurrently serve on any other advisory board or committee)?</b>	<input type="radio"/> No
<b>If you answered yes to the previous question and you do currently serve on another advisory board or committee, will you resign from the other advisory board or committee if you are appointed to the RAC?</b>	<input type="radio"/> Yes
<b>Are you a U.S. citizen?</b>	<input type="radio"/> Yes
<b>Are you aware of any potential conflict of interests that may arise from your serving on the Redevelopment Advisory Committee to which you are seeking appointment?</b>	<input type="radio"/> No

**If yes, please explain:**

**Are you a vendor or employed by a vendor that does business with the Delray Beach CRA?**

**If yes, please explain:**

**Are you a lobbyist or employed by a lobbyist as defined in the Palm Beach County Registration Ordinance?**

**Do you, any member of your immediate family, your employer or your business (or any entity in which you have a controlling interest) currently have any contractual relationship with, or do business with, the Delray Beach CRA, or has there been any such relationship within the past 5 years?**

**If yes, please explain:**

**Have you ever been found to have violated, or had a complaint filed against you alleging a violation of, the Florida Code of Ethics for public officers and employees, Palm Beach County Code of Ethics (or any other ethics code)?**

**If yes, please explain:**

**Have you ever been filed a lawsuit against the City of Delray Beach or the Delray Beach CRA?**

**If yes, please explain (please include as much details as possible including case name, parties involved, subject matter of the lawsuit, year complaint was filed, etc.):**

**Have you ever served on the Delray Beach City Commission?**

**If yes, please provide dates of service:**

**Have you ever served on the Delray Beach CRA Board of Commissioners?**

**If yes, please provide dates of service:**

## **Current Employment Information:**

**Current Employer Name** Coach Red, Inc.

**Occupation/Job Title: (Please note: There shall be no more than one (1) appointed member of the RAC engaged in the same profession at a given time. See Resolution No. 2023-03)** Life and Health Coach

**Employer Business Address** 234 NW 7th Ave  
Delray Beach, FL, 33444

**Employer Business Phone Number** (561) 929-5861

**Start Date** Tuesday, June 23, 2015

**Number of years employed with this employer?** 8

**List any certifications or licenses:**

Physical Therapist's Assistant, Health and Wellness coach, Group Fitness, Behavior Change Specialist

**Briefly describe why you wish to serve as a member of the RAC and how your personal experience and background relate:**

I would like to start contributing to the community in which I live. I am a past President of Toastmasters. I love to speak publicly. As a life coach, I work some high conflict relationships. I could bring moderating skills to the CRA RAC. The best skill that I bring to the table is a desire to listen and to improve Downtown Delray Beach.

**List any other community/civic involvement which you would like the Delray Beach CRA Board to consider (If none, please write n/a):**

n/a

**Educational Background:**

**Highest level of education completed:** AA

**Highest level of school attended:** Keiser University

**Number of Years Attended** 2

**Graduated?**

**Area of Study** Physical therapy

**Degree received** PTA

**Trade School/Other**

**Number of Years Attended**

**Graduated?**

**Area of Study**

## Degree/Certificate received

## Resolution No. 2023-03:

(A full copy of Resolution No. 2023-03 is available at [delraycra.org](http://delraycra.org))

Pursuant to Resolution No. 2023-03 which establishes the RAC, below are some highlights regarding an applicant's appointment to the RAC. Please refer to Resolution No. 2023-03 for full details regarding the RAC membership and duties.

- The RAC shall consist of five (5) members, who shall be appointed by the CRA Board and shall serve at the pleasure of the CRA Board without compensation.
- The term of each member of RAC shall be for one (1) two-year term. Initially, three (3) members shall be appointed for an initial term of two (2) years, with the balance of the members being appointed for an initial term of three (3) years. Thereafter, all appointments shall be for one (1) two-year term.
- No member shall be appointed for more than one (1) term.
- Upon completion of the maximum allowable two-year term of membership, no RAC member shall be eligible for reappointment to the RAC for a period of two (2) years.
- The RAC shall service only in an informational advisory capacity with no voting powers and shall hear matters that are assigned by the CRA Board.
- The CRA Board must approve, by majority vote, any assignment given to the RAC.
- When matters are assigned to the RAC, reliance on CRA staff should be minimized to the extent possible. The RAC may not assign work to CRA staff members. Research by the members of the RAC should be done independently and with as minimal reliance on CRA staff as possible.
- The RAC shall hold quarterly regular meetings.
- Inadequate Attendance: A RAC's member's absence at two (2) or more regular meetings of RAC during the twelve (12) month period shall be grounds for removal from the RAC.
- The RAC members serve at the pleasure of the CRA Board and may be removed with or without cause at any time by a majority vote of the CRA Board.
- No member of the RAC derives any property rights in the position on the RAC.
- The RAC shall be subject to the Florida Sunshine Laws, Public Records Act, and the Palm Beach County Code of Ethics.

**Did you read the above highlights from Resolution No. 2023-03?**

## Declaration of Personal Information Exemption:

Personal information provided in this application is public information unless the applicant qualifies for an exemption pursuant to Florida Statutes.

You are encouraged to thoroughly read the applicable sub-sections of section 119.071, Florida Statutes ([http://www.leg.state.fl.us/statutes/index.cfm?App\\_mode=Display\\_Statute&Search\\_String=&URL=0100-0199/0119/Sections/0119.071.html](http://www.leg.state.fl.us/statutes/index.cfm?App_mode=Display_Statute&Search_String=&URL=0100-0199/0119/Sections/0119.071.html)).

If you qualify, your address and phone number are protected information.

You may contact the Delray Beach CRA Legal Advisor, Kim Phan, Esq., at 561-276-8640 if you have any questions.

**Do you qualify for an exemption under Florida Statutes?**

No

**If yes, please indicate below which statutory provision you are citing for the exemption.**

## Curriculum Vitae/Resume:

**Curriculum Vitae/Resume**



**Please agree with the following statement: I understand the duties and responsibilities of the RAC for which I am applying.**

I agree

By signing below, I certify that all of the information provided by me on this application is true and complete, and I understand that if any false information, omissions, or misrepresentations are discovered, my application may be rejected.

**E-Signature of Applicant:**

Rochelle Strauss

**Today's Date**


Monday, October 23, 2023

# —○ ROCHELLE STRAUSS ○—


LIFE AND WELLNESS COACH

## CONTACT

 561-929-5861

 [linkedin.com/in/rochelle-strauss-a7310662](https://www.linkedin.com/in/rochelle-strauss-a7310662)

 [RSFLA70@gmail.com](mailto:RSFLA70@gmail.com)

 <https://coachred1.com>

## PROFILE

Coach and speaker. Parenting specialist with over fifteen years of experience in health and wellness. A passion for educating others to create peace and inner harmony. Utilizes knowledge, compassion, and empathy while educating groups and individuals. Conducts public appearances, lectures, and delivers speeches to further interpersonal understanding. Provides tools necessary to enhance family relationships. Offers skills to create confident, loving, secure and drug-free families. Assists parents to co parent effectively after Divorce or separation.

ACE certified Coach recognized by the International Coach Federation with a Behavior Change specialty. Currently Vice President of Education for Boca Raton Toastmasters, a licensed PTA and licensed personal Trainer.

## SKILLS

- BILINGUAL ENGLISH / SPANISH
- CRITICAL THINKING / SELF-INITIATION
- COMMUNICATION / ACTIVE LISTENING
- ORGANIZED / SOCIAL PERCEPTIVENESS
- COMPLEX PROBLEM SOLVING

## EXPERIENCE

### Coach Red, Inc.

2017 - Present

- Family Liaison
- Patient Advocate
- Blog writing
- Public Speaking
- Write effective presentations
- Design and edit educational videos
- Manage communications budgets
- Manage special events

### Integrity PTA

## ABILITIES

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- WRITTEN & ORAL EXPRESSION
- DEDUCTIVE REASONING
- PROBLEM SENSITIVITY
- SPEECH CLARITY

## ASSOCIATIONS

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**2004**

AFAA Personal Trainer, Spinning Instructor,  
Group Fitness

Toastmasters International - Current Vice  
President of Education Languages

2008 – Present

- Create health plans for patient reha
- Educate Patients on Treatment Plan
- Home Care Therapist PTA
- Outpatient Care

## EDUCATION

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**2017** ACE Health Coach Certi

**2017** INCAF - Communication

**2008** Keiser University, Honor  
Therapist Assistant