

**Gainesville Community Reinvestment Area Advisory Board**

**Applicant Package - Member**

Gainesville Community Reinvestment Area Advisory Board - Member

**2 - Term 1:** 07 Sep 2023 - 03 Oct 2025

**2 - Term 2:** 07 Sep 2023 - 03 Oct 2024

**Positions Available:** 4

**Number of applicants in this package:** 2

- Arbelaez, Angelica

- Demaria, Amanda

**Name** :Arbelaez, Angelica

**Address** :2820 NW 39th Terrace, Gainesville, FL, 32606

**Email** :arbelaezangelica1@gmail.com

**Board Name** :Gainesville Community Reinvestment Area Advisory Board

**Please confirm Full Name, including middle initial, prefix, and physical mailing address :**

Angelica M. Arbelaez

2820 NW 39th Terrace

Gainesville, FL 32606

**In what city district do you live? :**

District 2

**Employer :**  
Windsor LLC

**Phone Number :**  
3525912379

**Occupation :**  
Director of Outreach

**Why are you interested in serving on this board? (Please answer separately for each board you are applying to.) :**

I am committed to enhance economic development in East Gainesville. I am passionate about urban planning and community development. I am currently employed in District 1 at the GTEC bldg. I have been able to witness the day to day living and the changes that must take place. This would be my only involvement, I would like play an integral role in reviving and sustaining the efforts taking place for East Gainesville.

**How many terms have you served on this board previously? :**

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**Disclaimer:**

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**Do you claim any exemption to public record disclosure pursuant to FLA. STAT. Section 119? :**

No

**Have you been removed from any advisory board for attendance, behaviour or another reason? :**

No

**If you answered yes to the question above, please explain :**

NA

**What is your gender identity? :**

Female

**If you have chosen to self-describe in the question above, you can add your information here :**

NA

**Optional: Ethnicity :**

Other

**Are you a City of Gainesville Employee? :**

No

**Are you a City of Gainesville Intern? :**

No

**Are you currently on a City Advisory Board/Committee? :**

No

**If yes, which City Advisory Board/Committee? :**

NA

**Some of the boards and committees appointed by the City Commission are required to comply with Chapter 112, Florida Statutes, the Financial Disclosure Law. If applicable, would you be willing to file the required financial statement? :**

Yes

**Do you affirm that your personal and business (if applicable) affairs within the City of Gainesville and Alachua County are in substantial compliance with all city and county regulatory and taxing authorities rules and regulations? \* :**

Yes

**Do you agree with the following statement? Appointees to advisory board/committees are required to attend scheduled meetings as specified in the "Advisory Board Handbook." \* :**

Yes

**Do you agree with the following statement? I understand that this completed application is the property of the City of Gainesville, is subject to public record requests and I hereby certify that the statements made on this application are true and correct. :**

Yes

**Attachments:**

- Arbelaez\_ResumeGCRA.pdf

# ANGELICA M. ARBELAEZ

Gainesville, FL 32606

352-870-1377 - Arbelaezangelica1@gmail.com

## PROFESSIONAL SUMMARY

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A Bilingual highly motivated Sales Customer Relations Consultant with 10 plus years of Personal Lines Insurance expertise. Self motivated, and eager to expand skills while leveraging experience and strong work ethic to positively contribute to a growing business as an active team player.

## SKILLS

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- Claims Handling
- Sales Presentations
- Claims Compliance Auditing
- Team management and Training
- Resilient, Resourceful and Organized
- Proficient in Microsoft Word, Excel, Power Point, and Outlook
- Fluent in Spanish

## WORK HISTORY

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01/2023 to Current

### Office Manager

**Farmers Insurance Agency** – Gainesville, FL

- Provide prompt friendly customer service. Service includes, responding to inquiries regarding insurance, availability, eligibility, coverages, policy changes, transfers, claim submissions, and billing clarification
- Ensure the office is well-maintained, and continuously equipped to successfully meet customer needs and to market relevant products
- Document archiving, processing and review
- Use a customer-focused, needs-based review process to educate customers about the different insurance options
- Coordinate and collaborate with others to achieve agency goals
- Interpreter/ Translator for the Spanish speaking community
- Created, maintained and updated filing systems for paper and electronic documents.
- Maintained computer and physical filing systems.

01/2020 to 01/2022

### Claims Specialist

**Tower Hill** – Gainesville, FL

- Owned the customer experience by establishing trust and building relationships to provide top of the line customer service contact for claims reporting activity related to personal and commercial lines
- Thoroughly and efficiently handled inquiries from policy holders, claimants and others
- Negotiated with other involved parties to arrange settlements for maximum results.
- Concise document processing
- Interpreter for Spanish speaking clients

- Reviewed insurance and claims documents to verify required information and secure any missing data for settlements.
- Performed administrative duties by verifying documentation, researching facts and contacting other parties involved to determine fault percentages and minimize potential losses.
- Conducted full claim investigations and reported updates and legal actions.

01/2018 to 01/2020 **Sales Professional- Customer Service**  
**Allstate**

- Evaluated business or individual customers' needs and financial status and proposed protection plans and products that met their criteria
- Facilitated productive relationships to create a pool of prospective clients from various sources by networking, cold calling, using referrals etc
- Worked with clients to deliver risk management strategies that fit their risk profile
- Educated prospective customers on how to protect their families and assets
- Processed customer inquiries via phone, email and, in-person communication to foster top-quality service delivery.
- Increased revenue with strategic upselling of products and services to existing customers.
- Delivered superior customer service to retain existing customers and attract future customers.

01/2016 to 01/2018 **Account Executive**  
**Fox TV – Gainesville, FL**

- Built and strengthened relationships with new and existing accounts to drive revenue growth.
- Qualified leads, built relationships and executed sales strategies to drive new business.
- Executed successful sales strategies to convert leads into customers.
- Resolved issues promptly to drive satisfaction and enhance customer service.
- Created sales presentations
- Facilitated collection on bad debt accounts by contacting clients prior to collections
- Interpreter/Translator for Spanish speaking clients

01/2012 to 01/2016 **Customer Relations Sales Consultant / Claims Rep/Customer Service Team Lead**  
**Cabrillo Coastal General Insurance Agency**

- Managed assigned territory to meet and exceed assigned quarterly sales goals
- Organized, planned, scheduled, managed assigned prospects face-to-face visits, quality contact on the frequent basis
- Ensured appropriate follow up on customer inquiries and concerns
- Developed, maintained and distributed call reports and other applicable customer and sales documentation/ reports
- Provided and advised of coverage details and estimate breakdowns

- Maintained concise file notes, file investigation and documentation on each assigned claim
- Recognized subrogation opportunities, underwriting and SIU referrals
- Reviewed policy, field adjusters report, damage estimates and itemized contents lists to make appropriate coverage determinations
- Assisted, trained and mentored new employees
- Maintained and tracked daily production for each team member
- Audited claim files for statutory compliance, ensured concise noting and claims handling
- Claim file preparation
- Coached new team members on service techniques and provided scoring through quality assurance program.
- Promoted to team lead of customer service for displaying outstanding enthusiasm and remaining calm in extremely trying situations.

## **EDUCATION**

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### **Associate of Arts**

**Santa Fe College** - Gainesville, FL

## **ADDITIONAL INFORMATION**

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- Florida Agent 220 License -W210106
- Florida Adjuster 6-20 License
- Florida Customer Service 440 License
- Currently enrolled in the 2-15 Life, Health and Variable Annuity Agent License

## **LANGUAGES**

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### **Spanish**

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Native or Bilingual

**Name** :Demaria, Amanda

**Address** :4611 NW 30th Ter, Gainesville, FL, 32605-1123

**Email** :amanda.rodriguez352@yahoo.com

**Board Name** :Gainesville Community Reinvestment Area Advisory Board

**Please confirm Full Name, including middle initial, prefix, and physical mailing address :**

Amanda E. Demaria

4611 NW 30th Terrace

Gainesville, FL 32605

**In what city district do you live? :**

District 2

**Employer :**

Self Employed - Ascend Collaborative Development

**Phone Number :**

352-870-3251

**Occupation :**

Community and Economic Development

**Why are you interested in serving on this board? (Please answer separately for each board you are applying to.) :**

I have experience and a passion for community redevelopment that involves the entire community. Often the people that live in the community are left out of the conversation. I want to assist with community engagement from idea to completion and beyond.

**How many terms have you served on this board previously? :**

0

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Yes

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Yes

**Time of Submission :**07/26/23 6:02:18 PM

**Attachments:**

- Amanda Demaria Resume January 2023.pdf

## **Amanda Rodriguez Demaria**

4611 NW 30th Terrace  
Gainesville, FL 32605  
amanda.rodriguez.demaria@gmail.com  
352-870-3251

### **Professional Experience:**

#### **Owner - Ascend Collaborative Development Community and Economic Development Consultant Gainesville, FL**

July 2020 to Present

- Services Provided: Collaborative Community Development through Strategic Planning, Community Engagement, Grant Writing and Administration, Fund Development, Project Management, Capacity Building, Public Relations, Program Planning and Implementation, Resource Development, Long-term Project Support, Other Services as the Individual Project requires.

#### **Economic Development Specialist - Schuyler County Partnership for Economic Development Watkins Glen, NY**

December 2017 to June 2020

- Work with numerous local, regional, and state partners--governmental, nonprofit, small business-- in a wide range of settings and help facilitate changes that lead to positive economic development outcomes.
- Grants management including conceptualization, research, development, application, performance monitoring, reporting, and closeout.
- Leading the Clean Energy and Climate Smart Communities effort for the Village of Montour Falls including grant writing, grant administration, and coordination of all related projects. Assisting with the Clean Energy and Climate Smart Communities effort in the Village of Odessa, Town of Hector, and Village of Burdett.
- Successfully secured grant funding for the creation of the Town of Hector Local Waterfront Redevelopment Plan. Administration of the LWRP grant and economic development stakeholder for the project.
- Manage and facilitate the progress of projects on behalf of local communities (town, villages).
- Act as a project team member for the Project Seneca Initiative, which is a Waterfront and Canalway redevelopment effort that will result in a \$400+ million investment. This includes working with a diverse group of stakeholders to ensure the continued progress and success of this initiative. This also includes direct management of the Project Seneca Refinement, Two Village Regional Strategic Economic Plan and the Watkins Glen Wastewater Treatment Plant Reuse Plan.
- Act as Project Manager for the Watkins Glen DRI Multisite and Revitalization Fund. Manage all six DRI identified sites and seven sites identified through a competitive grant process. Creation of the DRI Fund Administration Plan.
- Oversee the identification of Opportunity Zones and Opportunity Zone Projects. Creation of project prospectus.
- Provide staff support and organizational direction to the FLX Gateway Community Development Corporation (CDC). Work with CDC board and committee members to implement transformational projects that further the SCOPED's goal of attracting and retaining Millennials to live and work in Schuyler County.
- Work with the SCOPED's members--governmental entities and for-profit businesses--to strategize approaches for funding projects targeting infrastructure improvements; community revitalization and redevelopment; and transformative, job-creating endeavors to attract and grow the local employment base
- Manage SCOPED's entrepreneurial initiative, including the logistics related to connecting startups and entrepreneurs to local and regional resources, supporting small businesses in all areas of development including financing, business plans, marketing, and growth.

- Work with external partners, including but not limited to the Local Chambers of Commerce, Community Colleges, Cornell Cooperative Extension, business incubators, industry associations, and local financial institutions to provide professional and technical assistance to small businesses and potential entrepreneurs in a highly coordinated fashion.
- Create and manage all marketing and communication for SCOPED, SCIDA, FLX Gateway CDC, and FLX Gateway Enterprises.
- Completion of Basic Economic Development Course through NYSEDC/ IEDC, Business Retention and Expansion Course through IEDC, Managing Economic Development Organizations Course through IEDC

**Executive Director - High Springs Community Redevelopment Agency  
High Springs, FL**

December 2014 to November 2017

- Oversee all aspects of the Community Redevelopment Agency for the City of High Springs
- Compile and maintain databases and relevant planning and economic information regarding housing, retail, industrial, and office development activity.
- Direct the implementation of the CRA Programs outlined in the CRA Plan.
- Represent the City with outside agencies or private developers and other interested parties.
- Hire and manage staff, volunteers, and interns on all projects.
- Capital Improvement Project Management
- Provide support to the City in order to fulfill the CRA's Programs within the CRA Plan, including developing strategies, identifying the community's competitive advantages, targeting industries, identifying prospects, and using marketing tools.
- Serve as a resource for the public, including the development community, businesses, property owners, community organizations, and make public presentations to help educate local residents, the business community, and City of High Springs staff about the benefits of a planned economic development effort.
- Respond to inquiries regarding economic data, trends, and resources such as industrial and commercial development opportunities.
- Review and process applications for the various CRA Economic Incentive/Grant Programs
- Write, justify and budget for annual requests for CRA and City funding.
- Creation of CRA extension plan that was set to expire. Extension extended the CRA for an additional fifteen years with the option of an additional fifteen years at the time of expiration.
- Work with all intergovernmental agencies including City of High Springs, Alachua County, and State of Florida
- Extension of the CRA through 2031
- Conference Presenter at the 2017 Florida Redevelopment Association Annual Conference on Success Time Extensions of CRAs in Florida.
- Create, manage, and oversee an annual budget of over \$400,000

**Registrar/ Administrative Assistant/ Treasurer/ Substitute Teacher - Sung Adventist Academy  
Gainesville, FL**

August 2008 to August 2014

- Substitute Teacher. I began substituting in August 2008. I became regularly employed in March 2011.
- Regular Teacher for Bible, Drama, and Physical Education. Long Term Substitute for Tenth Grade English
- Responsible for all student records and accounts. Proficient in Renweb software and database.
- Human Resources. Coordinate all human resources activities for employees and volunteers. Advertise, interview, and process all new employee and volunteer positions.
- Coordinate all marketing and recruitment activities leading to an average enrollment growth rate of 35% for each of the past three years.
- Chair of both the fundraising committee and recruitment committee.
- Led the school board in creating a three-year strategic improvement plan.
- Supervise and hire all substitutes and volunteers
- Event coordinator for all major events.

- Designed all marketing and promotional materials.
- Treasurer. Create an annual budget. Provide general accounting. Create and present monthly budget reports to the school board. Proficient in Quickbooks.
- Teacher yearbook committee 2013 to 2014 school year, taught 9th/ 10th grade English, 1st-grade math, drama for grades kindergarten - seventh, and enriched book club for grades kindergarten - seventh. Chair of the yearbook committee. Previously, I have also taught Nutrition, Religion, Physical Education, and Computers.

### **Community Development Coordinator - Partnership for Strong Families**

#### **Gainesville, FL**

July 2007 to May 2010

- Promoted from assisting the Resource Development Department to coordinating the entire department.
- Directly assisted with the recruitment of foster families, adoptive families, and prevention families.
- Oversaw all aspects of the volunteer program including recruitment, placement, and supervision.
- Raised over \$20,000 for normalcy programs for foster youth during the first signature fundraising event.
- Secured over \$60,000 each year in sponsorships for Christmas presents for children involved in the child welfare system.
- Created and edited the quarterly newsletter for Partnership for Strong Families.
- Developed and coordinated a media campaign promoting Foster adoptions.
- Co-wrote several grants and successfully secured four grants in my two years as Specialist and Coordinator.
- Supervisor for Community Development Assistant.
- Served as liaison for Partnership Board of Directors. Member of the Healthy Families Advisory Board, the Alachua County Children's Alliance, and the Child Abuse Prevention Taskforce.

#### **Education:**

- Masters of Public Administration Degree - Management Focus (3.88 GPA)  
Florida Gulf Coast University - Fort Myers, FL
- Bachelor of Arts degree in Interdisciplinary Studies (Public Administration and Political Science)/ Minor in Technical Education and Industry Training (3.92 GPA), College Top Honor Graduate, Summa Cum Laude  
University of Central Florida - Orlando, FL
- Associate of Arts degree in History (3.95 GPA), With Honors  
Santa Fe College - Gainesville, FL

**Skills:** Event Planning, Grant Writing, Fundraising, Research, Presentation Skills, Writing Skills, Microsoft Office, Quickbooks, Project Management, Community Development, Marketing, Public Relations, Public Speaking, Curriculum Development, Administrative Experience, Tutoring, Social Media, Website Set-up and Maintenance, Account Management, Budgeting, Strategic Planning, Teaching, Mentoring