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OFFICE OF THE CITY CLERK
CITY OF MIAMI

APPLICATION FOR HISTORIC AND ENVIRONMENTAL PRESERVATION BOARD

Julie

ODell

FIRST NAME

LAST NAME

3940 Main Highway

RESIDENCE ADDRESS, CITY, STATE, ZIP CODE

Real Estate Broker

julie@odelphia.com

OCCUPATION

E-MAIL ADDRESS

Self-Employed

BUSINESS / EMPLOYER

3055054448

TELEPHONE (HOME)

TELEPHONE (BUSINESS)

CITY CODE SECTION 62-27(B) STATES, ALL MEMBERS OF THE BOARD SHALL BE FROM THE ELECTORATE OF THE CITY.

ARE YOU AN ELECTOR OF THE CITY OF MIAMI?

☒ YES ☐ NO

CITY CODE SECTION 62-27(B) STATES, MEMBERS OF THE BOARD SHALL NOT BE TRANSACTING BUSINESS WITH THE CITY.

HAVE YOU ENTERED INTO A CONTRACT OR ARE YOU CURRENTLY TRANSACTING ANY BUSINESS WITH THE CITY OF MIAMI
OR ANY PERSON OR AGENCY ACTING FOR THE CITY?

☐ YES ☒ NO

BELOW PLEASE LIST ANY PROPERTY(IES) OWNED BY YOU THAT ARE LOCATED WITHIN THE CITY OF MIAMI LIMITS:

3940 Main Highway, Miami, FL 33133

THE HISTORIC AND ENVIRONMENTAL PRESERVATION BOARD MUST BE COMPOSED OF THE FOLLOWING POSITIONS BELOW.

PLEASE CHECK ALL CATEGORIES THAT PERTAIN TO YOU:

- Nominees for the professional positions who meet the demonstrated knowledge and requirement should also check "citizen."
- Nominees who meet any of the categories listed should also check "alternate member."

- | | |
|---|--|
| ☐ ARCHITECT WHO IS OR HAS BEEN REGISTERED IN THE STATE OF FLORIDA | ☒ EXPERIENCED REAL ESTATE BROKER WHO IS OR HAS BEEN LICENSED BY THE STATE OF FLORIDA |
| ☐ LANDSCAPE ARCHITECT WHO IS OR HAS BEEN REGISTERED IN THE STATE OF FLORIDA | ☐ PERSON EXPERIENCED IN THE FIELD OF BUSINESS AND FINANCE OR LAW |
| ☐ HISTORIAN OR ARCHITECTURAL HISTORIAN QUALIFIED BY MEANS OF EDUCATION OR EXPERIENCE AND HAVING DEMONSTRATED KNOWLEDGE AND INTEREST IN MIAMI-DADE COUNTY HISTORY AND ARCHITECTURAL HISTORY | ☒ CITIZEN WITH DEMONSTRATED KNOWLEDGE AND INTEREST IN THE HISTORIC AND ARCHITECTURAL HERITAGE OF THE CITY AND/OR CONSERVATION OF THE NATURAL ENVIRONMENT |
| ☐ ARCHITECT OR ARCHITECTURAL HISTORIAN HAVING DEMONSTRATED KNOWLEDGE AND EXPERIENCE IN ARCHITECTURAL RESTORATION AND HISTORIC PRESERVATION | ☐ ALTERNATE MEMBER WHO QUALIFIES UNDER ONE OF THE ABOVE CATEGORIES |

I have read and understand the qualifications for members that are set forth in Miami City Code, and hereby certify that:

- (1) I am an elector of the City of Miami.
- (2) I agree to immediately notify the city clerk if I cease to be an elector of the city during the term of my office.
- (3) I agree to comply with Florida Statue Chapter 112, Section 2-11.1 of Miami-Dade County Code and Sections 2-611 to 2-619, Miami City Code, as amended, which prohibits me from having a conflict of interest relative to any matter or application before the board as defined by the aforementioned laws.
- (4) I agree to comply with Florida Statute Section 286.012, as amended, which prohibits me from having a voting conflict of interest.
- (5) I agree to comply with Section 2-612 of the Miami City Code which prohibits me from entering into any contract or transact any business with the city or any person or agency acting for the city, or from appearing in representation of any third party before any board, commission or agency of which I am a member. I also understand that prohibition upon activity which is set forth above remains in effect for a period of two years after I have left city service.
- (6) I am not a candidate for elective political office and if I were to become a candidate for elective political office during my term that such actions shall be deemed a tender of resignation effective upon whichever occurs first:
 - (1) At the time such board member receives contributions or makes expenditures, or gives his or her consent for any other person to receive contributions or make expenditures, with a view to bringing about his or her nomination or election to public office;
 - (2) At the time such board member appoints a campaign treasurer and designates a primary depository; or
 - (3) At the time such board member files qualification papers and subscribes to a candidate's oath as required by law.

However, any individual that is required to resign from a city board under the circumstances described above may be reappointed to his or her city board position by a simple majority vote of the city commission.


SIGNATURE

7.22.25
DATE

REQUIRED ATTACHMENTS

- ☒ RÉSUMÉ WHICH INCLUDES EDUCATION, WORK EXPERIENCE, ORGANIZATIONS AND COMMUNITY ACTIVITIES.

OPTIONAL ATTACHMENTS

- ☐ LIST OF ANY PUBLISHED WORK OR PROJECTS RELATED TO HISTORIC PRESERVATION AND/OR ARCHITECTURAL HISTORY.
(IF NOT INCLUDED IN RÉSUMÉ/CV)
- ☐ NO MORE THAN TWO (2) LETTERS OF RECOMMENDATION
- ☒ CERTIFICATE OF COMPLETION OF ETHICS COURSE

INSTRUCTIONS FOR SUBMITTAL

COMPLETE FORM, PRINT, SIGN, AND MAIL OR HAND-DELIVER ORIGINAL FORM WITH THE REQUIRED ATTACHMENTS TO:

**CITY CLERK'S OFFICE
CITY OF MIAMI
3500 PAN AMERICAN DRIVE
MIAMI, FL 33133
ATTN: NICOLE N. EWAN**

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Unless noted as "Florida Statute 119 Exempt", all information submitted is considered public records. The Florida Public Records Act (FPRA) requires the City to make all public records available for inspection and to provide copies upon request.

JULIE ODELL
3940 Main Highway
Coconut Grove, FL 33133

(305) 505-4448 julie@odelphia.com

PROFILE:

Founder and Broker of Odelphia LLC, a Florida licensed real estate broker; Specialist in commercial leasing and sales, representing owners, landlords and tenants. Experienced in Investment Sales, Market Research, Competitive Market Analysis, PR & Media Planning, Direct Marketing Strategies; Strong Negotiation and Closing Skills

SUMMARY OF QUALIFICATIONS: 19 years of Florida real estate sales and marketing experience.

EXPERIENCE:

2015 to Present: **ODELPHIA COMMERCIAL REAL ESTATE**, Miami, FL.
Owner and Qualified Broker

Specialized in the following areas of commercial real estate:

- Landlord Representation
- Tenant Representation
- Investment Sales and Disposition
- Research Services

Chief Responsibilities:

- Source and identify new clients and real estate listings for sale and lease
- Partner with real estate brokers and attorneys
- Negotiate contracts and leases
- Oversee tenant improvements and facility buildouts
- Guarantee facilities comply with local regulations and requirements, (ie zoning and permitting)
- Prepare and maintain financial budget by project
- Perform market analysis and acquisitions
- Set sales goals for agents and help them meet these goals
- Little Bahamas Land Sales and Acquisitions

2010-2015 **BEACON HILL PROPERTY GROUP**, Miami, FL
Vice President- Leasing

- Use market knowledge in providing a leasing strategy that outlines targeted uses within a Shopping Center
- Procure listings throughout Miami-Dade, Broward and Palm Beach Counties
- Prepare overall leasing/marketing plans for assigned assets within portfolio including targeted uses, tenant mix plan, comparative analysis, and marketing strategy
- Canvas the market for prospects by telephone, cold calling or follow up of direct mail solicitation
- Identify and qualify potential tenants to lease space for company, partnership or third-party owned retail projects.
- Initiate, negotiate and close leases or sale contracts with tenant at retail projects for space or outparcels.
- Identify and track tenant expirations, exclusive provisions and prohibitions
- Work closely with the brokerage community to elicit their involvement in the marketing of listings
- Provide up-to-date monthly leasing reports that details status of deals being negotiated, space available and update what transpired during the month relative to new prospects.
- Draft and prepare Letters of Intent or sales contracts working cooperatively with asset owners and prospects
- Represented 21 clients in locating new retail locations in the South Florida Marketplace
- Canvas the United States retail market for new "cutting edge" tenant representation opportunities

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- 2009-
2010 **TERRANOVA CORPORATION**, Miami Beach, FL
Commercial Leasing Associate
- Sourced new tenants for properties in Miami-Dade and Broward Counties through cold calls and canvassing
 - Represent 1 national client and one local client for tenant representation
 - Consistently built strong relationships in the commercial real estate marketplace
 - Conduct market surveys and tenant mixes for all assigned centers and areas
 - Thorough knowledge of the retail sector in Miami-Dade and Broward Counties
 - Successfully completed 6 commercial leasing transactions in 2010 with limited portfolio
- 2006-
2009 **ITALIAN TOUCH USA, LLC**, Miami, FL
Director of Business Development & Managing Partner
- Responsible for day-to-day operations of Spec Home General Contracting business
 - Identified target customers and make presentations on customized building materials/renovations for residential & commercial
 - Increased customer base in the Caribbean basin by 300%
 - Build sales for company up to \$1M in 2008
 - Manage tradeshow, advertising, industry specific media buys and collateral including web presence and social media
 - Supervised sales team of 4
 - Responsible for generating all revenue and identify ROI for all media purchases
 - Developed and built relationships with all national and international vendors including PGT, La Finestra, CGI, Windoor, Sunsetter, ES Windows, and various local sub-contractors
- 2004-
2006 **HYPERION DEVELOPMENT GROUP**, Miami, FL
Marketing Manager for Blue and MarinaBlue Luxury Condos
- Liaison between Marketing, Sales, and Architect development teams.
 - Identified target markets and create public relations and advertising campaigns to effectively reach buyers
 - Created collateral materials and set up sales offices
 - Established and met marketing budgets and traffic generation goals
 - Development and implementation of integrated marketing and sales support programs including public relations, print and outdoor media, collateral production, direct marketing, on-site sales center signage and special events.
 - Managed advertising, public relations, communications, and interactive outside agencies
 - Performed sales analysis to provide data for future marketing resource allocation
- 2003-
2004 **THE RELATED GROUP OF FLORIDA (TRG Management)**, Miami, FL
Marketing Manager
- Responsible for the marketing and branding strategies for new development properties through lease
 - Identified target markets and coordinated public relations and advertising campaigns to effectively reach them
 - Created collateral materials and set up pre-leasing offices properties included The Residences at the Village of Merrick Park and City Place
 - Established and met marketing budgets and traffic/leasing goals
 - Supervised team of Marketing Coordinators and a Leasing Training Director

EDUCATION

B.A. Liberal Studies, Florida International University, Miami, FL

Awards

Miami Herald Silver Knight Award Nomination, Journalism
Rookie of the Year, Books-A-Million

Organizations

CIASF (Commercial Industrial Assn of South Florida), Board of Directors 2017-2018
ICSC (International Council of Shopping Centers) 2003-2023
HEPB (City of Miami Historic and Environmental Preservation Board) City of Miami

References

Available upon request

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Certificate of Participation

Presented to

Julie ODell

This is to certify that the abovementioned individual has attended a briefing on Sunshine Law, Public Records, and the Miami-Dade County Conflict of Interest and Code of Ethics Ordinance. The two (2) hour briefing was conducted on **January 7, 2019** for the City of Miami by the Miami-Dade County Commission on Ethics and Public Trust in compliance with the City of Miami Ordinance #13125.

Robert A. Thompson
Community Outreach Coordinator
Commission on Ethics and Public Trust

