



Office of The

MAY 16 2024

City Clerk

## CANDIDATE BIOGRAPHICAL DATA

City Council Position (select one): Mayor ☒ Seat 2 ☐ Seat 3 ☐  
Seat 4 ☐ Seat 5 ☐

1. Full Name: Edith M. Rivera

Address: 1390 Jarvis St. NW.

City: Palm Bay

State: FL

Zip Code: 32907

### Contact Information:

Home/Mobile: 321-704-3519

Business:

E-Mail: Riveraem777@gmail.cc

2. Date of Birth (optional): 03/21/1954

3. Education:

Certification of the university of Florida, Food and Nutrition

Broker's course

4. Present Employment:

Company: Weichert Realtor Hallmark Properties

Address: 5201 Babcock St NE

5. Occupation: Broker's Associate

Job Responsibilities: I assist Clients to purchase, rent or sell properties

Advising on market condtions, Interest rates, locating mortgage. Code of Ethic's

If retired, what was your occupation prior to retirement? Director of Food and Nutritio

Job Responsibilities: Supervising staff to ensure quality and safety me

Responsible for buget, staffing, ordering, disciplining and counseling staff.

6. Resident: 33 Years 6 Months

7. Are you a member or participant of any community organizations? (Please list)

Casa de Bendicion

National Association of Realtor's

8. Why do you want to be a member of the City Council?

Please see attached letter.

My name is Edith Rivera and I have lived in Palm Bay for over 33 years. My family and I moved from Perth Amboy, New Jersey for various reasons; high tax rates, high crime rates and the education system seemed to be a little behind compared to the state of Florida. After more than 33 years, I have never once been disappointed with the leap of faith we took by moving to Palm Bay; leaving family, friends and all that I was familiar with.

Similarly, my decision to run for mayor was not an easy one either. I had to put all of the cards on the table to ensure my decision was a sound one. My family, my church, my time, my health, and my finances may all be at risk depending on this decision. Running against the honorable Mayor, Rob Medina was not an easy choice either. After speaking to family, and some close friends that I consider family, the decision was made. I would put in my application for the Mayor's position.

My campaign to become the Mayor of the great city of Palm Bay will be a fair and ethical one. I intend to put the people, and their concerns, first and foremost in my designs. The citizens of Palm Bay are the ones who will choose their candidate, the candidate do not choose the citizens. With that in mind, I will move forward and run my campaign on the issues most important to the majority of citizens that call Palm Bay home. The city of Palm Bay is a uniquely diverse community; we have many churches, many denominations, many temples, and many mosques. To add to that, our thriving and growing community is diverse in languages, ethnic backgrounds, and nationalities. As a woman with deep ties into the community, I see the common threads amongst this diversity that weave together strong, unified voices for good will and practical policies.

I will wield my robust administrative experience gained through working closely with executive leaders of multiple departments, along with the state of Florida mandates, to maintain the general welfare of the city and execute my duties as chairwoman of the municipal council. I will prove an effective leader in policy and decision making in order to serve as a bridge and as a conduit for the will of the people. I have spent long, arduous hours to ensure proper budgets were met, staffing objectives were fulfilled and recruitment of the only the best talent was achieved. These long hours translated into dynamic and successful results that put our organizational structure leagues ahead in metrics of quality and service. My service through local



church organizations has also primed me for the reality of governing; by providing community assistance and working with the those that are homeless, I have seen firsthand the broad spectrum of our community. As a law-abiding citizen, I feel capable and honored to have this opportunity to enter my application for this extraordinary level of service.

Not only do I seek to strengthen the welfare of this community through engagement with the critical public security and social programs that safeguard our populace, but my strongest initiative by far will be to unite a willing team of people that can come together with a unified purpose. My success in the role as Mayor will be dependent on inspiring those around me to follow my lead and share in a vision of continued excellence for the City of Palm Bay. In this spirit, I also aim to encourage more involvement from the people of this fair city as we are only given this mantle of responsibility by their voice. More engagement from our citizens will lead to a stronger sense community overall as we continue to grow and welcome more and more Palm Bay denizens.

Some of my key concerns will be as follows. Senior citizens in need, those who have paved the way before us, will be of high priority. The enhancement and development of programs that serve the dignity of our eldest generations will be important to me. There are many hard-working senior citizens that have financial difficulties after their long years of service and they deserve an opportunity to lessen undue burdens.

Additionally, it is as important to reach out to our youth and create safe public 'spaces' (often referred to as third spaces) that promote healthy behaviors and community-oriented activities. I believe the greater Palm Bay area would be an amazing place for an organization such as the YMCA.

Another area where I would want to focus in on investor relations. It is critical that investors that see opportunity in Palm Bay are held to appropriate standards and 'give back' in more ways than one. Everyone can see the riches in culture, diversity and growth that Palm Bay offers; we are adding more and more business to our corner of the state day by day. It will be at the forefront of my agenda to make sure investors, both internal and external to Palm Bay, have the city's best interests in their designs.

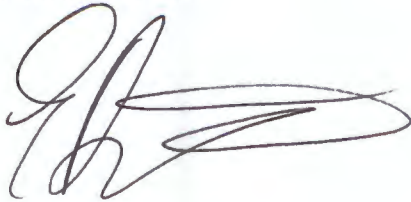
There is no question that the police force protecting our families and protecting our city needs our support, our respect and the knowledge that we stand behind them. None of our police officers should ever have difficulty owning a home or supporting their family given the right opportunities. I would support efforts to bolster the confidence of our officers and seek

ways to develop their bonds with the people of this city. My plans also include our teachers that are responsible for educating our children, our firefighters and first responders that we call in times of dire need, and all of our community helpers and first-line personnel; they deserve the same dignity and response. I would seeks ways to incentivize and propel our everyday citizens towards the hard work of elevating our city to newer and greater heights.

Our city is beautiful, both clean and well kept. But our city has to keep up with the times and there are improvements that need to be done if we are going to keep it that way. So much has changed, but the work remains the same. I, Edith Rivera, have clear line of sight to what this city needs to stay ahead. No issue is too small, no idea is too big; from disaster preparedness to local youth groups, I am committed to making Palm Bay that much more prosperous, that much more protected, and that much more of a safe haven for long time citizens and newcomers alike. I am ready to lead this city.

Thank you for your time and consideration,

Edith Rivera

A handwritten signature in dark ink, appearing to be 'Edith Rivera', with a large, sweeping flourish extending to the right.