

City of Hollywood

Hollywood City Hall
2600 Hollywood Blvd
Hollywood, FL 33020
<http://www.hollywoodfl.org>



Meeting Minutes - Final

Wednesday, March 5, 2025

1:00 PM

Commission Chambers Room 219

Regular City Commission Meeting

CITY COMMISSION

Josh Levy, Mayor

Idelma Quintana, Vice Mayor - District 6

Caryl Shuham, Commissioner - District 1

Peter D. Hernandez, Commissioner - District 2

Traci Callari, Commissioner - District 3

Adam Gruber, Commissioner - District 4

Kevin Biederman, Commissioner - District 5

George R. Keller, Jr., CPPT, City Manager

Damaris Henlon, Interim City Attorney

Patricia A. Cerny, City Clerk

NOTES

1. **Moment of Silence**
2. **Pledge of Allegiance**
3. **Recognition of Veterans, Active Service Personnel & Their Families**
4. **Roll Call**

Present: Commissioner Caryl Shuham, Commissioner Peter Hernandez, Commissioner Traci Callari, Commissioner Adam Gruber, Commissioner Kevin D. Biederman, Vice Mayor Idelma Quintana and Mayor Josh Levy

CONSENT AGENDA**Approval of the Consent Agenda**

ACTION: Motion was made by Commissioner Callari, which was seconded by Vice Mayor Quintana, to approve the Consent Agenda. The motion passed unanimously. (7-0)

5. [R-2025-062](#) A Resolution Of The City Commission Of The City Of Hollywood, Florida, Approving The Special City Commission Meeting Minutes Of April 8, 2024.
ACTION: This Resolution was moved by Commissioner Callari, which was seconded by Vice Mayor Quintana and adopted on the Consent Agenda. The motion passed unanimously. (7-0)
6. [R-2025-063](#) A Resolution Of The City Commission Of The City Of Hollywood, Florida, Approving The Regular City Commission Meeting Minutes Of May 1, 2024.
ACTION: This Resolution was moved by Commissioner Callari, which was seconded by Vice Mayor Quintana and adopted on the Consent Agenda. The motion passed unanimously. (7-0)
7. [R-2025-064](#) A Resolution Of The City Commission Of The City Of Hollywood, Florida, Approving The Regular City Commission Meeting Minutes Of May 15, 2024.

ACTION: This Resolution was moved by Commissioner Callari, which was seconded by Vice Mayor Quintana and adopted on the Consent Agenda. The motion passed unanimously. (7-0)

8. [R-2025-065](#)

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Authorizing The Appropriate City Officials To Execute An Amended And Restated Agreement With Broward County, A Political Subdivision Of The State Of Florida, For The Swim Central Program.

ACTION: This Resolution was moved by Commissioner Callari, which was seconded by Vice Mayor Quintana and adopted on the Consent Agenda. The motion passed unanimously. (7-0)

9. [R-2025-066](#)

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Ratifying The Submission Of An Application To The Broward County Marine Advisory Committee For The Fiscal Year 2025-2026 Enhanced Marine Law Enforcement And Education Grant In The Approximate Amount Of \$131,128.00; Authorizing The Appropriate City Officials To Accept The Grant, If Awarded, And Execute All Applicable Grant Documents.

ACTION: This Resolution was moved by Commissioner Callari, which was seconded by Vice Mayor Quintana and adopted on the Consent Agenda. The motion passed unanimously. (7-0)

10. [R-2025-067](#)

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Approving And Authorizing The Appropriate City Officials To Issue A Purchase Order To Barney's Pumps Inc., For Three Vertical Solids Pumps In An Amount Up To \$466,953.00 In Accordance With Section 38.41(C)(2) Of The Procurement Code. (Sole Source)

ACTION: This Resolution was moved by Commissioner Callari, which was seconded by Vice Mayor Quintana and adopted on the Consent Agenda. The motion passed unanimously. (7-0)

11. [R-2025-068](#)

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Approving And Authorizing The Appropriate City Officials To Execute An Authorization To Proceed For Work Order Number ARC 25-04 With Arcadis U.S., Inc., For Professional Engineering Services Related To Updates To The Wastewater Emergency Discharge Management And Sewer Overflow Response Plans, In An Amount Up To \$223,875.00.

ACTION: This Resolution was moved by Commissioner Callari, which was seconded by Vice Mayor Quintana and adopted on the Consent Agenda. The motion passed unanimously. (7-0)

12. [R-2025-069](#) A Resolution Of The City Commission Of The City Of Hollywood, Florida, Authorizing The Appropriate City Officials To Execute Blanket Purchase Agreements With Construction 95 LLC, American Capital Construction, Inc. And Concrete Works & Paving Inc. For Concrete Grinding, Removal And Repairs In An Annual Amount Up To \$200,000.00 Per Vendor.

ACTION: This Resolution was moved by Commissioner Callari, which was seconded by Vice Mayor Quintana and adopted on the Consent Agenda. The motion passed unanimously. (7-0)

13. [P-2025-009](#) Presentation By Jameel Ziadie, Acting Fire Chief, Recognizing Recipients Of The Meritorious Service Award.

Presentation by Jameel Ziadie, Acting Fire Chief, read the commendation that resulted in Brian Ettinger, Fire Lieutenant, and April Allen, Business Compliance Manager, being recognized with the Meritorious Service Award.

Brian Ettinger, Fire Lieutenant, accepted the award and thanked the Commission for the recognition.

14. [P-2025-010](#) Presentation By Jeffrey Devlin, Police Chief, Recognizing Recipients Of Hollywood Police Department Awards For November 2024, December 2024 And January 2025.

Presentation By Jeffrey Devlin, Police Chief, introduced the item recognizing the recipients of Hollywood Police Department Awards for November 2024, December 2024, and January 2025.

Jeffrey Devlin, Police Chief, read the commendation that resulted in Desiree Daniels, Police Lieutenant, and Joshua McLean, Police Sergeant, accepting the Chief's Special Recognition Award for November 2024.

Deanna Bettineschi, Public Information Manager, read the commendation that resulted in Jonathan Cintra, Police Detective, being recognized as Officer of the Month for November 2024.

Deanna Bettineschi, Public Information Manager, read the commendation that resulted in Lucy Martinez-Daviglus, Police Detective, being recognized with the Chief's Special Recognition Award for November 2024.

Deanna Bettineschi, Public Information Manager, read the commendation that resulted in Manuel Rodriguez-Blevins, Police Detective, being recognized as Officer of the Month for December 2024.

Deanna Bettineschi, Public Information Manager, read the commendation that resulted in Cameron Graziadei, Police Officer; Mark Robbins, Police Officer and Ramon Perez, Police Officer, being recognized with the Lifesaving Award for December 2024.

Deanna Bettineschi, Public Information Manager, read the commendation that resulted in Anthony Manzo, Police Officer, being recognized with the Chief's Special Recognition for December 2024.

Deanna Bettineschi, Public Information Manager, read the commendation that resulted in Kristopher Doyle, Police Detective, being recognized as Officer of the Month for January 2025 and with the Lifesaving Award for January 2025.

15. P-2025-011 A Proclamation In Recognition Of Irish American Heritage Month, March 2025.

Commissioner Hernandez read the proclamation in recognition of Irish American Heritage Month.

Sarah Kavanagh, Consul General of Ireland in Miami, and Mark Rowe and Mike Saffran, Directors for the New Hibernians of Hollywood accepted the proclamation and thanked the Commission.

Commissioner Callari left the meeting at 1:34 PM.

16. P-2025-012 Presentation By Terry Cantrell, Chair, Regarding The Annual Report For The General Obligation Bond Oversight Advisory Committee.

Terry Cantrel, Chair, provided the Annual Report for the General Obligation Bond Oversight Advisory Committee.

Commissioner Callari returned to the meeting at 1:36 PM.

17. R-2025-070 A Resolution Of The City Commission Of The City Of Hollywood, Florida, Considering The Continuance/Sunsetting Of The Following Advisory Boards: Affordable Housing Advisory Committee, African American Advisory Council, Artwork Selection Advisory Committee, Education Advisory Committee, General Obligation Bond Oversight Advisory Committee, Marine Advisory Board, Parks, Recreation & Cultural Arts Advisory Board, Sister Cities Advisory Committee, Sustainability Advisory Committee, And The Young Circle ArtsPark Advisory Board.

Patricia Cerny, City Clerk, explained the intent of the Resolution.

Discussion ensued among staff and members of the Commission.

ACTION: Motion was made by Commissioner Hernandez, which was seconded by Commissioner Callari, to adopt the Resolution continuing all the boards except the Young Circle Arts Park Advisory Board.

Discussion ensued among members of the Commission.

Terry Cantrell, 745 Harrison Street, expressed personal opinions/concerns.

Jose Cortes, Director of Design & Construction Management, provided information to the Commission.

Damaris Henlon, Interim City Attorney, responded to concerns raised by the Commission.

George R. Keller, Jr., City Manager, provided additional information

Discussion ensued among staff and members of the Commission.

ACTION: Motion was made by Commissioner Biederman, which was seconded by Commissioner Hernandez, to amend the Resolution to sunset the General Obligation Bond (GOB) Advisory Board. On a voice vote the motion failed 3-4. Commissioner Shuham, Commissioner Callari, Commissioner Quintana and Mayor Levy were opposed.

ACTION: On voice vote, the motion made by Commissioner Hernandez, which was seconded by Commissioner Callari, to adopt the Resolution continuing all the boards except the Young Circle Arts Park Advisory Board passed 6-1. Commissioner Biederman was opposed.

18. [R-2025-071](#)

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Authorizing The Establishment Of A Code Enforcement Lien Amnesty Program; Providing For Eligibility Criteria; And Providing An Effective Date.

Jovan Douglas, Director of Parking & Code Compliance, explained the intent of the Resolution.

Commissioner Hernandez left the meeting at 2:31 PM.

ACTION: Motion was made by Commissioner Callari, which was seconded by Vice Mayor Quintana, to adopt the Resolution.

The following individuals expressed personal opinions/concerns:

1. Terry Cantrell, 745 Harrison Street
2. Siobhan McLaughlin, 1409 Rodman Street
3. Eamon Tower, 323 Oregon Street

Commissioner Hernandez returned to the meeting at 2:35 PM.

Discussion ensued among staff and members of the Commission.

ACTION: Motion was made by Commissioner Hernandez, which was seconded by Commissioner Callari, to amend the Resolution to add that when properties come into compliance that they receive a letter to that effect. On a voice vote the motion passed unanimously. (7-0)

ACTION: On voice vote, the motion was made by Commissioner Callari, which was seconded by Vice Mayor Quintana, to adopt as amended the Resolution which passed unanimously. (7-0)

19. [R-2025-072](#)

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Awarding Invitation For Bid IFB-267-25-WV For The Hollywood Tidal Flooding Mitigation And Shoreline Protection Sites 3, 4, 5, 11, 12, 7, 8, 14, 15 And 16 FDEP 22FRP13 Project To Shoreline Foundation, Inc.; And Approving And Authorizing The Appropriate City Officials To Execute A Contract With Shoreline Foundation, Inc. For Construction Of The Hollywood Tidal Flooding Mitigation And Shoreline Protection Sites 3, 4, 5, 11, 12, 7, 8, 14, 15 And 16 FDEP 22FRP13, A General Obligation Bond Project, In An Amount Up To \$3,648,808.00.

Jose Cortes, Director of Design & Construction Management, explained the intent of the Resolution.

Mayor Levy passed the gavel to Vice Mayor Quintana and left the meeting at 2:50 PM, he returned at 2:51 PM.

Discussion ensued among staff and members of the Commission.

Luis Lopez, Engineering Support Services Manager, provided additional information.

Discussion ensued among staff and members of the Commission.

Dan (Tony) Royo, Shoreline Foundation, responded to concerns raised by the Commission.

Commissioner Callari left the meeting at 3:26 PM and returned at 3:27 PM.

ACTION: Motion was made by Commissioner Shuham, which was seconded by Commissioner Callari, to adopt the Resolution. On a voice vote the motion passed unanimously. (7-0)

The Commission recessed at 3:35 PM and reconvened at 3:47 PM with all members of the Commission present.

20. 5:00 PM CITIZENS' COMMENTS (Total Time 30 Minutes)

The following individuals expressed personal opinions/concerns:

1. Andy Ruffner, Hollywood Historical Society
2. Ann Ralston, 326 S 14th Ave

Commissioner Gruber left the meeting at 5:03 PM and returned at 5:06 PM.

3. John McGuire, Hollywood LGBTQ+ Council
4. Frank Zehner, 501N 26th Avenue
5. Susana Lopez, 2550 Monroe Street
6. Lyle Palmer, 1421 N 66th Avenue

21. Vice Mayor Quintana, District 6

Parking Ordinance

Vice Mayor Quintana stated there are parking challenges within the City and requested Commission support for staff to review the Parking Ordinance. She stated rules should be consistent and applicable to everyone.

George R. Keller Jr., City Manager, stated the development regulation standards can be reviewed, and enforcement will continue to be an ongoing challenge. He stated the existing regulations should be consistent, and amendments can be made if necessary. Staff will prepare a white paper on the issues and proposed solutions.

22. Commissioner Shuham, District 1

Fred Lippman Senior Elder Grant Program

Commissioner Shuham stated she received an email from seniors regarding the Fred Lippman Elder Grant Program. She stated they expressed their appreciation for the program and shared their concerns about its potential discontinuation. Commissioner Shuham stated she assured them if funding is available, the City will do everything possible to ensure the program continues.

House Rehab Event

Commissioner Shuham thanked Rebuild Broward and Waste Pro, as her experience with them as uplifting on the house rehab. She stated a particularly impactful moment was when the Waste Pro truck arrived and picked up the debris. Commissioner Shuham proposed while negotiating with the Waste Pro contract, if an amendment could be added for Waste Pro to provide their services at no cost for volunteer projects or to donate to the City. Commissioner Shuham thanked Commissioner Callari for organizing the project.

23. Commissioner Hernandez, District 2**House Rehab Event**

Commissioner Hernandez explained he spoke with Ken Rivera, Waste Pro, and asked them to assist at the house rehab event. He thanked Waste Pro for sending trucks to pick up the debris.

Dr. Martin Luther King, Jr., Community Center

Commissioner Hernandez stated he visited the Dr. Martin Luther King, Jr., Community Center along with the Department of Parks, Recreation and Cultural Arts staff. He stated they received a grant for \$480,000.00 that will be allocated to security lighting, ADA compliance of restroom, flooring, kitchen and exterior painting. Commissioner Hernandez thanked staff for the tour of the center.

Centennial Coins

Commissioner Hernandez announced Centennial precious metal coins are available for purchase.

George R. Keller Jr., City Manager, stated those interested in purchasing a coin can call the City Manager's office to receive more information.

Community Drive

Commissioner Hernandez thanked Gus Zambrano, Assistant City Manager, and staff for assisting in the community drive.

City Planted Oak Tree

Commissioner Hernandez stated he spoke with Joseph Kroll, Director of Public Works, regarding a home on the corner of 26th Avenue and Monroe Street. He stated the residents are concerned about a City planted Oak tree. Commissioner Hernandez stated the Oak tree had previously damaged the sidewalk and was repaired. He stated the property owner requested removal of the tree to prevent further damage to his pool.

Certificate of Use

Commissioner Hernandez stated Ministerio Internacional Jesus El Salvador Broward Inc., Church at 2216 N 20th Avenue is experiencing difficulties obtaining a Certificate of Use. He stated the tenant was informed the parking lot does not meet the required standards to receive the certificate. Commissioner Hernandez stated in the past, churches have been permitted to use grass areas for parking, and the City needs to be consistent.

George R. Keller Jr., City Manager, stated staff will look into it and provide an answer.

Mayor Levy stated that he received the same information and expressed concerns for unnecessary hardship. He stated he has seen aerial views and there seems to be adequate parking available.

26th Avenue and Filmore Street

Commissioner Hernandez stated the corner house at 26th Avenue and Filmore Street has invested over \$100,000.00 in permitted repairs and is facing challenges with a fence. He stated the City regulations need to be consistent.

Mayor Levy stated the existing code may be outdated.

George R. Keller Jr., City Manager, stated that he would work with the property owner and find a resolution.

House Rehab Event

Commissioner Hernandez thanked Ryon Coote, Community Development Manager, and everyone who participated in the house rehab event volunteer project in Liberia. He stated the homeowner was a veteran and his family also contributed to the repair efforts.

24. Commissioner Callari, District 3

House Rehab Event

Commissioner Callari thanked Ryon Coote, Community Development

Manager, staff, and colleagues and stated she wished she could have attended the house rehab event.

Clarify Board Sunsetting Vote

Commissioner Callari requested clarification regarding the board sunsetting vote. She asked if the vote include the number of minimum meetings.

Damaris Henlon, Interim City Attorney, stated the board sunsetting vote included Young Circle ArtsPark and the enacting resolution already addresses the minimum number meetings needed.

George R. Keller Jr., City Manager, stated it would be managed as needed.

Dunes for Lee Gottlieb

Commissioner Callari stated she requested support at the Community Redevelopment Agency meeting for staff to address the dunes issue with Lee Gottlieb before hurricane season.

Commissioner Shuham stated she spoke with Jose Cortes, Director of Design and Construction Management, who provided the letter needed for the grant.

Special Event Parking

Commissioner Callari stated she would like to discuss parking issues for special events. Mayor Levy stated the City should be flexible with parking fees due to the economic benefits of special events.

George R. Keller Jr., City Manager, stated the City handles parking issues on a case-by-case basis. He encouraged anyone with concerns to contact his office.

Parking at Anne Kolb

Commissioner Callari stated at the last meeting that she would work with Broward County to obtain authorization for parking at Anne Kolb Nature Center. She stated she does not feel she should be the person to work on this issue and it should be a staff member.

George R. Keller Jr., City Manager, stated he would be happy to have staff pursue the request.

Margaritaville Space

Commissioner Callari requested Commission support to review the Margaritaville contract. She stated there are many vacant parking spaces

and she would like to look for ways to utilize them.

Commissioner Hernandez stated he would like the contract reviewed to maximize the ability for residents parking at the beach.

Commissioner Biederman questioned if there was a way to find out if the hotel is using public parking or if they are at capacity all the time.

Mayor Levy stated he observed the public parking garage being marked full and requested an updated report on the Community Development District (CDD).

Commissioner Biederman requested information on the tax collected from the Community Development District (CDD).

Commissioner Hernandez supported the idea.

George R. Keller Jr., City Manager, stated he would have staff look into this.

Saint Patrick's Day

Commissioner Callari announced Saint Patrick's Day will be on Sunday.

Law Enforcement Badge

Commissioner Callari stated she comes from a law enforcement family, and would like Jeffrey Devlin, Police Chief, to explain the Centennial badge.

Jeffrey Devlin, Police Chief, explained the Centennial badge is for the Police Officers and stated the badge is customized with the rank number and also has fallen officer's names engraved on the back.

Mayor Levy stated he would like a badge as it is a meaningful commemorative item.

Jeffrey Devlin, Police Chief, stated the Centennial Police patch is the original patch of the police station that officers may wear this year.

Thank You Everyone

Commissioner Callari thanked everyone and stated she appreciates everyone's time to answer her questions, so she is aware of the money being spent.

25. Commissioner Gruber, District 4

House Rehab Event

Commissioner Gruber thanked Commissioner Callari for organizing the house rehab event and how nice it was to see the community come together during the five-hour event.

Seawall Confusion

Commissioner Gruber stated there is confusion regarding a seawall and its approval. He explained it was not approved, there is a submerged seawall, and one home is covered by half of the seawall. Commissioner Gruber stated an Easement Agreement for the residents should go to the State of Florida, to the Coastal Construction Control Line Program and see if the State will allow expansion and improvement of the existing wall.

Swim Central

Commissioner Gruber stated the Swim Central Extension Agreement was on the consent agenda and he would like to request support for staff to advertise to make residents aware of the program.

George R. Keller Jr., City Manager, explained the benefits of the program and stated it will be publicized.

Playland Estate

Commissioner Gruber stated he drove into Playland Estate entrance on 441 and was surprised that there was no lighting. He stated the project was handled by Florida Power and Light (FPL) and should have been completed over a year ago. He requested staff to look into what happened with the completion of the project.

26. Commissioner Biederman, District 5**The Day of Service**

Commissioner Biederman thanked all who attended The Day of Service.

Café Licenses

Commissioner Biederman stated the Café Licenses Agreement is in need of reevaluation. He stated he would like to see them held accountable for cleaning of their own sidewalks, or charge more for the service.

Boys and Girls Club

Commissioner Biederman announced the Boys and Girls Club in District 5 will be hosting a fundraiser to help pay for different programs for the children. He stated the Star Wars themed event will be held at Sparez on May 4, 2025.

Sun Pass Scam

Commissioner Biederman announced there are scam text messages from Sun Pass that are being sent and would like everyone to be aware these messages are not from the Sun Pass Authority.

Skate Park

Commissioner Biederman stated if there are any available funds in the GOB or in the Park Impact Fees he would like to see if they could be given to the Boulevard Heights Skate Park. He stated he would appreciate it if funding could be used at Boulevard Heights Skate Park.

73rd Terrace

Commissioner Biederman thanked Department of Public Utilities for the restoration project on 73rd Terrace. He stated there is no longer flooding after the rain.

Side Yard Fence

Commissioner Biederman stated he has the same issue with a yard fence that happened in District 5 and the Planning Manager advised it made sense to approve. Commissioner Biederman stated it is a zoning issue and it should be addressed on an administrative basis.

Concert

Commissioner Biederman thanked everyone for putting together the concerts at Boulevard Heights. He requested staff to ensure they do everything they can to advertise to the public.

Mayor Levy stated having different music genres could draw more people.

27. Mayor Levy

Mayor Levy had no further comments.

28. City Attorney**Executive Session**

Damaris Henlon, Interim City Attorney, announced pursuant to Florida Statutes 286.011(8)(a), an executive session would be held on March 19, 2025 at 4:00 PM regarding City of Hollywood vs BellSouth Telecommunication LLC. Attending the session will be the Mayor, Commissioners, City Manager, Interim City Attorney, and outside counsels Joseph DeMaria and John Herin.

29. City Manager**Saint Patrick's Day**

George R. Keller Jr., City Manager, announced the St. Patrick's Day Parade & Festival in Downtown Hollywood on Sunday, March 9, 2025, between 12:00 PM to 6:00 PM. He stated in celebration of the Centennial it would consist of a festive parade, Irish food, and live music by Uproot Hootenanny and headliner UV the U2 Tribute Band.

Beach Sweep

George R. Keller Jr., City Manager, announced the Hollywood Beach Sweep on Saturday, March 8, 2025, between 7:00 AM to 11:00 AM. He stated volunteers will meet at Charnow Park to de litter the beach.

Water Matters Day

George R. Keller Jr., City Manager, announced Water Matters Day on Saturday, March 8, 2025, between 8:00 AM to 3:00 PM located at Tree Top Parks in Davie. He stated this is an Annual County Environmental Event with educational booths, activities, contests, giveaways, & free plants and trees. The Department of Public Utilities will have a booth as they participate each year.

Daniel Popper Sculpture

George R. Keller Jr., City Manager, announced the Daniel Popper 'Aeonium' Sculpture remains on exhibit now through the end of March at the ArtsPark. He stated staff negotiated with the artist for the 16 foot tall sculpture to remain until the end of March.

Time Capsule and Centennial Celebration

George R. Keller Jr., City Manager, asked Joann Hussey, Director of Communication, Marketing and Economic Development, to provide a presentation on the City's Centennial Celebration.

Joann Hussey, Director of Communication, Marketing and Economic Development, explained the time capsule was found at the NE corner of City Hall corner stone. She provided a presentation regarding the City's Centennial Celebration events.

30. ADJOURNMENT