

**City of Hollywood
Minutes of the
NAMING REVIEW COMMITTEE
October 13, 2021**

The Naming Review Committee of the City of Hollywood, Florida, (the “Committee”) was called to order on Wednesday, October 13, 2021 at 1:37 PM, in Commission Conference Room 215, 2600 Hollywood Blvd, Hollywood, Florida.

Those members present were:

Patricia A. Cerny, City Clerk, Chair
Alison Saffold, Civic Affairs Administrator
Raelin Storey, Director of Communication, Marketing & Economic Development,
former title was the Director of Public Affairs & Marketing
Ricky Engle, Director of Parks, Recreation and Cultural Arts
Denise Manos, Assistant City Attorney, Committee Attorney

Patricia A. Cerny, City Clerk, thanked everyone for attending the meeting

Patricia A. Cerny, City Clerk, stated that the meeting was publicly noticed in accordance with Florida Statutes, to review the application submitted by Chloe Chin to name the skatepark at Stanley Goldman Memorial Park for Justice Michael Kiziah Chin. The skatepark will be called Justice Skatepark.

The Committee reviewed the following criteria for Properties, Facilities and Parks as found in Section I of the City of Hollywood Naming Policy and Procedures (the “Policy”):

1. The individual or organization has made a significant contribution to the community’s good name and image, through volunteerism, leadership, financial contribution and/or other quality services. The quality of the contribution should be considered along with the length of service.
2. The proposed name should not duplicate the name of another site or facility. Consideration shall be given to whether the proposed name already exists at another site or facility within Broward County. Similar applications for a property, facility, park, denied by the City within three (3) years of the current application are considered ineligible. Similar applications that have previously named or renamed a property, facility, park, street or memorial within ten (10) years of the current application are also considered ineligible.
3. The proposed name should enhance the historic integrity of the site. Consideration shall be given to whether there is historical significance, geographical identifiers, and/or natural characteristics at the site.
4. The proposed name should not be associated with the support of discrimination, or considered derogatory or socially unacceptable.

5. The individual may not be a current sitting member of the City of Hollywood City Commission.

6. The City has final approval on the design and placement of markers on City streets.

According to the Policy, the Committee is procedurally responsible to ensure all applications: i) Illustrate the consistency of the proposed name with the applicable criteria; ii) Demonstrate written support for the proposed name; iii) Describe the individual's contributions to the City; and iv) Describe why the proposed naming or renaming is an appropriate honor.

The Policy provides that the applicant shall bear all additional costs associated with the naming or renaming of any existing City of Hollywood property, facility, and park, including, without limitation, cost of the City mailings, recording, and administration. Complete funding for the acquisition and installation of the signage must be paid prior to the commencement of any work. Upon approval of the application, the application fee shall be applied toward the additional costs. The City shall bear all costs associated with the naming or renaming of any new City of Hollywood property, facility, and park.

The Committee noted the cost of a signage beach (which will be consistent with the other existing signs) will be approximately \$1,500.00, plus the costs of installation and plaque. These costs must be paid by the applicant before installation.

The Committee noted that the application fee in the amount of \$250.00 was submitted, which will be applied toward the costs.

The location of the sign will be determined by the City of Hollywood Department of Parks, Recreation and Cultural Arts Director.

The Committee noted that the application did not provide enough information to meet the naming criteria regarding: ii) Demonstrate written support for the proposed name.

ACTION: Motion was made by Raelin Storey, Director of Communication, Marketing & Economic Development, and seconded by Ricky Engle, Director of Parks, Recreation and Cultural Arts, to conditionally provide support pending the receipt of the following information: copy of the petition supporting the naming proposal and any additional information you have supporting the proposed naming. The motion passed unanimously.

The Committee requested the applicant be notified that additional information need to be submitted.

The meeting adjourned at 1:53 PM.