

# City of Hollywood

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



## Meeting Minutes - Final

**Wednesday, February 19, 2014**

**1:00 PM**

**Commission Chambers Room 219**

## **Regular City Commission Meeting**

### ***CITY COMMISSION***

***Peter Bober, Mayor***

***Patricia Asseff, Vice Mayor - District 1***

***Peter Hernandez, Commissioner - District 2***

***Traci Callari, Commissioner - District 3***

***Richard Blattner, Commissioner - District 4***

***Kevin Biederman, Commissioner - District 5***

***Linda Sherwood, Commissioner - District 6***

***Cathy Swanson-Rivenbark, City Manager***

***Jeffrey P. Sheffel, City Attorney***

***Patricia A. Cerny, City Clerk***

*The Regular City Commission Meeting of the City of Hollywood, Florida, was called to order by Mayor Bober on Wednesday, February 19, 2014 at 1:10 PM in the City Commission Room, Room 219, Joseph W. Watson Circle, Hollywood, Florida.*

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

**Present:** Vice Mayor Patricia Asseff, Commissioner Peter Hernandez, Commissioner Traci Callari, Commissioner Richard Blattner, Commissioner Kevin D. Biederman, Commissioner Linda Sherwood and Mayor Peter Bober

#### **Approval of the Consent Agenda**

**ACTION:** A motion was made by Commissioner Sherwood, seconded by Commissioner Blattner, to adopt the Consent Agenda. The motion passed unanimously (7-0).

5. [R-2014-033](#) A Resolution Of The City Commission Of The City Of Hollywood, Florida, Approving The Regular City Commission Meeting Minutes Of June 5, 2013.  
**ACTION:** This Resolution was moved by Commissioner Sherwood, seconded by Commissioner Blattner and adopted on the Consent Agenda. The motion passed unanimously (7-0).
6. [R-2014-034](#) A Resolution Of The City Commission Of The City Of Hollywood, Florida, Approving The Regular City Commission Meeting Minutes Of June 19, 2013.

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**ACTION:** This Resolution was moved by Commissioner Sherwood, seconded by Commissioner Blattner and adopted on the Consent Agenda. The motion passed unanimously (7-0).

9. [R-2014-036](#)

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Increasing The Lien Search And Certification Fee To \$100.00 Pursuant To Section 38.80(C) Of The Code Of Ordinances.

**ACTION:** This Resolution was moved by Commissioner Sherwood, seconded by Commissioner Blattner and adopted on the Consent Agenda. The motion passed unanimously (7-0).

10. [R-2014-037](#)

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Authorizing The Appropriate City Officials To Issue The Attached Blanket Purchase Order Renewing The Agreement Between Regions Security Services, Inc. And The City Of Hollywood For Uniformed, Armed And Unarmed Security Guard Services - Citywide For An Estimated Annual Expenditure Of \$231,000.00.

**ACTION:** This Resolution was moved by Commissioner Sherwood, seconded by Commissioner Blattner and adopted on the Consent Agenda. The motion passed unanimously (7-0).

11. [R-2014-038](#)

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Authorizing The Appropriate City Officials To Issue The Attached Purchase Order Between Safeware, Inc And The City Of Hollywood For The Purchase Of An Automatic License Plate Recognition System And Associated Equipment In An Amount Not To Exceed \$146,837.99.

**ACTION:** This Resolution was moved by Commissioner Sherwood, seconded by Commissioner Blattner and adopted on the Consent Agenda. The motion passed unanimously (7-0).

12. [R-2014-039](#)

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Authorizing The Appropriate City Officials To Submit A Victims Of Crime Act ("VOCA") Grant Proposal To The Office Of The Attorney General, State Of Florida, For The Continued Funding For A Police Department Victim Advocate In An Amount Not To Exceed \$56,951.00; Authorizing the Cash Match Requirement in An Amount Not To Exceed \$14,238.00; Authorizing The Establishment Of Certain Accounts To Recognize And Appropriate The Grant Funding, If Awarded; And Further Authorizing The Acceptance And Execution Of Said Grant Upon Its Award.

**ACTION:** This Resolution was moved by Commissioner Sherwood, seconded by Commissioner Blattner and adopted on the Consent Agenda. The motion passed unanimously (7-0).

13. [R-2014-040](#)

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Authorizing The Appropriate City Officials To Authorize The Issuance Of The Attached Purchase Order Between Strobes-R-U's And The City Of Hollywood For The Outfitting Of Police Vehicles With Emergency And Related Equipment For Twenty-Three (23) Police Vehicles In The Estimated Amount Of \$150,125.17.

**ACTION:** This Resolution was moved by Commissioner Sherwood, seconded by Commissioner Blattner and adopted on the Consent Agenda. The motion passed unanimously (7-0).

14. [R-2014-041](#)

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Authorizing The Appropriate City Officials To Execute The Attached Contract Between Coreland Construction, Corp. And The City Of Hollywood, For The Continuation Of The 50/50 Shared Cost Sidewalk Program And Implementation Of Additional Sidewalk Improvement Projects Under The Capital Improvement Program, In An Amount Not To Exceed \$399,805.00.

**ACTION:** This Resolution was moved by Commissioner Sherwood, seconded by Commissioner Blattner and adopted on the Consent Agenda. The motion passed unanimously (7-0).

8. [R-2014-022](#)

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Approving And Authorizing The Appropriate City Officials To Execute A Quitclaim Deed To Nelson Rodriguez For The Sale Of A City Owned Vacant Residential Lot Parcel ID No. 514124130260, As Surplus Property For \$25,000.00, Said Lot Located At 5604 Mayo Street.

**ACTION:** Motion was made by Vice Mayor Asseff, which was seconded by Commissioner Hernandez, to continued the Resolution to the April 16th Regular Commission Meeting. On a voice vote the motion passed unanimously. (7-0)

15. [P-2014-012](#)

Presentation Of Awards By Chuck Ellis, Director Of Parks, Recreation And Cultural Arts To Jessica San Marco, Most Valuable Employee, Full-time And Thomas Freehling, Most Valuable Employee Part-time For The First Quarter Of Fiscal Year 2014.

*Chuck Ellis, Director of Parks, Recreation and Cultural Arts, read the commendation that resulted in Jessica San Marco being awarded as Most Valuable Full-Time Employee for the first quarter of fiscal year 2014.*

*Jessica San Marco, Recreation Coordinator, accepted the award and thanked the Commission for the recognition and her supervisors and co-workers for their support.*

*Chuck Ellis, Director of Park, Recreation and Cultural Arts, read the commendation that resulted in Thomas Freehling being awarded as Most Valuable Part-Time Employee for the first quarter of fiscal year 2014.*

*Thomas Freehling, Marina Attendant, accepted the award and thanked the Commission for the recognition and his supervisors and co-workers for their support.*

16. [P-2014-013](#)

Presentation By Gregory Stuart, Executive Director Of The Broward Metropolitan Planning Organization (MPO), On The Safe Streets Award Presented To The City Of Hollywood.

*Gregory Stuart, Executive Director of the Broward Metropolitan Planning Organization (MPO), presented the Safe Streets Award to the City Commission.*

*Sylvia Glazer, Director of Public Works, accepted the award on behalf of the City.*

7. [R-2014-035](#)

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Authorizing The Appropriate City Officials To Negotiate And Execute An Agreement Between The Highest Ranked Firm And The City Of Hollywood For The Development Of A Parking Management Plan.

*Discussion ensued among members of the Commission.*

*Lorie Mertens-Black, Director of Parking and Intergovernmental Affairs, responded to questions raised by the Commission.*

*Cathy Swanson-Rivenbark, City Manager, provided additional information.*

**ACTION: Motion was made by Commissioner Hernandez, which was seconded by Commissioner Biederman, to adopt the Resolution with an amendment that the total cost is not to exceed \$80,000.00. On a voice vote the motion passed unanimously. (7-0)**

19. [PO-2014-03](#)

An Ordinance Of The City Of Hollywood, Florida, Amending Section 37.01 Of The Code Of Ordinances To Add The Building Department As An Administrative Department And To Change The Name Of The Department Of Planning And Development Services.

*Cathy Swanson-Rivenbark, City Manager, explained the intent of the ordinance.*

*The City Clerk read the title of the Ordinance on first reading as follows:*

*An Ordinance Of The City Of Hollywood, Florida, Amending Section 37.01 Of The Code Of Ordinances To Add The Building Department As An Administrative Department And To Change The Name Of The Department Of Planning And Development Services.*

**ACTION:** Motion was made by Vice Mayor Asseff, which was seconded by Commissioner Sherwood, to adopted the ordinance on first reading the Ordinance. The motion on roll call vote carried:

**Aye:** Vice Mayor Asseff  
Commissioner Hernandez  
Commissioner Callari  
Commissioner Blattner  
Commissioner Biederman  
Commissioner Sherwood  
Mayor Bober

17. [P-2014-014](#)

A Presentation By Robert E. Montejo, Outreach Chair For Mission United And The United Way Of Broward County On A Grant That Assists Veterans With Gaining Employment And Ending Homelessness.

*Robert Montejo, Outreach Chair for Mission United, explained the grant and how it aids veterans with gaining employment.*

*Vice Mayor Asseff left the meeting at 1:33 PM and returned at 1:37 PM.*

18. [PO-2014-02](#)

An Ordinance Of The City Of Hollywood, Florida, Changing The Zoning Designation Of The Property Located At 2025 McKinley Street From IM-1 (Low Intensity Industrial And Manufacturing District) To PD (Planned Development District); And Approving The Master Development Plan For The Subject Property (Hereinafter Known As "Hollywood Charter Academy Master Development Plan"); And Amending The City's Zoning Map To Reflect The Change In Zoning Designation. (13-DJPSVZ-79).

*The City Attorney explained waiving the quasi-judicial procedures and Mayor Bober questioned if there were any objections to waiving them. There were no objections, and the quasi-judicial procedures were waived.*

*Leslie Del Monte, Planning Manager, provided a presentation on the proposed project.*

*Discussion ensued among staff and members of the Commission.*

*Jim Brady, Attorney for the Applicant; Pamela Butler, MG3; and Karl Peterson, Applicant, provided additional information on the proposed project.*

*Discussion ensued among staff and members of the Commission.*

**ACTION:** Motion was made by Commissioner Hernandez, which was seconded by Commissioner Sherwood, to adopt the ordinance on first reading with the inclusion of the 13 conditions as recommended by staff. The motion on roll call vote carried:

**Aye:** Vice Mayor Asseff  
Commissioner Hernandez  
Commissioner Callari  
Commissioner Blattner  
Commissioner Biederman  
Commissioner Sherwood  
Mayor Bober

20. [P-2014-015](#) Presentation By Chuck Ellis, Director, Parks, Recreation And Cultural Arts, Providing An Update On Parks And Athletics Facility Maintenance.

*Chuck Ellis, Director of Parks, Recreation and Cultural Arts, introduced Eric Brown, Parks Manager.*

*Eric Brown, Parks Manager, provided a presentation on the maintenance occurring at the parks and athletic facilities.*

*Chuck Ellis, Director of Parks, Recreation and Cultural Arts, provided a presentation on the status and plans for Stan Goldman Park.*

21. [R-2014-042](#) A Resolution Of The City Commission Of The City Of Hollywood, Florida, Naming Rotary Field 2 Located At Rotary Park, 3150 Taft Street To "David Shull Field".

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

22. [P-2014-010](#) Presentation By Davon Barbour, Director Of Community & Economic Development, On The City's Workforce Development Initiatives.

*Davon Barbour, Director of Community and Economic Development, provided a presentation on the city's workforce development initiatives.*

*Debra Pierce, BEST Program Coordinator, provided a presentation on the BEST program efforts.*

*Commissioner Hernandez left the meeting at 2:25 PM and returned at 2:31 PM.*

*Discussion ensued among staff and members of the Commission.*

*Carlos Lopez, Economic Development Coordinator, provided a presentation on the Hollywood Retail Academy.*

*Discussion ensued among staff and members of the Commission.*

*Commissioner Blattner left the meeting at 2:38 PM and returned at 2:40 PM.*

*Additional discussion ensued among staff and members of the Commission.*

*Vice Mayor Asseff and Commissioner Callari left the meeting at 2:43 PM.*

**25. Commissioner Blattner, District 4***Police Pension Board Appointment*

Commissioner Blattner acknowledged the appointment of Mel Pollack by Mayor Bober to the Police Pension Board. He requested the Commission appointee, Richard Brickman, to the Police Pension Board be replaced, and the position advertised for the June board appointments. He requested the support of the Commission.

Mayor Bober supported the request to advertise for the Commission appointment to the Police Pension Board.

Vice Mayor Asseff and Commissioner Callari returned to the meeting at 2:46 PM.

Jeffrey P. Sheffel, City Attorney, explained the lack of terms on the Police Pension Board for the Mayor and the Commission appointments. He stated each appointment is for an indefinite period of time.

Commissioner Blattner stated he would like the terms of the two positions to be similar to other Boards which are for three years.

Jeffrey Sheffel, City Attorney, stated a change in the terms would involve an amendment to the pension ordinance and it has onerous passage requirements.

Commissioner Blattner withdrew his request to change the terms.

**24. Commissioner Callari, District 3***President's Day Weekend*

Commissioner Callari congratulated the Police and Fire Department for successfully providing a safe weekend on the beach throughout President's Day weekend. There were no incidents reported.

**26. Commissioner Biederman, District 5***Sunset Golf Course*

Commissioner Biederman questioned the timeline for the Sunset Golf Course re-development.

Jeffrey P. Sheffel, City Attorney, stated the developer has taken a pro-active approach. There is no application and therefore no fixed timeline at the present time. The developer has reached out to the community by holding meetings.

*Sheridan Street Station*

Commissioner Biederman suggested the use of Sheridan Station as a stadium for the new Miami soccer team being created by David Beckman, as it is in close proximity to Tri-Rail. He requested comments from everyone on his suggestion.

*Relay For Life*

Commissioner Biederman announced the upcoming Relay for Life Event on April 11, 2014 at McArthur High School and encouraged everyone to show their support.

*Parks, Recreation and Cultural Arts Recognition*

Commissioner Biederman thanked the Department of Parks, Recreation and Cultural Arts for the movie night events and the upcoming Memorial Day memorial candle lighting walk.

**27. Commissioner Sherwood, District 6***Street Widening*

Commissioner Sherwood questioned if the swales could be utilized on Taft Street and Johnson Street for street widening.

Cathy Swanson-Rivenbark, City Manager, stated staff would be glad to meet with Commissioner Sherwood to provide more information on how the City could accommodate the street widening.

*Homeless Project*

Commissioner Sherwood referenced a municipality in Florida who purchased, rehabilitated and utilized a prison for homeless programs similar to the Broward Outreach Center. She referenced warehouses near the Hollywood-Fort Lauderdale Airport and proposed the City consider a similar program in that area. Commissioner Sherwood recommended every municipality contribute funds to accomplish this project.

*Beverly Park Access*

Commissioner Sherwood requested the Beverly Park gates be unlocked on weekends in order for the children to play there since they are currently climbing over the fence to use the park.

*Beverly Park Funding Request*

Commissioner Sherwood explained the Beverly Park residents have requested funding for a House of the Month award which might motivate them to clean up the community.

*Beverly Hills Community Access*

Commissioner Sherwood stated Beverly Hills has a six foot cement wall on the west side next to the large apartment rental complex. Kids are jumping over the cement wall to steal cars and bicycles. Commissioner Sherwood requested recommendations from staff to alleviate access to the community.

*Mayo Street Speeding*

Commissioner Sherwood stated there is a problem with speeding cars from the warehouses in the Washington Park area particularly on Mayo Street.

*Landlord Workshop*

Commissioner Sherwood announced the Landlord Workshop on February 25, 2014 for Hollywood Gardens West. The objective will be to educate landlords on safety, improvement of the properties and the type of clientele they should be identifying as potential residents.

*Party on the J*

Commissioner Sherwood announced the March 16, 2014 Party on the J from Noon to 6:00 PM, located on Johnson Street between 56th Avenue and State Road 441 and encouraged everyone to attend.

**28. Vice Mayor Asseff, District 1***Affordable Housing Meetings*

Vice Mayor Asseff announced the Affordable Housing meetings with the Broward County Commission at 9:00 AM on March 10, 2014 and March 12, 2014 at the Governmental Center.

*Broward League of Cities*

Vice Mayor Asseff announced the Broward League of Cities meeting on February 20, 2014 for those attending the legislative agenda in Tallahassee. The location of the meeting is the Miramar Performing Arts Center scheduled at 4:00 PM.

Commissioner Sherwood left the meeting at 3:00 PM.

*Back Yard Gun Range State Legislation Resolution*

Vice Mayor Asseff explained the state law permitting back yard gun ranges. She requested a resolution to support passing a bill to ban back yard gun ranges initiated by Mike Ryan, Mayor of Sunrise. Mayor Bober supported the request.

*Host to Broward League of Cities*

Vice Mayor Asseff announced the City will be host to the Broward League of Cities on March 6, 2014 at Charnow Park. It is an opportunity to showcase Hollywood beach.

*Installation as Broward League of Cities President*

Vice Mayor Asseff announced her installation as President of the Broward League of Cities on May 10, 2014 at the Diplomat Country Club and requested a meeting with colleagues and staff to discuss planning the event.

**29. Commissioner Hernandez, District 2***Staff Recognition*

Commissioner Hernandez thanked the staff for their profound response to the disruptive incident during the Liberia Civic Association meeting.

*Dream Car Classic*

Commissioner Hernandez announced the Dream Car Classic in Downtown on March 2, 2014 at 10:00 AM. He encouraged the restaurants Downtown be open for breakfast that day.

*Staff Recognition*

Commissioner Hernandez commended staff for the improvements on Federal Highway and announced the Pembroke Road corridor will be the next area projected to be focused on.

*Water Main Replacement Projects*

Commissioner Hernandez stated water main replacement projects are in progress and residents are being patient with the dust and looking forward to the improvements planned.

*Corporate Joe Productions*

Commissioner Hernandez announced Corporate Joe Productions will provide the entertainment at the Dream Car Classics event.

*Commissioner Sherwood returned to the meeting at 3:06 PM.*

### **30. Mayor Bober**

#### *Soccer Stadium*

*Mayor Bober commented on the idea of Commissioner Biederman to have the City be considered for the location of the new soccer team stadium. He spoke about the notoriety of David Beckham, and the questionable success in the event if David Beckham would no longer be involved.*

*Mayor Bober spoke about an experience he had in London with regard to the noise level at a soccer game attended by 70,000. He expressed concern about the effect a stadium would have on residential neighborhoods and the limited property options. The stadium investors have indicated a strong interest in Miami-Dade County due to financial incentives being offered.*

#### *Concert*

*Mayor Bober stated the recent Saturday night concert, Rare Earth, was a success and thanked the staff for their efforts.*

#### *Glass Blowing Studio Signage*

*Mayor Bober stated the new signage for the glass blowing studio has been successful. He stated the store manager observed a major influx of patrons visiting the studio during the concert as a result of the increased exposure.*

*Commissioner Biederman left the meeting at 3:08 PM and returned at 3:10 PM.*

#### *Sunset Golf Course Re-Development*

*Mayor Bober spoke about the high volume of emails he has received in regard to Sunset Golf Course re-development. He stated the subject has not come before the Commission; and would be a quasi-judicial item. He cautioned Commission members not to pre-judge. The project should pass on its merits and be addressed in a public meeting with a formal presentation.*

#### *Commission Meeting Comments*

*Mayor Bober spoke about the length of Commission Comments. The City Clerk provided him with research on the start and stop times of prior meetings. For 2011, Commission Comments were approximately 36 minutes and currently they exceed 60 minutes. He proposed each Commission member be limited to 5 minutes and expressed interest in the number of individuals currently observing the video streaming that day. He would like to know what the Commission Meeting viewership is and requested those who were presently viewing the video streaming, phone the Office of the Mayor or e-mail City Hall.*

*Discussion ensued among members of the Commission in regard to the duration of the Commission Comments.*

### **[R-2014-043](#)**

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF HOLLYWOOD, FLORIDA, AMENDING THE RULES OF PROCEDURE FOR THE GOVERNING OF CITY COMMISSION MEETINGS.

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

**29. Commissioner Hernandez, District 2**

*Waterway Meeting*

Commissioner Hernandez thanked the Department of Parks, Recreation and Cultural Arts for the waterways meeting held on February 18, 2014 and stated members of the Commission support the efforts of staff.

**31. City Attorney**

Jeffrey P. Sheffel, City Attorney, had no further comments.

**32. City Manager**

*Safe Streets Conference Video*

Cathy Swanson-Rivenbark, City Manager, complimented staff for their creativity and visionary talents reflected in the Safe Streets video. She announced the Safe Streets video will be presented during the Commission Meeting break and encouraged everyone to view it.

Commissioner Blattner left the meeting at 3:35 PM.

Discussion ensued among members of the Commission on the Safe Streets project.

The Commission recessed at 3:36 PM and reconvened at 5:00 PM with all members of the Commission present.

**23. CITIZENS' COMMENTS**

The following individuals expressed personal opinions/concerns:

1. Donald J. Sarley, 2710 Lee Street
2. John Chapman, 819 N 26th Avenue
3. Daniel Turner, 4350 Hillcrest Drive
4. Manoucher Shaditalab, 321 Johnson Street
5. Frenchie Ray, Your Permit Solution
6. Patricia Antrican, 2534 Fillmore Street
7. John Lecluse, 950 Hillcrest Dr., #101
8. Bill Sorg, 2901 Arthur Street
9. Karen Caputo, 2631 Garfield Street
10. Nancy Fowler, 2616 Coolidge Street
11. Lynn Fenster Smith, 2416 Lincoln Street
12. Andre Brown, 2316 Mayo Street
13. Maria Jackson, 2305 Fletcher Street
14. Carrie Rodriguez, 2131 Jackson Street #4
15. Itzhack Feldman, 325 S. 16th Avenue

- 16. *Sheila Feeley, 17890 W. Dixie Hwy.*
- 17. *Cliff Germano, 1627 N. 28th Court*
- 18. *Leslie Soren, 318 N. 31st Road*

### 33. ADJOURNMENT

*The meeting adjourned at 5:49 PM.*

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*Patricia A. Cerny, MMC  
City Clerk  
Hollywood, Florida*

*Approved on:*

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