

# City of Hollywood

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



## Meeting Minutes

**Wednesday, September 3, 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, City Attorney***

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

The Regular City Commission Meeting of the City of Hollywood, Florida, was called to order by Mayor Levy on Wednesday, September 3, 2025 at 1:04 PM in the City Commission Room, Room 219, 2600 Hollywood Blvd., Hollywood, Florida.

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-2025-294](#) A Resolution Of The City Commission Of The City Of Hollywood, Florida, Amending The Fiscal Year 2025 Operating Budgets Of Various Funds As Adopted And Approved By Resolution R-2024-317; Amending The Fiscal Year 2025 Capital Improvement Plan As Adopted And Approved By Resolution R-2024-318.  
**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-2025-295](#) A Resolution Of The City Commission Of The City Of Hollywood, Florida, Approving The Regular City Commission Meeting Minutes Of February 5, 2025.  
**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-2025-296](#) A Resolution Of The City Commission Of The City Of Hollywood, Florida, Approving The Regular City Commission Meeting Minutes Of February 19, 2025.
- 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-2025-297](#) A Resolution Of The City Commission Of The City Of Hollywood, Florida, Amending Resolution R-2023-364 That Established The Partnership For Engaged Neighborhoods 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-2025-298](#) A Resolution Of The City Commission Of The City Of Hollywood, Florida, Approving And Authorizing The Appropriate City Officials To Execute A Three-Year Agreement With MetLife For Basic Life, AD&D, Supplemental Life, And Long-Term Disability Insurance In An Annual Amount Up To \$581,751.50 From January 1, 2026, Through December 31, 2028.
- 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-2025-299](#) A Resolution Of The City Commission Of The City Of Hollywood, Florida, Approving And Authorizing The Appropriate City Officials To Issue A Blanket Purchase Agreement With Cigna For Stop Loss Insurance In An Amount Up To \$876,550.40 From January 1, 2026, Through December 31, 2026, In Accordance With Section 38.41(C)(9) Of The Procurement Code. (Best Interest)
- 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-2025-300](#) A Resolution Of The City Commission Of The City Of Hollywood, Florida, Approving The Final Ranking For A Mobile Parking Application And Authorizing The Appropriate City Officials To Negotiate A Contract With The Highest Ranked Firm, IPC Technology Group, LLC.
- 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-2025-301](#) A Resolution Of The City Commission Of The City Of Hollywood, Florida, Authorizing The Appropriate City Officials To Execute A Blanket Purchase Agreement With Whelen Engineering Company, Inc. For Automatic Vehicle Location Technology For Police Vehicles In An Amount Up To \$288,000.00 Over A Two-Year Period Based Upon Sourcewell Contract #090122-WHL In Accordance With Section 38.41(C)(5) Of The Procurement Code. (Piggyback)
- 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. [R-2025-302](#) A Resolution Of The City Commission Of The City Of Hollywood, Florida, Authorizing The Appropriate City Officials To Execute A Change Order To Blanket Purchase Agreement No. PA600291 With Law Enforcement Psychological & Counseling Associates, Inc. For Psychological Services, To Increase The Contract Amount From \$258,000.00 To \$433,000.00.
- 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)**
14. [R-2025-303](#) A Resolution Of The City Commission Of The City Of Hollywood, Florida, Approving And Authorizing Change Order Number Two With Live Flyer, Inc. To Provide Additional Insurance Coverage For The Limited Anchoring Signage Project, In An Amount Up To \$8,800.00.
- 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)**
15. [R-2025-304](#) A Resolution Of The City Commission Of The City Of Hollywood, Florida, Approving The Final Ranking For Engineering Firms For The Design Of The Sheridan Park And Hollywood Acres Sidewalk Network Project; And Authorizing The Appropriate City Officials To Negotiate And Execute A Professional Services Agreement With The Highest-Ranked Firm, HBC Engineering Company, For Professional Engineering Design Services For The Design Of The Sheridan Park And Hollywood Acres Sidewalk Network Project, With Funding Provided Under The Florida Department Of Transportation Local Agency Program; Amending The Fiscal Year 2025 Operating Budget And Capital Improvement Plan.

**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)**

16. [R-2025-305](#)

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Approving And Authorizing The Appropriate City Officials To Execute A No-Cost Change Order To The Kimley-Horn Agreement With The City Of Hollywood For The Comprehensive Plan Update Related To RFQ-4611-19-AP, And To Renew The Agreement For The Period Of October 1, 2025 – September 30, 2026.

**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)**

17. [R-2025-306](#)

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Releasing And Terminating The Declaration Of Unity Of Title Between Two Parcels Located At 5510 South State Road 7 And 5530 South State Road 7 (Folio No. 5040-36-10-0750) And Authorizing The Execution Of A Declaration Of Covenants In Lieu Of Unity Of Title; And Providing An Effective Date.

**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)**

18. [P-2025-076](#)

Presentation By Jeffrey Devlin, Police Chief, Recognizing Recipients Of Hollywood Police Department Awards For May 2025, June 2025, And July 2025.

Jeffrey Devlin, Police Chief, explained the intent of the awards for the May 2025, June 2025, and July 2025.

Deanna Bettineschi, Public Information Manager, read the commendation that resulted in Heather DeBenedetto, Digital Evidence Specialist, being recognized as Employee of the Month for June 2025.

Deanna Bettineschi, Public Information Manager, read the commendation that resulted in Oscar Rebolledo, Police Officer, and Dudley Walker, Police Officer, being recognized with the Chief's Special Recognition award for June 2025.

Deanna Bettineschi, Public Information Manager, read the commendation that resulted in Cody Anderson, Police Officer, being recognized as Officer of the Month for July 2025.

Deanna Bettineschi, Public Information Manager, read the commendation that resulted in Danielle Cintron, Property Clerk, being recognized as Employee of the Month for July 2025.

19. [P-2025-077](#) A Proclamation In Recognition Of Hunger Action Month - September 2025.

Vice Mayor Quintana read the proclamation in recognition of Hunger Action Month, September 2025.

Gabriela Gomes, Feeding South Florida, and Nadine McCrea, Founder, Community Enhancement Collaboration (CEC), accepted the proclamation and thanked the Commission for the recognition.

20. [P-2025-078](#) A Proclamation In Recognition Of National Hispanic Heritage Month, September 15 - October 15, 2025.

Commissioner Hernandez read the proclamation in recognition of National Hispanic Heritage Month, September 15 - October 15, 2025.

Michelle Fernandez, Hispanic Unity Representative, accepted the proclamation and thanked the Commission for the recognition.

21. [P-2025-079](#) A Proclamation in Recognition Of Suicide Prevention Awareness Month, September 2025.

Commissioner Biederman read the proclamation in recognition of Suicide Prevention Awareness Month, September 2025.

Linda Bloomfield, Gun Violence Prevention Committee, accepted the proclamation and thanked the Commission for the recognition.

22. [PO-2025-11](#) An Ordinance Of The City Of Hollywood, Florida, Amending Article 5 Of The Zoning And Land Development Regulations, Entitled "Development Review Process," By Amending Section 5.5, Entitled "Historic Preservation Board And Historic District Regulations," To Designate The Historic Hollywood Beach Broadwalk On The Hollywood Beach Plat Recorded In Plat Book 1, Page 27, Plat Book 1, Page 31, And Plat Book 4 Page 6, In The Public Records Of Broward County, Florida As A Historic Property Overlay Site; And Amending The City's Official Zoning Map To Incorporate Such Site Into The Map. (24-HTZ-86)

Andria Wingett, Director of Development Services, explained the intent of the Ordinance.

Discussion ensued among staff and members of the Commission.

The Mayor announced the Ordinance was advertised in conformance with Florida Statutes and City Codes and opened the public hearing. Terry Cantrell, 745 Harrison Street, expressed personal opinions/concerns. There being no one further who wished to speak, the public hearing was declared closed.

The City Attorney read the Ordinance title on first reading.

**ACTION: Motion was made by Commissioner Callari, which was seconded by Commissioner Shuham, to adopt on first reading the Ordinance. The motion on roll call vote carried:**

- Aye: Commissioner Shuham
- Commissioner Hernandez
- Commissioner Callari
- Commissioner Gruber
- Commissioner Biederman
- Vice Mayor Quintana
- Mayor Levy

23. [R-2025-307](#)

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Approving And Authorizing The Appropriate City Officials To Execute A Blanket Purchase Agreement With Calvin, Giordano & Associates, Inc. And C.A.P. Government, Inc. For Inspection And Plan Review Services In An Amount Up To \$4,500,000.00 For A Three-Year Term, From August 27, 2025, Through May 15, 2028, Based Upon The City Of Fort Lauderdale Contract No. 360-1 In Accordance With Section 38.41(C)(5) Of The Procurement Code. (Piggyback)

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

25. Commissioner Gruber, District 4

New Park Grand Opening

Commissioner Gruber stated the Richard Blattner Mindfulness Park is now open. He requested having a grand opening for the new park.

Mayor Levy stated that dates are being coordinated.

Splash Pad

Commissioner Gruber stated there was a sign stating the splash pad would be completed in October. Residents are very happy about this.

Pedestrian Light

Commissioner Gruber thanked Joseph Kroll, Director of Public Works, for his efforts regarding the installation of the pedestrian lights which

were done quickly. There are still a few more lights on Keyser Avenue to be installed.

**26. Commissioner Biederman, District 5**

Commissioner Biederman had no further comments.

**27. Vice Mayor Quintana, District 6**

Hispanic Heritage

Vice Mayor Quintana announced the Hispanic Unity Entrepreneur Summit will take place September 26, 2025 from 7:30 AM to 3:30 PM.

Park on the J Event

Vice Mayor Quintana stated she is looking forward to Party on the J event which will take place on February 1, 2026. If any small business is interested in participating, they need to contact Joan's Florist.

**28. Commissioner Shuham, District 1**

Historic Property

Commissioner Shuham thanked the Commission for formally recognizing the Beach Broadwalk as a historic designation. Commissioner Shuham requested Commission support to have a new sign similar to the Liberia sign which was installed by the State. Commissioner Quintana and Mayor Levy supported the request.

School Closures

Commissioner Shuham announced the Broward County School Board is scheduled to have a meeting to discuss potential school closures on September 17, 2025, at South Broward High School to discuss the closures of Attucks Middle School, McNicol Middle School and Olson Middle School.

Beach Buoy

Commissioner Shuham stated the City Manager will be discussing the beach buoys and will defer her comments to during the discussion.

**29. Commissioner Hernandez, District 2**

School Zone

Commissioner Hernandez stated that Sunshine State Academy, located on Federal Highway, currently lacks a formal school zone designation despite serving over 200 children. He stated safety concerns were raised

regarding speeding and student exposure during fire drills. Commissioner Hernandez stated the Police Department should deploy a speed trailer to collect data on traffic patterns and speeding.

Commissioner Hernandez requested Commission support for the staff to assist Sunshine State Academy to seek a school zone designation from the County for side streets. He stated once obtained the City will petition the Florida Department of Transportation for a speed reduction and signage on US-1. Mayor Levy expressed support.

#### One Way Conversions

Commissioner Hernandez stated the review of the one way conversions for 20th Avenue and 19th Avenue is ongoing.

#### Parking Lot

Commissioner Hernandez stated work has commenced on the parking lot the City obtained from the United States Postal Service (USPS) and is expected to open to the public in a few weeks.

#### Lighting & Landscaping

Commissioner Hernandez stated there is a lack of decorative (acorn) lighting and adequate landscaping on the various avenues in the Downtown and to be part of the program.

Mayor Levy questioned if it could wait as Florida Power & Light (FPL) is contracted for a CRA-funded lighting project at Parkside, with construction expected to begin imminently.

Mayor Levy requested staff provide an informational report on the current FPL lighting upgrade status and City and CRA staff are directed to coordinate a comprehensive list of infrastructure projects (lighting, safety, and aesthetics) for the two neighborhoods.

#### ArtsPark

Commissioner Hernandez stated there is misuse of ArtsPark splash pad by the homeless population for showering. Commissioner Hernandez stated staff will do more safety at night.

### **30. Commissioner Callari, District 3**

#### Solar Lighting Expansion

Commissioner Callari announced the successful installation of new solar-powered pathway lights along 46th Avenue and North of Sheridan Street. She stated the lighting has received positive community feedback for improving pedestrian safety.

Commissioner Callari requested the Commission identify additional dark areas or safety hotspots within their districts and report them to the City Manager's office.

#### Signage

Commissioner Callari stated there is a need to recognize address deficiencies in City signage to improve navigation and aesthetics.

### **31. Mayor Levy**

#### Stan Goldman Park Parking

Mayor Levy announced the success of Stan Goldman Park with the opening of the Justice Skate Park, and high popularity of the pickleball facilities, the park is experiencing a significant deficit in available public parking. He requested Commission support to direct staff to evaluate and how to accommodate for the need for additional parking at Stan Goldman Park, and using side swales and other areas by October 22, 2025, Commissioner Callari, Commissioner Hernandez, Commissioner Gruber and Commissioner Shuham supported an informational presentation on options to take action.

#### Hispanic Heritage

Mayor Levy announced Hispanic Heritage Month proclamation was passed today. There will be a celebration hosted by Representative Marie Woodson at the Armory on Dixie Highway and Johnson Street on Saturday, September 20, 2025, from 4:00 PM to 7:00 PM. He stated the public can visit the State Representative's office or her website or call 954-250-6010 to register. Mayor Levy stated registration is required. He thanked State Representative Woodson for hosting the event.

### **32. City Attorney**

Damaris Henlon, City Attorney, had no further comments.

### **33. City Manager**

#### Recognition of Centenarians

George R. Keller, Jr., City Manager, stated the City is seeking to identify and honor residents who are 100 years of age or older including those approaching the milestone who will be recognized during the City Centennial Celebration. He stated eligible residents can contact 954-921-3321 and ask to speak to Nancy to coordinate recognition details.

#### Public Safety

George R. Keller, Jr., City Manager, stated the new installation of the radio tower at the new Police Headquarters is scheduled to begin this coming Monday. He stated the project is expected to take approximately two weeks to complete.

#### Memorial Ceremony

George R. Keller, Jr., City Manager, stated the Hollywood Fire Department will host the annual 9/11 Remembrance Ceremony on Thursday, September 11, 2025, at Fire Station 31 (3401 Hollywood Blvd). The community is invited to attend, and parking will be designated at David Park.

#### Discussion on Buoys

George R. Keller, Jr., City Manager, stated at the last Commission meeting the action taken (R-2025-269) for staff to pursue a buoys boundary application of 218 yards appropriate distance for vessel-exclusion buoys. The staff did not identify a long-standing City Ordinance which already mandates a 300-yard boundary. He reviewed the policy on reconsideration of an action the City Commission has taken.

Chris O'Brien, Director of Public Safety, explained that the information presented at the last meeting regarding the vessel exclusionary boundary was incomplete. Staff is working to confirm the validity and approval status of the existing 300-yard ordinance with the State of Florida. Additional clarification is being sought regarding information provided by the City's consultant before a final recommendation is made. Permitting for the exclusionary area will continue in the interim to avoid project delays, regardless of the final boundary length. If the Commission wishes to maintain the 218-yard boundary, they must vote to amend the existing 300-yard ordinance for consistency.

**ACTION:** Motion was made by Commissioner Shuham, which was seconded by Vice Mayor Quintana, to reconsider the previous meeting's resolution R-2025-269 which set the boundary at 218 yards.

Extensive discussion ensued among staff and members of the Commission regarding distance requirement.

**ACTION:** Motion was made by Commissioner Hernandez, which was seconded by Commissioner Gruber, to call the question. On voice vote, the motion passed 5-2. Commissioner Shuham and Commissioner Callari were opposed.

ACTION: On voice vote, the motion to reconsider R-2025-269 failed 2-5. Commissioner Hernandez, Commissioner Callari, Commissioner Gruber, Commissioner Biederman and Mayor Levy were opposed.

Commissioner Hernandez requested Commission support for staff to bring back an amendment to the Ordinance for the 300 yards exclusion area.

Discussion ensued among members of the Commission regarding the distance from the shoreline.

The Commission recessed at 2:58 PM and reconvened at 5:00 PM with Vice Mayor Quintana absent.

24. CITIZENS' COMMENTS

Vice Mayor Quintana returned to the meeting at 5:01 PM.

The following individuals expressed personal concerns:

1. Rick Goldman, rick@ad-excellence.com
2. Todd Graham, Aqurman Diving
3. Julie Greenfield, 4226 N Ocean Drive

34. The meeting adjourned at 5:09 PM.

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Patricia A. Cerny, MMC  
City Clerk  
Hollywood, Florida

Approved on:

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