

# City of Hollywood

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



## Meeting Minutes

**Wednesday, June 3, 2015**

**1:00 PM**

**Commission Chambers Room 219**

## **Regular City Commission Meeting**

### ***CITY COMMISSION***

***Peter Bober, Mayor***

***Kevin Biederman, Vice Mayor - District 5***

***Patricia Asseff, Commissioner - District 1***

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

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

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

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

***Dr. Wazir Ishmael, 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, June 3, 2015 at 1:23 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:** Commissioner Patricia Asseff, Commissioner Peter Hernandez, Commissioner Traci Callari, Commissioner Richard Blattner, Vice Mayor Kevin D. Biederman, Commissioner Linda Sherwood and Mayor Peter Bober

Commissioner Blattner reminded everyone June 6th is the Anniversary of D-Day. He provided a brief story of an encounter he had with a veteran in regards to the Pledge of Allegiance.

Commissioner Hernandez arrived at the meeting at 1:27 PM.

7. **P-2015-039** Presentation By Broward County Vice Mayor Marty Kiar, To Raise Awareness Of The Yellow Dot Program.  
Dr. Wazir Ishmael, City Manager, withdrew the presentation from the agenda and announced it will be re-scheduled.
5. **P-2015-038** Presentation By Mayor Bober Of The Key To The City To Jaxson's Ice Cream Parlor.  
Mayor Bober presented the Key to the City to Jaxson's Ice Cream Parlor.  
  
Linda and Jerry Udell, on behalf of Jaxson's Ice Cream Parlor, accepted the Key to the City and thanked the City Commission and Mayor for the recognition.

**6. PO-2015-07**

An Ordinance Of The City Of Hollywood, Florida, Amending The Subchapter Of Chapter 33 Of The Code Of Ordinances Titled "Firefighter's Pension And Retirement"; Amending Section 33.040(A) Of The Code Of Ordinances Regarding The Normal Retirement Date Of Certain Members Of The Firefighters Pension and Retirement Plan.

The Mayor announced the ordinance was advertised in conformance with Florida Statutes and City Codes and opened the public hearing. Nancy Fowler, 2616 Coolidge Street, expressed personal opinions/concerns. There being no one further who wished to speak, the public hearing was declared closed.

The City Clerk read the ordinance title on second and final reading.

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

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

Enactment No: O-2015-09

**8. P-2015-041**

Presentation By Richard Cahlin, CEO Of Bicycle Action Committee, On The Initiative To Make Cities More Bicycle-Friendly.

Lorie Mertens-Black, Chief Civic Affairs Officer, introduced Richard Cahlin, CEO of Bicycle Action Committee.

Richard Cahlin, CEO of Bicycle Action Committee, provided a presentation on the initiative to make cities more bicycle-friendly.

Discussion ensued among members of the Commission.

**ACTION: Motion was made by Commissioner Asseff, which was seconded by Commissioner Sherwood, to adopt the resolution to allow the use of the city seal and colors; with review of the draft artwork to be reviewed by city staff.**

**. R-2015-145**

A Resolution Of The City Commission Of The City Of Hollywood, Florida Approving The Use Of The City Of Hollywood Seal And Colors By The Bicycle Action Committee For The Printing On Cycle Clothing To Be Used For Fundraising Efforts For The City Of Hollywood.

**ACTION:** Motion was made by Vice Mayor Biederman to amend the motion to allow the use of the City logo instead of the City seal. The motion died due to lack of a second.

**ACTION:** On voice vote, the motion by Commissioner Asseff, which was seconded by Commissioner Sherwood to allow the use of the City seal and colors; with review of the draft art work to be reviewed by City staff passed unanimously. (7-0)

**9. PO-2015-13**

An Ordinance Of The City Of Hollywood, Florida, Approving The Application Of The 20% Flexibility Rule (Industrial To Commercial) To Approximately 1.14 Acres Located At 2800 North 28th Terrace, Pursuant To The City Of Hollywood's Comprehensive Plan And Policy 13.01.10 Of The Broward County Land Use Plan; And Amending The City's Land Use Map To Reflect The Change In Land Use Designation. (14-F-99)

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

Andria Wingett, Assistant Director of the Department of Planning, provided a presentation on the intent of the ordinance.

Discussion ensued among staff and members of the Commission.

The City Clerk read the ordinance title on first reading.

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

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

**10. PO-2015-14**

An Ordinance Of The City Of Hollywood, Florida, Amending The Approved Planned Development Master Development Plan Known As "1 And Taylor Condominium Planned Development Master Plan" (Originally Approved By Ordinance No. O-2006-32) For The Properties Generally Located At 410 North Federal Highway And 1817 Taylor Street Now To Be Known As "Jed Tower Planned Development Master Plan." (14-DJPV-90)

Mayor Bober questioned if there was any objection to waiving the quasi-judicial procedures, being there was no objection, the quasi-judicial procedures were waived.

Alexandra Carcamo, Planning and Development Services Administrator, provided a presentation on the proposed project and explained the intent of the ordinance.

Discussion ensued among staff and members of the Commission.

Andria Wingett, Assistant Director of Planning and Development Services, provided additional information.

Debbie Orshefsky, Attorney for the Applicant, provided additional information on the proposed project.

Gabriel Salazar, Architect, responded to questions raised by the Commission.

Discussion ensued among members of the Commission.

Ken Crawford, 2018 Fletcher Street, expressed personal opinions/concerns.

Discussion ensued among members of the Commission.

The City Clerk read the ordinance title on first reading.

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

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

**14. P-2015-040**

Presentation By Stephanie Montalvo, Executive Director, Brighter Future Foundation, On National Wildlife Federation Community Habitat.

Stephanie Montalvo, Executive Director, Brighter Future Foundation, explained the purpose of her organization is to create habitat for wildlife, and she wants the City to get certified.

Vice Mayor Biederman left the meeting at 2:48 PM and returned at

2:49 PM.

Commissioner Blattner left the meeting at 2:55 PM and returned at 2:57 PM.

Discussion ensued among members of the Commission.

Diana Griprey, Broward County, provided additional information.

Vice Mayor Biederman left the meeting at 3:03 PM and returned at 3:05 PM.

Commissioner Hernandez left the meeting at 3:07 PM and returned at 3:11 PM.

**11. PO-2015-15**

An Ordinance Of The City Of Hollywood, Florida, Creating Section 37.24 Of The Code Of Ordinances To Provide Definitions Of Terms Used In The Subchapter Entitled "Advisory Boards"; Amending Section 37.25 ("Regulations Relating To City Boards") To Provide Definitions And Rules Of Procedure, Clarifying The Responsibilities Of Board Members; Amending Section 37.255 ("Appointment And Term Of Advisory Board Members") To Change The Month For The Board Appointments Special Meeting From June To May; Deleting Section 37.30 ("Community Development Advisory Board") From The Code Of Ordinances; Amending Section 37.31 ("Community Redevelopment Agency") To Delete References To A Community Redevelopment Advisory Board; Deleting Section 37.32 ("Crime Watch Advisory Board") From The Code Of Ordinances; And Providing For An Effective Date.

Lorie Mertens-Black, Chief Civics Affairs Officer, provided a presentation on the intent of the ordinance.

Discussion ensued among staff and members of the Commission.

Jeffrey P. Sheffel, City Attorney, responded to questions raised by the Commission.

Discussion ensued among staff and members of the Commission.

Patricia A. Ceney, City Clerk, provided additional information.

Commissioner Callari left the meeting at 3:34 PM and returned at 3:36 PM.

Discussion ensued among staff and members of the Commission.

Commissioner Hernandez left the meeting at 3:37 PM and returned at 3:38 PM.

The following individuals expressed personal opinions/concerns:

1. Nancy Fowler, 2616 Coolidge Street
2. Patricia Antrican, 2534 Fillmore Street
3. Helen Chervin, 2470 Adams Street

Discussion ensued among members of the Commission.

Commissioner Blattner left the meeting at 3:59 PM and returned at 4:01 PM.

Jeffrey P. Sheffel, City Attorney, responded to questions raised by the Commission.

The City Clerk read the ordinance title on first reading.

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

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

- 12. R-2015-143** A Resolution Of The City Commission Of The City Of Hollywood, Florida, Authorizing The Appropriate City Officials To Issue The Attached Purchase Order Between Quantum Measurements Corporation And The City Of Hollywood For The Purchase Of Two (2) Metrix Setpoint Vibration Monitoring Systems And Various Sensors For Southern Regional Wastewater Treatment Facility Influent Pumps Number One And Number Five In The Amount Of \$40,800.00.

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

- 13. R-2015-144** A Resolution Of The City Commission Of The City Of Hollywood, Florida, Ranking The Top Three Firms To Provide Tutoring Services For Elementary School Aftercare And Summer Camp; And Further Authorizing The Appropriate City Officials To Negotiate And Execute An Agreement Between The Highest Ranked Firm, And The City Of Hollywood In An Estimated Amount Of \$69,120.00.

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

**15. Commissioner Asseff, District 1**

**Bulk Pickup**

Commissioner Asseff requested that the bulk pickup schedule be changed to once a month. She explained that residents are leaving their items out for pick up days ahead of the current schedule which has created an eyesore in the communities.

**Back Flow Preventers**

Commissioner Asseff stated she has received emails regarding the requirements for backflows preventers in the old Downtown buildings and requested staff to follow up.

**Turtle Lighting**

Commissioner Asseff questioned whether the condominium buildings on the Intracoastal side of A1A need turtle lighting.

**Margaritaville Hollywood Beach Resort**

Commissioner Asseff stated the advertising for Margaritaville Hollywood Beach Resort has referenced the location of the hotel as being in Fort Lauderdale and she does not want to see this perpetuate. She stated the City has made a major financial investment in Margaritaville Hollywood Beach Resort to brand the City of Hollywood not the City of Fort Lauderdale.

**Commission Chambers Acoustics**

Commissioner Asseff commented on the need to correct the acoustics issue with the Chamber microphones as soon as possible.

**West Lake Commons Shopping Center**

Commissioner Asseff explained traffic is a hazard for drivers leaving the West Lake Commons Shopping Center on Sheridan Street and Federal Highway. They must cross three lanes of traffic to turn left onto Federal Highway. She suggested the Florida Department of Transportation (FDOT) be contacted to resolve the issue.

**Broward Education Foundation**

Commissioner Asseff stated she met with Thomas P. Severino, President and CEO of the Broward Education Foundation. She explained that the Foundation has a program titled Tools for Schools which provides school supplies to full time teachers. The Foundation works with the Children's Services Council (CSC) which is in need of



8,000 square feet of warehouse space with a dock.

**16. Commissioner Hernandez, District 2**

**Margaritaville Hollywood Beach Resort**

Commissioner Hernandez stated he is in agreement with Commissioner Asseff regarding the misrepresentation of the Margaritaville Hollywood Beach Resort location being in Fort Lauderdale. He stated the marketing strategy is insulting to the City and residents for the amount of money they have contributed to the project.

**Federal Highway Banners**

Commissioner Hernandez thanked the CRA for installing the banners along Federal Highway. He stated the residents of Parkside are very pleased.

**Auto Thefts**

Commissioner Hernandez stated burglaries have increased in Oakwood Plaza. He requested that the Chief of Police advise members of the Commission whether he recommends increasing Police Officer presence in the area.

**Commission in the Community Meeting**

Commissioner Hernandez announced there will be a Commission in the Community meeting at City Hall on June 24, 2015 commencing at 6:00 PM.

**Backflow Preventers**

Commissioner Hernandez stated he agrees back flow preventers are needed to maintain the water quality. He requested staff to review the verbiage of the Ordinance requiring back flow preventer inspections and how they are being done. He suggested phasing in inspections by areas of the City.

**Planning and Development Board**

Commissioner Hernandez requested the City Attorney draft legislation prohibiting Planning and Development board members from performing work for people that come before them. Commissioner Callari seconded the request.

**Emergency Call**

Commissioner Hernandez stated Linda Anderson called 911 to report an auto accident and the phone call went unanswered.

**Backflow Preventers**

Commissioner Hernandez thanked Steve Joseph, Director of Public Utilities, for confirming that backflow preventers are a Federal, State and City mandate.

**17. Commissioner Callari, District 3**

**Patriotism**

Commissioner Callari thanked Commissioner Blattner for sharing the patriotic story of two American Vietnam prisoners at the last Broward League of Cities dinner meeting which was told by a young double amputee veteran who led the Pledge of Allegiance.

**Salute to the Fallen**

Commissioner Callari thanked staff and Vice Mayor Biederman for the Salute to the Fallen tribute at the Boulevard Heights Community Center on May 24, 2015. She thanked Fred Hunter Funeral Home for the service provided and the Hollywood Hills High School drum line for their participation.

**School Districts**

Commissioner Callari stated at the recent Hollywood Hills Civic Association meeting the discussion focused on the desire of the residents to have a kindergarten through middle school in their district. Commissioner Callari requested support from members of the Commission to request the Broward County School Board review all of the school district boundaries in the City and who and what would be affected.

**Memorial Day**

Commissioner Callari thanked the Police Department for their work on Memorial Day at Hollywood Beach. She explained she visited the beach that day and there were numerous issues with parking and music which the Police Officers handled well.

**Schools Summer Break**

Commissioner Callari reminded everyone to be mindful of children swimming in pools, driving and home safety now that schools are on summer break.

**Congratulations**

Commissioner Callari congratulated her son for making the All County baseball team.

**Margaritaville Hollywood Beach Resort**

Commissioner Callari thanked Commissioner Asseff for addressing the Margaritaville Hollywood Beach Resort advertising. She

explained she sent a letter to the City Manager and reached out to Lon Tabatchnick regarding the advertisement issue. She explained that she has attended events where Hollywood is not mentioned rather they referred to other cities, such as Dania Beach.

**18. Commissioner Blattner, District 4**

**Margaritaville Hollywood Beach Resort**

Commissioner Blattner explained it does not concern him that the City tourist destinations and hotels market their property in a different manner by including Greater Fort Lauderdale or South Florida which applies to Margaritaville Hollywood Beach Resort as well. He stated the first announcement of Margaritaville Hollywood Beach Resort was done poorly which Lon Tabatchnick addressed as quickly as possible.

**School Districts**

Commissioner Blattner supports Commissioner Callari on the initiative for the Broward County School Board to review school boundaries throughout the City in order to consider a kindergarten through eighth grade school in Hollywood Hills.

**Charging Stations Ordinance**

Commissioner Blattner requested support for an Ordinance to have charging stations in commercial garages. Vice Mayor Biederman and Commissioner Sherwood supported his request.

**Dumpster Ordinance**

Commissioner Blattner distributed a photo of a dumpster that was overflowing on Tyler Street behind a restaurant and another photo of a dumpster behind the 2700 block of Hollywood Boulevard where garbage was left on the ground after the dumpster was emptied. He requested support for the dumpster ordinance to be revised stipulating where restaurant owners are permitted to locate their dumpsters and to increase the frequency of trash pickups. Mayor Bober supported the request.

**Boys and Girls Club Revenue**

Commissioner Blattner stated that at the meeting with the CDAB Board last week all members of the Commission noticed that there was no verification of any payments to the Boys and Girls Club for the billboard signs. Commissioner Blattner requested that the City Manager and City Attorney determine the best method to verify that payments were made for the past five years and what the revenue amount was to generate those payments. He suggested that future payments should be made to the City and then forwarded to the Boys and Girls Club. Commissioner Hernandez and Commissioner Callari

agreed.

Jeffrey P. Sheffel, City Attorney, explained this may require a voluntary amendment to the billboard contract reflecting the City to be the intermediary.

Commissioner Asseff left at 4:32 PM and returned at 4:34 PM.

New Assistant City Manager for Public Safety and Chief Development Officer

Commissioner Blattner welcomed back Mel Standley, Assistant City Manager for Public Safety, and welcomed Shiv Newaldass, Chief Development Officer.

#### **19. Vice Mayor Biederman, District 5**

##### **Utility Box Wraps**

Vice Mayor Biederman stated he had a discussion with Jorge Camejo, Executive CRA Director, in regard to residents in other areas of the City who have expressed interest in having their neighborhood AT&T and FPL utility boxes wrapped. He explained that wrapping utility boxes with City beach advertisements would be advantageous for the CRA. He requested support to move forward. Commissioner Callari and Commissioner Blattner prefer to have this idea explored prior to moving forward.

##### **Sheridan Park Elementary School**

Vice Mayor Biederman announced he attended the end of year ceremony at Sheridan Park Elementary School this morning.

##### **Margaritaville Hollywood Beach Resort**

Vice Mayor Biederman stated he requested to have an advertising clause in the Margaritaville Hollywood Beach Resort contract two years ago and had no support from members of the Commission.

##### **Greater Fort Lauderdale Convention and Visitors Bureau**

Vice Mayor Biederman stated some of the Commissioners attended the legislative luncheon at the Hollywood Chamber of Commerce. He questioned a Florida State Senator whether the City can withdraw from being a member of the Greater Fort Lauderdale Convention and Visitors Bureau and create its own as Miami Beach did in Miami-Dade County. The Senator explained a resolution would have to be created by the City requesting a local bill be heard at the State level allowing the City to create its own Convention and Visitors Bureau. Vice Mayor Biederman requested support to have staff research what it would take for the City to move forward. He explained hoteliers have told him

they always refer to the location as Hollywood Beach. Commissioner Callari stated she would agree to have staff research his request.

#### Salute to the Fallen

Vice Mayor Biederman thanked staff for their work on the successful Salute to the Fallen event. He will be looking into having the military fly over for the event next year. He thanked the Chief of Police for the Police Officers memorial service and inclusion of the Police dog memorial which was very powerful.

#### Home of the Quarter

Vice Mayor Biederman announced District 5 will have a Home of the Quarter competition and requested nominations.

#### High School Graduates

Vice Mayor Biederman congratulated all high school graduates.

#### Emergency Call

Vice Mayor Biederman stated a resident of District 5 had the same issue regarding E911 not answering a call recently. The resident called the non-emergency number with no response. Later they reached E911 and was told their address was not in the City. He stated these issues must be worked out before there is a fatality.

## **20. Commissioner Sherwood, District 6**

#### Residents Beach Parking Permits

Commissioner Sherwood stated she could not hear the request Commissioner Callari raised during the May 20, 2015 Commission meeting for residents to have beach parking permits. Commissioner Sherwood supports the request.

#### Retail Academy

Commissioner Sherwood stated she has received inquiries regarding when the Retail Academy will begin. She requested that Davon Barbour, Director of Community & Economic Development, attend civic association meetings in the western communities to explain the program.

#### Comingled Trash

Commissioner Sherwood stated she receives complaints everyday about co-mingled trash not being picked up. Residents put out too much at one time and on the wrong day.

#### Illegal Dumping

Commissioner Sherwood stated she visited the Washington Park

Warehouse District where there are sofas, mattresses and toilet bowls in back of the businesses that are not being cited. She explained that vendors and non-profit agencies will not pick up damaged furniture which causes residents to have no options for disposing their belongings. She suggested that the City provide an area for residents to drop off bulk items.

#### Environmental Impact Facility

Commissioner Sherwood announced the Broward County Environmental Protection and Growth Management Department has received an application from Easy Disposal, Inc. for a solid waste management permit application to expand the existing facility in the Warehouse District for bulk waste, construction and demolition debris. She suggested that the City evaluate the request in depth.

#### Grandson Graduation

Commissioner Sherwood congratulated her grandson on his graduation from McArthur High School. She attended the graduation ceremony which was inspiring.

## 21. Mayor Bober

#### Joseph W. Young Bust Statue

Mayor Bober stated the bust statue of Joseph W. Young, City Founder, should be moved from the corner in City Hall lobby to a location where it would be more prominently displayed and appropriate for his contributions to the City. He requested the City Manager look into it.

#### Sponsorships for Events

Mayor Bober stated he would like the City Manager to determine why the City has not taken advantage of potential sponsorships for the big events such as July 4th, Candy Cane Parade and events in ArtsPark. He explained that the events could be improved with additional funding.

#### Commission Chamber Acoustics

Mayor Bober stated the constant echo from the microphones in the Commission Chambers and air sound in Room 219, is very distracting, and must be resolved as soon as possible.

## 22. City Attorney

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

**23. City Manager****Margaritaville Hollywood Beach Resort**

Dr. Wazir Ishmael, City Manager, stated there was a request at the CRA meeting for an update on the CDD for Margaritaville Hollywood Beach Resort which will be provided shortly.

**New Assistant City Manager for Public Safety**

Dr. Wazir Ishmael, City Manager, welcomed Mel Standley, Assistant City Manager for Public Safety and explained his credentials, prior employment with the city and current responsibilities.

**New Chief Development Officer**

Dr. Wazir Ishmael, City Manager, welcomed Shiv Newaldass, Chief Development Officer, and explained his credentials and responsibilities.

**Commission Summer Recess**

Dr. Wazir Ishmael, City Manager, announced the Commission summer recess will be from July 8, 2015 to August 25, 2015. He stated establishing the millage rate will be an item staff will discuss internally with members of the Commission on July 8, 2015. He stated staff is working diligently on the FY2016 budget priorities.

**24. The meeting adjourned at 4:59 PM.**

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Patricia A. Cerny, MMC  
City Clerk  
Hollywood, Florida

Approved on:

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