

**City of Hollywood
Minutes of the
NAMING REVIEW COMMITTEE
May 28, 2024**

The Naming Review Committee of the City of Hollywood, Florida, (the “Committee”) was called to order on Tuesday, May 28, 2024 at 2:38 PM, in Commission Conference Room 215, 2600 Hollywood Blvd, Hollywood, Florida.

Committee members present were:

Patricia A. Cerny, City Clerk, Chair
Alison Saffold, Civic Affairs Administrator
Joann Hussey, Director of Communication, Marketing & Economic Development
Ricky Engle, Director of Parks, Recreation and Cultural Arts

Committee members absent were:

Jorge Camejo, Executive Director Community Redevelopment Agency (CRA)

Legal Advisor:

Damaris Henlon, Deputy 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 Max Chira to name the ArtParks Playground, AT 1 YOUNG CIRCLE, Hollywood, FL 33019 to “Max Chira Childrens’ Playground”.

Ricky Engle, Director of Parks, Recreation and Cultural Arts, explained the City received a proposed donation of \$500,000.00 for the naming of the playground ground at the ArtsPark. The donation will be used for the playground equipment which has a useful life of approximately 12 to 15 years. The donation policy states the estimated naming rights are from 5 to 10 years, with renewal. As part of any donation which has a naming component included, an application must come before the Naming Committee for review. The application fee of \$250.00 was part of the donation of \$500,000.00, however no letters of interest were submitted. Ricky Engle, Director of Parks, Recreation and Cultural Arts, stated that he will reach out to obtain letters of support.

Alison Saffold, Civic Affairs Administrator, stated in researching Max Chira she found that the Chira family had a family run department store at 1923 Hollywood Blvd. The business was started by his father Abe Chira in December 1941. Max Chira ran the store until it closed in 1987 after 45 years in business.

Extensive discussion ensued among Committee members regarding the application and donation policy.

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. Explain why the Naming should occur. Consideration shall be given to whether the proposed name reflects the historical significance, geographical identifiers, and/or natural characteristics at the site.
2. The proposed name should not duplicate the name of another site or facility within the City. Consideration shall be given to whether the proposed name already exists at another site or facility within Broward County.
3. The proposed name should not be associated with the support of discrimination or considered derogatory or socially unacceptable.

Damaris Henlon, Deputy City Attorney, explained 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 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 Joann Hussey, Director of Communication, Marketing & Economic Development, and seconded by Alison Saffold, Civic Affairs Administrator, to grant the naming application for "Max Chira Childrens' Playground" and that the application fee of \$250.00 was part of the donation of \$500,000.00, and that letters of interest be submitted before this application goes before the City Commission. The motion passed 5-0 with Jorge Camejo, Executive Director Community Redevelopment Agency absent.

The meeting adjourned at 2:55 PM.