

City of Hollywood

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



Meeting Minutes

Wednesday, January 7, 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, January 7, 2015 at 1:06 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

CONSENT AGENDA

Approval of the Consent Agenda

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

5. [R-2015-001](#) A Resolution Of The City Commission Of The City Of Hollywood, Florida, Approving The Regular City Commission Meeting Minutes Of July 2, 2014.

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

6. [R-2015-002](#) A Resolution Of The City Commission Of The City Of Hollywood, Florida, Approving The Regular City Commission Meeting Minutes Of July 16, 2014.

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

7. [R-2015-003](#) A Resolution Of The City Commission Of The City Of Hollywood, Florida, Supporting The Display Of The National Motto "In God We Trust" In The Hollywood Commission Chambers In A Prominent Location At City Hall.
- ACTION:** This Resolution was moved by Commissioner Asseff, seconded by Commissioner Hernandez and adopted on the Consent Agenda. The motion passed unanimously (7-0).
8. [R-2015-004](#) A Resolution Of The City Commission Of The City Of Hollywood, Florida, Authorizing The Appropriate City Officials To Execute The Attached Employment Agreement Between Wazir A. Ishmael, Ph.D. And The City Of Hollywood Changing His Status From Interim City Manager To City Manager.
- ACTION:** This Resolution was moved by Commissioner Asseff, seconded by Commissioner Hernandez and adopted on the Consent Agenda. The motion passed unanimously (7-0).
9. [R-2015-005](#) A Resolution Of The City Commission Of The City Of Hollywood, Florida, Approving The City Of Hollywood Legislative Agenda For The Upcoming 2015 Legislative Session.
- ACTION:** This Resolution was moved by Commissioner Asseff, seconded by Commissioner Hernandez and adopted on the Consent Agenda. The motion passed unanimously (7-0).
11. [R-2015-007](#) A Resolution Of The City Commission Of The City Of Hollywood, Florida, Authorizing The Appropriate City Officials To Execute The Attached Consultant's Authorization To Proceed (ATP) Between DeRose Design Consultants Inc And The City Of Hollywood To Provide Professional Engineering Services For A Turtle Lighting Compliance Audit Of Existing City Street Lights In An Estimated Lump Sum Amount of \$32,420.00.
- ACTION:** This Resolution was moved by Commissioner Asseff, seconded by Commissioner Hernandez and adopted on the Consent Agenda. The motion passed unanimously (7-0).
12. [P-2015-001](#) Presentation By Tammie L. Hechler, Director Of Human Resources, Of Employees Hired November 1, Through December 31, 2014.
- Tami Thornton, Human Resources Administrator, introduced various employees hired November 1 through December 31, 2014.
13. [P-2015-002](#) A Proclamation In Recognition Of Human Trafficking Awareness Day - January 11, 2015.
- Mayor Bober read the proclamation in recognition of Human

Trafficking Awareness Day - January 11, 2015.

Heidi Schafer, Broward Human Trafficking Coalition, accepted the proclamation and thanked the Commission for the recognition.

10. [R-2015-006](#)

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Amending The Special Programs Fund (Fund 11) And The Local Housing Assistance Trust Fund (Fund 64) Of The Fiscal Year 2015 Adopted Budget (R-2014-282), As Amended, Revising And Recognizing Certain Operating Revenues, Authorizing Certain Budgetary Appropriations, Adjustments And Transfers As Detailed In The Attached Exhibit 1, And Providing An Effective Date.

Vice Mayor Biederman stated he needs to abstain from voting on the item due to a conflict.

ACTION: Motion was made by Commissioner Blattner, which was seconded by Commissioner Hernandez, to adopt the Resolution. On a voice vote the motion passed 6-0. Vice Mayor Biederman abstained.

14. [PO-2014-23](#)

An Ordinance Of The City Of Hollywood, Florida, Amending Chapter 103 Of The Code Of Ordinances Entitled "Parks And Recreation" By Creating Section 103.04 Entitled "Designated Children Play Areas" To Establish Regulations Relating To Play Areas Within City Parks; Providing A Repealer Provision; A Severability Clause; And An Effective Date.

Mayor Bober announced the ordinance was advertised in conformance with Florida Statutes and City Codes, the public hearing was opened and Helen Chervin, 2470 Adams Street, expressed personal opinions/concerns.

There being no one further who wished to be heard, the public hearing was declared closed.

Frank Fernandez, Assistant City Manager for Public Safety/Chief of Police, explained the intent of the ordinance and responded to questions raised by the public.

Chuck Ellis, Director of Parks, Recreation and Cultural Arts, provided additional information on the intent of the ordinance.

Discussion ensued among staff and members of the Commission.

Jeffrey P. Sheffel, City Attorney, provided additional information.

Commissioner Blattner left the meeting at 1:30 PM and returned at

1:31 PM.

Extensive discussion ensued among staff and members of the Commission.

ACTION: Motion was made by Commissioner Hernandez, which was seconded by Commissioner Callari, to adopt on second and final reading the Ordinance with an amendment that the ordinance language be clear that in order to be in violation a person would have to be inside the perimeter created by the boundary of the signs. 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-2015-01

15. [R-2015-008](#)

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Ranking The Three (3) Short-Listed Firms To Provide Environmental Engineering Services For Park Road Redevelopment; And Authorizing The Appropriate City Officials To Negotiate And Execute An Agreement With The Highest Ranked Firm.

Vice Mayor Biederman left the meeting at 2:07 PM and returned at 2:09 PM.

Sylvia Glazer, Director of Public Works, explained the intent of the resolution.

Discussion ensued among staff and members of the Commission.

Joel Wasserman, Director of Procurement, provided additional information.

Jeffrey P. Sheffel, City Attorney, provided additional information.

Discussion ensued among staff and members of the Commission.

Dr. Wazir Ishmael, City Manager, responded to concerns raised by the Commission.

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

16. [PO-2015-01](#)

An Ordinance Of The City Of Hollywood, Florida, Approving A Special Exception For The Allocation Of 61 Affordable Housing Units Within Flexibility Zones 88, 91, 92 And 104 To Allow For A 95 Unit Affordable Senior Housing Development ("Parc View Apartments") Located At 970 N. 66th Terrace. (14-F-92).

Jeffrey P. Sheffel, City Attorney, explained waiving the quasi-judicial procedures.

Commissioner Asseff left the meeting at 2:35 PM and returned at 2:36 PM.

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

Debbie Orshefsky, Attorney for the Applicant, explained the proposed project.

Jaye Epstein, Director of Community Planning, provided additional information.

Discussion ensued among staff and members of the Commission.

Tim Schwartz, Hollywood Housing Authority Director, provided additional information.

Commissioner Callari left the meeting at 2:50 PM.

The City Clerk read the title of the ordinance on first reading.

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

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

Absent: Commissioner Callari

Enactment No: O-2015-02

(The vote became 7-0 upon Commissioner Callari's return to the meeting and registering an "aye" vote.)

17. [R-2015-009](#) A Resolution Of The City Commission Of The City Of Hollywood, Florida, Authorizing The Appropriate City Officials To Execute A Contract Between Anzco Inc. And The City Of Hollywood, For The New Hollywoof Dog Park And Improvements At Stan Goldman Memorial Park, In The Amount Not To Exceed \$326,817.00.

ACTION: Motion was made by Commissioner Hernandez, which was seconded by Commissioner Asseff, to adopt the Resolution. On a voice vote the motion passed 6-0. Commissioner Callari was absent. (The vote became 7-0 upon Commissioner Callari's return to the meeting and registering an "aye" vote.)

18. [R-2015-010](#) A Resolution Of The City Commission Of The City Of Hollywood, Florida, Approving And Adopting The Attached Hollywood Retail Academy Administrative Policy To Provide Sponsorships To Approximately 500 Low And Moderate Income Individuals To Receive Training And Testing For The National Retail Federation National Professional Certification In Customer Service; And Authorizing The Issuance Of A Blanket Purchase Order Between The National Retail Federation And The City Of Hollywood For The Purchase Of Certification Exam Vouchers And Course Materials In An Amount Not To Exceed \$63,000.00 Through The Use Of Available Community Development Block Grant Funds.

Commissioner Callari returned to the meeting at 2:52 PM.

Davon Barbour, Director of Community and Economic Development, and Carlos Lopez, Economic Development Coordinator, provided a detailed presentation on the proposed retail academy.

Discussion ensued among staff and members of the Commission.

Jamie Mardis, 5315 Arthur Street, expressed personal opinions/concerns.

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

Commissioner Callari registered an "aye" vote for items sixteen and seventeen.

19. [D-2014-01](#) A Discussion By The City Commission Regarding The City Manager's Authority To Spend Up To \$50,000.00 And the Number Of Former City Employees Hired As Contract Employees.

Commissioner Hernandez explained the purpose of the discussion

item and reviewed the backup material provided.

Steve Joseph, Director of Public Utilities, responded to questions raised by the Commission.

Extensive discussion ensued among members of the Commission.

The City Manager is to meet with Commissioner Hernandez to clarify the information he is seeking and it will be obtained for him.

Matthew Lalla, Director of Financial Services, provided additional information.

Discussion ensued among staff and members of the Commission.

Commissioner Blattner left the meeting at 3:45 PM and returned at 3:46 PM.

Discussion ensued among staff and members of the Commission.

Joel Wasserman, Director of Procurement, provided additional information.

20. Commissioner Blattner, District 4

Retail Recruitment and Land Development

Commissioner Blattner requested Commission support to have staff present a resolution at a future Commission meeting establishing zoning in progress on the west side of State Road 7 from Hollywood Boulevard to Griffin Road for a period not to exceed six months. He stated this will allow for the completion of the zoning and land use changes presently being worked on and to prevent developers and speculators from bringing forth projects that do not meet the vision and requirements of the land use and zoning changes.

Mayor Bober requested Jaye Epstein, Director of Planning, respond to the request of Commission Blattner. Jaye Epstein, Director of Planning, stated that the land use is in place as a transit oriented corridor. The mission would be to refine the uses and review development standards that would eliminate the ability to rebuild what currently lines State Road 7. The plot sizes could be limited to one to two acres and have two or more uses. The downside to triggering the zoning in progress is it sends a negative message to the development community in that it would be difficult to get development approval. The positive impact would be plans would not be approved if the land use and zoning change requirements are not satisfied. He requested further discussion with members of the Commission individually or in a

workshop to discuss the types of future development projects.

Commissioner Asseff left the meeting at 3:54 PM and returned at 3:56 PM.

Jeffrey P. Sheffel, City Attorney, explained the zoning in progress, notification, and advertisement processes.

Commissioner Blattner requested support from members of the Commission to recommend that staff will present language to consider zoning in progress at a future Commission meeting.

Vice Mayor Biederman supported the request and suggested the zoning in progress to extend from 58th Avenue west to the Florida Turnpike and Pembroke Road to Griffin Road.

Jaye Epstein, Director of Planning, stated staff will look into the recommendations of Vice Mayor Biederman.

JCI and Holocaust Documentation and Education Center

Commissioner Blattner requested that Jeffrey P. Sheffel, City Attorney, provide an update on JCI and the Holocaust Documentation and Education Center during his comments.

21. Vice Mayor Biederman, District 5

JCI Update

Vice Mayor Biederman requested Jeffrey P. Sheffel, City Attorney provide an update on JCI.

Residents Comments

Vice Mayor Biederman thanked the viewership for emailing members of the Commission with their opinions on Commission votes.

Ethical Issues

Vice Mayor Biederman stated a suggestion during the last ethics training over a year ago was for the City to implement an ethics hotline for whistleblower reporting.

Jeffrey Sheffel, City Attorney, explained there is a section on the City's intranet for employees to pose ethical questions which are directed to the Office of the City Attorney. He cautioned against implementing a process to permit the public to direct similar issues to the Office of the City Attorney due to potential volume. Discussion ensued among members of the Commission for an anonymous whistleblower hotline or creation of a suggestion box. There was no support from members of the Commission.

Quebec City Meeting

Vice Mayor Biederman announced he met with the Director of International Relations for Quebec City on behalf of Mayor Bober yesterday. They requested that the City join the Franco file city's network which is for municipalities that have French Canadian visitors and residents. The City would be on their website at no cost.

Mayor Bober stated he is in favor of joining the network and agreed with Vice Mayor Biederman to have staff follow up. He stated the exposure would have the potential for the City to increase tourism, contacts and create trade opportunities.

Mural

Vice Mayor Biederman suggested members of the Commission consider having a Guy Harvey mural painted on the Hollywood Boulevard building between City Hall and I-95. He explained the building had a mural in the past and requested staff follow up with the building owner to see if a mural would be of interest.

Beach Parking

Vice Mayor Biederman recommended the City reduce the beach parking fee for City residents since parking is becoming unaffordable. He suggested considering a mechanism be placed in the meters where a driver's license can slide through for the discount.

Cone of Silence

Vice Mayor Biederman stated he is of the opinion that the Cone of Silence requirement may not be effective. He explained it inhibits the ability of members of the Commission to be well informed on the decisions they make.

Hollywood Restaurants

Vice Mayor Biederman stated restaurants within the City should be highlighted to increase business instead of Commission members pointing out restaurants that are not within the City when redevelopment is discussed.

22. Commissioner Sherwood, District 6

Well Wishes

Commissioner Sherwood thanked the Commission for permitting her to participate in today's Commission meeting via phone.

Mayor Bober stated members of the Commission wish her a speedy recovery.

23. Commissioner Asseff, District 1

Beach Parking

Commissioner Asseff stated she does not agree with the suggestion of Vice Mayor Biederman in regards to beach parking passes. She explained that residents who live on the beach complain about the lack of parking and it is not uncommon for them to park blocks from their residences.

Florida First Responder Appreciation Week

Commissioner Asseff announced on behalf of the Florida League of Cities and Florida Counties that January 5th through January 9th is Florida First Responder Appreciation Week. She stated members of the Commission appreciate first responders.

Broward Days

Commissioner Asseff stated she met with Mike Colodny, Chairman of Broward Days, and Sandy Harris, Director of Broward Days, about Broward Days. The City is going to team up with Broward Days and the Broward League of Cities on January 26, 2015 and January 27, 2015 in Tallahassee. She suggested additional City staff attend.

Young Circle ArtsPark

Commissioner Asseff stated she would like to have a large chess set placed in Young Circle ArtsPark for everyone to enjoy.

Commission Comments

Commissioner Asseff stated action is not taken on Commission comments nor is there follow up on those issues when they cannot be resolved.

Zoning

Commissioner Asseff stated she attended the South Florida Regional Planning Council meeting. The Council has implemented the 79th Street Corridor Partners in Progress Initiative for Community Action Plan which is a zoning pilot program for the 79th Street Causeway in Miami. She stated Commissioner Blattner might be interested in this program for the State Road 7 and Dixie Highway corridors. She was looking into the program to potentially be implemented for the North Federal Highway corridor and Dixie Highway corridor. She suggested that the City Manager review the program to consider a similar initiative in the City.

24. Commissioner Hernandez, District 2

Signage

Commissioner Hernandez stated the 21st Avenue and Van Buren Street signage for pedestrian and bicycles should be addressed.

P3 Ordinance

Commissioner Hernandez requested support from members of the Commission for P3 financing. The deadline for the senior housing application is January 27, 2015. A developer is interested in the Adams Street development which has been stagnant for several years. He stated an advertisement for developers must be placed in order for interested parties to come in prior to the next Commission meeting. Commissioner Asseff and Commissioner Callari supported the request.

Dr. Wazir Ishmael, City Manager, stated staff is working on the P3 ordinance to present at the February 4, 2015 Commission meeting.

Jeffrey P. Sheffel, City Attorney, stated the advertisement deadline has passed for the January 21, 2015 meeting. The first reading for the P3 Ordinance would be February 4, 2015 and the second would be at the March 4, 2015 meeting.

Commissioner Asseff, Commissioner Callari and Vice Mayor Biederman supported the request of Commissioner Hernandez for the P3 ordinance.

Finance Staff

Commissioner Hernandez stated he has no confidence in staff on the financial issues and requested the City Manager address his concerns.

25. Commissioner Callari, District 3

NV5 Opening

Commissioner Callari announced she attended the NV5 ribbon cutting yesterday along with members of the Commission and Chamber of Commerce. She wished them good luck and best wishes.

Prayers

Commissioner Callari reminded everyone to keep in mind the world is a dangerous place and we should keep those who are close to us in our prayers and try to do the right thing.

26. Mayor Bober

Commission Comments

Mayor Bober explained the rules regarding the Commission comments

process. He stated that if a Commission member knows an issue will be complex it would be very useful for colleagues to be notified and the issue discussed with staff beforehand. He suggested that a one-way e-mail be generated prior to the Commission meeting in order for members of the Commission to be prepared.

HIAD Site

Mayor Bober stated it would be very helpful for staff to advise members of the Commission when it is not feasible for a project or an issue they requested to be accomplished in a reasonable amount of time. He explained that if members of the Commission are aware and it is an issue that must be prioritized, they could consider additional staff or possibly outside resources.

State of the City Address

Mayor Bober announced he will be presenting the State of the City Address on Friday, January 9, 2015 at 7:30 AM at the Hollywood Chamber of Commerce breakfast at the Diplomat Resort and Spa Hollywood. He encouraged members of the Commission, staff and residents to attend.

27. City Attorney

Executive Session

Jeffrey P. Sheffel, City Attorney, announced pursuant to Florida Statutes 286.011(8)(a), an executive session will be held January 21, 2015 at 12:00 PM regarding the Atrium Personnel Inc. d/b/a Transhire vs. City of Hollywood litigation. Attending the session will be the Mayor, Commissioners, City Manager and City Attorney.

Holocaust Documentation and Education Center (HDEC)

Jeffrey P. Sheffel, City Attorney, provided an update on the HDEC. He stated that there was a significant period of time when it was anticipated that HDEC was going to come forward with a purchaser for the property. The result was that the City did not move forward aggressively with litigation action after the foreclosure was filed. The litigation staff was directed to move forward aggressively when it became apparent the offer to purchase was withdrawn and the loan from the CRA was not going to be repaid. He explained the case is "at issue" once an answer has been filed and there are no pending motions to dismiss. At any time thereafter the plaintiff or defendant can file a notice for trial which he will direct staff to do. This action will prompt the judge to find a trial date and issue a trial order at which time the case is placed on the trial calendar. Jeffrey P. Sheffel, City Attorney, stated he will provide members of the Commission with the trial date and its progress.

JCI Settlement

Jeffrey P. Sheffel, City Attorney, stated he has not made substantial progress with the suggested settlement. He will provide members of the Commission with an update every Friday. The JCI representative contacted him today.

28. City Manager**Fact Sheets**

Dr. Wazir Ishmael, City Manager, announced he has implemented a process for members of the Commission to receive the status of pending issues. He stated "fact sheets" will be generated on a timely basis and the first of which will be regarding Sunset Golf Course.

Stan Goldman Park

Dr. Wazir Ishmael, City Manager, stated staff has worked diligently on Stan Goldman Park and they will provide a brief presentation on the improvements to the park.

Chuck Ellis, Director of Parks, Recreation and Cultural Arts, introduced Walter Wernecke, City Architect, to provide the presentation.

Walter Wernecke, City Architect, provided a detailed presentation on the Stan Goldman Memorial Park Phase 1 improvements which will be a 1.25 acre dog park. He anticipates the grand opening will be in July, 2015. The dog park will have lighting, landscaping for the entrance, a new entrance gate, road improvements to the area, a walkway to the dog park and new parking.

Dale Bryant, Landscape Architect, provided additional information on the proposed improvements regarding bio-retention which is green way technology that will address stormwater runoff drainage and it is the first time to be used in the City.

Mayor Bober commended staff on the excellent presentation and thanked them for their work on this project.

29. The meeting adjourned at 4:48 PM.

Patricia A. Cerny, MMC
City Clerk
Hollywood, Florida

Approved on:
