

City of Hollywood

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



Meeting Minutes

Wednesday, September 3, 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

Kevin Biederman, Commissioner - District 5

Richard Blattner, Commissioner - District 4

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, September 3, 2014 at 1:09 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**

NOTE: Commissioner Hernandez arrived at the meeting at 1:11 PM.

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 Vice Mayor Asseff, seconded by Commissioner Sherwood, to adopt the Consent Agenda. The motion passed unanimously (7-0).

5. [R-2014-235](#) A Resolution Of The City Commission Of The City Of Hollywood, Florida, Approving The Regular City Commission Meeting Minutes Of February 5, 2014.
ACTION: This Resolution was moved by Vice Mayor Asseff, seconded by Commissioner Sherwood and adopted on the Consent Agenda. The motion passed unanimously (7-0).
6. [R-2014-236](#) A Resolution Of The City Commission Of The City Of Hollywood, Florida, Approving The Regular City Commission Meeting Minutes Of February 19, 2014.
ACTION: This Resolution was moved by Vice Mayor Asseff, seconded by Commissioner Sherwood and adopted on the Consent Agenda. The motion passed unanimously (7-0).
7. [R-2014-237](#) A Resolution Of The City Commission Of The City Of Hollywood, Florida, Changing The Date Of The Regular Commission Meeting Scheduled On Wednesday, November 19, 2014, To Monday,

November 17, 2014.

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

9. [R-2014-239](#)

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Relating To A Debt Financing To Fund Certain Capital Improvement Projects Contained In The Proposed FY 2015 - FY 2019 Capital Improvement Program, Authorizing A Declaration Of Official Intent Under U.S. Treasury Regulations With Respect To Reimbursements From The Proceeds Of The Debt Financing For The Temporary Advances Made For Payment Prior To Issuance, And Related Matters.

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

10. [R-2014-240](#)

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Authorizing And Approving The Appropriate City Officials To Execute The Attached Master Recreation Lease Agreement Between City Of Hollywood And The School Board Of Broward County, Florida, For Playground And Recreational Purposes.

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

11. [R-2014-241](#)

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Authorizing The Appropriate City Officials To Execute The Attached Agreement Between The City Of Hollywood And The School Board Of Broward County, Florida, To Assign 11 Law Enforcement Officers under the School Resource Officer Program in Local Public Elementary, Secondary and Other Schools for a Two Month Period

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

12. [R-2014-242](#)

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Authorizing The Appropriate City Officials To Execute The Attached Agreement Between The City Of Hollywood And The School Board Of Broward County, Florida, Relating To The 2014-2015 School Resource Officer Program In Local Public Elementary And Secondary Schools.

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

13. [R-2014-243](#)

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Authorizing A Donation Of Law Enforcement Forfeiture Funds Pursuant To Florida's Contraband Forfeiture Act In Support Of Community Organizations And Local Agencies Which Provide Drug Treatment, Drug Abuse Education, Drug Prevention And Awareness, Crime Prevention And Safe Neighborhood Programs In The Amount Of \$75,500.00.

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

14. [R-2014-244](#)

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Authorizing The Appropriate City Officials To Execute The Attached License Agreement Between Notbychance, Inc. And The City Of Hollywood, For Use Of Public Right Of Way Adjacent To 1321 South 30 Avenue To Provide For Seventeen (17) Customer And Employee Parking Spaces, Based Upon A Four Year Term And Annual Rental Fee Of \$3,315.00 Plus Applicable Tax.

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

16. [R-2014-246](#)

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Authorizing The Appropriate City Officials To Execute The Attached Right-Of-Way Renewal License Agreement Between The City Of Hollywood And High Ridge Management Corporation D/B/A Hollywood Hills Nursing Home, For Use Of The Public Right-Of-Way To Provide For Customer And Employee Parking, Based On A Four (4) Year Term And Annual License Fee Of \$7,605.00 Plus Applicable Tax.

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

17. [R-2014-247](#)

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Authorizing The Appropriate City Officials To Execute The Attached Agreement Between A-1-A Corner Of Johnson Street Real Estate Corp., Margaritaville Hollywood Beach Resort, L.P., The Hollywood Florida Community Redevelopment Agency, And The City Of Hollywood To Modify The Design Of The Johnson Street Improvements East Of A-1-A.

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

18. [P-2014-057](#) Presentation By Tammie L. Hechler, Director Of Human Resources, Of Employees Hired July 1 Through August 31, 2014.

Joshua Kittinger, Human Resources Analyst, introduced employees hired July 1 through August 31, 2014.

19. [P-2014-058](#) Presentation By Matthew Lalla, Director Of Financial Services, To The City Of Hollywood Of The Distinguished Budget Presentation Award For The Fiscal Year 2014 Approved Budget Given By The Government Finance Officers Association.

Matthew Lalla, Director of Financial Services, presented the Distinguished Budget Award for Fiscal Year 2014 given by the Government Finance Officers Association to the City Commission.

8. [R-2014-238](#) A Resolution Of The City Commission Of The City Of Hollywood, Florida, Relating To A Debt Financing For The Replacement Of Certain Police Patrol Vehicles In The Proposed FY 2015 Operating Budget, Authorizing A Declaration Of Official Intent Under U.S. Treasury Regulations With Respect To Reimbursements From The Proceeds Of The Debt Financing For The Temporary Advances Made For Payment Prior To Issuance, And Related Matters.

Discussion ensued among members of the Commission.

Matthew Lalla, Director of Financial Services, responded to questions raised by the Commission.

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

15. [R-2014-245](#) A Resolution Of The City Commission Of The City Of Hollywood, Florida, Authorizing The Appropriate City Officials To Issue The Attached Two (2) Purchase Order Between Rountree-Moore Chevrolet And The City of Hollywood For The Purchase Of Three (3) 2015 Chevrolet Silverado 2500 4x2 HD With Lift-Gate Pickup Truck Vehicles In The Amount Of \$86,601.00 And Two (2) 2015 Chevrolet Silverado 2500 4x2 HD Without Lift-Gate Pickup Truck Vehicles In The Amount Of \$49,574.00 For A Combined Total Expenditure Of \$136,175.00.

Discussion ensued among members of the Commission.

Sylvia Glazer, Director of Public Works, responded to questions raised

by the Commission.

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

20. [PO-2014-17](#)

An Ordinance Of The City Of Hollywood, Florida, Creating A New Chapter 109 Of The Code Of Ordinances Titled "Charitable Clothing Donation Bins" Regulating The Use And Placement Of Donation Bins, And Providing For Certain Clothing Donation Bins To Be Permitted Under Certain Conditions, Providing For Regulations, A Permitting Process And Implementation, Providing For Severability, Providing For An Effective Date.

The Mayor announced the ordinance was advertised in conformance with Florida Statutes and City Codes. The public hearing was opened; there being no one present who wished to speak, the public hearing was declared closed.

Discussion ensued among members of the Commission.

Jim Moyer, Salvation Army, provided a thank you plaque to the City Commission for their support.

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

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

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

Enactment No: O-2014-17

21. [R-2014-248](#)

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Establishing The Annual Permit Fee For Newly Permitted Charitable Clothing Donation Bins And The Annual Fee For Renewal Of Previously Permitted Charitable Clothing Donation Bins Within The City Of Hollywood.

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

24. [R-2014-251](#)

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Designating The City's Annual Voting And Alternate Voting Delegates For The National League Of Cities 2014 Annual Conference, To Be Held On November 18 - 22, 2014 In Austin, Texas.

Discussion ensued among members of the Commission.

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

Discussion ensued among staff and members of the Commission.

ACTION: Motion was made by Commissioner Hernandez, which was seconded by Commissioner Callari, to adopt the Resolution appointing Vice Mayor Asseff as voting delegate; Mayor Bober as alternate voting delegate; and Commissioner Hernandez as second alternate voting delegate. On a voice vote the motion passed unanimously. (7-0)

25. [R-2014-252](#)

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Approving The Attached Design Development Plans For The Hollywood Boulevard Roadway Corridor Between Dixie Highway And City Hall Circle, And Authorizing The Appropriate City Officials To Submit Design Development Plans To Broward Metropolitan Planning Organization (Broward MPO) And Florida Department Of Transportation (FDOT) To Begin Final Construction Drawings And Project Implementation Through The \$6,800,000.00 Funding From Broward MPO; And Providing Future Funding Subject to the Adoption and Approval of The FY 2016 - FY 2020 Capital Improvement Program In The Estimated Amount Of \$600,000.00 To Implement The Landscape, Irrigation, And Site Furnishing Elements Of The Project.

Cliff Germano, 1627 N 28th Court, expressed personal opinions/concerns.

Discussion ensued among members of the Commission.

Cathy Swanson-Rivenbark, City Manager, responded to questions raised.

Sylvia Glazer, Director of Public Works, provided an introduction of the intent of the resolution.

Dale Bryant, Landscape Architect, provided a detailed presentation on the design of the proposed project.

Commissioner Biederman left the meeting at 1:46 PM and returned at 1:48 PM.

Discussion ensued among staff and members of the Commission.

Jonathan Vogt, City Engineer / Deputy Director of Public Works, responded to questions raised by the Commission.

Commissioner Callari left the meeting at 2:15 PM and returned at 2:17 PM.

Extensive discussion ensued among staff and members of the Commission.

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

22. [R-2014-249](#)

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Considering A Request For An Appeal Of The Termination Of Privilege To Sell, Offer For Sale Or Deliver, Or Permit To Be Consumed On The Premises Any Liquor, Beer Or Wine Beyond 12 Midnight On Any Day Of The Week At Pops Old Time BBQ, Pursuant To Section 113.25 Of The City Of Hollywood Code Of Ordinances.

Jeffrey P. Sheffel, City Attorney, stated the attorney for the property owner has been called into a trial and is unable to appear here today. The attorney made a written request for a continuance. Jeffrey P. Sheffel, City Attorney, advised that it is usual to grant the request for good cause. They are asking for a continuance to an October meeting.

Discussion ensued among staff and members of the Commission.

ACTION: Motion was made by Commissioner Callari, which was seconded by Commissioner Hernandez, to continue the Resolution to the September 17, 2014 Regular Commission Meeting. On a voice vote the motion passed unanimously. (7-0)

23. [R-2014-250](#)

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Authorizing The Appropriate City Officials To Negotiate And Execute Agreements Between The Three (3) Highest Ranked Firms: Becker & Poliakoff And The City Of Hollywood In The Annual Amount Of \$50,000.00; Sayfie Law Firm And The City Of Hollywood In The Annual Amount Of \$48,000.00 And Gray Robinson And The City Of Hollywood In The Annual Amount Of \$50,000.00 For All Three (3) Firms To Provide Lobbying Services.

Lorie Mertens-Black, Director of Parking and Intergovernmental Affairs, explained the intent of the resolution.

Commissioner Hernandez left the meeting at 2:34 PM.

Cliff Germano, 1627 N 28th Court, expressed personal opinions/concerns.

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

26. [R-2014-253](#)

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Approving The Attached State Housing Initiatives Partnership Program Annual Report (SHIP-AR) For Fiscal Years 2011/2012, 2012/2013 And 2013/2014 Pursuant To The State Housing Initiatives Partnership Program Act; Authorizing The Appropriate City Officials To Submit The Attached SHIP-AR To The Florida Housing Finance Corporation; Authorizing The Appropriate City Officials To Execute Any And All Required Documents For The SHIP-AR; And Providing For An Effective Date.

Commissioner Hernandez returned to the meeting at 2:38 PM.

Davon Barbour, Director of Housing and Economic Development, explained the intent of the resolution.

The Mayor announced the resolution was advertised in conformance with Florida Statutes and City Codes. The public hearing was opened; there being no one present who wished to speak, the public hearing was declared closed.

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

27. [R-2014-254](#)

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Waving By Unanimous Consent The Formal Competitive Bidding Process, Ratifying And Authorizing The Appropriate City Officials To Issue A Blanket Purchase Order Between Atrium Personnel Inc. D/B/A Transhire And The City Of Hollywood For Temporary Employment Services In Estimated Expenditure Of \$315,000.00 In Fiscal Year 2013, An Estimated Expenditure Of \$620,000.00 In Fiscal Year 2014 And A Not To Exceed Amount Of \$200,000.00 In Fiscal Year 2015.

Cathy Swanson-Rivenbark, City Manager, explained the intent of the resolution and the chain of events.

The following individuals expressed personal opinions/concerns:

1. Barbara Duffy, AFSCME 2432 Attorney

2. Cliff Germano, 1627 N 28th Court

Commissioner Biederman left the meeting at 3:01 PM and returned at 3:02 PM.

3. Jeff Marano, Broward County PBA President

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

Extensive discussion ensued among staff and members of the Commission.

Frank Fernandez, Assistant City Manager for Public Safety / Chief of Police, responded to questions raised by the Commission.

Vice Mayor Asseff left the meeting at 3:24 PM and returned at 3:27 PM.

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

Extensive discussion ensued among staff and members of the Commission

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

Commissioner Callari left the meeting at 3:28 PM and returned at 3:29 PM.

Extensive discussion ensued among staff and members of the Commission.

Cathy Swanson-Rivenbark, City Manager, responded to questions raised by the Commission.

Discussion on bifurcating the resolution into sections.

ACTION: Motion was made by Commissioner Blattner, which was seconded by Commissioner Sherwood, to bifurcate the Resolution into two sections. The first section would authorize the payments made in 2013 and 2014. The second section would be to not authorize the expenditures for 2015, and that the City Manager be required to go thru the RFP process and return to the Commission for approval. On a voice vote the motion passed 4-3. Commissioner Hernandez, Commissioner Callari and Commissioner Biederman were opposed.

Commission discussion ensued on the bifurcation.

Cathy Swanson-Rivenbark, City Manager, responded to questions raised by the Commission.

Commissioner Blattner left the meeting at 3:51 PM and returned at 3:54 PM.

Commissioner Sherwood left the meeting at 3:58 PM and returned at 4:04 PM.

Extensive discussion ensued among staff and members of the Commission.

ACTION: Motion was made by Commissioner Hernandez, which was seconded by Vice Mayor Biederman, to continue the resolution for two weeks til the September 17, 2014 Regular Commission Meeting. On a voice vote the motion failed 2-5. Vice Mayor Asseff, Commissioner Callari, Commissioner Blattner, Commissioner Sherwood and Mayor Bober were opposed.

ACTION: Motion was made by Commissioner Sherwood, which was seconded by Vice Mayor Asseff, to adopt item one; the ratification of expeditures in 2013 and 2014. On a voice vote the motion failed 0-7. Vice Mayor Asseff, Commissioner Hernandez, Commissioner Callari, Commissioner Blattner, Commissioner Biederman, Commissioner Sherwood and Mayor Bober were opposed.

ACTION: Motion was made by Commissioner Sherwood, which was seconded by Vice Mayor Asseff, to adopt item one; the ratification of expenditures in years 2013 and 2014 with the compromise that the City Manager will try to negotiate with the vendor to have a return of up to \$100,000.00. On a voice vote the motion failed 4-3. Commissioner Hernandez, Commissioner Callari, Commissioner Biederman were opposed. (The motion failed as a unanimous vote was required.)

ACTION: Motion was made by Commissioner Callari, which was seconded by Commissioner Hernandez, to continue item two (the 2015 expenditures) to the September 17, 2014 Regular Commission Meeting. On a voice vote the motion passed unanimously. (7-0)

No action was taken on part one (the ratification of expenditures for years 2013 and 2014).

28. Commissioner Hernandez, District 2

Department of Public Works Ride-Along

Commissioner Hernandez explained the various hands-on work assignments and observations he had during his two ride-alongs in the last couple of months with the Department of Public Works staff which he found to be very interesting. He worked with the City's plumber who is extremely active, assisted laying asphalt, observed beach staff and repaired a light pole that was hit by a car. He commended the efficiency of the beach maintenance staff. Commissioner Hernandez stated he is concerned that five or six of the ATV's Paramedics use are aging which is a risk for mechanical breakdowns when there is a life threatening situation. The cost of a new ATV is approximately \$5,000.00. One of his neighbors suggested that the City accept the donation for a new ATV with the option that the ATV could be named after the donor.

Great Neighborhood Challenge II

Commissioner Hernandez stated he entered the Great Neighborhood Challenge II and has pulled 5 or 6 different types of permits. He thanked his neighbors for their understanding of numerous work trucks being at his home almost 24 hours a day.

Criminal Activities

Commissioner Hernandez stated criminal activities such as substance abuse increased on the north side of Sherman Street and Federal Highway. He requested that the Police Department and Department of Public Works be vigilant in order to maintain the level of enforcement that has been achieved thus far.

29. Commissioner Callari, District 3

Waterways Pollution

Commissioner Callari stated that littering and waterway pollution is a major issue in the City. The biggest concern discussed during the Waterways Master Plan meeting recently was littering in the canals

and waterways. She stated there was a newspaper article recently which announced that Sacramento, California implemented a plastic bag ban and she requested the City initiate the same or similar ordinance. She stated the pros are a positive impact on the streets, canals, rivers, beaches and playgrounds. The negative is the financial impact on the plastic bag manufacturers. She requested support to implement a ban and that staff research the rules and regulations.

Tree Replacements

Commissioner Callari requested tree replacements in the areas in District 3 damaged by Hurricane Wilma such as the swales located on North Park Road, South Park Road, West Park Road and 46 Avenue.

Commissioner Biederman left the meeting at 4:50 PM.

Florida League of Cities Conference

Commissioner Callari stated she attended the Florida League of Cities Conference at the Westin Diplomat Hotel last month. She explained that attendees had to have lunch at the Diplomat Hotel or leave the property and this was a missed opportunity to promote the City of Hollywood. She suggested that the Chamber of Commerce consider providing a program during the lunch break at future conferences which would showcase the City encouraging attendees to remain on the property for lunch.

Commissioner Biederman returned to the meeting at 4:51 PM.

Fort Lauderdale-Hollywood International Airport

Commissioner Callari stated she attended the recent meeting on the Fort Lauderdale- Hollywood International Airport issue of the southbound exit ramp from the airport to South Federal Highway that was eliminated which resulted in no direct route to the City. She requested a Town Hall meeting to address the issue which affects the City, the City of Hallandale Beach and the City of Dania Beach.

Beach Parking

Commissioner Callari stated parking on the beach was a major topic at the Community Redevelopment Agency (CRA) meeting today. Hollywood residents have stated they do not go to the beach due to the lack of parking caused by people who do not live in Hollywood frequenting the beach. She suggested the City implement beach parking passes for residents. Vice Mayor Asseff supported the request.

Medical Marijuana Notice

Commissioner Callari stated there was a City of Hollywood Notice of Text Amendment to establish regulation guidelines for medical

marijuana dispensaries and treatment center establishments in this weekend's newspaper of which she was not aware, and she requested the reason for not being notified.

Fort Lauderdale Boat Show

Commissioner Callari announced the upcoming Fort Lauderdale boat show. One event will be a luncheon on the Floridian Princess expected to attract 220 attendees from South America and Europe on October 30, 2014. She suggested the City of Hollywood be represented and the CRA should purchase a ticket.

Stan Goldman Park

Commissioner Callari requested a timeframe for the start and completion of the Stan Goldman Dog Park.

Okomo Park

Commissioner Callari recommended that cars do not pass thru Okomo Park and suggested a gravel or shell driveway which would be more eco-friendly.

Girls Rising South Florida Non-Profit Organization

Commissioner Callari announced she has become a member of the non-profit Girls Rising South Florida which would like to start a Hollywood Chapter. The organization is partnering with the Hollywood Arts Academy for an event on October 25, 2014 to raise awareness about their mission and is seeking sponsors. She had informational cards to distribute about the event.

30. Commissioner Blattner, District 4

YMCA Fundraiser

Commissioner Blattner stated the Hollywood YMCA had a dinner to recognize their members and members of the community who donated to their scholarship fund. The total amount raised was \$120,000.00 and a trophy to the City was presented.

Maurice Connell Recognition Ceremony

Commissioner Blattner announced a special ceremony to be held on September 8, 2014 at City Hall in recognition of Maurice Connell, the former City Lobbyist. He explained that Maurice Connell obtained funding for the Johnson Street parking garage and the plaque in his honor which was located in the garage was saved when the garage was recently torn down. Maurice Connell's widow, Carmen Connell, will be presented with the plaque during this ceremony. Members of the Commission were invited to attend.

Community Redevelopment Agency (CRA)

Commissioner Blattner stated that during the CRA meeting today, there were items relating to the beach and downtown budgets. A portion of TIF in the amount of \$1,000,000.00 comes from the Children Services Council (CSC) between the beach and downtown. He encouraged everyone to vote to renew the CSC on the November ballot since the CSC benefits Hollywood youth.

Commissioner Blattner stated he will schedule a meeting with CRA staff in reference to the subject of undesirable and redundant tenancy. He is concerned about what type of businesses the City attracts.

31. Commissioner Biederman, District 5

New Assistant City Manager

Commissioner Biederman welcomed Wazir A. Ishmael, Ph.D., Assistant City Manager for Sustainable Development, to the City.

Great Neighborhood Challenge II

Commissioner Biederman congratulated all the residents including staff who joined the Great Neighborhood Challenge II.

Public Works Ride-Along

Commissioner Biederman announced he had a ride-along with the Department of Public Works staff recently and thanked them for it, the ride included beach maintenance, the plumber, tree trimmers, fleet and road maintenance. He stated it was a wonderful experience and will ride-along again in the winter. He observed that there is no signage on Hollywood Beach to welcome people who are walking north from the City of Hallandale Beach or south from the City of Dania Beach. He requested the issue be addressed by the CRA.

Civic Association Meetings

Commissioner Biederman reminded residents about the Civic Association meetings in Driftwood on the third Tuesday of the month and Boulevard Heights the second Tuesday of the month. He announced free movies at the Boulevard Heights Amphitheater on the first, third and fourth Saturday night and music the second Saturday night every month.

Latin Fest

Commissioner Biederman stated his disappointment that there may not be a Latin Fest this year due to lack of funding.

ACTION: Motion was made by Commissioner Biederman, which was seconded by Commissioner Hernandez, to authorize CRA funding in the amount of \$25,000.00 to sponsor the event.

Discussion ensued among staff and members of the Commission regarding the sponsorship and funding limitations of the CRA. Jorge Camajo, CRA Director, stated the CRA has stopped sponsoring events. The new policy is to support in kind services up to \$10,000.00 which is applicable for all events. He stated his fear is that if an exception is taken for one event, it would have to be for others. Mayor Bober recommended that the topic should be discussed as an agenda item and vetted. He stated consideration should be given to the mission of the CRA which is the elimination of slum and blight and spur redevelopment. Commissioner Blattner stated the appropriate process is to set a dollar amount per event so that everyone does not come to the CRA for sponsorship. Commissioner Biederman stated the Latin Fest should be funded for the full amount required of \$25,000.00 as are the Rhythm Foundation events which were approved at today's CRA meeting.

Commissioner Callari left the meeting at 5:05 PM and returned at 5:10 PM.

Discussion ensued among staff and members of the Commission on the motion to approve \$25,000.00 for the Latin Fest. Commissioner Hernandez stated he would prefer to table this item and discuss funding for next year once Margaritaville is completed.

ACTION: Commissioner Hernandez withdrew his second. The motion died due to lack of a second.

Signal Boxes

Commissioner Biederman stated he has observed that other cities have their signal boxes wrapped and questioned when the City's would be done.

Union Contracts

Commissioner Biederman stated there will be an Executive Session in the near future for the firefighter union negotiation and hopes the same diligent effort is being put forth for coming to an agreement with the police union and the general employees union.

32. Commissioner Sherwood, District 6

New Assistant City Manager

Commissioner Sherwood welcomed Wazir A. Ishmael, Ph.D., Assistant City Manager for Sustainable Development, to the City.

Budget

Commissioner Sherwood complimented Cathy Swanson-Rivenbark, City Manager, and the Department of Finance staff for compiling the FY 2015 Proposed Operating Budget book.

State Road 7 Construction

Commissioner Sherwood stated more buildings on the north side of State Road 7 have been demolished in preparation for widening the road. She spoke to the Department of Planning and the Wal-Mart property owner on the progress of construction. Permits have been issued for the perimeter area and permits for the exterior structure are on hold.

New Liquor Store

Commissioner Sherwood stated the new liquor store on Johnson Street is rapidly being completed and it looks nice.

CCTV Warning Signs

Commissioner Sherwood thanked the Chief of Police for the CCTV warning signs that have been placed in the parking lot at the Walgreens on State Road 7 and Johnson Street.

Commissioner Biederman left the meeting at 5:26 PM and returned at 5:27 PM.

Townhouse Demolition

Commissioner Sherwood announced that the townhouse where Block 55 will be built has been demolished and bulldozers have begun clearing the land.

FEC Commuter Train Stop

Commissioner Sherwood stated she will continue to work with Commissioner Blattner and the MPO to have a commuter stop on the FEC which would be beneficial to the Downtown area.

Downtown Trolley

Commissioner Sherwood stated she has not observed many people utilizing the trolley to Downtown. She stated previous suggestions by members of the Commission such as golf carts, shuttles and bicycles were good ideas. She recommended implementing a similar valet service as the one at Gulfstream Park which is a circulating golf cart from the parking garage to the stores and restaurants. She believes such a service would be beneficial for Downtown.

Christmas Decorations

Commissioner Sherwood stated it is her hope that the Department of Parks, Recreation and Cultural Arts plans to have ArtsPark shine with Christmas decorations.

Debt Service

Commissioner Sherwood stated the City should handle the debt service directly by refinancing since the interest rate should be known rather than hiring a consultant. The CRA should not have to give 90 percent to 100 percent of Tax Increment Financing (TIF) to developers.

33. Vice Mayor Asseff, District 1**Medical Marijuana Meeting**

Vice Mayor Asseff stated she is attending a Broward League of Cities meeting the morning of October 17, 2014 in the MPO's office. Representative Katie Edwards will be in attendance. The pros and cons of medical marijuana will be presented in preparation for the bill which will be on the November ballot.

Broward County Commissioner Beam Furr

Vice Mayor Asseff congratulated Beam Furr on being elected as Broward County Commissioner.

Florida League of Cities Conference

Vice Mayor Asseff thanked the City and the CRA for the booth at the Florida League of Cities conference. Attendees were very impressed and gave high accolades to the City.

Fort Lauderdale-Hollywood International Airport

Vice Mayor Asseff thanked Eleanor Sobel, Florida Senator; Joe Gibbons, State Representative; and Elaine Schwartz, Florida Representative; for the Fort Lauderdale-Hollywood International Airport meeting regarding the south exit ramp. Vice Mayor Asseff stated she will be meeting with them on the issues that evolved from the meeting.

Town Hall Meeting

Vice Mayor Asseff requested a Town Hall meeting be scheduled for the beginning of October to discuss the Hollywood Boulevard corridor.

Westin Diplomat Hotel

Vice Mayor Asseff announced the Westin Diplomat Hotel was purchased by Hilton and congratulated the new owners. The property is in the process of a \$100,000,000.00 renovation and will be a four or five star hotel.

Hollywood Beach Parking

Vice Mayor Asseff thanked Commissioner Callari for stating residents have commented that they are not able to go to the beach due to

insufficient parking and crowding. She stated residents should have a special pass for the beach. She receives daily complaints from residents that crowds have increased to the point that they do not go to the beach. She suggested raising the parking fee for non-residents and limiting the number of umbrellas permitted. People bring multiple tents which are an obstruction for others.

Commissioner Blattner left the meeting at 5:34 PM and returned at 5:35 PM.

Maintenance Issues

Vice Mayor Asseff stated the bike path on the Broadwalk has faded out completely and should be re-painted.

Vice Mayor Asseff stated maintenance and mulch for all the plant beds at the beach is needed and the artificial plant beds should be vacuumed.

Jefferson Park

Vice Mayor Asseff stated Jefferson Park needs landscaping maintenance and replacement of the shrubs.

34. Mayor Bober

New Assistant City Manager

Mayor Bober welcomed Wazir A. Ishmael, Ph.D., Assistant City Manager for Sustainable Development, to the City.

Fort Lauderdale-Hollywood International Airport

Mayor Bober announced he attended the Fort Lauderdale-Hollywood International Airport Town Hall meeting. He stated many attendees were disappointed and complained that it was too late for any construction changes of the southbound exit ramp to South Federal Highway. He explained the history of the south runway approval process.

Mayor Bober stated the airport is run by Broward County. The Department of Transportation (DOT) has no stake in the airport traffic pattern. DOT agreed to the option chosen for the southbound ramp is the safest one. DOT retained the consulting firm of Kimberly Horn to do an independent study that concluded the option chosen for the southbound exit ramp to South Federal Highway is the safest one. Mayor Bober stated the City needs to focus what safety measures have been taken and enhance them by adding signage, lighting, and the elimination of stop signs. He emphasized the importance of safety. He stated a Town Hall meeting should not be scheduled until after members of the Commission have formulated viable improvement

options to discuss.

Beach Parking

Mayor Bober stated conceptually he is in favor of giving Hollywood residents preference for beach parking. He explained increasing the inventory of parking is necessary to completely resolve the problem and is pleased members of the Commission are pursuing a public parking garage in the Hollywood Beach area. He stated preference for residents might create issues from those who are not in agreement such as local Hoteliers. He stated the importance of being certain there are not events on the beach that take up many parking spaces. The way to assist residents is not to plan big events on the beach. He stated potential developers should ensure their buildings have a public parking component before seeking City approval.

35. City Attorney

Executive Session

Pursuant to Florida Statutes 286.011 (8)(a), Jeffrey P. Sheffel, City Attorney, announced an Executive Session will be held on September 29, 2014 at 4:00 PM regarding the City of Hollywood versus GSK Hollywood Group LLC litigation. Attending the session will be the Mayor, Commissioners, City Manager, City Attorney, and Attorney Daniel Abbott, outside counsel.

36. City Manager

New Assistant City Manager

Cathy Swanson-Rivenbark, City Manager, thanked members of the Commission for welcoming Wazir A. Ishmael, Ph.D., Assistant City Manager for Sustainable Development to the City.

Medical Marijuana

Cathy Swanson-Rivenbark, City Manager, explained the ad was placed in preparation of an election item on the November ballot. The proactive approach was taken in the event members of the Commission wish to take action similar to the pain clinics.

Jeffrey P. Sheffel, City Attorney, stated the zoning is in progress as of the placement of the ad.

New Liquor Store

Cathy Swanson-Rivenbark, City Manager, thanked Commissioner Sherwood for commenting on the design of the new liquor store on Johnson Street.

September 11th Tribute

Cathy Swanson-Rivenbark, City Manager, invited staff and members of the Commission to attend a tribute for September 11, 2001 in the lobby of City Hall on September 11, 2014 at 11:00 AM. The City of Hollywood Chorus comprised of volunteer staff will have their debut singing patriotic songs.

Item #27 R-2014-254

Cathy Swanson-Rivenbark, City Manager, stated staff is working on item #27 R-2014-254 and she will be briefing members of the Commission individually prior to the next Commission meeting.

Commissioner Sherwood left the meeting at 5:47 PM.

Commissioner Blattner, District 4

Fort Lauderdale-Hollywood International Airport

Commissioner Blattner explained his involvement with the airport southbound exit ramp issue. He was contacted by Kent George, Aviation Director, who stated his commitment to signage, lighting and traffic on the bypass and that he will come to the MPO and City to explain the future plans. The next airport Master Plan starts in 2015 which is the time to have Town Hall meetings rather than this year.

37. The meeting adjourned at 5:48 PM.

Patricia A. Cerny, MMC
City Clerk
Hollywood, Florida

Approved on:
