

A PROCLAMATION IN CELEBRATION OF ELSIE JOHNS

MARCH 2, 2022

- WHEREAS,** THE CITY OF HOLLYWOOD SADLY LOST A PILLAR OF THIS COMMUNITY; ELSIE JOHNS THE OWNER OF MELINA'S IN DOWNTOWN HOLLYWOOD WAS BORN ON MAY 18, 1921 AND REACHED HER 100TH BIRTHDAY BEFORE PASSING AWAY FROM NATURAL CAUSES ON FEBRUARY 16, 2022; AND
- WHEREAS,** ELSIE, OTHERWISE KNOWN AS MISS J., WAS BORN AND RAISED IN WESTERN NEBRASKA, AND SHE ATTENDED THE UNIVERSITY OF NEBRASKA, AT A TIME WHEN IT WAS NOT COMMON FOR WOMEN TO CONTINUE THEIR EDUCATION; AND
- WHEREAS,** IN THE 1940'S, MISS J. MOVED TO HOLLYWOOD TO JOIN HER FATHER, MATT TOMICH, WHO HAD SETTLED HERE EARLIER, AFTER RETIRING FROM FARMING. MR. TOMICH BUILT MELINA'S, A WOMEN'S AND CHILDREN'S CLOTHING STORE, NAMED AFTER HIS WIFE MELINA, AT 2010 HOLLYWOOD BOULEVARD JUST AFTER WWII. "MELINA'S OF HOLLYWOOD" OPENED IN 1946 AND OPERATED CONTINUOUSLY UNTIL 2020; AND
- WHEREAS,** FAMILY MEMBERS HELPED IN THE STORE OVER THE YEARS, WITH ELSIE TAKING OVER THE BUSINESS AND BECOMING A STAPLE IN DOWNTOWN HOLLYWOOD IN 1972. EVEN WHILE SHE WAS WELL INTO HER 90S ELSIE WENT TO WORK EVERY DAY - DRIVING A RED BMW CONVERTIBLE TO GET THERE; AND
- WHEREAS,** IN ADDITION TO RUNNING MELINA'S ON A FULLTIME BASIS, ELSIE WAS VERY MUCH INVOLVED IN HER COMMUNITY INCLUDING: BOARD MEMBER OF THE BROWARD COUNTY HISTORICAL COMMISSION; OFFICER IN THE NAVY LEAGUE OF BOTH HOLLYWOOD AND FT. LAUDERDALE; ACTIVE IN THE FT. LAUDERDALE MUSEUM OF ART; MEMBER OF THE GREATER HOLLYWOOD CHAMBER OF COMMERCE; MEMBER OF THE DOWNTOWN HOLLYWOOD BUSINESS ASSOCIATION; MEMBER OF THE HOLLYWOOD HISTORICAL SOCIETY; MEMBER OF THE LAKES CIVIC ASSOCIATION; BOARD MEMBER OF THE BROWARD COUNTY SALVATION ARMY; MEMBER OF THE CITY'S CITIZEN ADVISORY BOARD; MEMBER OF THE CITY'S OCCUPATIONAL LICENSE ADVISORY PANEL; MEMBER OF THE SOMMELIER GUILD; AND A MEMBER OF THE CHAÎNE DES RÔTISSEURS (FOOD & WINE GASTRONOMY SOCIETY); AND
- WHEREAS,** ELSIE JOHNS WAS AHEAD OF HER TIME AND RECOGNIZED AS "A PIONEER IN THE CITY OF HOLLYWOOD AND BROWARD COUNTY." MS. JOHNS AND MELINA'S LINGERIE SHOPPE ARE A SIGNIFICANT PART OF THE HISTORY OF HOLLYWOOD. THE COMMUNITY MOURNS THE PASSING OF ELSIE JOHNS AND CELEBRATES HER LIFE AS A TREASURED MEMORY FOR HER JOVIAL AND VIBRANT NATURE, SHARP WIT THAT KEPT EVERYONE ON THEIR TOES, BUSINESS PROWESS, AND HER LOVE OF LIFE; NOW
- THEREFORE,** JOSH LEVY, MAYOR OF THE CITY OF HOLLYWOOD, FLORIDA, AND THE HOLLYWOOD CITY COMMISSION, HEREBY CELEBRATE THE LIFE AND CONTRIBUTIONS OF:

ELSIE JOHNS

SIGNED THIS 2ND DAY OF
MARCH 2022, AT
HOLLYWOOD, FLORIDA

MAYOR JOSH LEVY
VICE MAYOR CARYL S. SHUHAM
COMMISSIONER LINDA HILL ANDERSON
COMMISSIONER TRACI L. CALLARI
COMMISSIONER ADAM GRUBER
COMMISSIONER KEVIN D. BIEDERMAN
COMMISSIONER LINDA SHERWOOD