

**City of Hollywood  
NAMING COMMITTEE  
November 6, 2016**

The Naming Committee of the City of Hollywood, Florida, (the Committee) was called to order on Tuesday, November 6, 2016 at 11:02 AM, in the Commission Conference Room, Room 215, Joseph W. Watson Circle, Hollywood, Florida.

Those members present were:

Patricia A. Cerny, City Clerk, Chair  
Lorie Mertens-Black, Chief Civic Affairs Officer  
Kris Rebar, Public Affairs & Graphics Design Coordinator, representing Public Affairs & Marketing  
Joaquin Arellano, Interim Recreation & Aquatics Manager, representing Parks, Recreation & Cultural Arts.  
Denise Manos, Assistant City Attorney, Committee Attorney

Unable to attend and sent the above designee:  
Raelin Storey, Director of Public Affairs & Marketing  
Chuck Ellis, Director of Parks, Recreation & Cultural Arts

Patricia A. Cerny, City Clerk, thanked everyone for attending the meeting and explained the Committee was convened to review the application submitted by Syliva Glazer for a memorial tree and plaque to be placed at Lincoln Park honoring Alice D'Emillio.

Each member of the Committee was provided with a copy of the application and the City of Hollywood Naming Policy and Procedures (the Policy) for review.

Patricia A. Cerny, City Clerk, stated that the meeting was publicly noticed in accordance with Florida Statutes.

The Committee reviewed the following criteria for memorials as found in Section III of the Policy:

1. Memorials for commemorating deceased individuals or honoring organizations may be established through funding an improvement to a facility, including, without limitation: park equipment, playground equipment such as benches, flagpoles, water fountains, landscaping of a passive area, planting a tree, or placing of park furniture.
2. The proposed memorial should not duplicate the name of another site or facility. Consideration shall be given to whether the proposed name already exists at another site or facility within Broward County.

3. The proposed memorial may enhance the historic integrity of the site. Consideration shall be given to whether there is historical significance, geographical identifiers, and/or natural characteristics at the site.
4. The memorial should not be associated with an individual or group which supports discrimination, or is considered derogatory or socially unacceptable.
5. The memorial plaque shall state the type of improvement, name of donor, name of person being memorialized, and the date the improvement was donated. The memorial plaque shall not exceed 8 inches by 10 inches.
6. Tenure of the memorial plaque shall be equal to the useful life of the memorial.
7. The memorial plaque design, appropriateness and location shall be determined by the Director of the City Department that is or will be primarily responsible for the property or facility or the site of the memorial.

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 Policy does not allow for the placement of a plaque on an existing structure as it is designed to make an improvement to a facility, including, without limitation: park equipment, playground equipment, such as benches, flagpoles, water fountains, landscaping of a passive area, planting a tree, or placing of park furniture. In addition, the memorial plaque sign appropriateness and location are determined by the City.

The Policy provides that the applicant shall bear the costs of the marker or plaque and its placement near the location of the improvement.

The Committee contacted Sylvia Glazer by phone regarding clarification of who would be purchasing the tree and plaque. Ms. Glazer explained the cost of the tree and plaque would be paid by contributions from Ms. D'Emillio's former coworkers and not from the City.

The Committee noted that the application fee in the amount of \$100.00 was submitted.

**ACTION:** Motion was made by Lorie Mertens-Black, and seconded by Patricia Cerny that the criteria for memorials (improvements) as outlined in Section III of the Policy were met and to grant Sylvia Glazer's application to have a memorial tree and plaque at Lincoln Park to honor Alice D'Emillio and to waive the application fee, and on a voice vote passed unanimously. (4-0)

The meeting adjourned at 11:22 AM.