

**City of Hollywood  
Minutes of the  
NAMING REVIEW COMMITTEE  
January 23, 2018**

The Naming Review Committee of the City of Hollywood, Florida, (the Committee) was called to order on Tuesday, January 23, 2018 at 2:07 PM, in the City 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  
Raelin Storey, Director of Communication, Marketing & Economic Development,  
former title was the Director of Public Affairs & Marketing  
Clarissa Ip, Engineering Support Services Manager, representing the Department  
of Development Services  
Denise Manos, Assistant City Attorney, Committee Attorney

Patricia A. Cerny, City Clerk, thanked everyone for attending the meeting and explained the Committee was convened on December 13, 2017 to review the application submitted by Pulte Home Corporation who is being represented by Ken DeLaTorre regarding the new streets in Hillcrest Developments Phase I and Phase II.

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

Patricia A. Cerny, City Clerk, explained in preparing the paperwork for the mailing of the ballots to the property owners of record who would be directly affected by the proposed street names in Phase I and Phase II, she learned that the City Commission, when approving the Hillcrest PUD, required the developer to submit the fees for Phase I and to have Phase II go through the naming process. This meeting is to update the Committee members and review the next steps.

Patricia A. Cerny, City Clerk, explained according to the policy the proposed name change requires approval of fifty percent (50%) plus one (1) of the property owners of record who return the ballots mailed out by the City. Upon receipt of a complete application, the City shall mail out a ballot and a self-addressed stamped envelope to the property owners of record whose property would be directly affected by the proposed name change. The ballot must be mailed to the property owner in Bonita Springs, Florida as this is the address on record and returned to the City Clerk's office by 1:00 PM on Tuesday, February 6, 2018 or sooner.

Ken DeLaTorre, representative for Pulte Home Corporation, requested the ballot be mailed to a different address due to concerns it could be misplaced or lost. Discussion ensued among the committee members and Mr. DeLaTorre regarding ballot mailing and

official address. The committee advised Mr. DeLaTorre to email Ms. Cerny with the authorized mailing address for Pulte Home Corporation.

Patricia A. Cerny, City Clerk, stated once the ballot has been returned the Committee will be reconvened to review the ballot results and forward a recommendation to the Commission.

Discussion ensued among the committee members regarding the date for the item to appear before the Commission. Due to timing for the next committee meeting to review the results and preparing the Commission meeting it would be submitted for the first meeting in March 2018. A notice will be posted at the entrance to Phase II Development as per the policy 10 days in advance of the Commission meeting, listing the proposed street names.

The meeting adjourned at 2:22 PM.