

# City of Hollywood

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



## Meeting Minutes

**Wednesday, March 17, 2021**

**1:00 PM**

**Commission Chambers Room 219**

## **Regular City Commission Meeting**

### ***CITY COMMISSION***

***Josh Levy, Mayor***

***Linda Sherwood, Vice Mayor - District 6***

***Caryl Shuham, Commissioner - District 1***

***Linda Hill Anderson, Commissioner - District 2***

***Traci Callari, Commissioner - District 3***

***Adam Gruber, Commissioner - District 4***

***Kevin Biederman, Commissioner - District 5***

***Dr. Wazir Ishmael, City Manager***

***Douglas R. Gonzales, City Attorney***

***Patricia A. Cerny, City Clerk***

The Regular City Commission Meeting of the City of Hollywood, Florida, was called to order by Mayor Levy on Wednesday, March 17, 2021 at 1:22 PM in the City Commission Room, Room 219, 2600 Hollywood Blvd., Hollywood, Florida.

1. **Moment of Silence**
2. **Pledge of Allegiance**
3. **Recognition of Veterans, Active Service Personnel & Their Families**
4. **Roll Call**

**Present:** Commissioner Caryl Shuham, Commissioner Linda Anderson, Commissioner Traci Callari, Commissioner Adam Gruber, Commissioner Kevin D. Biederman, Vice Mayor Linda Sherwood and Mayor Josh Levy

### **CONSENT AGENDA**

#### **Approval of the Consent Agenda**

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

6. [R-2021-064](#) A Resolution Of The City Commission Of The City Of Hollywood, Florida, Approving And Authorizing The Appropriate City Officials To Execute Agreements And A Blanket Purchase Order With AT&T Services, Inc. For Wired Communications Services For An Estimated Amount Of \$550,000.00 For A Three Year Term.  
**ACTION:** This Resolution was moved by Commissioner Callari, which was seconded by Commissioner Anderson, and adopted on the Consent Agenda. The motion passed unanimously. (7-0)
7. [R-2021-065](#) A Resolution Of The City Commission Of The City Of Hollywood, Florida, Approving And Authorizing The Appropriate City Officials To Issue A Blanket Purchase Agreement With Allied Universal Corporation For The Second Renewal Of Original Blanket Purchase Order No. B003132 For Sodium Hydroxide In An Estimated Annual Amount Of \$313,000.00 Based Upon City Of Margate's Cooperative Bid No. 2018-013. (Cooperative Purchase)

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

8. [R-2021-066](#)

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Approving And Authorizing The Appropriate City Officials To Execute An Amendment To The Professional Services Agreement For Design And Construction Administration Services Relating To The Backup Electrical Power Generators For Sewer Lift Stations E-01, W-14, And W-15 With Craven Thompson And Associates, Inc. To Comply With The FEMA Grant Regulations.

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

9. [R-2021-067](#)

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Approving And Authorizing The Appropriate City Officials To Execute An Amendment To The Professional Services Agreement For Design And Construction Administration Services Relating To The Backup Electrical Power Generators For Sewer Lift Stations E-03, E-06, And Stormwater Pump Station SW-08 With Kimley-Horn And Associates, Inc. To Comply With The FEMA Grant Regulations.

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

10. [R-2021-068](#)

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Approving And Authorizing The Appropriate City Officials To Issue A Purchase Order To Duval Fleet For The Purchase Of Two Vehicles In The Amount Of \$127,908.00 And To Issue A Purchase Order To Palmetto Ford Truck Sales, Inc. For The Purchase Of Three Vehicles In The Amount Of \$328,629.00 Based Upon The Florida Sheriff Association Contract Bid Award No. FSA20-VEH18.0, In Accordance With Section 38.41(C)(5) Of The City's Procurement Code. (Piggyback)

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

11. [R-2021-069](#)

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Approving And Authorizing The Appropriate City Officials To Issue A Purchase Order To Growers Equipment Co. For The Purchase Of One Vehicle In The Amount Of \$103,057.38 Based Upon The Sourcewell

(Formally Known As NJPA) Contract Number 110719 In Accordance With Section 38.41(C)(5) Of The City's Procurement Code. ("Piggyback")

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

12. [R-2021-070](#)

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Approving And Authorizing The Appropriate City Officials To Issue A Purchase Order To Alan Jay Automotive Management Inc., D/B/A Alan Jay Fleet Sales, For The Purchase Of Four Vehicles In The Amount Of \$106,921.00, And Authorizing The Issuance Of A Purchase Order To Alan Jay Chevrolet For The Purchase Of 12 Vehicles In The Amount Of \$392,392.00 Based Upon The Sourcewell (Formally Known As NJPA) Contract Number 2020-120716 NAF In Accordance With Section 38.41(C)(5) Of The City's Procurement Code. (Piggyback).

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

5. [R-2021-063](#)

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Requesting The Immediate Repeal Of SB 7068 (2019) And Defunding Of The Multi-Use Corridors Of Regional And Economic Significance Program.

**ACTION: Dr. Wazir Ishmael, City Manager, withdrew the resolution from consideration.**

13. [P-2021-09](#)

Presentation By Tammy Gail, Owner/Producer of Cheers! Requesting City Approval for Savor SoFlo Festival Event at Hollywood Beach.

Tammy Gail, Cheers!, explained the event planned on Hollywood Beach.

Discussion ensued among members of the Commission and Tammy Gail responded to questions asked of her.

Commissioner Callari left the meeting at 2:01 PM.

14. [R-2021-071](#)

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Ranking The Responses To The City's Notice Of Receipt Of An Unsolicited Proposal And Willingness To Accept Competing Proposals For The Redevelopment Of The City's Hollywood Beach Culture and Community Center, Adjacent Parking Lots and Recreational Areas, As Part Of A Public Private Partnership To Create New Public Facilities and

Amenities Along With Private Facilities On The City-Owned Parcels Of Land Generally Located At 1301 South Ocean Drive Between Azalea Terrace And Bougainvillea Terrace; Authorizing The Appropriate City Officials To Negotiate A Comprehensive Agreement With PRH 1301 S Ocean Drive, LLC, wholly owned and controlled by The Related Group, As The Highest Ranked Firm.

Dr. Wazir Ishmael, City Manager, stated the Related Groups' proposal was the one that was ultimately accepted by the committee.

Raelin Storey, Director of Communications, Marketing and Economic Development, provided a presentation on the P3 process and explained the intent of the resolution.

Commissioner Callari returned at 2:13 PM.

The following individuals expressed personal opinions/concerns:

1. Drew Martin, 1015 N M St
2. Steven Naron, 1201 S Ocean Dr. #1106S
3. Rodger Skipper, 3440 Hollywood Blvd. #415
4. Claire Garrett, 3148 Calle Largo Drive
5. Patricia Antrican, 2534 Fillmore Street
6. Lia Baker, 2419 McKinley Street
7. Geoffrey Pearson, 3725 S Ocean Dr
8. Bob Glickman, 3111 N Ocean Drive
9. Heidi Mehaffey, Attorney for 1201 S Ocean Drive
10. Diane Gleave, 1202 S Ocean Drive #804S
11. Catherine Uden, 1120 Lyontree Street
12. Frank DeRisi, 3505 S Ocean Dr. #1114
13. Robert Werner, 1201 S Oceana Dr., #703-S
14. Patricia Conroy, 400 Golden Isles Dr., #39

Discussion ensued among staff and members of the Commission.

Eric Fordin, Vice President, The Related Group, responded to questions asked by the Commission.

Discussion ensued among staff, The Related Group and member of the Commission.

Sherri Gutierrez, Arquitectonia, provided information on parking issues.

Extensive discussion ensued among staff, The Related Group and members of the Commission.

Douglas Gonzales, City Attorney, provided additional information.

Discussion ensued among staff and members of the Commission.

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

15. [R-2021-072](#)

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Approving The "Orangebrook Estates" Plat, Being In The City Of Hollywood, Broward County, Florida, And Generally Located At The Northeast Corner Of Pembroke Road And South Park Road.

The City Attorney explained waiving the quasi-judicial procedures and Mayor Levy questioned if there were any objections to waiving them. Being that there was an objection, the quasi-judicial procedures were not waived.

The City Commission disclosed their ex-parte communications.

The City Clerk swore in those persons providing testimony.

Azita Behmardi, City Engineer, explained the intent of the resolution and the proposed plat.

Commissioner Shuham left the meeting at 3:40 PM and returned at 3:43 PM.

Nectaria Chakas, Attorney for applicant, explained the plat application.

Commissioner Anderson left the meeting at 3:44 PM and returned at 3:48 PM.

Douglas Gonzales, City Attorney, advised the City Commission as to the applicable law.

Discussion ensued among members of the Commission.

Andria Wingett, Assistant Director of Development Services, provided additional information.

Discussion ensued among staff and members of the Commission.

**ACTION: Motion was made by Commissioner Callari, which was seconded by Commissioner Shuham, to adopt the Resolution. On a voice vote the motion passed 6-1. Commissioner Biederman was opposed.**

16. [PO-2021-04](#)

An Ordinance Of The City Of Hollywood, Florida Amending Chapter 100 Of The Code Of Ordinances; Creating An Additional Method Of Measuring Noise Volume And Enforcing Noise Violations With The Use Of A Sound Level Meter.

Andria Wingett, Assistant Director of Development Services, explained the intent of the ordinance.

Mayor Levy passed the gavel to Vice Mayor Sherwood and left the meeting at 4:01 PM and returned at 4:04 PM.

Commissioner Callari left the meeting at 4:07 PM and returned at 4:10 PM.

Discussion ensued among staff and members of the Commission.

John Chidsey, Code Compliance Manager, and Lisa Liotta, CRA Redevelopment & Operations Manager, provided additional information.

Discussion ensued among staff and members of the Commission.

Dr. Wazir Ishmael, City Manager, provided additional information.

**ACTION: Motion was made by Commissioner Shuham, which was seconded by Commissioner Biederman, to adopted the Ordinance with an amendment that during quiet hours in residential areas the decibel level be reduced to 55 and in business areas the decibel level be reduced to 80.**

Discussion ensued among staff and members of the Commission.

David Vasquez, Assistant Director of Parks, Recreation and Cultural Arts, responded to concerns raised by the Commission.

Discussion ensued among staff and members of the Commission.

Joshua Czerenda, Police Lieutenant, responded to questions asked by the Commission.

Discussion ensued among staff and members of the Commission.

**ACTION: Motion was made by Commissioner Callari to amend the motion to adopt the ordinance as presented. The motion died due to lack of a second.**

The City Clerk read public comments submitted by Mark Rowe, 1117 N

13th Avenue.

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

**ACTION: On roll call vote the motion to adopt the ordinance as amended passed 4-3.**

**Aye:** Commissioner Shuham  
 Commissioner Anderson  
 Commissioner Biederman  
 Vice Mayor Sherwood

**Nay:** Commissioner Callari  
 Commissioner Gruber  
 Mayor Levy

Enactment No: O-2021-05

17. [R-2021-073](#)

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Appointing City Commission Members As The Voting And Alternate Voting Delegates For The Broward County League Of Cities For 2021 - 2020.

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

18. **CITIZENS' COMMENTS**

The Commission recessed at 4:58 PM and reconvened at 5:01 PM with all members of the Commission present.

The following individuals expressed personal opinions/concerns:

1. Bettina August, 2719 Bruce Terrace

Commissioner Gruber left the meeting at 5:06 PM and returned at 5:09 PM.

The City Clerk read comments from the following individuals:

2. Heather Elliott, 2115 N Surf Road
3. Bob Glickman, 3111 N Ocean Drive
4. Joelle Perovich, 2802 N 46 Avenue

Commissioner Shuham left the meeting at 5:11 PM and returned at 5:13 PM.



5. Anonymous, North Hills Drive
6. Nelson Zide, 4490 Casper Court
7. Jeff Resnick, 2806 N 46th Ave, #D432
8. Barry Lynn, 3501 Keyser Ave, #56
9. Anthony Krayner, 6051 N Ocean Dr, #1706
10. Jonathan Wise, 4221 Casper Court
11. Patricia Ferreira, 3 Foxfire Road

Commissioner Callari left the meeting at 5:18 PM and returned at 5:22 PM.

12. Esther Lustig, 2800 N 46 Ave #A511
13. Ronda Martin, 2802 N 46 Ave, #B417
14. Bradley Manilla, 2810 N 45 Ave, #F257
15. Sandra Snow, 2806 N 46 Ave, #D542
16. Barry Kaplan, 4741 N 36 Street
17. Sandra Stuckert, 2818 N 46 Ave, #K392
18. Renee Schwartz, 2800 N 46 Ave, #A411
19. Tina Peretz, 5210 N 35 Street
20. Alan Silbert, 2850 Fairway Drive
21. Alan Segal, 2800 N 46 Ave, #A309
22. Barbara Huie, 1508 N 47 Ave
23. Bryan Gage, 2800 N 46 Ave, #312A
24. Barbara Hesse, 2802 N 46 Ave, B617
25. Haskel Lookstein, 2806 N 46 Ave
26. Michelle Price, 2806 N 46 Ave
27. Maria Umana, 2808 N 46 Ave, #E648
28. Keith Kovacs, 2810 N 46 Ave, #F358

## 19. Commissioner Shuham, District 1

Thank You

Commissioner Shuham thanked staff for their hard work today.

Vacation Rentals

Commissioner Shuham stated that the \$1,000.00 penalty for vacation rentals operating without a license can only be applied to the vacation rental owners once it has been taken to Special Magistrate. Commissioner Shuham stated the City needs to hire the third party company with the vacation rental tracking software quickly so that the City can start implementing these fines.

Historical Properties

Commissioner Shuham stated with regards to historical properties, the new 3D Gridics zoning software records the age of the property.

Commissioner Shuham encouraged the Planning Division to use that portion of the software, and look at if architecture significance can be included, therefore when the Planning Division comes back to the Commission, maybe then the Commission would feel more comfortable with the 50 year deadline.

#### Dog Beach in North Beach

Commissioner Shuham stated the dog beach park in North Beach is very popular. However, there is only one park employee there to collect the entrance fee, but there are two entrances. Commissioner Shuham feels that additional staff is needed at the second entrance to the park in order to collect the entrance fee.

#### North Beach Park

Commissioner Shuham stated she received an email from the Parking Director of North Beach Park with regards to the huge parking issue in the pocket parks, especially on weekends. As cars are parked everywhere, the City is losing a lot on citation revenue. The County has plans on converting the large North Beach Park to metered parking, and Commissioner Shuham hopes that the City will be getting the same deal on those meters as on the other Park meters which is 10% of the metering revenue, along with 100% of the citation revenue.

### **20. Commissioner Anderson, District 2**

#### Single Family Homes

Commissioner Anderson stated she toured the Parkside neighborhood new development and it was gorgeous. Commissioner Anderson stated she wants the City to focus on purchasing land for single family homes as well.

#### Code Enforcement

Commissioner Anderson stated she wants Code Enforcement to be fair on both sides for parking on the street. Commissioner Anderson stated if Code is going to give tickets in one area, then tickets need to be given on both areas of the street.

### **21. Commissioner Callari, District 3**

#### Thank You

Commissioner Callari thanked staff for their hard work, especially through the pandemic. The City has a lot to do, and staff has really done a great job.

#### Positive Developments

Commissioner Callari stated that we are living in exciting times with all the positive developments coming through. Lets' just keep moving forward because the City is going places.

#### Perception

Commissioner Callari stated that in the Commission's line of work, perception is reality. As Commission members, the Commission has to do the best for the entire City of Hollywood and not just some. Please be kind and cognizant to others in your everyday life.

#### St. Patrick's Day

Commissioner Callari stated today is St. Patrick's Day and she read a St. Patrick's Day prayer.

## **22. Commissioner Gruber, District 4**

#### Thank You

Commissioner Gruber thanked staff for their hard work.

#### Street Lights in Emerald Hills

Commissioner Gruber stated there are street lights in Emerald Hills that have not been retrofitted to LED and it is a huge problem, which needs to be a priority to be completed.

Dr. Wazir Ishmael, City Manager, replied that staff is working on this issue.

#### GO Bond Project for Wall on 46th Ave

Commissioner Gruber stated there is a concrete wall on the east side of N 46th Avenue from North Hills Drive to Stirling Road which was put in by the developer and had an overgrown ficus hedge which is now being trimmed. Half of the ficus hedge is dying and the wall is collapsing. Commissioner Gruber suggested ripping out the ficus hedge and wall, and putting in a green hedge instead.

Commissioner Callari and Mayor Levy supported the request.

#### Sunset Golf Course

Commissioner Gruber stated he would like to figure out a plan to make Sunset Golf Course have a pathway or open it up for people to walk on.

Dr. Wazir Ishmael, City Manager, stated staff is working on plans and figuring out what is needed with a phased approach.

#### Vaccinations

Commissioner Gruber stated TY Park is now a vaccination site, therefore any law enforcement, or anyone who works for a school can get vaccinated, please bring your ID.

**23. Commissioner Biederman, District 5**

Sunset Golf Course

Commissioner Biederman suggested getting quotes for a clusia hedge to be placed along the fence for the Sunset Golf Course to hide that area.

Dr. Wazir Ishmael, City Manager, stated that the City will take a look at some ideas for this area.

**24. Vice Mayor Sherwood, District 6**

Orangebrook Golf Course

Vice Mayor Sherwood stated the RFP will be going out for Orangebrook Golf Course nationally to golf experts.

Vaccinations

Vice Mayor Sherwood stated that on Thursday and Friday, the second doses of vaccines and first doses of vaccines will be given at Beverly Hills and Hillcrest.

Happy St. Patrick's Day

Vice Mayor Sherwood wished everyone a Happy St. Patrick's Day.

**25. Mayor Levy**

Thank You

Mayor Levy thanked staff for the items brought forward today.

Vaccinations

Mayor Levy stated that tomorrow's the second dose vaccine at Beverly Hills.

Vacation Rentals

Mayor Levy gave an update on the Vacation Rentals bill in the State Legislature, which has already been approved on first reading in Committee. The bill includes a registry where every vacation rental listing in the State of Florida must have their state license number listed with addresses. Mayor Levy suggested staff work with the City's lobbyist to have the DPPR be required to supply a quarterly list to all municipalities so that everyone can be aware of which listings are legitimate and those

that are not.

#### American Rescue Plan

Mayor Levy stated the American Rescue Plan is exciting. There is a lot of work to be done in order to implement the opportunities afforded to the City.

#### Happy St. Patrick's Day

Mayor Levy wished everyone a Happy St. Patrick's Day.

#### Happy Passover

Mayor Levy stated that next week is Passover and wished everyone a Happy Passover.

### 26. City Attorney

#### Federal Income Tax

Douglas Gonzales, City Attorney, stated that Federal Income Tax deadline has been extended to May.

#### Mural Agreement

Douglas Gonzales, City Attorney, stated that the mural agreement is ready for his signature and he will sign after the meeting.

#### New Deputy City Attorney

Douglas Gonzales, City Attorney, stated a new Deputy City Attorney has been hired and introduced Demaris Henlon who will be replacing Alan Fallik, Deputy City Attorney, who is retiring.

Demaris Henlon, Deputy City Attorney, stated she is looking forward to working with everyone.

#### Happy St. Patrick's Day

Douglas Gonzales, City Attorney, wished everyone a Happy St. Patrick's Day.

### 27. City Manager

#### Thank You

Dr. Wazir Ishmael, City Manager, thanked staff for their work regarding accountability and transparency. The Strategic Plan shed some light on our performance measures, and introduced Beatrice Sandoval, Performance Manager Officer, to give a presentation.

Beatrice Sandoval, Performance Manager Officer, provided a

presentation on the Performance Management Plan and the Performance Measures to date.

Commissioner Anderson left the meeting at 6:04 PM and returned at 6:06 PM.

**Worker's Compensation Claims**

Dr. Wazir Ishmael, City Manager, stated the City's 3rd party administrator for Worker's Compensation Claims advised Office of Human Resources that the City had achieved the lowest experience modification rate in the State. Not only is the City's experience modification rate under a 1.0, but it is the lowest among the 135 cities and counties reporting to the Division at a .49.

**Gridics**

Dr. Wazir Ishmael, City Manager, stated Gridics is a property data platform being implemented and the City will host a virtual demonstration on March 23rd at 10:00AM. More details can be found on the City's website.

**Mural Agreement**

Dr. Wazir Ishmael, City Manager, stated that the mural agreement from Bettina August will be signed off after the meeting.

**St. Patrick's Day**

Dr. Wazir Ishmael, City Manager, wished everyone a St. Patrick's Day.

**Kind Thoughts**

Dr. Wazir Ishmael, City Manager, thanked everyone for their kind thoughts for him and his family.

28. The meeting adjourned at 6:14 PM.

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Patricia A. Cerny, MMC  
City Clerk  
Hollywood, Florida

Approved on:

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