



**MINUTES – MAY 6, 2021 MEETING
VIRTUAL VIA WEBEX**

Chair Tom Tianich called the May 6, 2021 Meeting of the Parks, Recreation and Cultural Arts Advisory Board to order at 6:35 PM.

ROLL CALL:

MEMBERS PRESENT: Sean Atkinson, Claire Garrett, Ettore DeTorres, Sharon Nitzberg, Tom Tianich, Catherine (Cat) Uden and. Zohar Wolfson

MEMBERS ABSENT: Bonnie Fiallo, Jon McMillian and Kevin Toliver-Lyons.

STAFF MEMBERS PRESENT: Ricky Engle, Director, Notosha Lake, Administrative Assistant I and Sandra Betton, Administrative Assistant II recording the Minutes.

PRESENTATION – Parks, Recreation and Cultural Arts Master Plan – Final Draft
David Barth of Barth Associates

The Presentation reviewed the following:

- **Overview of the Process**
David Barth reviewed the major phases of the project; stating one through five is complete but now looking for feedback and then ultimately approval from the commission. The heart of the process is the needs assessment. We used what we call a mixed methods triangulated approach, meaning that we use both quantitative as well as qualitative techniques; and we triangulate, we compare the findings from one technique to the other, to determine what we believe are high priority needs. This process, in theory should get updated about every five years as it is not a one and done type of process, especially as demographics and trends change. But it is a snapshot at a point in time and we had close to 100 people, actually over 100 people once we did a visioning workshop, involved in the process.
- **Needs Assessment Summary**
The key findings from the Needs assessment are in the chart. We are always encouraged when the priorities of the online survey really helps validate the findings from the mail survey, and in this case it was very consistent. It is fairly consistent with folks who participate in the

public workshops which are much lower sample size, only 95 people. But you can see how things align and we are encouraged by those results. Those are the top priorities that came out of the Needs assessment. In our practice, we review the appropriate response for whichever community. We say what is the appropriate response for the city of Hollywood as to the needs from their residents because there are no standards anymore; and each community is free to determine what or how it wants to respond to those needs. We had a series of what we call visioning workshops, which were brainstorming sessions for an hour and a half to two hours apiece, to talk about what is the appropriate response to each of these top priority needs.

- **Long-Range Vision**
All about improving what we have, activate what we have and connect what we have; those are sort of the big three ideas. How do we make what we have better; How do we activate more things to do; and how do we connect through trails and bikeways, and greenways, and blueways, so that is the overall long-range vision.
- **Implementation Strategy**
We would like to the city to adopt these different principles that we have in the master plan that are all about activation, more things to do high performance, public spaces, etc. One example of that was thinking of parks net, not just for funding recreation, but also as part of green infrastructure.

David Barth responded to questions and comments regarding the Parks, Recreation and Cultural Arts Master Plan – Final Draft.

Tom Tianich thanked David Barth for the Presentation.

APPROVAL OF MINUTES:

March 4, 2021 Meeting

A motion to approve Minutes of the March 4, 2021 Meeting was made by Claire Garrett; the motion was seconded by Ettore De Torres and the Minutes were approved by unanimous vote.

DEPARTMENT REPORT:

Ricky Engle gave the following department updates:

- Regarding the Armory since that came up tonight; it will be on the May 19th City commission meeting agenda for the architect and engineer. So, if that gets approved, the timing on that would be that construction would start on the actual building in November of 2022, so that is hopefully moving along. Hopefully, they will go quicker than that but at least we are getting to the point where they are going to start working on the design.
- On the May 19th commission meeting, we also have the playground company for the Bob and Cathy Anderson playground on there for approval; and also LED lighting for

Dowdy field, we are looking to contract with Musco Lighting. We also have the request for approval of a maintenance contract, and I cannot get into details tonight because we are still in cone of silence. I will be able to tell everybody after the June meeting, but we are moving forward in addressing some of the maintenance issues. It is not going to solve everything but with our plan you should see a pretty big difference. I will go into more detail at the June 2 meeting.

- Friday night movies are back. We had one last week and we got rained out. But tomorrow night, we have a movie at ArtsPark and we will be doing those every Friday night.
- Little by little we are starting to open things up and we still do not know how the Governor's ruling is going to affect us as far as masks and all that stuff. For now, we are still encouraging to follow the CDC guidelines, which is that when you are outside, if you are six feet apart you do not really need to wear a mask. If you are within six feet or congregating at all, then you should have your mask on; and if you are inside, you should still be wearing masks inside. We will have more information by the next meeting on where we are at with COVID, but things are starting to open up and you will see more and more events happening, so that is encouraging.

Ricky Engle responded to questions and comments regarding the department update.

Claire Garrett asked Rick Engle for the response to an email she had sent asking that the advisory board be updated on the marketing that the city is doing for Orangebrook.

Rick Engle stated that he was unable to get any information as this is still under a cone of silence. However, he was informed by Shiv Newaldass, Director of Development Services that he had spoken to Claire Garrett.

Claire Garrett stated it has been a month since the city issued the public notice, which is required by the Florida statute. The public notice was advertised only in three places on the city of Hollywood website, the Florida administrative register, and in the Miami Herald newspaper per Steve Stewart, the Chief Procurement Officer. These three places are not where world class golf architects are shopping for new work opportunities, and so in addition to reaching out to Commissioner, Linda Sherwood, other city staff, and eventually Shiv Newaldass a few days ago, he finally replied and alleviated my concern to a large extent, and thanked me for my continued interest in Orangebrook. Shiv indicated that CBRE, which is Coldwell Banker real estate division, would be working with the city and with NGF, the National Golf foundation consulting firm which the city had engaged to provide support services for this project, including a couple of years ago they wrote a lengthy analysis of the economic business viability of Orangebrook and that report that they wrote, gave the city the comfort level to finally give in to our request to put Orangebrook onto the Bond. There are two different marketing vehicles that seem very similar for the city to advertise and to market this opportunity so hopefully they will get these announcements advertised in the right places. It is important that organizations like the ASCGA, which is the American Society of Golfcourse Architects, become aware of it. Our County Commissioner Beam Furr who is an avid golfer, learned to golf at Orangebrook when he was a

teenager. Beam was acquainted with the marketing director for this professional organization, so he provided me with the contact information I sent to that person, the official public notice. Hopefully by now they have circulated that to their membership which includes the top rated golf architects in the nation. According to Beam, he was doubtful that a lot of them would be interested in the P3, because this sort of complex deal is really outside of the purview of Golf Architects. In any case, we are in a better position than we were on the day that it was announced a month ago and it was only a three-month notification. One month already had elapsed before this more serious public outreach began. Hopefully, some good companies will throw their hat in the ring, and this might be the best golf course design opportunity currently available for architects to apply for right now.

Catherine Uden announced that there is a Commission in the Community next week in the ArtsPark on May 12th at 6:00pm if anybody wants to attend. May 11th is the deadline for submitting your comment to be able to register to go and read your comment in front of the entire city commission, so if you have anything that you want to say, or friends that want to say something it is next week.

OLD BUSINESS:

To put in the motion light detectors and some type of cool down zone in some of the city parks that does not have any type of water features

In the absence of Jon McMillian, Tom Tianich made a motion to move number five old business, to next meeting and leave it as Old business. The motion was seconded by Catherine Uden.

NEW BUSINESS:

Catherine Uden stated that the top three priorities was kayaking and paddleboarding, the most enjoyable place to do that is the ocean. To her knowledge the beach is a park, and it is part of Parks and Recreation. The way to access the ocean is the streets, especially when you have ocean recreation equipment. This ordinance that passed is very vague, and it can be completely abused so that the streets become less accessible to the public to be able to enjoy the top three priorities paddleboarding at the beach. She has the parameters that the parking administrator was going to put for but there are still details that need to be worked out. The red flags that she raised last night at the city commission meeting she thinks made an impact because it has to be based on need and hardship otherwise, it's going to get out of control, and we will not be able to access the beach. We were able to take it down from four permits per address, to two but they were also going to hand out guest permits and all kinds of ridiculous things in the Ordinance that would really decrease beach access, which is important to people in the city as we saw the city commission meeting last night. Catherine wants to make sure that we are not giving these parking permits away to people that already have private parking at their buildings. She is very concerned that people who already have private parking are going to get these special zones and other Hollywood residents are going to be shut out, even though she has \$160 parking sticker that she pays for every year. She urges please do not decrease our beach access as it is important to people, as shown in our parks master plan.

Extensive discussion ensued with Board members regarding changes to the Parking Ordinance.

Board members agreed with Catherine Uden to write a letter expressing their concern, with suggestions that would better support Hollywood residents being able to participate in the recreational use located at the beach.

GENERAL DISCUSSION:

Board members extensively discussed why an email that was sent by Catherine Uden to Rick Engle and Sandra Betton, regarding the parking ordinance was not forwarded to Board as requested.

Rick Engle stated that it was due to the nature of the correspondence not being related to PRCA; and he will consult with the City Attorney for clarity in this regards.

ADJOURNMENT:

There being no other business, Tom Tianich made a motion to adjourn the meeting, Sharon Nitzberg seconded the motion, and by voice vote the meeting was adjourned at 8:57 pm.

Next Meeting: June 3, 2021 at 6:30PM; WebEx.