



HOLLYWOOD DIGEST

Updates from the City Commission Meeting

The City of Hollywood is conducting its Regular City Commission Meetings in both a virtual and in-person format. However, due to limited public access to City Hall, the City is offering several options for members of the public to view and participate in the meetings.

To view the meeting agenda, please visit hollywoodfl.org. Members of the public may watch the City Commission Meetings via the City's website at hollywoodfl.org/WatchMeeting, on Comcast Channel 78 or ATT U-Verse Channel 99. To provide comments or speak in-person on an Agenda item (except presentations and proclamations), please complete and submit the online comment form, which is available from the Thursday before the Commission Meeting at 6 p.m. until the Tuesday before the Commission Meeting at 6 p.m. Comments will be read into the record during the meeting.

*This **Hollywood Digest** is an update of the actions taken and information shared during the City Commission Meeting held on Wednesday, April 7, 2021. In case you missed the live meeting, the archived video can be viewed on the City's website at hollywoodfl.org.*

CITY COMMISSION MEETING

New Lifeguard Towers and First Aid Stations Coming to Hollywood Beach

The Mayor and City Commission unanimously approved the replacement of the remaining six lifeguard towers and two first aid stations along Hollywood Beach in dire need of replacement. The new lifeguard towers and first aid stations replace ones that have been in use for more than 20 years and have sustained a variety of structural issues including rotting wood, peeling paint, and rusting hardware and steel fittings. The Community Redevelopment Agency (CRA), in 2019, purchased 15 lifeguard towers and six first aid stations to replace those that are within the CRA District. The City will now complement those with the remaining six lifeguard towers and two first aid stations, which are located outside the CRA.



BEFORE: Six of these lifeguard towers remain on Hollywood Beach.



AFTER: These lifeguard stands are located within the CRA District.

Undergrounding of Utility Lines Along A1A to Beautify the Corridor

The Mayor and City Commission voted unanimously to execute an agreement with Florida Power and Light to convert overhead utility lines to underground lines along State Road A1A from Hollywood Boulevard to Sheridan Street. This beautification project, coupled with the current redevelopment of A1A, will enhance the corridor aesthetically - creating a cleaner look with no poles or powerlines - and improve the pedestrian experience.



Rendering of A1A Redevelopment

City Commission Approves Proposed Change to Noise Ordinance

The Mayor and Commission approved an amendment to the City's Noise Ordinance that clearly outlines decibel levels in residential and nonresidential areas and assists with enforcement.

The approved amendment further clarifies the Ordinance by requiring decibel readers be installed at certain commercial, or nonresidential, establishments with maximum decibel levels. Residential areas now have defined maximum decibel levels and specific "quiet hours."

The decibel level in residential areas during quiet hours is 55 decibels and to 80 decibels in commercial areas between 7 to 10 p.m. Enforcement of violations to the Ordinance will be conducted by Hollywood Police and/or Code Compliance officers.

City to Engage a Third-Party Administrator and Accompanying Monitoring Software for Vacation Term Rental Residential Properties

Earlier this year, the City Commission adopted new regulations for vacation rentals, also known as short-term rentals. To enforce the new rules and efficiently track the City's vacation rentals, the Mayor and City Commission unanimously approved a resolution to enter into an agreement with Granicus who will assist staff in the registration and compliance of vacation rentals throughout the City. Included in this agreement is a software designed to monitor short-term rental websites and automate outreach to homeowners for compliance. Under the agreement with Granicus, a 24/7 hotline number will be established for the public to facilitate compliance efforts and assist with registration instructions. To learn more about the new vacation rental regulations, please visit hollywoodfl.org.

City Revises the Parking Permit Program

On first reading, the Mayor and City Commission voted to approve amendments to Chapter 72 of the City's Code of Ordinances regarding parking. The changes include the creation of a Beach Residential Parking Permit district for beach residents, similar to the parking permit district in the Hollywood Lakes neighborhood. The revisions will allow for the process of creating or expanding a Residential Permit District in any Hollywood neighborhood. In addition, the Ordinance clearly defines how the petitioning is done and the revisions allow the City Manager or the Parking Administrator to declare areas as Residential Permit Districts, if needed.

Special Events to Begin in Hollywood

Good news! The City's 4th of July Fireworks Celebration will take place this year!

Ricky Engle, Director of Parks, Recreation and Cultural Arts (PRCA), presented the City's plan to begin hosting special events again. After more than a year of not gathering, the City's signature events like the Memorial Day Celebration, Tree Lighting and Candy Cane Parade will be back. Upcoming events include the Kite Day Celebration on April 24th, the Hollywood Youth Ambassadors Hollywood Happy Days on May 3rd, and the Memorial Day Celebration on May 30th.



In order to begin hosting events again, the PRCA developed new guidelines for future events that adhere to the CDC recommendations for COVID-19 safety. The guidelines are as follows:

Outdoor Events of 100 or Less Participants:

- Allow Departments to make the decision based on CDC Guidelines
- City Manager's Office will be made aware of all events

Outdoor Events of 101-500 Participants

- Events must provide a COVID-19 Plan and proof of approval from Broward County
- Follow normal procedures for issuing a Special Events Permit
- Staff will make recommendation to City Manager's Office for Final Decision

Outdoor Events of 501 or more

- Events must provide a COVID-19 Plan and proof of approval from Broward County
- Follow normal procedures for issuing a Special Events Permit. Staff will make a recommendation to City Manager's Office
- Event Organizer must make presentation to City Commission for Final Decision

The City Commission collectively agreed to host Chill (Hollywood), a day festival that will take place at ArtsPark on Sunday, May 30th. In its 10th year in Hollywood, this event will feature top class music played by well-known DJs, premium beverages, tasty island cuisines and more. The set-up of the event will include "friend" pods that are socially distanced, the requirement that all Chill-goers wear a facial covering, and sanitation stations located throughout the event venue.

The Mayor and City Commission also supported hosting the Half Marathon Invitational Championship, an inaugural event in the City of Hollywood. The race will take place December 11th and 12th on the Broadwalk, with the start and finish line at the Margaritaville Hollywood Beach Resort. The first day of the event will feature a swim competition and the half marathon will take place on the second day.

Stay tuned to the City's website for details on upcoming events, hollywoodfl.org.

City to Apply for Be Bold Prize to Fund Resource Recovery Pilot Initiative

As part of the City's Sustainability Action Plan adopted by the City Commission in 2017, the City established a goal of 2,000 households composting their food waste by 2025 and 30% of food waste being composted City-wide. During the Commission meeting, the Mayor and Commission unanimously approved a grant application for the Community Foundation of Broward County's Be Bold Prize that would help us reach our goal.



The City's proposal for the Be Bold Prize is to create a pilot resource recovery initiative through the formation of an employee owned and operated cooperative, Reclaim Broward, that will create new job opportunities for Hollywood residents related to the collection and composting of food and yard waste. If awarded, the \$1,000,000 Be Bold Prize would provide the seed money needed to create this pilot composting cooperative including the funding of needed equipment, salaries and benefits for initial employees.

PROCLAMATIONS

- **Recognition of the 73rd Anniversary of Israel's Independence Day, April 15, 2021:** Kasa Bainesay-Harbor, Deputy Consulate General of Israel, was presented the City's proclamation in recognition of the 73rd anniversary of Israel's Independence Day on April 15, 2021. The residents of the City of Hollywood and the people of Israel, through cultural, civic, religious and economic relations share a special bond of friendship. The City of Hollywood recognizes the founding of the modern state of Israel and all that Jewish people have experienced throughout history.
- **Recognition of Florida Food Waste Prevention Week, April 5-7, 2021:** The Mayor and City Commission presented Elaine Franklin, the City's Environmental Sustainability Coordinator, with a proclamation recognizing Florida Food Waste Prevention Week, April 5-7, 2021. Up to 3 million tons of food is wasted in Florida annually, while 1 in 7 Floridians lack consistent access to nutritious food for an active, healthy life. The City of Hollywood encourages everyone to reduce food waste in our homes, workplaces and communities. Learn more at [Florida Food Waste Prevention website.](#)



- **Recognition of National Community Development Week, April 5-9, 2021:** The Mayor and City Commission presented a proclamation in recognition of National Community Development Week to Donna Biederman, who accepted on behalf of the Community Development Division. National Community Development Week showcases the Community Development Block Grant (CDBG), the Home Investment Partnership Program (HOME) and the State Housing Initiative Partnership (SHIP) federally funded projects. These programs have been critical to Hollywood's affordable housing strategies. To learn more about the City's housing assistance programs, please visit hollywoodfl.org.



ANNOUNCEMENTS

- **Vaccinations Available at TY Park:** TY Park is now an open COVID-19 Point of Distribution (POD) Vaccination Site for those 18 years and older with an appointment. The site is open from 8 a.m. to 4 p.m., Tuesdays through Saturdays. Book an appointment online at MyVaccine.FL.gov or call: (866) 201-6313.
- **Next City Commission Meeting:** The next City Commission Meeting will take place on **Wednesday, April 21, 2021** beginning at 1 p.m. For more information about the meeting, please visit hollywoodfl.org.