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# HOLLYWOOD DIGEST

## Updates from the City Commission Meeting

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*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](https://hollywoodfl.org). Members of the public may watch the City Commission Meetings via the City's website at [hollywoodfl.org/WatchMeeting](https://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, May 5, 2021. In case you missed the live meeting, the archived video can be viewed on the City's website at [hollywoodfl.org](https://hollywoodfl.org).*

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## CITY COMMISSION MEETING

In honor of Public Service Recognition Week, the Mayor and Commission, City Manager and the Diamond Service Award Committee recognized the City's Diamond Service Award recipients, Team Diamond winners and more than 100 employees for their years of service.

Congratulations to Payroll Administrator **April Allen** and Fire Prevention Officer II **Maribel Medina** who are the winners of the Diamond Service Award. They were nominated by their peers for the most prestigious honor an employee can receive in the City of Hollywood.

Also nominated were: **Barbara Armand**, Technical Systems Analyst; **Daniela Behm**, Administrative Assistant I; **Glen Superville**, Regulatory Compliance Officer; **Julia Miller**, Administrative Specialist II; **Leonid Faynerman**, Senior Systems Analyst; **Mary Johns**, Executive Assistant; **Phyllis Shaw**, Utilities Accounting Supervisor; **Siana Lakhani**, Environmental Inspector; and **Tasheema Lewis**, Code Compliance Officer.

Heartfelt congratulations to our winners and nominees. You all are truly deserving of this recognition.

Two Team Diamond Service Awards were presented this year. For the first time, one team included several City departments constituting the City's answer to the COVID-19 pandemic. Coined the COVID Response Team, this group of individuals worked tirelessly to ensure the needs of our residents and businesses were continuously met and exceeded.



*Diamond Service Award Winner  
April Allen*



*Diamond Service Award Winner  
Maribel Medina*

The second Team Diamond Service Award was presented to the HR/Payroll Oracle Go-Live Team, which did an outstanding job of transferring to a new software system. The team spent countless hours migrating our payroll system and did not miss a beat! Kudos to all involved.

Lastly, the City recognized more than 100 employees for their years of dedicated service to the City. The following six employees were recognized for 30 years: Marine Safety Officer Edward Perrin, Marine Safety Officer Richard Fiorillo, Recreation Leader Linda Robinson, Recreation Coordinator Pixie Cook, Police Officer Debra Levy, and Underground Utilities Superintendent Jaime Castillo. Congratulations to all who were recognized!

Please take a moment to [watch the presentations during the Commission Meeting here](#).

### **Commission Approves Renovations of The Former Armory Located At Dowdy Park**

The Mayor and City Commission voted unanimously to authorize City staff to execute an agreement with top ranked Synalovski Romanik Saye, LLC for architectural and engineering services to renovate the Armory located at Dowdy Park. This General Obligation Bond project for the creation of an indoor sports facility will include basketball courts, batting cages, soccer courts, ADA-compliant restrooms, office space, a meeting room, storage area and exterior landscaping.

### **Beautification Improvements Along A1A Approved**

To continue beautifying State Road A1A, the Mayor and City Commission unanimously approved a resolution to execute an agreement with FPL to underground the overhead utilities along the corridor from Hollywood Boulevard to Sheridan Street. Kimley Horn and Associates prepared plans for the project, which were shared with FPL. The project includes installation of utility boxes that will be placed on City-owned property along A1A. This resolution also provides FPL unrestricted easements for each of the five areas.

### **Catch the Sun Shuttle To Get Around Hollywood**

The Mayor and Commission unanimously approved the second agreement with The Sun Shuttle, operated by Circuit Transit, providing free flag down rides to the public throughout the City – from City Hall and Downtown Hollywood to Hollywood Beach and along Federal Highway. Riders who request transportation via the app pay a \$1 per rider fee. Sun Shuttle, which has been providing rides in the City since 2018, operates Sunday through Thursday from 10 a.m. to 9 p.m. and Friday and Saturday from 10 a.m. to 10 p.m. For more information, please visit [Sun Shuttle on the City's website](#).



## **Commission Approves Alley Vacation Ordinance for Block 58**

The Mayor and City Commission voted unanimously (6-0, Comm. Callari was absent) to approve an ordinance on second reading to vacate a portion of the alley that is within the Block 58 development project. The City Commission previously vacated this alley on October 3, 2018, but because all requirements were not satisfied within 24 months, the original ordinance became null and void.

Block 58, which is located at the northeast corner of US1 and Van Buren Street, is anticipated to be developed into a mixed-use residential and commercial project.

## **City Identifies Projects for Broward County Cycle 2 Transportation Surtax Fund**



On February 17<sup>th</sup>, the City Commission approved the execution of the Second Amendment to and restatement of the Transportation System Surtax Interlocal Agreement, which provides for a cooperative and organized process for municipalities to submit projects for evaluation and funding with Transportation Surtax proceeds. The approval allowed the County to begin developing funding agreements that will reimburse the City of Hollywood for Transportation Surtax projects.

Today, the Mayor and Commission approved a resolution to apply for funding for two capital improvement projects for Cycle 2 Surtax funds: (1) Finalization of the routes, design and construction of approximately 50 miles of neighborhood greenway bicycle trails throughout various neighborhoods that were identified in the recently completed Bicycle Mobility Plan, and (2) Design and reconstruction of approximately 0.5 miles of Hollywood Boulevard between 28th Avenue and the East side of City Hall Circle. The project will include buffered bicycle lanes, pavement reconstruction, geometric changes at key intersections, ADA-compliant paths, improved lighting, signage, and pavement markings and traffic phasing changes to improve the level of service for vehicular traffic.

As a reminder, Broward County voters approved a 30-year transportation surtax for transportation and transit projects across the County. The City of Hollywood was allocated \$11.4 million within the first round of Transportation Surtax funds for Streets and Alleyways projects.

## **Commission Approves Ordinance to Revise City Parking Permit Program**

The Mayor and City Commission voted to approve (5-2 vote) amendments to Chapter 72 of the City's Code of Ordinances regarding parking. The changes include the creation of a Beach Residential Parking Permit 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. Instead of four parking permits, each residential address may apply for up to two permits. 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 and determine hardships on a case by case basis, if needed.

## City Accepts Community Development Block Grant Disaster Recovery Funding

The Mayor and Commission unanimously approved a resolution to accept the U.S. Department of Housing and Urban Development Community Development Block Grant Disaster Recovery funding through the State of Florida Department of Economic Opportunity for two lift stations and a force main project. In 2017, Hurricane Irma caused damage to the sanitary lift stations, making it a priority for improvements, renovations, and repairs to provide continuous and reliable sanitary sewer service. In January, Governor Ron DeSantis announced the award of funds to Hollywood in the amount of \$3,435,000.00 for the repair and replacement of lift stations N-07 and N-08 and replacement of a portion of the connecting force main.

## PRESENTATIONS

**2021 Florida Water Conservation Poster Contest Winners:** The American Water Works Association (AWWA) celebrates the first full week in May as "Drinking Water Week", and a focal point of the Department of Public Utilities' Drinking Water Week celebration is the awards ceremony for the annual "Drop Savers" Water Conservation Poster Contest. Ali Parker, Public Utilities Outreach Coordinator, presented the winners of the Drop Savers Water Conservation Poster Contest:

### Kindergarten & 1<sup>st</sup> Grade:

- Martin Restrepo (Nativity Catholic School) – 1<sup>st</sup> Place
- Dominic Santiago (Nativity Catholic School) - 2nd Place
- Junellys Roque (Nativity Catholic School) - 3rd Place (Tie)
- Camila Rodriguez (Nativity Catholic School) - 3rd Place (Tie)

### 2<sup>nd</sup> & 3<sup>rd</sup> Grade:

- Fernanda Castellano (Nativity) - 1st Place City & 2nd Place State
- Zachary Rowe (Nativity) - 2nd Place
- Nicholas Horvath (Beachside Montessori Village) - 3rd Place

### 4<sup>th</sup> & 5<sup>th</sup> Grade:

- Ty'Lee Festa (Nativity Catholic School) - 1st Place
- Jorge Parra (Nativity Catholic School) - 2nd Place
- Melania Selman (Little Flower Catholic School) - 3rd Place

### 6<sup>th</sup> & 8<sup>th</sup> Grade:

- Adam Flietstra (Nativity Catholic School) - 1st Place City & State
- Estefania Quinteros (Nativity Catholic School) - 2nd Place
- Ana Bottger (Nativity Catholic School) - 3rd Place (Tie)
- Vivienne Horvath (Beachside Montessori Village) - 3rd Place (Tie)

### 9<sup>th</sup> & 12<sup>th</sup> Grade:

- Solange Salazar (Chaminade-Madonna High School) - 1st Place
- Amelia De La Torre (Chaminade-Madonna High School) - 2<sup>nd</sup> Place
- Mia Brunette (Chaminade-Madonna High School) - 3rd Place

Congratulations to these talented students! To view all of the winning artwork, please visit the [City's Facebook page](#).



### Adam Flietstra

Nativity Catholic School  
*Adam's poster won 1st Place in the City of Hollywood's contest and 1st Place in State contest.*



### Fernanda Castellano

Nativity Catholic School  
*Fernanda's poster won 1st Place in the City of Hollywood's contest and 2nd Place in the State contest.*

**Condition Assessment of Stormwater Pump Stations:** Vivek Galav, Director of Public Utilities, presented the findings of the City's Stormwater Pump Station Condition Assessment. The City of Hollywood is experiencing severe weather events due to climate change including the sea level rise (SLR), storm surge (SS) and more frequent storm events. The City, in recent years, has experienced frequent flooding due to its low ground elevations. The Department of Public Utilities is proactively taking measures to mitigate the effect of storm events that includes updating the City's Stormwater Master Plan. In addition, the City recently completed the condition assessment of all 10 stormwater pump stations it owns and operates.



Condition assessments allow effective prioritization of maintenance, repair, rehabilitation, and hardening of critical infrastructure effected by sea level rise and other climatological impacts. Moreover, it identifies deficiencies and identifies actions that need to be taken for continued and effective services. To watch the presentation and learn more about the finding of the condition assessments of the 10 stormwater pump stations in the City, please visit [hollywoodfl.org](http://hollywoodfl.org).

**Economic Development 2021 Media Ad Buy:** Director of Communications, Marketing and Economic Development Raelin Storey and Communications Manager Joann Hussey presented the City's Economic Development Marketing Program, which included a review of the paid advertising efforts since funding became available in 2018 and the current efforts underway under the "Find your Future" Marketing Campaign, the preliminary results of those efforts, and a look at the targeted marine industry campaign. Preliminary results show this has been a successful campaign:

- Facebook campaign led to over 40 solid business leads with over 55,000 impressions to date
- 16% open rate (more than 8,000 people) from the first round of our direct email to the marine industry
- CMED outreach continues to the 366 registered attendees of the BisNow event, and all the leads that come in through our other digital ads.
- Website traffic to the City's Economic Development website, [choosehollywoodfl.com](http://choosehollywoodfl.com) from the combined City/CRA marketing efforts has increased by 143% in just this fiscal year.



To watch the presentation, visit [hollywoodfl.org](http://hollywoodfl.org).



## PROCLAMATIONS

- **Public Service Recognition Week, May 2-8, 2021:** In celebration of Public Service Recognition Week (PSRW), the Mayor and Commission presented Jennifer Solinger, Human Resources Administrator, with a proclamation to honor the City of Hollywood's more than 1,400 full and part time employees. This week is set aside each year to honor the men and women who serve America as federal, state and local government employees. Throughout the nation and around the world, public servants use the week to educate citizens about the many ways in which government serves the people and how government services make life better for all of us. Our participation in this event will enable the City and members of the community to show appreciation for its employees and volunteers.
- **52<sup>nd</sup> Municipal Clerks Week, May 2-8, 2021:** City Clerk Patricia Cerny was presented with a proclamation for the 52<sup>nd</sup> Annual Municipal Clerks Week. The office of the municipal clerk is the oldest among public servants providing the professional link among citizens, the local governing body, and agencies of government at other levels. They also serve as the information center on functions of local government and the community. Some of the essential role Municipal Clerks play include agenda, minutes, elections, bid opening, overall board liaison, records retention and destruction, customer service and more.
- **National Economic Development Week, May 9-15, 2021:** Raelin Storey, Director of the Office of Communications, Marketing and Economic Development (CMED) along with Marie Suarez, Executive Director of the Greater Hollywood Chamber of Commerce, accepted the National Economic Development Week proclamation to celebrate the contributions of positive economic development and explain the role of the profession in our local community.



Herb Conte-Parlato, Economic Development Manager, presented an overview of the programs and activities the CMED team is working on. The team is committed to implementing a holistic and sustainable economic growth strategy that results in a robust economy and healthy neighborhoods which includes business expansion, retention and recruitment, entrepreneurship, work skills training, and corridor redevelopment programs. CMED works in concert with local groups dedicated to the enhancement of commerce in the City including the Greater Hollywood Chamber of Commerce, the Community Redevelopment Agency, the Downtown Hollywood Business Association and the Beach Business Association.



The celebration of National Economic Development Week gives the City an opportunity to highlight CMED's key accomplishments over the past year which includes the recently implemented entrepreneurship program, which has helped launch nearly 40 new businesses in the City and the creation of the "Backing Business" campaign in support of local businesses impacted by the pandemic through various marketing, business assistance and economic development.

- **Jewish American Heritage Month, May 2021:** Commissioner Adam Gruber read, and Mayor Josh Levy accepted a proclamation honoring Jewish American Heritage Month, which recognizes the indelible contributions American Jews have made, and continue to make, to our nation's history, culture, and society. For more than 360 years, Jewish Americans have contributed to American culture and society - from sports, history, art, music and entertainment to medicine, business, science, government, and military service. Across these fields, many Jewish Americans have contributed significantly to this

nation's struggle for freedom, justice and liberty, bringing progress in all aspects of this nation's values and character. The rise in anti-Semitism demands that all Americans know the lessons of the holocaust. We must recognize that there is an urgency to continually combat prejudice before it firmly takes root. The recent re-emergence of violent anti-Semitism aimed at places of worship requires that we recommit, through action and solidarity, that an attack on the faith of one is an attack on the faith of all.

- **Eid al-Fitr Day, May 13, 2021:** Zahra Khan and Yasir Billoo of International Law Partners accepted the proclamation for Eid al-Fitr Day on behalf of the City of Hollywood Islamic community, which is a vibrant and important part of the diverse and multiethnic society that comprises the residents of our City. Eid al-Fitr is on the first day of the month of Shawwal (Islamic calendar) and marks the end of Ramadan. This year, Eid al-Fitr is observed at sundown on Wednesday, May 12th ending at sundown on Thursday May 13<sup>th</sup>. One of the five pillars of the Islamic faith, Ramadan is a time for reflection, contemplation and celebration, and it includes fasting each day from sunrise to sunset. At the end of the day at sunset, the fast is broken, often celebrated with family, friends and the community, and is followed by the evening prayer.



- **Drinking Water Week, May 2-8, 2021:** Ali Parker, Outreach Coordinator, Department of Public Utilities, accepted the proclamation for Drinking Water Week. For more than 40 years the American Water Works Association (AWWA), Broward County, and many other national and local entities have designated the first week of May as "National Drinking Water Week" to highlight the vital role water plays in our lives on a daily basis and encourages our residents to conserve water and "Take it from the Tap!" instead of using more costly and less tested commercially bottled water. The following are current water conservation programs offered by the DPU include:
  - Showerhead exchange and toilet rebate program which provides residents with incentives to replace water wasting fixtures with more efficient models
  - Leak detection tips and "how to" videos to prevent inadvertent water loss
  - Irrigation audits and rebates to help save on outdoor water usage
  - School and community educational programs and materials

## ANNOUNCEMENTS

- **City of Hollywood COVID-19 Vaccination Sites:** The City of Hollywood partnered with Curative, a national health services company, to create two vaccination Point of Distribution or POD sites in Hollywood over the past month to offer the Pfizer COVID-19 vaccine at no costs. Wednesday was the last day for the first round of doses at the Dr. Martin Luther King, Jr. Community Center. The Curative team has moved back to Hollywood Beach Culture and Community Center to handle the 2<sup>nd</sup> round of vaccine doses. So far, a total of 834 individuals received their first round of the Pfizer vaccine at the Hollywood Beach site and as of this morning 248 individuals had received their first dose of the vaccine at the MLK site. Each recipient is given a return date for their second dose when they receive the first dose.

In addition to the vaccine distribution coordinated by the City, the Florida Department of Health-Broward continues to operate several different vaccination sites throughout the County including the one here in Hollywood at TY Park. These sites do not require an appointment and are primarily drive-through sites. For more information on all of the vaccine sites that are registered with the Florida Department of Health, please visit the Department's COVID 19 website at: <https://floridahealthcovid19.gov/vaccines>

- **Discontinuation of Temporary Expanded Café Zone on the Boardwalk:** Due to the issuance of Governor Ron DeSantis' Emergency Order 21-102, suspending all local COVID-19 restrictions on businesses, which includes indoor capacity limits and social distancing requirements, the City of Hollywood's designated Temporary Café Zone along the Hollywood Beach Boardwalk is being discontinued. This Temporary Café Zone was in effect to assist Hollywood businesses heavily impacted by COVID-19 safety measures by providing the opportunity to expand their dining areas onto the Boardwalk to allow for additional seating while keeping six feet between parties. The City's beach officers as well as CMED will be distributing and sending out notices regarding this change.
  - **ArtsPark Movie Night is Back this Friday:** This Friday, May 7th, the weekly movie night at the ArtsPark amphitheater returns with a showing of The Last Jedi (PG-13). Bring a blanket or beach chair for lawn seating. We will be encouraging social distancing with circles on the ArtsPark lawn. Showtime is at 8 p.m. and admission is free. You'll be able to catch a new movie every Friday night at 8 p.m. – and we encourage everyone to visit our online event calendar at <http://www.hollywoodfl.org/Calendar.aspx?EID=8063> for the weekly movie schedule.
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- A photograph of a neon sign for 'ARTSPARK MOVIE NIGHTS'. The sign is illuminated with yellow and orange lights. It features the text 'ARTSPARK MOVIE NIGHTS' in large, block letters. To the right of the text are three red stars stacked vertically. Below the main text, there is a smaller sign that says '8-10 PM' in pink neon. The background of the sign is dark, and the overall lighting is vibrant and festive.
- **Commission in the Community at the ArtsPark at Young Circle:** The Hollywood City Commission will host its Commission in the Community forum next week at the ArtsPark at Young Circle to give residents and business owners an opportunity to share their thoughts and ideas with Commission members outside of our formal Commission Meetings. The Commission in the Community Forum will be held on Wednesday, May 12<sup>th</sup> from 6 p.m. to 8 p.m. Residents wishing to speak can register their comments on the City's website or fill out a speaker's card at the forum. Each Commission in the Community Forum is hosted by a different Commissioner. This one will be moderated by our District 4 Commissioner, Adam Gruber.
  - **Next City Commission Meeting:** The next City Commission Meeting will take place on Wednesday, May 19, 2021 beginning at 1 p.m. For more information about the meeting, please visit [hollywoodfl.org](http://hollywoodfl.org).