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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 meetings.*

*To view the meeting agenda, please visit [hollywoodfl.org](http://hollywoodfl.org). Members of the public may watch the City Commission Meetings via the City's website at [hollywoodfl.org/WatchMeeting](http://hollywoodfl.org/WatchMeeting), on Comcast Channel 78 or ATT U-Verse Channel 99. Please register online to provide comments on an Agenda item (except presentations and proclamations) virtually via the Webex virtual meeting app or to speak in-person at City Hall. To participate virtually, you must be able to join the meeting from an internet connected device with a web camera and microphone such as a personal computer, smart phone, or tablet. To register to provide a comment virtually visit the City's website homepage at [hollywoodfl.org](http://hollywoodfl.org) under City News. Those who register to provide comments virtually will receive a Webex meeting link by e-mail on the Tuesday evening prior to the Commission meeting.*

*To register to provide in-person comments during the meeting (capacity limits, mask requirements and social distancing apply), visit [hollywoodfl.org](http://hollywoodfl.org) under City News and select that you wish to make your comment in-person. All those wishing to make in-person comments will be directed to a designated seating area based on space availability to watch the meeting and be available to provide their public comments during the meeting.*

*This Hollywood Digest is an update of the actions taken and information shared during the City Commission Meeting held on Wednesday, October 6, 2021. In case you missed the live meeting, the archived video can be viewed on the City's website at [hollywoodfl.org](http://hollywoodfl.org).*

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## CITY COMMISSION MEETING

### City Accepts 2021/2022 Children's Services Council of Broward County Grants

As part of the Consent Agenda, the Mayor and City Commission unanimously approved Resolution [R-2021-254](#) to accept the 2021/2022 Children's Services Council of Broward County Maximizing Out of School Time (MOST) year-round grant that will fund after school and youth summer programs. This grant, in the amount of \$554,571, will provide for safe, affordable, quality programming for approximately 400 youth. To learn more about the City's after school and youth summer programs, please visit [hollywoodfl.org](http://hollywoodfl.org).



### Water Conservation Incentive Program Approved

**CONSERVATION *Pay\$*.COM**

The City has long partnered with Broward County on various water conservation and quality preservation initiatives – including the Broward Water Partnership "Conservation Pays" Program. Conservation Pays

promotes sustainability and water conservation through an aggressive media campaign and professional marketing, branding and outreach efforts. Replacing old, wasteful water fixtures and appliances with more efficient options is heavily emphasized. As part of the Consent Agenda, the Mayor and City Commission voted unanimously to approve Resolution [R-2021-259](#) to continue the partnership with Broward County and provide incentives to Hollywood residents and business owners for their water conservation efforts. To learn more about Conservation Pays and the incentives offered by the City, please visit [hollywoodfl.org](http://hollywoodfl.org).

### **City's Flood Damage Prevention Ordinance Amended to Align with FEMA Requirements**

The City participates in the FEMA National Flood Insurance Program ("NFIP") and participates in the NFIP's Community Rating System ("CRS"), a voluntary incentive program, that recognizes and encourages community floodplain management activities that exceed the minimum program requirements, achieving a CRS rating of Class 6. As a result, property owners in the City receive a 20% reduction in flood insurance premiums.

In 2020, the NFIP CRS established certain minimum prerequisites for communities to qualify for or maintain class ratings of Class 8 or better. To satisfy the prerequisite and for the City to maintain the current CRS rating, all manufactured homes installed or replaced in special flood hazard areas must be elevated at least one foot above the base flood elevation. On second reading, the Mayor and City Commission unanimously approved an amendment to Ordinance [PR-2021-17](#) that aligns the City's regulations with FEMA's requirements and better protect the owners and occupants of manufactured homes and to continue participating in the NFIP CRS at the current class rating.

### **City Commission Appoints New Members of Sustainability Advisory Committee**

The purpose of the Sustainability Advisory Committee is to make recommendations to the City Commission to develop environmental goals and implementation plans, create educational campaigns, and promote Hollywood's accomplishments. The Mayor and City Commissioners unanimously approved Resolution [R-2021-260](#) to appoint the following Citywide members, who will serve through June 30, 2024:

- Rebecca Adler
- Joanna Berens
- Vyacheslav Cherkasov
- Stephen Wechsler

To hear the comments shared by some of the members, please visit [hollywoodfl.org](http://hollywoodfl.org).

### **Collective Bargaining Agreement with Hollywood Professional Firefighters Ratified**

The Mayor and City Commission unanimously approved Resolution [R-2021-261](#) to authorize appropriate City officials to execute the 2021-2022 Collective Bargaining Agreement with the Hollywood Professional Firefighters, Local 1375. This agreement includes a 2% wage adjustment and a one-time premium payment of \$1,000 net per member, an increase in the amounts of the Health Reimbursement Accounts, tuition reimbursement of up to a maximum of \$1,800 each fiscal year for non-mandatory job-related coursework or courses towards a degree program, and more. For the comprehensive summary of changes, please visit [hollywoodfl.org](http://hollywoodfl.org).

## **City Selects GrayRobinson and Floridian Partners, LLC for State and Local Lobbying Services, Respectively**

The Mayor and City Commission unanimously approved Resolution [R-2021-262](#) to select the top-ranked firms to provide lobbying, consulting, and advisory services at the State and Local level. Contracting with lobbyists is an integral component of promoting the City's policies and efforts at the State and local level including but not limited to the Governor's Office, Florida Senate and House of Representatives, Broward County and other federal, municipal and regional partners. These services are critical in fighting for the City's priorities and ensuring Hollywood's interests are kept at the forefront for funding and other opportunities.

Seven qualified firms responded to the City's Request for Proposals (RFP): (1) Becker & Poliakoff, P.A., (2) Capital City Consulting, LLC, (3) Converge Public Strategies, (4) Floridian Partners, LLC, (5) GrayRobinson, P.A., (6) Rubin Turnbull & Associates, and (7) Sun City Strategies, LLC

After a thorough review of firm proposals and interviews, the State and Local Lobbying Services Selection Committee selected GrayRobinson, P.A. as the top ranked firm to supply the City with state lobbying services and Floridian Partners, LLC to supply the City with local lobbying services.

The Mayor and City Commission unanimously approved Resolution R-2021-262 to authorize the execution of an agreement with GrayRobinson, P.A., for State lobbying services, and Floridian Partners, LLC, for local lobbying services. To watch the discussion of this agenda item, please visit [hollywoodfl.org](http://hollywoodfl.org).

## **PRESENTATIONS**

### **Recognition of National Breast Cancer Awareness Month**

The Mayor and City Commissioners presented Jennifer Solinger, the City's Human Resource Administrator, with a [proclamation in recognition of National Breast Cancer Awareness Month](#) to raise awareness about the impact of breast cancer and the importance of early detection. Breast Cancer is one of the most common types of cancer in the world today with approximately 284,200 new cases expected in the United States this year. This widespread and random disease affects women and men of all ages and races and is one of the leading causes of cancer related deaths among women. During the month of October, the City renews its commitment to fighting this disease, raising awareness, and supporting those affected by breast cancer. The City is currently hosting a number of activities and FUNdraisers that benefit the American Cancer Society. City employees can visit the 2021 Breast Cancer Awareness Month Intranet Page for more details.



For more information about National Breast Cancer Awareness Month including research, advocacy and patient services, please visit the [American Cancer Society website](#).

## Recognition of Hispanic Heritage Month

Felipe Pinzon, Executive Director of Hispanic Unity of Florida, accepted a [proclamation honoring Hispanic Heritage Month](#), which recognizes the extraordinary achievements and valuable contributions of Hispanic Americans. From September 15<sup>th</sup> through October 15<sup>th</sup> every year, we celebrate the culture and heritage of Hispanic American people whose ancestors immigrated from Spain, Mexico, the Caribbean, Central America and South America. According to the recent U.S. Census, more than 57,000 Hispanic Americans call the City of Hollywood home, countless others own businesses in the City, and hundreds are working in the public's interest as employees of the City. Hispanic Americans have had a profound and positive influence on our country through their strong commitment to family, faith, hard work and community service. They have enriched and shaped our national character with centuries-old traditions that reflect the multi-ethnic and multicultural customs of their proud history. Hispanic Unity of Florida is a non-profit organization that provides assistance through 12 programs and more than 30 services in four languages. Please visit [Hispanic Unity online](#) to learn more.



## Recognition of Cybersecurity Awareness Month

It's Cybersecurity Awareness Month, and the Mayor and City Commission presented the City's Information Technology Director Raheem Seecharan with [a proclamation to raise awareness of the importance of practicing good "cyber hygiene."](#) The City of Hollywood recognizes that it plays a vital role in identifying and protecting its residents from, or responding to, cybersecurity threats that may have significant impact on their individual and collective safety and privacy. This year's Cybersecurity Awareness Month theme is "Do your Part. #BeCyberSmart," and Raheem shared three tips to stay safe: (1) Keep your devices up to date, (2) Be aware of suspicious links and think twice before clicking on them, and (3) Practice good cyber hygiene – use multi-factor authentication and strong passwords. For more tips and information, please visit [hollywoodfl.org](#).



## Recognition of Hindu Heritage Awareness Month

The Mayor and City Commission presented members Hollywood's Krishna Temple in Hollywood [with a proclamation recognizing Hindu Heritage Awareness Month](#). Accepting the proclamation were: Pt./Dr. Deepak Maharaj, Priest of The Krishna Temple in Hollywood; Geeta Misir, Founder of Temple; Fareida Rajkumar, Business owner/commuter advocate; Kamaldai Misir-Temple President; Eshowattie Sukhlall-Temple board/resident; Rastew Cecil- Temple Board/resident; Indranie Sarju-Temple Board/resident.



This year marks the 128<sup>th</sup> anniversary of the official introduction of Hinduism in the United States, and today, there are more than 2.23 million Hindu Americans. The City of Hollywood is home to a significant Hindu American population with diverse and ethnic backgrounds including individuals of Indian, Pakistani,



Bangladeshi, Malaysian, Indonesian, Afghani, Nepali, Bhutanese, Sri Lankan, Fijian, Caribbean, and European descent. Hindu Americans share the entrepreneurial spirit of America and contribute significantly in the areas of business, law, politics, information technology, medicine and science. They have greatly enriched our country through higher education in the academic fields of astrophysics, computer science, engineering, law, planetary science, psychology, and neuroscience. Hindu Heritage Awareness Month is important to fostering greater understanding, acceptance and social cohesion among people of all faiths to help combat prejudice.

## ANNOUNCEMENTS

- **King Tides Expected:** Unusually high tides, also known as King Tides, are expected over the next few days through **October 11<sup>th</sup>** and then again on **October 20<sup>th</sup> and 21<sup>st</sup>**. These tides occur periodically in the fall through early December. This means that tidal flooding in low-lying areas is more likely due to the proximity of the moon which creates King Tides. These seasonal high tides, combined with rising sea levels and inclement weather conditions, exacerbate flooding risks. Rainfall, wind strength and wind direction also have a significant impact on the height of the tides and can cause them to come in higher or lower than predicted.
- **Cardboard Race is Back:** The popular Cardboard Boat races will return to North Lake this weekend. More than 50 cardboard boat crews will compete in their boats made entirely of cardboard with a hefty amount of duct tape and ingenuity! The race sets sail this **Saturday, October 9 at 10 a.m. at the Hollywood Marina at 700 Polk Street.**

Landlubbers are invited to gather and cheer on the crews as they paddle in head-to-head competition for the coveted trophies in categories such as: "People's Choice," "Last Boat Sailing," "Fastest Vessel," "Most Creative Design" and "Most Spectacular Sinking."

Food and beverages will be available for purchase. For additional information, please call the City of Hollywood Department of Parks, Recreation and Cultural Arts at 954.921.3404 or visit [hollywoodfl.org](http://hollywoodfl.org).

- **Stan Goldman Memorial Park and Poinciana Park Virtual Community Meetings:** Tomorrow night our Parks, Recreation and Cultural Arts Department will host two virtual public meetings to discuss grant applications for park improvements at Stan Goldman Memorial Park on Johnson Street and Poinciana Park on S 21<sup>st</sup> Avenue. The first meeting will discuss a \$200,000 grant application for the Florida Recreational Development Assistance Program (FRDAP) to help finance improvements at Stan Goldman park which currently includes a skate park, pickleball courts, children's play area, dog park and walking trails. This meeting is an opportunity for the public to weigh in on the improvements they would hope to see for Stan Goldman Park. The meeting will take place virtually on beginning at 4 p.m. Those interested in participating can go to the City's website, [www.hollywoodfl.org](http://www.hollywoodfl.org) to Register and get the virtual meeting access link.

At 5 p.m. a 2<sup>nd</sup> virtual meeting will be held to discuss a \$50,000 grant application for the Florida Recreational Development Assistance Program to help finance improvements at Poinciana Park. This park contains a children's play area and dog park. Again, the link to register to join the meeting is available on the City's website, [www.hollywoodfl.org](http://www.hollywoodfl.org).

- **Welcome! Assistant Budget Director Jonathan Antista:** City Manager Dr. Wazir Ishmael introduced the City's new Assistant Budget Director, Jonathan Antista, who most recently served as

the Deputy Budget Director at the Council of the District of Columbia where he managed the annual budget process, conducted analysis and oversight of the District's operating and capital budgets, and advised the Council on all budgetary matters. In addition to other roles at the Council's budget office and Committee on Health, Jonathan has also served as a budget analyst on the staff of the U.S. House of Representatives Committee on the Budget and in the Office of Legislation at the Centers for Medicare & Medicaid Services. Jonathan holds a B.A. from the University of Rochester and a master's degree from The George Washington University.

- **Best wishes to Melissa Cruz:** City Manager Ishmael announced that Melissa Cruz, the City's Director of Financial Services, has resigned. In her 10 months with the City, Melissa made a significant impact on the City and accomplished the following:
  - Implementation of the City's new investment policy which included selection of the City's investment management advisor and initial investment of \$200M in FY2021
  - Completed the City's FY20 audit with a clean "no findings" opinion
  - Implemented and offered ACH/electronic payments to our vendors
  - Earned the 2020 Certificate of Achievement for Excellence in Financial Reporting
  - Earned the 2021 Achievement of Excellence in Procurement Award (1 of 64 cities)
  - Updated Procurement Manual and P-Card Policy
  - Made improvements in the City's ERP to increase efficiency in invoice approvals and vendor payments
  - Currently providing finance and procurement refresher training to City departments

Best wishes to Melissa as she embarks on a new endeavor. In the interim, David Keller will serve as Acting Director of Financial Services.

- **GOB Program – Police Department Headquarters Project Update:** Assistant City Manager Gus Zambrano provided an update on the Orangebrook P3 and police department headquarters project. On August 12<sup>th</sup>, the City received six proposals for the Orangebrook P3 solicitation which have been reviewed by the Evaluation Committee. Additional information has been requested from the firms, and the schedule for the P3 process was shared in addition to key considerations for the proposed police headquarters site location. [Click here to watch the presentation, which is a part of the City Manager's Comments.](#)
- **Next City Commission Meeting:** The next City Commission Meeting will take place on Wednesday, October 20, 2021 beginning at 1 p.m. For more information about the meeting, please visit [hollywoodfl.org](http://hollywoodfl.org).