

Minutes of the HCCA February 2012 Membership Meeting February 20, 2012

This meeting was held at the Hollywood Police Headquarters, 3250 Hollywood Boulevard. The Call to Order by President Sara Case at 7:10P,M. was followed by the Pledge of Allegiance to the United States flag.

In attendance were-

- Sara Case-Hollywood Lakes
- Shirley Stealey- Highland Gardens
- Jim Carver -Driftwood
- Judy Bates -Boulevard Heights
- Norm Berube- Royal Poinciana
- Terry Cantrell -Hollywood Lakes Civic Association
- Jean Morford -Lawn acres
- Charlotte Greenbarg-Hollywood Lakes
- Mel Pollak-Hollywood Hills
- Bill Cannizzaro-Park East
- Pete Brewer-North Central
- Cliff Germano-North Central
- Christena Lundy-Highland Gardens
- Lawrence E Shafer-Boulevard Heights
- Maria Jackson Ratliff-Highland Gardens
- Helen Chervin-united Neighbors of South Hollywood
- Andre Brown-United Neighbors
- Kevin Biederman-Driftwood

A motion to approve the Minutes of the January 2012 meeting was made, seconded, and approved by the body.

Treasurer Mel Pollak reported a month beginning balance \$852.44 with a deposit of \$140 and total expenses of \$76.25 for a current balance of \$916.19.

President Sara Case mentioned there would be a “meet and greet” with the new Superintendent of Broward County Schools on February 27, 2012 at the Fred Lippman Center.

Ms. Case said the HCCA was trying to develop neighborhood priorities and incentives. A committee consisting of Jean Morford, Maria Jackson-Ratliff, Mel Pollak, and Sara Case came up with an area improvement program for the Johnson Street area between 56th Avenue and US 441. This would act as a pilot program for other areas of the city. An emphasis would be on property enhancement. Qualifying properties might be rewarded with an HCCA seal they could display publicly.

The “Meet and Greet” with Broward School Superintendent Runcie was mentioned it would be on February 27, 2012 at the Fred Lippman Center. He would meet with us and, at future dates, meet with schools in the city. Charlotte Greenbarg suggested his independence from the influence of others since he had previously been an auditor.

Jean Morford described problems that currently exist with the Waste Pro USA system of operation.

Mel Pollak said it is cheaper for the banks to keep financially distressed home owners in their homes. He would be having a conference call with the banks the following day. On April 18, 2012 at David Park would be a city wide meeting with several banks present on saving one's home from foreclosure. These banks would have people present to assist them with refinancing their properties.

Bill Cannizaro asked about the Boxtops for Schools program. President Case said there were containers around town and they were still being collected.

Discussion ensued about problems with City- Raelin Storey Communication Plan enacted March 2011.

The issue of using business announcements to include City activities was brought up. It was discouraged as it implies a City endorsement of the business.

Discussion ensued about advertising to promote great Neighborhood Challenge

At 8:45 the meeting adjourned.

Respectfully submitted,

Lawrence E. Shafer, HCCA Corresponding Secretary