

# Hollywood Council of Civic Associations, Inc.

## Minutes

October 18, 2004

Approved November 15, 2004

Members and Visitors Present: Driftwood (Pat Smith); Lakes (Sara Case and Ted Rosz); Hills (Mel Pollak and Dick Miller); Royal Poinciana (Allison Murray and Scott Gurdak); North Central (Ellen Mata and Pete Brewer); Park East (Chuck Vollman); United Neighbors (Ken Crawford and Andre Brown), North Beach (Estelle Loewenstein); Alliance (Cynthia Eason, Bunny Mestel, and Alan Stieb); Washington Park (Jonathan Anderson).

Present from the City: Cameron Benson, City Manager; Rick Lemack, Assistant City Manager/Beach CRA Director; Greg Turek, Director Public Works; Wade Sanders, Assistant Director Public Works; Neal Herst, Director Housing.

President Ken Crawford called the meeting to order about 7:35 PM, and he introduced the main topic: Hollywood's Hurricane Plan.

**HURRICANE PLAN:** Cameron Benson began stating that the city has a detailed hurricane plan and its own emergency operations center located at the Stirling Road fire station and headed by the police chief with assistance from the fire chief. He said that all areas of the city are treated equally and the city made every effort to clean up after the unprecedented double storms. Mr. Benson said he would organize a meeting for HCCA at the emergency operations center so that we could have a tour and better understand how it operates. [President Crawford will follow up with the city manager on this matter.]

Mr. Benson stated that FEMA picks up 90% of the city's costs in connection with hurricane damage, and the state pays another 5-7%, leaving the city to pay the remainder -- somewhere between 3-5% of costs. He said that this summer the city had available about \$40 million in its various reserve accounts that could have been spent on hurricane clean-up had that been necessary.

Chuck Vollman and Mel Pollak briefly discussed their experience with CERT (Citizens Emergency Response Team). Chuck said anyone interested in joining CERT could find information about this volunteer effort on the city's website.

Ellen Mata raised problem of tenants continuing to put out garbage during hurricane watch and warning stages and the fact that private trash haulers do not empty or secure their trash containers. Chuck Vollman said the city used to remove coconuts from trees in the swales but was no longer doing so. Mr. Turek said the city removed coconuts along the beach twice a year and seemed unaware of the problem elsewhere.

Mr. Benson said that before a hurricane, residents should take instruction from the county and after the storm, direction would come from the city. Post-storm communication with residents will be handled with the city's new Public Relations Manager Alison Wealcatch whose job is to handle the media. Mr. Turek said his staff was considering better ways to

communicate with residents. Suggestions included having a clear policy in place before the storm – for example all trash cans should be placed on the street instead of alleys after the hurricane until further notice so that people who may not have access to the city’s cable channel or may not have electricity, and may not read newspapers, will know exactly what to do. This type of information could be provided on the water bills. Inserts were not a good idea, said Dick Morris, because they just get tossed out – right on the bill is better.

After discussion all around, during which city representatives took notes from time to time, the city portion of the meeting ended and the city representatives left.

**MINUTES APPROVED:** The September 2004 minutes were approved on a motion by Chuck Vollman, seconded by Alan Stieb, with the correction that Pat Smith was present.

**RAC EXPANSION:** Sara Case reported on her meeting with the Director of the Broward County Planning Council which will be holding a public hearing on the City’s application to expand the downtown Regional Activity Center (RAC) to include residential neighborhoods in North Central, United Neighbors, Royal Poinciana, and the Lakes. She recommended HCCA and individual associations send letters to the Planning Council requesting that the hearing be held in the evening because so many property owners would be affected if the expanded RAC is approved. Sara agreed to email a sample letter to associations.

Sara also noted that she had a map from the Planning Council Director who asked that the neighborhoods mark in pencil on the map where they want mixed use (residential, commercial, office, retail) and where they want just residential. Ken will make copies of the map for each association to mark up. Then we put them all together on one map to give to the Planning Council. This project should be completed by the HCCA November meeting.

**CODE:** Mr. Benson had said earlier that Code Director Clay Milan reports to him now instead of Rick Lemack who has been detailed to CRA affairs. Mel Pollak reported that at Hills meeting, city had said code office was now budgeted two positions down and that the city manager had said the city had an adequate number of code officers without the two positions, when compared with similar cities. After some discussion, members decided the November HCCA meeting should feature the relationship between code and police: how they have been working together to address neighborhood concerns, and what results they have had. Clay Milan and a sergeant from the Neighborhood Team Leaders were recommended as speakers who would be most familiar with the issues. Ken said he would also invite the city manager to attend.

**ANNOUNCEMENTS:** Ken reported that the city’s new homeowners guide contains the wrong redistricting map. Mel invited all to attend the Hollywood Hills Neighborhood Pride Picnic, from 11-3 on Sat., Nov. 13, at TY Park, Pavillion 10. All food is free. Persons attending are asked to bring 2 canned goods which will be donated to those in need.

**ADJOURN:** The meeting adjourned at 9:10 PM on a motion by Ellen Mata, seconded by Cynthia Eason.

Minutes prepared by  
Sara Case, Secretary