



WEEK OF JUNE 29 – JULY 5, 2020

From the Desk of the City Manager



This week I issued Emergency Order 20-07 regarding the temporary closure of Hollywood Beach, effective July 3rd – July 5th. Pursuant to Broward County Emergency Order 20-19, public access to the sandy beach in Hollywood is prohibited from 12:01 a.m. on Friday, July 3, 2020 until 11:59 p.m. on Sunday, July 5, 2020. This order also limits the public use of the Broadwalk for access to local business establishments. All recreational uses of the Broadwalk shall be

prohibited during this period.

Due to the COVID-19 infection rates trending upward in our area, I felt it necessary to not only mirror the Broward County Order, but to take a more aggressive approach to limit the opportunity for large groups to congregate on the Broadwalk. I encourage everyone to do your part by wearing the required facial covering, maintain social distance and continue hygienic best practices as part of your daily routine.

On Thursday Hollywood Police Chief Chris O'Brien held a Police Department Update and Overview, by request of the City Commission. The goal of the workshop was to give the Commission and community a detailed overview of existing programs, policing policies and protocols as well as operational changes within the department. I have no doubt of the commitment to solid policing in our community by each and every officer under the leadership of Chief O'Brien. I

thank the officers for their hard work in daily in keeping our City safe. I encourage every Hollywood resident to watch the archived video of the workshop which can be found on the City's website at the following link: http://hollywoodfl.granicus.com/MediaPlayer.php?view_id=2&clip_id=990





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From the Desk of the City Manager – (continued)



This week you may have noticed the signage on the west façade of City Hall has been removed. City vendor Ferrin Signs, Inc. removed the letters and seal on Tuesday as part of the City Hall signage update. The letters have been brought back to their shop to be repaired, repainted and the neon lighting will be replaced with energy efficient LED lighting. The seal will be replaced with the City logo. Touch-up paint and the east facade repair and replacement will follow.



Saturday is Independence Day, and I encourage all to celebrate safely at home. As a reminder, due to COVID-19, Hollywood's annual Star-Spangled Spectacular and off-shore fireworks display have been cancelled. As a reminder, all Broward County Governmental offices will be closed on Friday, July 3rd, in observance of the national holiday. As always, the City's online services are available to customers, City parks will remain open, and garbage, bulk and recycling will be collected as regularly scheduled. Please enjoy a safe and happy 4th of July holiday.



Hollywood

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From the Desk of the City Manager – (continued)

It is with great sadness, yet much appreciation, that I report the upcoming departure of our Financial Services Director, Ms. Cintya Ramos. Ms. Ramos started with the City in November, 2017. Even though her tenure has been relatively short, she has brought the City numerous accolades and efficiencies in our financial operations. To name just a few accomplishments, Ms. Ramos served as an integral member of the ERP implementation effort, produced our award-winning Comprehensive Annual Financial Report, of particular note, with no material or significant findings this year, implemented new and revised financial procedures that ensure our continued financial integrity, and played a significant role in growing our City's fund balance as well as set forth the recent adoption of our much-improved Fund Balance Policy. Please join me in wishing Ms. Ramos nothing but great success in both her professional and personal endeavors. The true definition of a leader is leaving a place better than you found it. Ms. Ramos not only did that, but set our City on a path for great financial sustainability and success now and into the future.

The City Commission is now on summer recess, this weekly report will return with the Commission on August 26th. I hope you enjoy the slower pace of summer with your family and friends, take time to read a great book, rest, and stay safe in our beautiful City.



Hollywood

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QUIPS

Office of Communications, Marketing and Economic Development ROI

CMED staff continues posting regular updates to the City's two websites (<https://www.hollywoodfl.org/> and <http://choosehollywoodfl.com/>) for the latest information regarding COVID-19 and monitoring and responding to inquiries on all of the City's social media accounts. Staff is compiling important news and announcements to include in Notify Me emails sent to subscribers 4 days a week.

Staff coordinated and managed the virtual CRA Board Meeting and City Commission Meeting for broadcast on Wednesday and Police Department Update and Overview Workshop on Thursday. Production is also underway on several videos including the PRIDE Flag dedication, Redevelopment Opportunity, and the Fire Truck Washing Down Ceremonies.

CMED Director attended the Chamber of Commerce Monthly Board Meeting providing an update on City activities.

CMED staff working with CBRE regarding the P3 notice for Hollywood Beach Culture and Community Center assisting with answering questions from interested proposers and with the marketing website.

Staff spearheaded the removal of the existing signage on the west façade of City Hall. The letters and seal were removed to be repaired, repainted and fixed with new LED lighting. The new signage will be installed in the coming weeks. The process will be repeated for the east façade. Staff also met with AVI-SPL audio-video contractors to review the scope of work for the production equipment upgrade in room 215. The works commences on Monday.

Staff continues to distribute masks and shields to the business community, as part of the partnership with the CRA in an effort to assist Hollywood businesses to comply with County and City emergency Orders. Business representatives may pick up the supplies from the CMED's office, room 203 in City Hall or from the CRA office in downtown Hollywood during normal business hours. In addition, the required Broward County signage that businesses must have on display are also available in CMED's office.



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QUIPS

Office of Communications, Marketing and Economic Development ROI – (continued)

Staff participated in a meeting with representatives in cities across Broward County to discuss communication efforts for Census 2020 awareness. Ideas were exchanged and upcoming planned initiatives were discussed.

Staff disseminated messaging regarding the closure of Hollywood Beach and Broadwalk restrictions for the 4th of July holiday weekend. Staff continued to communicate the requirements of the facial covering Emergency Orders. Staff created signage for the Beach reminding visitors of the requirements which were placed along the Beach this week.

Staff also crafted messaging and graphics and assisted with the planning, coordination and distribution of Tuesday's Drive-Thru Food Distribution in partnership with Feeding South Florida and FDOT. Promotion continues for Free Walk-up COVID-19 Testing and Temporary Café Zones, which are extended through July 27th. Staff also continued to promote S.E.A. Camp registration, Online Services, the PRCA Master Plan Input Sessions, the recently closed Surplus Auction and the Utility Billing System temporary closure for maintenance. Work also continues on multiple ads as part of the City's Economic Development media advertising buy. Staff also responded to multiple media inquiries over several days related to the City's Emergency Orders and plans for the holiday weekend.

After reaching out to applicants for the Micro-Enterprise Small Business Assistance Program to provide one-on-one assistance, Economic Development staff is reviewing full applications. Eligible businesses are now in 2nd phase of process.

CMED's FastTrac® Start-Up program, a 10-module course designed to take a business from concept to launch, held its 4th session this week, entitled *Planning the Product/Service*. Participants studied their product/service, identifying its features and benefits, stage of development, limitations and liability.



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QUIPS

Office of Communications, Marketing and Economic Development ROI – (continued)

A plan was then developed to include production, facilities, suppliers, spin-offs and governmental approvals. Economic Development staff emphasized the importance of creating and maintaining a competitive advantage by communicating key attributes and describing unique benefits of the product/service, as well as focusing on the benefits and value provided to the customer. Guest speaker Matthew Fornaro of Matthew Fornaro, P.A., discussed intellectual property and government regulations, including patents, trademarks, copyrights, licenses and royalties. He also provided participants with tips on how to protect proprietary interests.

CMED has entered into a partnership with Broward SCORE to provide educational and advisory services to City residents and small business owners through December 2020. This partnership falls under the City's "Backing Business" initiative, as these supportive programs aim to help the local economy grow during this pandemic. Resources currently available include One-on-One Business Mentoring, consisting of online appointments for 1-hour sessions, as well as in-depth one-on-one business assistance by SCORE's Business Acceleration Team experts during multiple sessions.



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QUIPS – (continued)

Department of Design & Construction Management

- **Rotary Park Sports Fields:** The consultant, Craven Thompson & Associates to commence drainage study on site.
- **Sailor's Point:** Pre-construction kick off meeting for the shade structure replacement to take place on 7/2/20.
- **Hollywood Blvd at 26th Avenue Mast Arm Replacement:** The Resolution approving the Consultant's proposal was approved at the 6/17/20 City Commission Meeting. Authorization to Proceed for the consultant is being routed for City approval.
- **New Police Headquarters:** The Program Consultant presented a project update at the General Obligation Bond Advisory Committee meeting on 6/29/2020.
- **Arts & Culture Center Multidisciplinary Arts Ed Center Renovation:** Design is ready for Pre-application Conceptual Overview (PACO) review and it is scheduled for the second week of July.

Weekly updates on DCM projects continue to be posted through the City of Hollywood website on the DCM page: <https://www.hollywoodfl.org/1197/Design-Construction-Management>.

Parks and Recreation and Cultural Arts



Mullings Engineering started sod installation on the west soccer field at Boggs Field on Tuesday, June 30, 2020. Installation is scheduled to continue through the rest of this week. Weather permitting.



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QUIPS – (continued)

Office of Human Resources

The City has partnered with Memorial Hospital to provide health care to uninsured Hollywood residents. A mobile van will be located at City Hall, 2600 Hollywood Boulevard beginning Monday, July 6, 2020. The van will be at City Hall, Monday through Thursday, July 6 through July 16, 2020. **Please call Centralized Scheduling to book an appointment: ENGLISH 954-276- 5548, SPANISH 954-276-5542.**

Services to be provided include:

- General Medical Exams and Screenings
- Vaccinations
- Referrals to Dentists
- Nutritional Counseling
- Medicaid Eligibility and Insurance Enrollment Information
- Links to Social Services

Employment Division

We currently have four (4) new hires and one (1) promotion pending final approvals. We have a total of 17 open job postings and 54 open requisitions. Finally, the following jobs have been posted in NEOGOV/GovernmentJobs.com and are ready for submission of applications:

- Planner (CRA) – Job is open competitive and posting period closes 7/13/2020
- Receptionist (CRA) – Job is open competitive and posting period closes 7/6/2020

Learning

Last week, we coordinated our American Cancer Society fundraiser shirt distribution; gaiter pickup for our Skin Cancer Prevention Campaign; ordered masks for distribution to City employees; researched food options for Public Service Recognition Week and another vendor for the gift cards we are going to provide employees to show our appreciation for their continued public service; and conducted Oracle testing on issues we raised with our new ERP Software.

**WEEK OF JUNE 29 – JULY 5, 2020****QUIPS – (continued)****Office of Human Resources – (continued)**

This week, we are working on Volunteer Appreciation letters, making arrangements for purchasing gift cards to provide our volunteers, and final Oracle testing on performance review notifications. Ten participants of the Supervision in Government training program (eight classes) were able to complete the final two classes via Zoom in an online training.

Labor Relations

The Labor Relations Division processed one (1) new Family Medical Leave Act (FMLA) application, and followed up on four (4) currently opened FMLA files. Medical dues deduction fees in the amount of \$147.56 were received and processed for an employee who is currently on Administrative Leave, and \$376.08 was collected for an employee who is currently on FMLA. We are currently working on four (4) disciplinary issues, and gathering information for our response to an EEOC charge. We received and reviewed five (5) new requests for Emergency Paid Sick Leave (EPSL), and we are continuing to answer questions regarding COVID-19, and mitigating exposures.

Risk Management

Risk Management reviewed 25 certificates of insurance for insurance compliance for individuals or firms that perform work on behalf of the City. Appraiser elevation certificates were received for 102 South Ocean Drive, 800 Knights Road, and 3150 Taft Street so Flood Insurance quotes could be obtained. The Cigna Rx rebate check was received in the amount of \$118,074. There were 10 reports of damage to City property; eight (8) are pending additional information from appropriate departments to determine if recovery is possible, and two (2) were determined to not be City property so recovery is not possible. We attended an IT webinar concerning user access roles for policy review.



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QUIPS – (continued)

Budget & Performance Management

Budget Corner: *Setting the Not to Exceed Millage*

During the July 1st City Commission meeting, the Office of Budget & Performance Management presented a resolution to set the not to exceed millage rate for Fiscal Year 2021. Below are a few frequently asked questions regarding the not to exceed process:

What is TRIM?

The Florida Legislature passed the Truth in Millage Act (also known as TRIM) in the 1980s. The premise behind this law was to increase transparency by establishing statutory requirements for all taxing authorities and informing property owners of the specific details that make up their tax bill.

What exactly is a not to exceed millage?

The Florida Statute requires that each taxing authority submit a proposed millage rate to the Property Appraiser's Office by a specified deadline. The proposed millage essentially sets the "ceiling" of the total taxes that can be levied by the taxing authority (hence, a not to exceed millage). The proposed millage will be used by the Property Appraiser's Office to prepare the TRIM notice.

However, the statutes allow taxing authorities to increase the millage rate under specific parameters. If the taxing authority decides to increase the rate above the proposed rate, then it will be required to inform the Property Appraiser's Office. The Property Appraiser will notify property owners of the change and the cost will be incurred by the taxing authority.

What is the City's proposed not to exceed millage?

The City proposed to maintain a flat total millage rate of 7.9226 for Fiscal Year 2021. This comprises of: operating millage of 7.4665, 2005 debt service millage of .2200 and 2019 debt service millage of .2361.



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QUIPS – (continued)

Budget & Performance Management – (continued)

What is a rolled back rate?

The rolled back rate is the millage rate necessary to raise the same amount of revenues levied in the prior year (exclusive of new construction, additions to structures, deletions, TIF payments, etc.).

How does this affect the taxes that I will pay?

The proposed millage reported by each taxing authority will be used by the Property Appraiser's Office to prepare the TRIM notice. The TRIM notice will inform taxpayers of how much taxes will likely be levied on the November tax bill.

Development Services



In collaboration with Feeding South Florida, FDOT, City Staff and other community volunteers, 750 households received fresh groceries on Tuesday, June 30th. The next distribution will be on Tuesday, July 14th.



Hollywood

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QUIPS – (continued)

Building Division

Between June 10th - June 25th Building completed:

Inspections	Total
Virtual inspections	199
In person inspections	2,390
Plan Review	Total
Virtual plan review	1,063

Building Division Staff will be attending funeral services for Sandra Monereau, also known as Ms. Sandra, Monday, July 6th. As such, the Building Division will temporarily be closed from 1:30 p.m. - 4:00 p.m. All permitting services will resume regular operations at 4:00 p.m. on Monday, July 6th. We apologize for any inconvenience this may cause.



Code Compliance Division

Code Officers have been responding to complaints of COVID-19 violations forwarded from the County. Since June 19th 108 complaints were responded to and investigated. Two establishments were closed down (June 20th). Typically, warnings are issued along with public awareness postings placed in business for view by the patrons. On Saturday night Broward County sent two Code Inspectors to assist enforcement of the County ordinance(s) we expect to be adopted this week.

Between June 17th - June 24th officers completed:

- 559 re-inspections
- 125 new calls of concern
- 449 new violations/courtesy warnings issued



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QUIPS – (continued)

Community Development Division

Between June 22nd - June 28th Community Development completed:

Neighborhood Pride Owner-Occupied Housing Rehabilitation Program:

- 3 Grant Approvals
- 6 Income Certifications in process
- 4 Work write-ups in process
- 13 Housing Rehabilitation Progress Inspections

First-time Homebuyer Assistance:

- 1 Inspection
- 1 Wire to Closing Agent

Social Service Counseling & Referrals:

- 7 were assisted with navigating Food Assistance/Food Stamp on-line platform
- 5 were assisted with navigating Unemployment benefits
- 17 were provided referrals for assistance with utility bills
- 1 was provided Homeless Service Placement
- 32 were referred for Rental Assistance

Eviction Prevention Rent & Utility Assistance Program

- Received 16 applications on June 25, 2020 (Application window opened on Thursday, June 25, 2020).

Advisory Boards Activities:

The African American Advisory Council held a regular meeting on June 25, 2020 to discuss the results of participation in Barry University Forum on Police Relations with Communities of Color conducted on June 11, 2020.

The Community Development Advisory Board held a special meeting, on June 24, 2020, to finalize their General Fund Public Service Agency Grant Recommendations.



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QUIPS – (continued)

Engineering, Transportation & Mobility Division

Between June 22nd - June 25th Engineering completed:

TASKS ENGINEERING	TOTAL
TOTAL CUSTOMER SERVICE CALLS	262
ROW SUBMITTALS/REVISIONS/ISSUANCE	20
INSPECTIONS	107
PLAN REVIEWS	159
TRAFFIC - CUSTOMER SERVICE COMPLAINTS	10
MOT PLAN REVIEWS	6

**WEEK OF JUNE 29 – JULY 5, 2020****CURRENT****CANCELLED - Funtastic Friday & ArtsPark Movie Night****Friday, July 3**

Bring the kids to Funtastic Friday at the ArtsPark at Young Circle in downtown Hollywood where they can enjoy the playground, splash pad and movie night.

CANCELLED - Hollywood Beach 4th of July Celebration and Offshore Fireworks

Due to the COVID-19 pandemic and restrictions on large gatherings, the offshore fireworks display on Hollywood Beach has been cancelled.

CANCELLED - Dream Car Classic**Sunday, July 5**

The monthly Downtown Hollywood Dream Car Classic takes place along Hollywood Boulevard between 19th and 20th Avenues from 10:00 a.m. - 3:00 p.m. The Dream Car Classic features dozens of classic cars, trucks and other one-of-a-kind vehicles on display. Attendance is free. There is a \$20.00 charge for those who wish to have their vehicles on display.

To pre-register for the Dream Car Classic, email Joe Bevelacqua at jbevsvr@msn.com and include your vehicle's make and model. Vehicles also will be registered the morning of the show as space permits. Participation is limited to 85 vehicles with awards for the Top 30 vehicles and the People's Choice Award. For additional information on the Dream Car Classic, please contact us at 954.825.1027.

CANCELLED - Full Moon Drum Circle**Sunday, July 5**

Bring your percussion instrument to join in the Full Moon Drum Circle at ArtsPark from 7:00 p.m. - 9:00 p.m. All skill levels are welcome to participate in this free, guided drum circle in the Palm Court area on the west side of the ArtsPark at US-1 and Hollywood Boulevard. For additional information, please contact us at 954.926.0204.

**WEEK OF JUNE 29 – JULY 5, 2020****UPCOMING****CANCELLED - Food Trucks at ArtsPark****Monday, July 6**

Bring a blanket or a beach chair and a hearty appetite to the Food Trucks at ArtsPark. Monday evening from 5:30 p.m. – 10:00 p.m. Select from over 20 different food trucks. Admission is free. Menu prices vary. Visit <http://burgerbeast.com/arts-park/> for this week's truck line-up.

CANCELLED UNTIL FURTHER NOTICE - Hollywood Beach Sweep Clean-Up**Saturday, July 11**

Help keep Hollywood Beach beautiful by volunteering for the Hollywood Beach Sweep Clean-Up on the 2nd Saturday of each month, from 7:00 a.m. – 11:00 a.m. at Charnow Park, 300 Connecticut Street and the Hollywood Beach Boardwalk. Volunteers meet to collect litter and cigarette butts from the sandy beach. Volunteers are asked complete the registration form found on the City's website under Beach Sweep. Children, ages 8 and older, are welcome to participate when accompanied by an adult. Gloves and garbage bags are provided to all volunteers along with safety instructions.

Operation Paintbrush**Saturday, July 11**

The paint supply has been secured from Broward County allowing Operation Paintbrush to take place. Paint distribution takes place at 1600 South Park Road at the Public Works Compound from 8:00 a.m. until noon while supplies last. Up to 20 gallons of high quality recycled exterior latex paint is available to single-family homeowners who provide their driver's license and a current utility bill as proof of residency in the City of Hollywood. The paint colors currently being offered are off white, beige, terracotta, gray, and turquoise. Please Note: This is not a paint drop off site. You must dispose of your old paint at the Broward County Household Hazardous Waste Residential Drop Off facility located at 5601 West Hallandale Beach Boulevard on Saturdays only from 8:00 a.m. to 4:00 p.m.

IMPORTANT NOTICE: *All residents coming to pick up paint must wear a mask. Residents will not be allowed on compound without a mask.*



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UPCOMING- (continued)

CANCELLED - Downtown Hollywood ArtWalk
Saturday, July 18

Do some shopping, grab a bite to eat, or pop into an art gallery while enjoying art, cultural entertainment, live music and the murals at the *Downtown Hollywood ArtWalk* from 6:00 p.m. - 11:00 p.m. A *FREE Guided Mural Tour* begins at 6:00 p.m. at the Visitor Center Information Booth at the corner of 20th Avenue and Hollywood Boulevard. Learn the stories behind the art and artists! The *Downtown Hollywood Artisan Market at Artwalk* on Harrison Street between 20th and 21st Avenue, features pop-up shops, artist showcases, handmade items, local purveyors, vintage shopping and fun!

At 8:00 p.m. artist Daniel Pontet, accompanied by Jeff Lee of Resurrection Drums, entertains the crowds at 2001 Van Buren Street with Impulse Art, a fusion of music and foot painting. For additional information, please contact the Hollywood Community Redevelopment Agency at 954.924.2980 or visit www.FloridasHollywood.org/ArtWalk.