

6:00 PM SUSTAINABILITY ADVISORY COMMITTEE JANUARY 2020 AGENDA

Sustainability Advisory Committee

City Hall

Room 215

2600 Hollywood Blvd

Hollywood, FL 33020

**1. AGENDA**

Agenda For Sustainability Advisory Committee Meeting January 23, 2020

DOCUMENTS:

[AGENDA 2020.01.23.PDF](#)

**2. MINUTES**

Minutes For Sustainability Advisory Committee Meeting January 23, 2020

DOCUMENTS:

[MINUTES 2020.01.23.PDF](#)

**CITY OF HOLLYWOOD  
SUSTAINABILITY ADVISORY COMMITTEE**

January 23, 2020 – 6:00 PM

City Hall - Room 215

- I. Roll Call
- II. Review and approval of minutes from December 11, 2019
- III. Brief presentation by Mona Lisa Weber, New Florida Majority
- IV. Brief announcements from members, staff liaison
- V. Climate Legislation Workshop preparation
- VI. Rain barrel activity – brief update
- VII. Update on Youth Summit
- VIII. Continue discussion of tree ordinance
- IX. Green Business Certification program name
- X. Adjournment

*Two or more members of any other City Board, Commission or Committee, who are not members of this Committee may attend this meeting and may, at that time, discuss matters on which foreseeable action may later be taken by their Board, Commission or Committee.*

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*For more information concerning this meeting, please contact Elaine Franklin, Environmental Sustainability Coordinator at 954-921-3471 x3.*

## MINUTES

Meeting of the City of Hollywood  
Sustainability Advisory Committee  
January 23, 2020 – 6:00 PM

<b>Present</b>	<b>Absent</b>
Rich Aube Todd Delmay Sylvia Meyer Graham Penn Wendy Schugar-Martin, Chair Catherine Uden	Stephanie Anderson Sara Berke James Jackson Grahm Rubin
	<b>Staff Liaison</b>
	Elaine Franklin
	<b>Guests</b>
	Sean Atkinson Vernal Sibble

The meeting was called to order at 6:18P.M. by Todd Delmay. Roll call. Attendance was taken, noted above. Wendy Schugar-Martin notified Elaine Franklin ahead of time she would arrive late. A quorum was present once she arrived.

Sean Atkinson, a member of the Parks and Recreation Advisory Board, introduced himself and described a project he is working on to acquire and plant approximately 500 trees with the help of volunteers to create a screen on the east, north, and west sides of Boggs Field. The intent is to protect sports field users, mostly children, from the air pollution generated on Sheridan Street, which borders the field. He has support from Commissioner Callari, Guz Zambrano, Assistant City Manager of Sustainable Development, and Cory Styron, the Director of Parks, Recreation and Cultural Arts. He asked the Committee for assistance with recruiting volunteers.

Todd made a motion to approve the minutes of the December 11, 2019, meeting. The motion was seconded by Cat Uden and the item passed unanimously.

### Announcements and Comments

Cat shared that Lee Gottlieb is conducting an adopt-a-dune program, including in the City of Hollywood.

Wendy reminded the Committee about Lobby Day in Tallahassee February 5-6, 2020.

Elaine announced that the resolution to request donations was passed by the Commission. The SAC is invited to run a table at Ocean Day on March 28, 2020. There is a new SAC logo since the Committee name changed. Lorie Mertens-Black will retire from the City on February 6, 2020. The new plastics ordinance will have its first reading by the Commission on February 5, 2020. There will be a Dune Master Plan workshop

on February 10, 2020, at 2:00P.M. There are plenty of cotton reusable bags to give to kids at the Youth Summit.

#### Brief presentation by Mona Lisa Weber, New Florida Majority

Mona Lisa Weber was unable to attend.

#### Update on Youth Summit

Sylvia Meyer announced that the youth summit as originally planned would not be going forward because she was not hearing back from the school. The Committee discussed reaching out to the After School Program and After School clubs as alternatives. Members discussed whether conducting the activity at Ocean Day would fulfill the goal. The original goal was to create awareness among younger children, but Ocean Day is targeting high school age and older learners. Since Sara Berke is no longer able to assist with co-chairing the subcommittee, Wendy offered to co-chair with Sylvia.

#### Climate Legislation Workshop Preparation

There are four speakers confirmed for the workshop. They are from the League of Women Voters, the Citizens Climate Lobby, the Sierra Club, and the New Florida Majority. Another two speakers are possible. The Committee requested that Elaine invite US Representatives Ted Deutsch, Debbie Wasserman-Schultz, and Frederica Wilson, the City of Hollywood's lobbyist, local elected officials, and Matt Schwartz who is Executive Director of the South Florida Wildlands Association.

#### Rain Barrel Activity

The NFL Sisters in Service is providing 30 rain barrel kits for free and is seeking reimbursement for an additional 30 to provide kits for all 60 barrels donated by Coca Cola. The Committee discussed having all participants pay \$15 each or finding a corporate sponsor to cover the cost of the 30 kits at \$30 each. Cat noted that AD1 Global based in Downtown Hollywood is looking for opportunities to be involved in sustainability. They might be interested in sponsoring the kits. To increase the number of people who register and show up, members suggested requiring a refundable deposit. For registrations, members recommended creating an Eventbrite page, rather than having people call or email Elaine to register.

#### Continue Discussion of the Tree Ordinance

Graham Penn noted discrepancies within the City's ordinance. The Committee discussed overhauling the ordinance rather than just revising it. Graham offered to write new sections for the replacement standards, the measurements used and about trees of significance. It should also highlight designs that have areas that don't require irrigation. He will provide a framework of what should change by February 10, 2020. Members discussed writing a letter to the Commission with bullets showing the inconsistencies between the City of Hollywood and Broward County and that the Committee would report to the Commission in March.

### Green Business Certification Program Name

As Elaine continues working on the green certification program she noticed that her predecessor had crafted a green building program for Hollywood that was referred to as Hollywood Green. Since this program will recognize more than just businesses in Hollywood, this program would not be called "Hollywood Green Business Certification." Thus, she asked for input on alternative names to distinguish the certification program from a potential green building program. Members discussed Sustainable Hollywood. Todd asked what people will recognize. Then the following suggestions were made:

- Sustainable Certification
- Green Hollywood
- Hollywood Green Certification – A sustainable/sustainability certification
- Green Hollywood – A sustainable/sustainability certification

The Committee recommended taking these ideas to the City's communications staff for their expert input.

Members then discussed raising awareness about this program as well as the plastics ordinance that the Commission is reviewing. They recommended informing stores as soon as possible so they can start stocking items that are in compliance with the ordinance. Conduct outreach to businesses so they understand which products are truly green. Cat mentioned the resolution that Boca Raton recently passed regarding the State's bill that preempts bans on plastic bags and polystyrene.

Todd made a motion at 7:56P.M. to adjourn. It was seconded by Cat and passed unanimously.