

City of Hollywood  
Community Development Advisory Board  
**Regular Meeting Minutes**  
**October 10, 2019**

CALL TO ORDER:

The City of Hollywood, Florida, held a Community Development Advisory Board Meeting on October 10, 2019 at City Hall, 2600 Hollywood Blvd., Room 215, Hollywood, Florida. The meeting was called to order by the Chair, Marty Shuham, at 6:35 P.M.

ROLL CALL:

Present:

Paola Adams  
Mitch Anton  
Phil de Souza  
Joann Fullington Reese  
Rochelle Lessner  
Siobhan McLaughlin  
Marty Shuham  
Milana Walter

Absent:

Audrey Dallaire  
Jim De Miles  
Don Weimer

STAFF:

Donna Biederman, Staff Liaison  
Anthony Grisby, Interim Community Development Manager

PUBLIC:

None

**Approval of Meeting Minutes**

*\*\*A motion was made by Siobhan McLaughlin to approve the meeting minutes for July 10<sup>th</sup>, July 31<sup>st</sup> and September 10, 2019 and was seconded by Mitch Anton.. The motion passed unanimously. \*\**

**New Business:**

- **Sandra Veszi Einhorn, Executive Director, Coordinating Council of Broward to provide an overview of the organization and services provided**

Mr. Shuham introduced Sandra Einhorn to speak about the Coordinating Council of Broward.

Ms. Einhorn offered her background. She said that her housing career began a decade ago when she ran a non-profit organization called Rebuilding Together Broward, which assisted low-income elderly, disabled and veterans with home repairs. They did projects in Washington Park and Beverly Park in Hollywood.

This led her to her position with the Coordinating Council of Broward. The CCB is made up of senior executives from businesses, government and non-profits and represent the largest health and human services stakeholders in the county. They include organizations such as the county, hospital systems, the Broward Sherriff's Office, Dept. of Health, the United Way, the Community Foundation and others. None of them are housing organizations, but they all review the United Way's ALICE report, which stands for Asset Limited Income Restrained and Employed. ALICE represents 50% of Hollywood households. High rental costs, the cost of living and low wages contribute to South Florida being the most cost-burdened area in the nation. The CCB has had a number of successes, including the creation of a County Affordable Housing Trust Fund. Each year, the County allocates funds for affordable housing. They have helped to increase the funding, to which she provided details. There is a potential for cities to have their own affordable housing trust funds and possibly negotiate a match with the County. Ms. Einhorn discussed the Interlocal Agreement between the City, County and CRA for the Neighborhood Pride Program. The CCB coordinates data from various Broward County cities to share with others. They have advocated to reduce regulatory requirements and allow for coordination with non-profit organizations to stretch the funds.

Mr. Anton inquired about County assistance with spending ILA funds.

Ms. Einhorn said that she doesn't know that Hollywood requires guidance from the County to spend ILA funds. She said that Hollywood has fantastic staff, such as Anthony Grisby, who she is certain will move forward in the right direction. The County's main focus on new, affordable housing. The intent of the ILA, at this point, is housing rehabilitation. There is sub-standard housing that requires attention in Hollywood. She said that she would like to encourage the City to leverage funds with non-profits to provide both interior and exterior repairs as part of the Neighborhood Pride Program. She said if the sole focus is on raising property values, you will have long-term threats to affordability. There should be a balance, while looking at quality of life for residents.

Ms. Walter asked if the CCB helps to achieve that balance.

Ms. Einhorn said that in addition to the CCB, she serves as the Executive Director of the Non-Profit Executive Alliance, made up of 75 organizations, who provide a multitude of services. Those organizations meet with municipalities to discuss service needs and how they may collaborate.

Ms. Einhorn said she would send a summary of data and the CCB's comprehensive strategic plan regarding housing.

Mr. Shuham said that every municipality is different and she touched on why Hollywood is unique. He wanted to know what the CDAB should be looking for and asked Ms. Einhorn for other specifics that make Hollywood unique.

Ms. Einhorn said that some of the largest employers in the City of Hollywood offer low-wage jobs. She said that we should think about what drives our economy and where these people are going to live. If they can't afford to rent in Hollywood, they will not buy in Hollywood.

Ms. McLaughlin said that some of the transportation that people need is not available.

Ms. Einhorn said that many people are reliant on public transportation and their wages do not support the effort to get to work in some instances.

Mr. Grisby asked Ms. Einhorn to mention inclusionary zoning efforts.

Ms. Einhorn said that inclusionary zoning is not happening due to the legislature. She explained that there is a mandate that any housing project, a certain percentage of the project be affordable. Part of those challenges are for the developer and financing is infinitely harder. Ms. Einhorn said that the developers take on various risks. She said that we need to find strategies to encourage developers to create affordable housing projects such as funding, density bonuses, and fast tracking permitting. Commissioner Geller proposed density bonuses along transportation corridors.

Ms. Einhorn offered to come speak to the board again in the future.

➤ **Neighborhood Capital Improvement Program Parkside Application Selection**

Mr. Shuham introduced this item.

Ms. Lessner requested an overview to refresh the board regarding this item.

Ms. Biederman explained that it was possible that two neighborhood associations would submit an application for the same neighborhood, in which case, the board voted to select the best application to submit to the NCIP Evaluation Committee.

Mr. Anton explained the situation with the two neighborhood associations and brought forth a concern as to whether the Parkside Civic Association qualifies as a civic association in the City.

Ms. Walter advised that she lives in Parkside and is a member of the Downtown Parkside Royal Poinciana Civic Association (DPRPCA).

Mr. Shuham asked if any board member had other questions for Ms. Biederman.

Ms. Fullington-Reese asked if staff determined the eligibility.

Ms. Biederman said that both neighborhood association submitted all eligible criteria and have been determined eligible. She advised that she sent the board the completed applications and back-up from the two associations. Meeting minutes and correspondence was included. There is no reason for staff to believe that the information submitted was questionable.

Ms. Biederman reviewed the application submissions.

The board held discussion.

Ms. Lessner said she was uncomfortable discussing the selection of an application when there are board members who are board members of the DPRPCA.

Mr. Shuham said that the board members can either recuse themselves or they may just disclose the proper information, as it is not a conflict. Many of the board members are members of organizations within the City.

Ms. Lessner said she understands, yet still feels uncomfortable with discussion and selection when there are CDAB members with an interest in one of the two associations.

Mr. Anton said that he is only a member of DPRPCA and not a board member.

Ms. Lessner said that she was under the impression he was a board member. She thanked Mr. Anton for the clarification.

Ms. Biederman reviewed both of the applications.

Ms. McLaughlin asked of the specific location to make sure the location for the DPRPCA submission was not physically in Hallandale.

Mr. Shuham reiterated that Mr. Anton and Ms. Walter are members, but not board members of DPRPCA.

Mr. Anton said that he doesn't have an issue with walking out of the room while the board holds a vote.

Ms. Adams asked for more information about the situation.

Mr. Shuham explained that each neighborhood or civic association was able to submit one project for their represented neighborhoods. In the instance that more than one association represents the same neighborhood, the CDAB would make a recommendation regarding which project would be forwarded to the Evaluation Committee.

Ms. Adams asked the board members if they had any input regarding the projects.

Ms. Fullington-Reese asked specific questions about the DPRPCA signage proposal. She asked if the association whose project was not selected will have an opportunity to submit again in the future.

Mr. Grisby said that will be up to the board.

Ms. Biederman clarified that the DPRPCA submitted the signage project and the Parkside Civic Association submitted the artistic crosswalks project.

*\*\*A motion was made by Siobhan McLaughlin to recommend the DPRPCA project to the Evaluation Committee and was seconded by Paola Adams. The motion passed 6-0 with Mitch Anton and Milana Walter abstaining due to a possible conflict. \*\**

## **Old Business**

**Public Service Recommendations-** Mr. Shuham mentioned in previous meetings for the board to consider other ways in which to determine funding recommendations and said the board has some time to consider what has been discussed. He said that at the last meeting, Mr. Anton proposed for the CDAB to submit individual recommendations to the staff liaison to compile and bring to the Preliminary Recommendations meeting. He asked if the board wanted to motion on this.

*\*\*A motion was made by Siobhan McLaughlin to submit individual grant funding recommendations to the staff liaison in advance of the preliminary funding recommendations meeting and was seconded by Rochelle Lessner. The motion passed unanimously. \*\**

**Public Service Agency Site Visits-** Mr. Shuham reminded the board of the site visits scheduled beginning the following week.

Ms. Biederman distributed the schedule and answered questions from the board.

**Housing Rehabilitation Loans for the past year-** Mr. Shuham reminded the board that the board previously requested information for the average cost of housing rehabilitation loans for the year.

Ms. Biederman said that the average cost for the housing rehabilitation loans is \$59,229.41.

Mr. Anton asked if the City will only perform construction on the exterior.

Mr. Grisby said that there are instances where we will not be able to perform rehabilitation on the exterior unless concerns are addressed on the inside. We have programs that handle both.

### **Member Comments:**

Mr. Walter said that it was very positive to have Ms. Einhorn speak to the board.

Mr. Shuham agreed that it is great to hear from others in the community and asked the board to consider speakers they feel would be beneficial to the board.

Ms. Walter mentioned the Sadowski Funding and went into details about the risk to the funding and actions being taken to address the concern.

Ms. Fullington-Reese asked how many projects the funds will allow for housing rehabilitation as part of the Neighborhood Pride Program.

Mr. Grisby said that we have close to 150 applicants and funding is not a concern to serve those residents.

Ms. Adams asked if it is a loan or a grant.

Mr. Grisby said that the Neighborhood Pride Owner-Occupied Housing Rehabilitation is a conditional grant, forgiven in 10 years.

### **Staff Comments**

Mr. Grisby presented a Neighborhood Pride Program update. He said that we have approximately 150 applicants, which is putting a strain on the Housing Rehabilitation staff. We are looking into other options to obtain assistance. Two have been approved. We have 11 in the process. We have promotional signs. We have also partnered with Communications, Marketing and Economic Development (CMED) to create the Work Skills Training Program. Since we last met, we have had our Social Service Coordinator, Barbara Lawson, who has handled 26 referrals for seniors, 21 homeless and at risk for housing placement, 13 home visits and have developed a timeline for an Age-Friendly Program. We made presentations in the community to promote beneficial programs such as the Financial Literacy Workshop, hosted by the African-American Advisory Council. The Affordable Housing Advisory Committee reviewed the water/sewer issue.

Ms. Biederman advised the board that the next CDAB Meeting will be on November 13<sup>th</sup> at 6:00 PM in Room 219 for the Citizen Needs Assessment. Ms. Biederman advised the board of efforts in advertising the meeting. We are working with CMED to promote the meeting and other outlets and asked the board if they have any other ideas to please submit them to her.

### **Adjournment:**

*\*\*A motion was made by Mitch Anton to adjourn the meeting at 8:10 PM and was seconded by Paola Adams. The motion passed unanimously. \*\**