

From our District 2 City Commissioner

Dear Friends and Neighbors,

Over the past twelve years, I have been given a precious gift – the trust of the voters in District 2 to represent them on Hollywood’s City Commission. I treated this trust with the respect it deserved and have dedicated myself to working hard for my neighborhood, the District and the citizens of Hollywood. I am proud of what we have been able to accomplish together.

Areas like Crystal Lakes, Lincoln Park and Adams Street that were rife with crime have seen real changes for the better. Our parks, beaches, the Broadwalk, and public buildings have been greatly improved. We’ve rezoned areas so that we can manage growth in a way that makes the most sense. We have made the tough decisions necessary to make sure the city remains on sound financial footing.

We have found ways to foster local businesses, created affordable housing and raised the standards of childcare in the city. We’ve required landlords and banks to be responsible stakeholders and encouraged educational institutions to call Hollywood home.

And so, it feels like the right time to pass the baton. As most of you know, I have decided not to run for commissioner again and want to serve in other capacities in the future. As your commissioner, I have learned a lot of things from many of you and in turn, a lot about myself. With every vote, I had to ask myself what was good for the community and what was fair. It has prompted not only many nights studying the issues, but also many moments of reflection. It has truly been an incredible education.

Every new commissioner has a steep learning curve. There is a tremendous amount to learn. Thankfully, there is no shortage of knowledgeable people working at City Hall. We are lucky that our city has many dedicated and professional employees who work everyday to keep this city running smoothly. We are in very capable hands.

Thanks you for the opportunity of a lifetime - to serve my neighbors and fellow citizens. As always, if you have any great ideas or concerns, please call me on my cell phone at 954-483-8263, at the office at 954-921-3321 or email me at bfurr@hollywoodfl.org. At least until November, then you’ll have to call the next lucky person.



Hollywood CERT and You

CERT stands for Community Emergency Response Team. It is a volunteer organization which falls under Citizencorps and Homeland Security. It is a national organization which was started in California following a massive earthquake. The role that local citizens have in recovering from a crisis was recognized. And FEMA now provides CERT training as a way to help citizens prepare themselves to survive and assist their communities following a disaster or emergency. In Hollywood (FL) CERT is implemented under the auspices of the Hollywood Fire Department. We have a Battalion Chief (Dapolito) and a Division Chief (Medina) who volunteer on Saturdays and volunteer citizen trainers who assist us with the 17.5 hour FEMA training course and ongoing training which takes place on the first Saturday of every month. The initial training includes fire suppression, search and rescue, triage, first aid, anti-terrorism and incident command. Supplemental training involves damage assessment, ham radio operator courses, Skywarn with the National Weather Service and other related topics. CERT members are invited to participate in drills where learned skills can be practiced and community volunteers can meet each other. And also CERT is invited to assist with local parades and events such as the Air and Sea Show or the Hollywood Candy Cane Parade and others. CERT members might man a first aid station or hand out water or just watch the crowd for any emergencies during these events. Hollywood CERT members are organized according to their local fire station. The Hollywood Fire Department is always there to assist us. Hollywood is one of the few cities that has a Teen CERT program also. Training takes place at the Hollywood Fire Training Center at 3400 N 56th Avenue. To sign up for notification of the next training dates visit Hollywood-CERT.org and click on join. By participating in CERT you will be better prepared to help yourself and your family and neighbors in the event of a hurricane or other disaster or emergency. You do not need any prior experience or skills. We look forward to hearing from you.



Maria Jackson Ratliff, CERT Coordinator

Beautification Funds for Highland Gardens Neighborhood

Hello neighbors! As you may know, in late 2010 there were three task forces assembled to address residents’ issues brought up at a town hall style of meeting in September of that year at City Hall. The meeting aimed to get input from us, the neighborhood residents, as to what we would like to see improved in our neighborhood. The three subsequent task forces, or committees, comprised of residents and facilitated by City staff were created as a result of the meeting. Each dealt with one of three particular issues: Neighborhood beautification, gateway identification and beautification, and Adams Street redevelopment (a group dedicated to guiding the future uses, development guidelines, and proposal criteria from would-be developers of the Adams Street parcels acquired by the City and its partnering agencies). There was some funding allocated to the two beautification-based projects for implementation of their ideas. As a result of these efforts, there were some funds remaining after the gateway beautification and neighborhood beautification projects were implemented, so a subsequent meeting was held in January of this year to discuss what additional beautification efforts our neighborhood residents wished to utilize the remaining money on. At the initial meeting, several ideas were put forth, and additional ideas were generated at subsequent meetings until a solid ‘wish list’ of beautification ideas materialized.

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