

**City of Hollywood
COMMUNITY REDEVELOPMENT AGENCY
June 4, 2025
9:00 A.M.
City Commission Chambers – Room 219
Hollywood City Hall**

The meeting of the Community Redevelopment Agency was called to order by Chair Josh Levy on June 4, 2025, at 9:09 A.M. in the City Commission Chambers, Room 219, 2600 Hollywood Boulevard, Hollywood, Florida.

Roll Call was as follows:

Chair	Josh Levy
Vice Chair	Idelma Quintana - absent
Board Members:	Caryl Shuham
	Peter Hernandez
	Traci Callari
	Adam Gruber
	Kevin Biederman
Interim General Counsel	Damaris Henlon
CRA Executive Director	George R. Keller, CPPT
CRA Deputy Director	Susan Goldberg
Board Secretary	Phyllis Lewis

Conflict Disclosures

There were no new conflicts to disclose.

Citizens' Comments

The following individuals expressed their personal opinions/concerns:

Bob Glickman

Vice Chair Quintana arrived at 9:23 A.M.

- 1. R- CRA-2025-19** – A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Authorizing The Payment Of Fees To Circuit Transit Inc. To Renew The Mirco Transit Services In An Estimated Annual Amount Of \$470,567.00; Providing For A Total Estimated Annual Cost Of \$1,246,000.00 To Be Shared By The CRA And The City Of Hollywood.

George Keller introduced Andria Wingett, Director of Development Services, to provide a presentation to the Board. Jason Bagley, Circuit Transit, was introduced to answer questions the Board may have.

An extensive discussion ensued among members of the Board and staff.

ACTION: Motion was made by Board member Hernandez to adopt the resolution. The motion was seconded by Board member Shuham and on a voice vote passed unanimously 7-0.

2. **R-CRA-2025-20** – A Resolution Of The Hollywood, Florida Community Redevelopment Agency (“CRA”), Approving And Authorizing The Appropriate CRA Officials To Execute A Property Improvement Program Grant Agreement With Waterways Condominium Association, Inc. For On-Site Improvements To The Property Located At 1908 North Ocean Drive In A Total Grant Amount Up To \$52,410.00.

An extensive discussion ensued among members of the Board and staff. The Board invited Russell Long, Chief Building Official, to address issues and concerns presented by the Board.

Samuel Montalvo, President of the Association, responded to issues and concerns presented by the Board.

ACTION: A motion was made by Board member Shuham to amend the resolution approving the grant, stipulating that the Association must meet the requirement for the 50-Year Recertification. The motion was seconded by Vice Chair Quintana and on a voice vote passed unanimously 7-0.

3. **R-CRA-2025-21** – A Resolution Of The Hollywood, Florida Community Redevelopment Agency (“CRA”), Approving And Authorizing The Appropriate CRA Officials To Execute A Property Improvement Program Grant Agreement With Batwang LLC For On-Site Improvements To The Property Located At 1940 & 1942 Hollywood Boulevard In A Total Grant Amount Up To \$150,000.00.

An extensive discussion ensued among members of the Board and staff. It was suggested by the Board to occasionally change the color of the octopus's eyes on the sign.

Barrett Windish, Owner, provided additional information to the Board.

ACTION: Motion was made by Board member Hernandez to adopt the resolution. The motion was seconded by Board member Callari and on a voice vote passed unanimously 7-0.

4. **P-CRA-2025-05** – A Presentation By George Keller, Jr. CCPT, Executive Director Of The Hollywood, Florida Community Redevelopment Agency (“CRA”), Providing An Occupancy And Open Building Permit Update For The Commercial Core Of Downtown Hollywood.

George Keller introduced Lisa Liotta, Redevelopment and Operations Manager, who provided a presentation to the Board. Russell Long was invited to respond to questions and concerns presented by the Board.

IR-CRA-2025-06 – Informational Report By George r. Keller, Jr. CCPT, Executive Director, Providing An Update To The CRA Board On Beach And Downtown Activities For The Previous Month.

George Keller provided an update on the following: CRA Transition, Keating Park, Hollywood

Boulevard and Tyler Street Bollards, Nearshore Reefs, Hollywood Streetscape and the Phase IV Improvements. Susan Goldberg provided additional information on the FPL Neighborhood Lighting and Tree Trimming.

5. COMMENTS BY BOARD MEMBERS, GENERAL COUNSEL, AND EXECUTIVE DIRECTOR

Board member Gruber, District 4

Downtown Hollywood

Board member Gruber expressed support for a workshop with developers to discuss and gather feedback from brokers on mixed-use opportunities in downtown Hollywood.

Hollywood Beach

Board member Gruber requested that the staff investigate the dive flag or buoy used while diving. He also asked for information on the distance boaters should keep from the flag.

Board member Gruber advised staff that during his visit to the beach on the weekend, he noticed that the Keating Park garage was being utilized by residents and guests of the condominium next to the park.

Board member Biederman, District 5

Hollywood Beach

Board Member Biederman requested that the staff explore the possibility of implementing a self-service vending machine operation for beach chairs and umbrellas. He also suggested that a maximum parking time for beachgoers should be established.

Downtown Hollywood

Board member Biederman suggested conducting a building survey for residents to assess the retail opportunities needed downtown.

Vice Chair Quintana, District 6

Downtown Hollywood

Vice Chair Quintana provided an update on the Art and Culture Pre-Party Reception and Film Screening event held on Friday, May 30, 2025. Additionally, Vice Chair Quintana suggested the introduction of more diverse businesses at University Station.

Board member Shuham, District 1

Hollywood Beach

Board Member Shuham thanked the staff for their efforts in making the nearshore reef a reality, calling it an amazing addition to Hollywood Beach. She further expressed her gratitude to Sarita Shamah, Coastal Project Manager, for her assistance with flooding issues on Hollywood Beach and for clearing the catch basins. Board member Shuham requested that the Executive Director continue to work with the Florida Department of Transportation to ensure that the fixtures are maintained on Hollywood Beach.

Grant Opportunities

Board member Shuham requested that staff research the status of the recertification inspection reports before concluding on a grant opportunity.

Downtown Hollywood

Board member Shuham stated that the University Station is a great addition to Downtown.

Board Member Hernandez

Downtown Hollywood

Board member Hernandez requested that staff research a reimbursement agreement with the Florida Department of Transportation for cleaning the storm drains. He also suggested that the Circuit Transit service be extended to the west, providing riders with a route from the beach to downtown. He further requested that staff provide an update on the parking spaces downtown.

Board member Hernandez requested that staff contact the US Postal Office on Tyler Street and request that the Post Office return the parking lot to the City. The CRA Board unanimously agreed to this, stating that the City requires the parking lot for public parking and to terminate the month-to-month parking.

Board member Callari

Hollywood Beach

Board member Callari requested an update on the way-finding signage. Board member Callari advised the Board that she received amazing feedback about the nearshore reefs. She further stated that it is a great addition to Hollywood, not only as a tourist attraction but also benefits the environment.

Chair Levy

Hollywood Beach

Chair Levy requested that staff collaborate with Beach Safety to investigate Florida's laws regarding buoy and dive flags that inform vessels and divers about underwater activity. The near-shore reef can be safe and attractive.

CRA

Chair Levy requested that the staff prepare a report detailing the spending and recommendations regarding the TIF return—\$4 million to the Downtown Community Redevelopment Agency (CRA) and \$11 million to the Beach CRA. He also instructed the staff to ensure this information is ready for presentation at the CIP Workshop scheduled for June 26th, 2025.

Interim General Counsel, Damaris Henlon

Damaris Henlon had no further comment.

Executive Director, George R. Keller, Jr.

George Keller had no further comments.

Meeting adjourned at 12:10 P.M.

Phyllis Lewis, Board Secretary

June 4, 2025