

**CITY OF HOLLYWOOD
COMMUNITY REDEVELOPMENT AGENCY
September 3, 2025
10:00 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 September 3, 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
Board Members:	Caryl Shuham
	Peter Hernandez
	Traci Callari
	Kevin Biederman
	Linda Sherwood
General Counsel	Damaria Henlon
CRA Executive Director	George R. Keller, Jr., CPPT
Deputy Director	Susan Goldberg
Board Secretary	Phyllis Lewis

Conflict Disclosures

There were no new conflicts to disclose.

Citizens' Conflict

The following individuals expressed their personal opinions/concerns:

Bob Glickman – Beach resident
Richard Sharpizo – Beach Resident

1. **R-CRA-2025-30** - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular CRA Meeting Of April 5, 2025.

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

2. **R-CRA-2025-31** – A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular CRA Meeting Of May 7, 2025.

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

3. **R-CRA-2025-32**– A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"). Approving The Minutes Of The Regular CRA Meeting of June 4, 2025.

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

4. **R-CRA-2025-33** - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Execute A Phase II Construction Services Agreement For The Hollywood Boulevard Security Bollards Project In An Amount Up To \$399,963.00; Authorizing The Expenditure Of Funds For Permit Fees In An Estimated Amount Up To \$20,000.00 Authorizing The CRA Executive Director To Execute All Applicable Agreements And Documents To Implement The Project.

George R. Keller, Jr., Executive Director, introduced Francisco Diaz-Mendez, Project Manager, who provided a presentation to the Board.

An extensive discussion was held among the Board and staff. It was recommended that the bollards be installed during the crosswalk projects.

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

5. **R-CRA-2025-34** - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Execute A Funding Agreement With VB Hollywood Holdings, LLC In An Amount Up To \$391,240.00 Relating To The S. 20th Avenue Improvements Project Between Harrison Street And North Limits Of The Soleste Village North Project Within The Downtown District Of The CRA; Amending The Annual Budget For The Downtown District Of The CRA For Fiscal Year 2025.

George R. Keller, Jr., Executive Director, introduced Francisco Diaz-Mendez, Senior Project Manager, who provided a presentation to the Board.

Raelin Storey, Assistant City Manager, responded to questions and concerns addressed by the Board.

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

6. **P-CRA-2025-08** – A Presentation By Dr. Shelby Thomas, CEO And Founder Of Ocean Rescue Alliance International, Regarding A Request For An Amendment To The Hollywood Artificial Reef.

George R. Keller, Jr., Executive Director, requested that this item be pulled and returned at a later CRA Board meeting.

7. **R-CRA-2025-35** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Execute An Amendment To The Agreement With Ocean Rescue Alliance, Inc., For The Artificial Reefs Project In The Amount Of \$94,500.00, Increasing The Project Cost From \$633,560.00 To \$728,060.00.

George R. Keller, Jr., Executive Director, requested that this item be pulled and returned at a later CRA Board meeting.

8. **R-CRA-2025-36** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Increase The Contract Duration With Ocean Rescue Alliance, Inc. By An Additional 180 Days.

An extensive discussion took place among the Board. The Board recommended that staff contact Florida Fish and Wildlife to provide a report on the approval of the nearshore reefs and their locations.

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

9. P-CRA-2025-09 – A Presentation By Susan Goldberg, Deputy Director, Regarding An Update On The Downtown And Beach CRA Capital Improvement Project Overview.

Susan Goldberg, Deputy Director, delivered a presentation to the Board. An in-depth discussion followed among the Board and staff.

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

Vice Chair Quintana, District 6

Vice Chair Quintana had no further comment.

Board member Shuham, District 1

Board member Shuham had no further comment.

Board member Hernandez, District 2

Downtown Hollywood

Board member Hernandez stated that the Harrison Street Streetscape Improvement Project is about to begin in two weeks. He further advised that there is a concern with parking and the tree shades.

Board member Callari, District 3

Board member Callari had no further comment.

Board member Gruber, District 4

Board member Gruber had no further comment.

Board member Biederman, District 5

Board member Biederman had no further comment.

Chair Levy

Downtown Hollywood

Chair Levy requests that staff provide the Board with information on the continuation of the interlocal agreement, downtown operations, and budget development and implementation after the sunseting of the CRA.

General Counsel, Damaris Henlon

General Counsel Damaris Henlon had no further comment.

Executive Director, George R. Keller, Jr.,

George R. Keller, Jr., Executive Director, had no further comment.

Meeting adjourned at 10:24 A.M.

Phyllis Lewis, Board Secretary

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