

**CITY OF HOLLYWOOD
COMMUNITY REDEVELOPMENT AGENCY
October 4, 2023
9:00 AM
City Commission Chambers – Room 219
Hollywood City Hall**

The meeting of the Community Redevelopment Agency was called to order by Chair Josh Levy on October 4, 2023, at 9:05 AM in the City Commission Chambers, Room 219, 2600 Hollywood Boulevard, Hollywood, Florida.

Roll Call was as follows:

Chair	Josh Levy
Vice-Chair	Adam Gruber
Board Members:	Caryl Shuham
	Linda Hill Anderson
	Traci Callari
	Kevin Biederman
	Linda Sherwood
General Counsel	Douglas R. Gonzales
CRA Executive Director	Jorge Camejo
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
Kathy Dibona
Lara Orlanis

1. **R-CRA-2023-42** - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular CRA Meeting Of June 7, 2023.

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

2. **R-CRA-2023-43** – A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular CRA Meeting Of July 5, 2023.

October 4, 2023

ACTION: Motion was made by Board member Quintana to adopt the resolution as revised. The motion was seconded by Board member Biederman and on voice vote passed unanimously 7-0.

- 3. R-CRA-2023-44** - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Execute An Agreement With Ocean Rescue Alliance, Inc. To Provide Design, Construction And Deployment Services For Artificial Reefs In An Amount Up To \$583,560.

Jorge Camejo introduced Shelby Thomas, Ocean Rescue Alliance to provide a presentation to the Board. The Board requested additional information from Dr. Michael Jenkins. Questions and concerns were addressed by staff and the consultants. Shelby Thomas presented three options of for the Board's discussion. The Board unanimously agreed to approve the resolution with the amendment that Option 1 will include the condition that Ocean Alliance Rescue work with the County and CRA regarding out planted level of nearshore coral to demonstrate what the habitat could be.

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

- 4. R-CRA-2023-45** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Execute A Change Order With Florida Power And Light Company ("FPL") For The Design Of Phase IV-East/West Streets And SR A1A Undergrounding Of Overhead Utilities Conversion, Increasing The Approved Contract From \$1,019,932.00 to \$1,808,613.00, In Accordance With Section 38.48 Of The Procurement Code (Change Order).

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

- 5. R-CRA-2023-46** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Execute An Interlocal Agreement With The City Of Hollywood for Reimbursement Of Costs For Funding The Design, Bidding Services Relating To Stormwater Pump Station Serving The State Road A1A Between Iris Terrace And Daffodil Terrace In An Amount Up To \$421,195.78.

Jorge Camejo introduced James Poole, District Drainage Engineer for the Florida Department of Transportation, who provided a presentation to the Board. An extensive discussion ensued among member of the Board and staff. Chair Levy presented photos of the king tide flooding along Hollywood Beach on October 3rd, 2023.

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

- 6. R-CRA-2023-47** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Negotiate An Agreement With The Highest Ranked Firm, Basulto Management Consulting, Inc., To Provide Construction Oversight And Project Control Services For Phase IV – Undergrounding Of Overhead Utilities And Streetscape Beautification

(BCRA 19-001) In Accordance With Section 38.43 Of The Procurement Code. (Formal Solicitation Procedure)

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.

7. **R-CRA-2023-48** – 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 Easy Restaurant Group, LLC For On-site Improvements To The Property Located At 1925 Hollywood Blvd In A Total Grant Amount Not To Exceed \$75,000.00.

Jorge Camejo introduced Christopher Crocitto, Project Manager, who provided a presentation to the Board.

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

8. **R-CRA-2023-49** – A Resolution Of The Hollywood, Florida Community Redevelopment Agency (“CRA”), Approving And Authorizing An Advertising Media Plan And Authorizing The Expenditure Of Funds In An Amount Up To \$380,000.00 In Accordance With Section 38.41 (C)(11)(C) Of The Procurement Code. (Advertising Media).

Jorge Camejo introduced Lyliana Cardinale, Marketing and Media Coordinator, who provided a presentation to the Board.

Board member Biederman made a motion to revise the media plan to exclude Hollywood Hills and Hollywood Lakes publications. The motion failed for the lack of a second. He further suggested that expenditure to Pandora (\$50,000) be eliminated, and those funds be split evenly between Facebook and Instagram.

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

9. **P-CRA-2023-06** - A Presentation By Jorge Camejo, Executive Director Of The Hollywood, Florida, Community Redevelopment Agency, Regarding the CRA’s Social Medial Workshop Program By Beach and Downtown Businesses.

Jorge Camejo introduced Lyliana Cardinale, Marketing and Media Coordinator, who provided a presentation on the Social Media Training Program.

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

10. A Presentation By Jorge Camejo, Executive Director Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Providing An Update On The Phase IV SR A1A Undergrounding Of Utilities And Streetscape Beautification Project.

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

Vice-chair Gruber, District 5

Downtown Hollywood

Vice-chair Gruber requested that staff look into the comments provided during Citizen Comments related to the resident parking program. He further stated that he is excited to see businesses operating in the downtown area for such a long time but encouraged them to improve the property.

Hollywood Beach

Vice-chair Gruber addressed the concerns with the king tide on Hollywood Beach during this weekend.

Board member Biederman, District 6

Board member Biederman had no further comment.

Board member Quintana, District 7

Broward County

Board member Quintana invited everyone to participate in Broward Read a campaign for grade-level reading on October 26, 2023. She further stated that you can find additional information on the handonbroward.org website.

Board member Shuham, District 1

Hollywood Beach

Board member Shuham invited staff to attend the FDOT update on A1A on October 11th at 6 pm at the Hollywood Beach Community Center.

Downtown Hollywood

Board member Shuham commented on the demolition of the building on Van Buren Street and the damages to the alleyway between Harrison Street and Dixie Highway.

Board member Anderson, District 2

Board member Anderson thanked everyone for attending the Open House event at the Red Wood Fire Bar and Grille Ribbon Cutting on September 27.

Board member Callari, District 3

Board member Callari had no further comment.

Chair Levy

Hollywood Beach

Chair Levy requested that staff investigate more bike parking opportunities on Hollywood Beach. He further suggested that the streetscape design should include bicycle parking locking connectivity.

General Counsel, Douglas R. Gonzales

Douglas R. Gonzales has no further comment.

Executive Director, Jorge Camejo

Hollywood Beach

Jorge Camejo provided an update on whether there is adequate space for dog walking along Hollywood Beach. He further advised of the doggie facilities and suggested a dog park in the Artspark.

Meeting adjourned at 12:02 PM.

Phyllis Lewis, Board Secretary