

**CITY OF HOLLYWOOD  
COMMUNITY REDEVELOPMENT AGENCY  
July 2, 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 July 2, 2025, at 10:09 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 - WebEx
	Traci Callari
	Kevin Biederman
	Linda Sherwood
General Counsel	Damaris Henlon
CRA Executive Director	George R. Keller, Jr., CPPT
Deputy Director	Susan Goldberg
Board Secretary	Phyllis Lewis

The Board unanimously agreed that Board member Hernandez could attend the meeting virtually.

**Conflict Disclosures**

There were no new conflicts to disclose.

**Citizens' Conflict**

The following individuals expressed their personal opinions/concerns:

Bob Glickman – Beach resident

Dr. Shelby Thomas, PhD – Ocean Rescue Alliance International

1. **R-CRA-2025-22** - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Amending The Annual Budget For The Beach District Of The CRA For Fiscal Year 2025; Revising Fiscal Year 2025 Revenues And Expenditures.

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

2. **R-CRA-2025-23** – A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Amending The Annual Budget For The Downtown District Of The CRA For Fiscal Year 2025; Revising Fiscal Year Expenditures.

July 2, 2025

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

3. **R-CRA-2025-24** – 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 To The CRA In An Amount Up To \$500,000.00 For Work Associated With The CRA’s Coastal Resiliency Phase IV East-West Streets (Resiliency And Hardening) Project From Harrison Street To Magnolia Terrace Between State Road A1A And The Boardwalk.

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

4. **R-CRA-2025-25** - A Resolution Of The Hollywood, Florida Community Redevelopment Agency (“CRA”), Approving And Authorizing The Appropriate CRA Officials To Issue A Purchase Order To Rep Services, Inc. For Various Equipment And Amenities For Parks And Recreation Up To \$210,849.98 For Mayor Peter Bober Park Over A One-Year Period Based Upon Contract No. 2023/2024-284 Of Clay County In Accordance With Section 38.14(C)(5) Of The Procurement Code.

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

5. **R-CRA-2025-26** - A Resolution Of The Hollywood, Florida Community Redevelopment Agency (“CRA”), Authorizing The Appropriate CRA Officials To Issue A No-Cost Change Order With Burkhardt Construction, Inc. For Undergrounding Of Overhead Utilities And Streetscape Beautification From Hollywood Boulevard To Sheridan Street To Continue The Coordination Efforts With FPL And Comcast And Increase the Contract Time From 1153 Days To 1181 Days.

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

6. **P-CRA-2026-06** – A Presentation Regarding A Follow-up On The Beach CRA Complete Streets Project, Tree Replacement Along A1A.

George R. Keller, Jr., Executive Director, introduced Jonathan Haige, representative of Kimley Horn, to provide an update to the Board on tree replacement along A1A. An extensive discussion ensued among members of the Board and staff.

7. **P-CRA-2025-07** – A Presentation Regarding An Update On The Harrison Street Streetscape Project.

George R. Keller, Jr., Executive Director, introduced Kirk J. Olney, Principal and Senior Landscape Architect at Bermello Ajamil, who provided an update to the Board on the Harrison Streetscape Project.

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

George R. Keller, Jr., Executive Director, provided the Board with updates on the following projects: the Art & Culture Center Education Building, the Artspark Fence, the East/West Streetscape Project, and the Keating Park bathrooms.

**9. COMMENTS BY BOARD MEMBERS, GENERAL COUNSEL, AND EXECUTIVE DIRECTOR**

**Board member Biederman, District 5**

Board member Biederman had no further comment.

**Board member Quintana, District 6**

Downtown Hollywood

Board member Quintana addressed the suggestion provided by resident Bob Glickman concerning the additional island median for water storage.

Board member Quintana wished everyone a happy and safe holiday.

**Board member Shuham, District 1**

Hollywood Beach

Board member Shuham suggested increasing the medians as an opportunity for the tree areas. She requested that staff look into it further.

Downtown Hollywood

Board member Shuham thanked staff for all their hard work on Harrison Street and Hollywood Boulevard Projects. She directed staff to meet with Florida Power and Light and to include Joseph Kroll, Director of Public Works.

Board member Shuham wished everyone a happy 4<sup>th</sup> of July.

**Board member Hernandez, District 2**

Downtown Hollywood

Board member Hernandez requested that staff revisit the staging areas for the valet parking in Downtown.

**Board member Callari, District 3**

Hollywood Beach

Board member Callari remarked that the beach looks fantastic after the pressure cleaning and painting of the pillars.

Board member Callari wished everyone a happy 4th of July and reminded them to be careful. She requested that staff share information about traffic on social media.

**Board member Gruber, District 4**

Downtown Hollywood

Board member Gruber stated that the Hollywood ArtsPark Experience featuring Maxi Priest was a great event. He thanked the staff for all their great work.

**Chair Levy**

Downtown Hollywood

Chair Levy thanked the City of Hollywood Police and Fire Department for all the work in sharing safety measures for the 4<sup>th</sup> of July holiday. He further asked staff about the location of the La Piazza project and had a sign placed, "Coming Soon". He further thanked the staff on the Harrison Streetscape Project. Chair Levy stated he is excited that the Bread Building will be receiving its temporary Certificate of Occupancy. He stated that he received calls from the Circ residence about the excitement in Downtown and the interest in the number of internationals wanting to own in the district.

Chair Levy requested a progress report from the staff regarding the cellular signal boost in Downtown as this is greatly needed.

CRA

Chair Levy requested a report on the transition of the CRA related to the Tax Increment Financing (TIFF). He further requested that staff organize a celebration event at the sunset of the Downtown CRA, showing that we have executed the master plan and its success.

**General Counsel, Damaris Henon**

General Counsel had no further comment. She wished everyone a happy 4<sup>th</sup> of July.

**Executive Director, George R. Keller, Jr., CPPT**

CRA

George R. Keller, Jr., Executive Director, stated that the Downtown Celebration is an amazing idea. He further stated that it is great to see the improvements and the impact it has on the businesses. He then thanked CRA staff for all their work on the Hollywood Boulevard project.

Meeting adjourned at 11:34 A.M.

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**Phyllis Lewis, Board Secretary**