

**City of Hollywood
COMMUNITY REDEVELOPMENT AGENCY
October 1, 2024
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 1, 2024, at 9:15 A.M. in the City Commission Chambers, Room 219, 2600 Hollywood Boulevard, Hollywood, Florida.

Roll Call was as follows:

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|------------------------|-----------------------|
| Chair | Josh Levy |
| Vice Chair | Linda Hill Anderson |
| Board Members: | Caryl Shuham |
| | Adam Gruber |
| | Traci Callari |
| | Kevin Biederman |
| | Idelma Quintana |
| General Counsel | Douglas R. Gonzales |
| CRA Executive Director | Jorge Camejo - Absent |
| 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:
Andre Brown

1. **R-CRA-2024-43** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Execute A LED Lighting Agreement With Florida Power And Light Company To Construct Pedestrian Street Lights In The Downtown Area In A One Time Amount Of \$328,828.38 And A Monthly Amount Of \$5,300.53.

Susan Goldberg introduced the item to the Board. Francisco Mendez-Diaz, Project Manager, provide a presentation to the Board. Alex Acosta, FPL, was introduced to address questions and concerns raised by the Board. An extensive discussion ensued among the Board and staff. Joseph Kroll, Director of Public Works addressed questions raised by the Board.

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

2. **R-CRA-2024-44** - 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 Twelve Pillars Apts., Inc, For On-Site Improvements To The Property Located At 2400 S. Ocean Drive In A Total Grant Amount Not To Exceed \$90,611.78.

Susan Goldberg introduced Christopher Crocitto, Project Manager, who provided a presentation to the Board. A discussion ensued among staff and members of 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.

3. **R-CRA-2024-45** - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Execute A Property Improvement Program Grant Improvements To The Property Located At 2134 Lincoln Street In Total Grant Amount Not To Exceed \$75,000.00.

Susan Goldberg has requested that the item be postponed to the next CRA Board meeting to allow staff to address additional improvements.

4. **P-CRA-2024-19** – A Presentation By Jorge Camejo, Executive Director Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Regarding An Update On The FY2025 Media Buy.

Susan Goldberg introduced Lisa Liotta, Redevelopment and Operations Manager, who provided a presentation to the Board.

An extensive discussion ensued among members of the staff and Board. The Board requested staff to provide by email the financial details outlining the media buy cost.

5. **IR-CRA-2024-08** – Informational Report By Jorge Camejo, Executive Director, Providing An Update To The CRA Board on Beach And Downtown Activities For The Previous Month.

Susan Goldberg provided an update on the following CRA projects; Phase IV Ground Breaking Ceremony on September 17th, 2024. Hollywood Boulevard Streetscape Ribbon Cutting Ceremony, Downtown Hollywood Sidewalk Café Space and Harrison Street Streetscape Project.

General Counsel, Douglas R. Gonzales, provided an update on the streetscape project.

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

Board Member Anderson, District 2

Downtown Hollywood

Board member Anderson requested that staff look into monitoring the bus benches, as they are being used as temporary shelters for the homeless. She further advised that she would like FPL to visit District 2 to address the light outage problems. Most of the downtown restaurants are closed on Mondays due to the Food Trucks event.

Board Member Callari, District 3

Board member Callari had no further comment.

Board Member Gruber, District 4

Hollywood Beach and Downtown

Board member Gruber expressed his gratitude to the staff for the update on the water fountains, the replacement LED light project, and the significant savings in the downtown areas. He also conveyed his excitement about the projects in the City.

Board Member Biederman, District 5

Downtown Hollywood

Board member Biederman thanked staff and stated that he is very excited about the Neighborhood Lighting project.

Board Member Quintana, District 6

Board member Quintana had no further comment.

Board Member Shuham, District 1

CRA

Board member Shuham sent condolences to the family of Jeffrey Lee, Resurrection Drums, who recently passed away. Mr. Lee provided entertainment service to the City for ten (10) years. She then invited Lisa Liotta to share some memorable thoughts of Mr. Lee. Board member Shuham thanked staff for their efforts in organizing the Groundbreaking Ceremony for the Phase IV Undergrounding of Overhead Utilities and Streetscape Project on September 17th, 2024. She encouraged staff to continue eliminating slum and blight.

Chair Levy

Grant Program

Chair Levy thanked the staff for today's presentation on the Property Improvement Grant Program. He requested that at the next meeting, staff should present a before-and-

after photo comparison of fiscal year 2024 grant improvements and also post it on social media. He further requested an update from staff on the Hollywood Boulevard Paint Only Projects in preparation for the centennial.

Hollywood Boulevard Streetscape Ceremony

Chair Levy advised staff to organize the ribbon cutting ceremony for the Hollywood Boulevard Streetscape during the Artwalk Event on Saturday, October 19th, 2024.

Hollywood Beach

Chair Levy requested that the staff continue working on potential designs for the bandshell and the café tables and chairs.

General Counsel, Douglas R. Gonzales

General Counsel, Douglas R. Gonzales had no further comment.

Susan Goldberg, Deputy Director

Susan Goldberg had no further comment.

Meeting adjourned at 10:52 A.M.

Phyllis Lewis, Board Secretary