

Regular Community Redevelopment Agency

Meeting

Wednesday, March 4, 2026

9:00 AM

City of Hollywood



Hollywood City Hall
2600 Hollywood Blvd
Hollywood, FL 33020
www.hollywoodcra.org

Commission Chambers Room 219

COMMUNITY REDEVELOPMENT AGENCY BOARD

Josh Levy, Chairperson

Traci Callari, Vice Chairperson

Caryl Shuham, Board Member

Peter D. Hernandez, Board Member

Adam Gruber, Board Member

Kevin Biederman, Board Member

Idelma Quintana, Board Member

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

Damaris Henlon, General Counsel

NOTES

The CRA Executive Director places before the CRA Board for consideration the consent agenda.

The consent agenda consists of items that are routine and/or non-controversial, the items are voted upon by the CRA Board in one motion.

The regular agenda consists of items that must be discussed or could be considered controversial, the items are voted upon by the CRA Board individually.

AGENDA

1. **Pledge of Allegiance**
2. **Roll Call**
3. **Conflict Disclosures**
4. **9:00 AM CITIZENS' COMMENTS**

CONSENT AGENDA

5. [R-CRA-2026-08](#) A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular CRA Meeting Of October 9, 2025.

Attachments: [01 - Resolution CRA Minutes 10.9.2025](#)
[Meeting Minutes 1092025 R](#)

Strategic Plan Focus Area:  Communications & Civic Engagement

6. [R-CRA-2026-09](#) A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular CRA Meeting Of November 5, 2025.

Attachments: [01 - Resolution CRA Minutes 11.5.2025](#)
[Meeting Minutes 1152025](#)

Strategic Plan Focus Area:  Communications & Civic Engagement

7. [R-CRA-2026-10](#) A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular CRA Meeting Of December 10, 2025.

Attachments: [01 - Resolution CRA Minutes 12.10.2025](#)
[Meeting Minutes 121025](#)

Strategic Plan Focus Area:  Communications & Civic Engagement

8. [R-CRA-2026-11](#) A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, Approving And Authorizing The Execution Of An Amendment To The Property Improvement Program Grant Agreement With Burger Beach, LLC For The Property Located At 1100 N. Ocean Drive, Correcting The Original Project Completion Date And Providing A Six-Month (6) Extension.

Attachments: [Le Tub - PIP Reso](#)
[1100 N Ocean Dr - PIP Agreement](#)
[Le Tub CRA Extension Letter](#)
[Item# 2026-102-PIP Grant Amendment Le Tub.pdf](#)

Strategic Plan Focus Area:  Economic Vitality

REGULAR AGENDA

9. [P-CRA-2026-01](#) A Presentation By The Community Redevelopment Agency (“CRA”), Regarding The Central Beach District, East-West Streets, Backflow Preventers And Street Raising Options and Cost.

Attachments: [Item# 2026 135-CRA Presentation E-W Streets March 2026.pptx](#)

Strategic Plan Focus Area:  Financial Management & Administration

10. [P-CRA-2026-02](#) A Presentation By Joann Hussey, Director of Communications, Marketing and Economic Development, Providing An Overview of the Downtown Hollywood Retail Recruitment Strategy.

Attachments: [Downtown Market Update.pdf](#)

Strategic Plan Focus Area:  Economic Vitality

INFORMATIONAL REPORTS

These reports are provided for information only. Interested citizens can contact the Chair, Board Members, General Counsel or Executive Director if they have questions or comments.

11. [IR-CRA-2026-03](#) Informational Report Providing An Update To The CRA Board On Beach And Downtown Activities For The Previous Month.

Attachments: [2026-03 Monthly Report.pdf](#)
[Item# 2026 101-Property Improvement Program Snapshot.pdf](#)

Strategic Plan Focus Area:  Communications & Civic Engagement

**COMMENTS BY THE BOARD MEMBERS, GENERAL COUNSEL AND
EXECUTIVE DIRECTOR**

12. Board Member Quintana
13. Board Member Shuham
14. Board Member Hernandez
15. Vice Chairperson Callari
16. Board Member Gruber
17. Board Member Biederman
18. Chair Levy
19. General Counsel
20. Executive Director
21. Adjournment

The City of Hollywood is conducting its CRAMeetings in person at City Hall, located at 2600 Hollywood Boulevard. To view the meeting agenda, please visit hollywoodfl.org. Members of the public may watch the City Commission Meetings via the City's website at hollywoodfl.org/WatchMeeting, via livestream on the City's YouTube Channel, on Comcast Channel 78 or ATT U-Verse Channel 99.

Any person who wishes to speak must first complete a comment card from the Board Clerk. Comment cards must be returned to the Board Clerk within the first five minutes after the start of the agenda item. After being recognized, approach the podium, give your name and address, identify your client or clients (if applicable). A citizen's time is not transferable to any other person.

Registration as a lobbyist in the City of Hollywood is required if any person, firm or corporation lobbying the CRA Board on any petition or issue, pursuant to the Section 30.15 of the Code of Ordinances.

Any person wishing to appeal any decision made by this Board with respect to any matter considered at such meeting or hearing will need a record of the proceedings, and for such purposes may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is made.

Two or more members of the same city board, commission, or committee, who are not of this Commission, may attend this meeting and may, at that time, discuss matters on which foreseeable action may later be taken by their board, commission or committee.

Persons with disabilities who require reasonable accommodations to participate in City programs and/or services may call Clarissa Ip, ADA Coordinator/City Engineer, five business days in advance at 954-921-3915 (voice) or email: cip@hollywoodfl.org. If an individual is hearing or speech impaired, please call 1-800-955-8771 (V-TDD).

Disclosure Of Real Estate Interests And Business Relationships - When an agenda item involves the use or development of land, each member of the CRA Board, the CRA Executive Director, the Assistant CRA Director, the CRA General Counsel and the Deputy General Counsel, shall disclose orally, at the time the CRA Board begins to discuss the item, or in writing to the CRA Clerk prior to the publication of the agenda, any significant interest (as defined below) that such CRA official or employee or any relative (as defined below) of such CRA official or employee has in land located within 300 feet of the land that is the subject of the item. When an agenda item involves an invitation for bids, request for proposals, request for qualifications, request for letters of interest, or other competitive solicitation, each member of the CRA Board, the CRA Executive Director, the Assistant CRA Director, the CRA General Counsel and the Deputy General Counsel shall disclose orally, at the time the CRA Board begins to discuss the item, or in writing to the CRA Clerk prior to the publication of the agenda, any client or business relationship that such CRA official or employee or any relative (as defined below) of such CRA official or employee has with any business entity that has submitted a response to the competitive solicitation. "Significant interest" means ownership of more than 5 percent of the value of the land.

Persons attending meetings shall remain seated at all times unless called upon to speak, will not call out comments during the meeting or make inappropriate hand or facial gestures. Please silence all cell phones prior to entering the meeting.