

Regular Community Redevelopment Agency
Meeting

Wednesday, March 3, 2021
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
Linda Sherwood, Vice Chairperson
Caryl Shuham, Board Member
Linda Hill Anderson, Board Member
Traci Callari, Board Member
Adam Gruber, Board Member
Kevin Biederman, Board Member

Jorge A. Camejo, Executive Director
Douglas R. Gonzales, General Counsel

MEETING AND PUBLIC COMMENT PROCEDURE

The City of Hollywood, Florida will be conducting a Regular Community Redevelopment Agency (CRA) meeting at 9:00 AM on Wednesday, March 3, 2021 in Room 219. Due to limited public access to Hollywood City Hall, 2600 Hollywood Blvd, Room 219, because of the risk to public health, the CRA is offering a number of options for members of the public to view and participate in the meeting.

View Meeting Agenda:

- The March 3rd Agenda will be posted on the City's website at the following location: <https://hollywoodfl.legistar.com/Calendar.aspx> by the end of the business day on Thursday, February 25th.

Watch the Meeting:

- City's website: <https://www.hollywoodfl.org/WatchMeeting>
- Comcast Channel 78
- ATT U-Verse Channel 99

There are two options for the public to provide comments on Agenda Items:

- Submit comments via an online fillable form to be read into the record during the meetings; or
- Register online to provide in-person comments during the meeting (capacity limits and social distancing requirements apply) by using the following link: <https://www.hollywoodfl.org/FormCenter/City-Clerk-12/1Community-Redevelopment-Agency-Meeting--208> or visit the City's website homepage at <https://www.hollywoodfl.org> under City News

The opportunity for public comments is available on all agenda items to be voted on by the Commission and under Citizen Comments. The opportunity for public comments is not available on Presentations. Submitted comments are limited to a 400 word maximum. Both submitted comments and registrations to participate in the meeting in-person must be received by 12:00 PM on Tuesday, prior to the CRA Meeting.

Due to capacity limitations and social distancing requirements in-person participation requires:

- Completion of online advance registration
- Facial covering at all times when inside City Hall
- Temperature check upon entering City Hall

Staff will direct the public to the designated seating area where they will be able to listen to the meeting. Once the meeting begins and maximum indoor capacity is reached, no other members of the public will be allowed in the designated seating area. The CRA Administrative Assistant will call out the names of those wishing to address the CRA Board in-person, at which time they will enter the Commission Chambers and address the CRA members. When finished, speakers should exit City Hall. In-person participants commenting on multiple items may return to the designated seating area and wait for their name to be called again. For additional information regarding the Community Redevelopment Agency Meeting, please contact Phyllis Lewis, Administrative Assistant at 954-924-2980 or via email at plewis@hollywoodfl.org.

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-2021-09](#) A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular CRA Meeting Of July 1, 2020.
Attachments: [Resolution 712020.doc](#)
[Minutes 712020R.docx](#)
Strategic Plan Focus Area:  Communications & Civic Engagement
6. [R-CRA-2021-10](#) A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular CRA Meeting Of August 26, 2020.
Attachments: [Resolution 8262020 .doc](#)
[Minutes 8262020R.docx](#)
Strategic Plan Focus Area:  Communications & Civic Engagement
7. [R-CRA-2021-11](#) A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular CRA Meeting Of September 2, 2020.
Attachments: [Resolution 922020.doc](#)
[Minutes 922020R.docx](#)
Strategic Plan Focus Area:  Communications & Civic Engagement

8. [R-CRA-2021-12](#) A Resolution Of The Hollywood, Florida Community Redevelopment Agency (“CRA”), Approving The Minutes Of The Special CRA Meeting Of September 24, 2020.

Attachments: [Resolution 9242020.doc](#)
[Minutes 9242020R.docx](#)

Strategic Plan Focus Area:  Communications & Civic Engagement

REGULAR AGENDA

9. [P-CRA-2021-05](#) A Presentation By Jorge Camejo, Executive Director Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Regarding The CRA’s Paid And Organic Social Media Plan.

Strategic Plan Focus Area:  Communications & Civic Engagement

10. [P-CRA-2021-06](#) A Presentation By Jorge Camejo, Executive Director Of The Hollywood, Florida Community Redevelopment Agency, Providing An Update On Future Steps For Hollywood Boulevard Proposed Redesign.

Strategic Plan Focus Area:  Communications & Civic Engagement

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-2021-02](#) Informational Report By Jorge Camejo, Executive Director, Providing An Update To The CRA Board On Beach And Downtown Activities For The Previous Month.

Attachments: [2021-03 JC Report.pdf](#)

Strategic Plan Focus Area:  Communications & Civic Engagement

COMMENTS BY THE BOARD MEMBERS, GENERAL COUNSEL AND EXECUTIVE DIRECTOR

12. Board Member Anderson

13. Board Member Callari

14. Board Member Gruber

15. Board Member Biederman

16. Vice Chairperson Sherwood
17. Board Member Shuham
18. Chair Levy
19. General Counsel
20. Executive Director
21. Adjournment

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 CRA programs and/or services may call the Office of the CRA Executive Director five business days in advance at 954-921-3201 (voice). 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.