

Regular Community Redevelopment Agency
Meeting

Thursday, October 9, 2025
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
Idelma Quintana, Vice Chairperson
Caryl Shuham, Board Member
Peter D. Hernandez, Board Member
Traci Callari, Board Member
Adam Gruber, Board Member
Kevin Biederman, 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-2025-39](#) A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Execute A First Amendment To The Construction Contracts With Florida Sign Group, LLC For Citywide Gateway And Neighborhood Signage Bid No.: RFP-174-24-GJ To Amend Exhibit B General Conditions, Article 3.10 Assignment Of Contract; Authorizing The Appropriate CRA Officials To Assign The Construction Contracts With Florida Sign Group, LLC; And Further Authorizing The Appropriate CRA Officials To Execute All Applicable Assignment Documents.

Attachments: [1 - CRA Reso - Contract First Amendment_rev.docx](#)
[2 - CRA Signage - First Amendment Construction Contract Florida Sign G](#)
[3 - BCRA - Exhibit A - signed.pdf](#)
[4 - DCRA - Exhibit A - signed - Copy.pdf](#)
[5 - CRA - Exhibit B - signed.pdf](#)
[6 - CRA - Exhibit C signed.pdf](#)

Strategic Plan Focus Area:  Infrastructure & Facilities

6. [R-CRA-2025-40](#) A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Issue A Purchase Order To McGrath Rent Corp. D/B/A Mobile Modular Management Corp For A Beach Office Trailer In An Amount Up To \$262,660.00 Based Upon Sourcewell No. 120822-Mmr For Relocatable Building And Storage Solutions With Related Services In Accordance With Section 38.41(C)(5) Of The Procurement Code. (Piggyback)

Attachments: [1 - Beach Trailer - Resolution\(Piggyback\).docx](#)
[9 - Draft Purchase Order PO PFY-2504394](#)
[2 - Quote and Agreement - Sale Q-544729 \(004\).pdf](#)
[3 - Signed Piggyback Request Form.pdf](#)
[4 - Mobile Modular Contract 120822.pdf](#)
[5 - Sourcewell Price List Final 120822-MMR \(F25\) pdf \(entire-c\)3.pdf](#)
[6 - RFP and Addendums-Relocatable Bldg. Solutions 120822.pdf](#)
[7 - Prop. Eval. -Relocatable Bldg. Solutions 120822 \(1\).pdf](#)
[8 - W-9 MMMC 2025.pdf](#)
[Term Sheet - McGrath Rent Corp](#)

Strategic Plan Focus Area:  Infrastructure & Facilities


7. [R-CRA-2025-41](#) A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Transfer An Amount Up To \$404,138.08 To An Account Of The City Of Hollywood Public Works Department For Renovations To The Bathrooms Located At Charnow Park And Johnson Street.

Attachments: [1 - Reso - Charnow Bathrooms.docx](#)
[2 - Cost Est.docx](#)
[LOVE Mural Presentation](#)

Strategic Plan Focus Area:  Infrastructure & Facilities

REGULAR AGENDA

8. [P-CRA-2025-11](#) A Presentation By Lisa Liotta, Development Officer, Providing An Update Regarding The Lead With Love Mosaic Mural To Be Installed On The Hollywood Beach Theater.

Strategic Plan Focus Area:  Communications & Civic Engagement

9. [P-CRA-2025-12](#) A Presentation By Susan Goldberg, Deputy Director Of The Hollywood, Florida Community Redevelopment Agency ("CRA") On The Coastal Resiliency Phase IV East/West Streets And SR A1A Construction Project Including An Update By Burkhardt Construction And An Update on FDOT Pump Participation Construction By FJ-Group, FDOT Representative.

Attachments: [Item 6 -HOLLYWOOD Update Presentation For CRA Meeting on 3.6.2024](#)

Strategic Plan Focus Area:  Infrastructure & Facilities

10. [P-CRA-2025-13](#) A Presentation By Joann Hussey, Director Of Communications, Marketing And Economic Development, Regarding An Update On The Fiscal Year 2026 Community Redevelopment Agency Media Advertising Buy.

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-2025-08](#) Informational Report Providing An Update To The CRA Board On Beach And Downtown Activities For The Previous Month.

Strategic Plan Focus Area:  Communications & Civic Engagement

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

- 12. Board Member Shuham
- 13. Board Member Hernandez
- 14. Board Member Callari
- 15. Board Member Gruber
- 16. Board Member Biederman
- 17. Vice Chairperson Quintana
- 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.