

**CITY OF HOLLYWOOD
COMMUNITY REDEVELOPMENT AGENCY
October 9, 2025
9:00 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 October 9, 2025, at 9:10 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 - absent
Board Members:	Caryl Shuham
	Peter Hernandez
	Traci Callari
	Adam Gruber
	Kevin Biederman
General Counsel	Damaris Henlon
CRA Executive Director	George R. Keller, Jr., CPPT
Deputy Director	Susan Goldberg
Board Secretary	Phyllis Lewis

Conflict Disclosures

There were no new conflicts to disclose.

Citizens' Comment

The following individuals expressed their personal opinions/concerns:

Bob Glickman
Andre Brown

- 1. 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.

ACTION: Motion was made by Board member Shuham to adopt the resolution. The motion was seconded by Board member Callari and, on a voice vote, passed unanimously 6-0. Vice Chair Quintana

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was absent.

- 2. 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 Source well No. 120822-Mmr For Relocatable Building And Storage Solutions With Related Services In Accordance With Section 38.41(C)(5) Of The Procurement Code.

ACTION: Motion was made by Board member Shuham to adopt the resolution as revised. The motion was seconded by Board member Callari and, on a voice vote, passed unanimously 6-0. Vice Chair Quintana was absent.

- 3. 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.

ACTION: Motion was made by Board member Shuham to adopt the resolution as revised. The motion was seconded by Board member Callari and, on a voice vote, passed unanimously 6-0. Vice Chair Quintana was absent.

Vice chair Quintana arrived at 9:20 A.M.

- 4. 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.

Lisa Liotta gave a presentation to the Board on the partnership with Business for the Arts, “Lead with Love” mosaic mural planned for the east elevation of the Hollywood Beach Bandshell. An extensive discussion followed among the Board and staff. It was the consensus of the Board to have staff meet with the artist and present a new rendering that would expand the mural design to cover the entire building. This will be approved by the Mural Committee Board.

- 5. 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.

Chair Levy left the Chamber at 10:46 A.M. and returned at 10:47 A.M.

George R. Keller, Jr., CPPT, introduced Adam Rossmell from Burkhardt Construction to give a presentation to the Board. An extensive discussion followed among the Board members and staff.

- 6. 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.

George R. Keller, Jr., CPPT, introduced Joann Hussey, who presented it to the Board. The Board and

staff discussed the presentation, then directed staff to contact the Art and Culture Center for information on fund allocation. This information will be provided at the next scheduled CRA Board meeting.

7. COMMENTS BY BOARD MEMBERS, GENERAL COUNSEL, AND EXECUTIVE DIRECTOR

Board member Shuham, District 1

Hollywood Beach

Board member Shuham requested an update on the status of the Keating Park playground. Susan Goldberg provided an update. She further requested support from her colleagues to have staff research a small multifunctional piece of equipment.

Board member Hernandez, District 2

Downtown Hollywood

Board member Hernandez reminded his colleagues of the 8:30 A.M. meeting at 1801 Polk Street Post Office parking lot.

Board member Callari, District 3

Board member Callari had no further comment.

Board member Gruber, District 4

Board member Gruber had no further comment.

Board member Biederman, District 5

Hollywood Beach

Board member Biederman requested additional information on the mosaic mural being placed on the bandshell. He recommended placing murals on the parking garages.

Vice chair Quintana, District 6

Vice chair Quintana had no further comment.

Chair Levy

Chair Levy suggested that an audio-video of the newly renovated bandshell be streamed on YouTube.

Interim General Counsel, Damaris Henlon

General Counsel Henlon had no further comment.

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

George R. Keller, Jr., CPPT, had no further comment.

Meeting adjourned at 12:22 P.M.

Phyllis Lewis, Board Secretary

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