

City of Hollywood
COMMUNITY REDEVELOPMENT AGENCY
September 4, 2019
9:00 AM
City Commission Chambers – Room 219
Hollywood City Hall

The meeting of the Community Redevelopment Agency was called to order by Chair Levy on September 4, 2019 at 9:02 AM in the City Commission Chambers, Room 219, 2600 Hollywood Boulevard, Hollywood, Florida.

Roll Call was as follows:

Chair	Josh Levy
Vice-Chair	Traci Callari
Board Members:	Caryl Shuham
	Peter Hernandez
	Richard Blattner
	Kevin Biederman
	Linda Sherwood
General Counsel	Douglas Gonzales
CRA Executive Director	Jorge Camejo
Board Secretary	Phyllis Lewis

Conflict Disclosures

There were no new conflicts to disclose.

1. **R-CRA-2019-37** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”) Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of July 3, 2019.

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

2. **R-CRA-2019-38** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, Authorizing The Payment Of Fees To Circuit Transit Inc., Formerly Known As The Free Ride, To Provide Circulator Services In An Estimated Annual Amount Of \$593,191.20; Providing For A Total Estimated Annual Cost Of \$885,360.00 To Be Shared By The CRA And The City Of Hollywood.

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

3. **R-CRA-2019-39** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Authorizing The Appropriate CRA Officials To Issue An Authorization To Proceed With Bermello Ajamil & Partners To Provide Consulting Services For The Hollywood Downtown Streetscape, Tree Wells And Crosswalks Project In An Amount Not To Exceed \$121,471.00.

Jorge Camejo requested to have this item withdrawn for consideration at a future meeting.

4. **R-CRA-2019-40** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Authorizing The Appropriate CRA Officials To Execute An Amendment To The Agreement With Joseph B. Kaller And Associates, P.A. For Additional Construction Administration And Consulting Services In Connection With The Nevada Street Parking Garage In The Amount Of \$16,835.00.

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

5. **R-CRA-2019-41** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Approving And Authorizing An Advertising Media Plan In Accordance With Section 38.40(C)(8) Of The Code Of Ordinances (Using The Best Interest Exception), And Authorizing The Expenditure Of Funds For The Plan In An Amount Not To Exceed \$800,000.00.

Jorge Camejo introduced Kathy Koch, Ambit Advertisement & Public Relations, who provided a presentation to the Board.

An extensive discussion ensued among the Board. Kathy Koch responded to questions raised by the Board.

Evan Snow, Choose954, provided additional information to the Board.

Raelin Storey, Communication, Marketing and Economic Development Director, responded to questions raised by the Board.

An extensive discussion ensued among the Board and staff.

ACTION: Motion was made by Board member Sherwood to adopt the resolution. The motion was seconded by Board member Shuham and on voice vote passed 6-1. Board member Hernandez opposed.

6. **R-CRA-2019-42** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Authorizing The Appropriate CRA Officials To Execute An Amendment To The Existing Media Buyer Services Agreement With Ambit Advertising And Public Relations, Inc. For The Final Two Year Option Period Under The Same Terms And Conditions.

ACTION: Motion was made by Board member Sherwood to adopt the resolution. The motion was seconded by Board member Shuham and on voice vote passed 6-1. Board member Hernandez opposed.

7. **R-CRA-2019-43** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”) Authorizing The Appropriate CRA Officials To Issue A Purchase Order With Paint Quest, LLC. To Paint Decorative Intersections And Crosswalks On Specific Locations In The Downtown CRA District In An Amount Not To Exceed \$75,000.00

Jorge Camejo introduced Jill Weisberg, Art Specialist, to provide a presentation to the Board.

The following individuals expressed personal opinions/concerns:

1. Patricia Antrican
2. Christine Corbo
3. Mitch Anton

Board member Hernandez made a motion to withdraw the item requesting staff to reconsider the purposes of what the art was intended for.

Discussion ensued among members of the Commission. The motion died for lack of a second.

ACTION: Motion was made by Vice chair Callari and seconded by Board member Sherwood to adopt the resolution to include Harrison and Tyler Streets. On a voice vote, the motion passed 6-1. Board member Hernandez opposed.

8. **P-CRA-2019-16** - A Presentation By Jorge Camejo, Executive Director Of The Hollywood, Florida, Community Redevelopment Agency, Regarding An Update On The Gateway Signage Project.

Jorge Camejo introduced Heather Akers, Brooks & Scarpa, who provided a presentation to the Board.

Due to the interest of time, it was the consensus of the Board to adjourn the meeting and reconvene following the City Commission meeting scheduled at 1:00 PM.

The Board recessed at 12:21 PM and reconvened at 4:47 PM with all members present.

9. **P-CRA-2019-18** – Presentation By Jorge Camejo, CRA Executive Director Of The Hollywood, Florida, Community Redevelopment Agency, Regarding An Update On The Parklet Pilot Project.

Jorge Camejo introduced Darci Mayer, Transportation Coordinator, who provided a presentation to the Board.

Mark Rowe, Mickey Byrnes, provided additional information to the Board.

An extensive discussion ensued among the Board and staff.

Jorge Camejo introduced Rance Shomaker from Ranco Construction Inc., to respond to questions raised by the Board.

An extensive discussion continued among the Board and staff.

The Board directed staff to provide a comprehensive downtown plan to fully evaluate the parklet program, and its impact to parking, and the future of downtown Hollywood.

10. **P-CRA-2019-17** – A Presentation By Jorge Camejo, Executive Director Of The Hollywood, Florida, Community Redevelopment Agency, Providing An Update On The CRA Capital Improvement Plan.

Jorge Camejo introduced Susan Goldberg, Deputy Director, who provided a presentation to the Board.

An extensive discussion ensued among the Board.

It was the recommendation of the Board to have staff review the Capital Improvement Project timeline and make some adjustments.

It was the consensus of the Board to change the CRA Board meetings to the second Wednesday of each month at 1:00pm so that it won't interfere with the scheduled City Commission meeting.

11. **IR-CRA-2019-17** – Informational Report By Jorge Camejo, Executive Director, Providing An Update To The CRA Board On Beach And Downtown Activities For The Previous Months.

Jorge Camejo introduced the item for informational purposes only and asked the Chair and Board members if they have questions or concerns. He further advised that the report is placed on the CRA website for public review. No questions or concerns were addressed by the Chair or Board members.

Vice chair Callari left the meeting at 11:30 AM and returned at 11:32 AM.

12. **CITIZENS' COMMENTS**

1. Christine Corbo
2. Jacqueline Summons
3. Debra Case
4. Frieda Dragif
5. Frank DeRisi
6. Timothy Dunlap
7. Barry Faske
8. Lee Gottlieb
9. Beam Furr
10. Patricia Antrican
11. Diana Pittarelli
12. Evan Snow
13. Bob Glickman

Board member Hernandez left the meeting at 11:53 AM and returned at 11:57 AM.

BOARD MEMBERS, GENERAL COUNSEL AND EXECUTIVE DIRECTOR

13. Board Member Shuham, District 1

Board member Shuham had no further comment.

14. Board Member Hernandez, District 2

Board member Hernandez had no further comment.

15. Vice Chair Callari, District 3

Vice chair Callari had no further comment.

16. Board Member Blattner, District 4

Board member Blattner had no further comment.

17. Board Member Biederman, District 5

Board member Biederman had no further comment.

18. Board Member Sherwood, District 6

Board member Sherwood had no further comment.

19. Chair Josh Levy

Chair Levy had no further comment.

20. General Counsel, Douglas Gonzales

Douglas Gonzales had no further comment.

21. CRA Executive Director, Jorge Camejo

Jorge Camejo had no further comment.

The meeting adjourned at 7:25 PM.

Approved as presented on _____

Phyllis Lewis
Board Secretary