

**CITY OF HOLLYWOOD
COMMUNITY REDEVELOPMENT AGENCY
April 5, 2017
10:00 AM
City Commission Chambers – Room 219
Hollywood City Hall**

The meeting of the Community Redevelopment Agency was called to order by Chair Josh Levy on April 5, 2017 at 10:00 AM in the City Commission Chambers, Room 219, 2600 Hollywood Boulevard, Hollywood, Florida.

Roll Call was as follows:

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|-------------------------|-------------------------|
| Chair | Josh Levy |
| Vice-Chair | Traci Callari |
| Board Members: | Debra Case |
| | Peter Hernandez |
| | Richard Blattner |
| | Kevin Biederman |
| | Linda Sherwood - absent |
| Interim General Counsel | Alan Fallik |
| CRA Executive Director | Jorge Camejo |
| Board Secretary | Phyllis Lewis |

Conflict Disclosures

1. There were no new conflicts to disclose.
2. **R-CRA-2017-12** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”) Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of March 1, 2017.

ACTION: Motion was made by Board member Callari to adopt the resolution. The motion was seconded by Board member Biederman and on voice vote passed 6-0. Board member Sherwood was absent.

Board member Sherwood arrived at 10:04am.

3. **P-CRA-2017-03** – A Presentation By Jorge Camejo, Executive Director Of The Hollywood, Florida, Community Redevelopment Agency, Regarding An Update On The Downtown Hollywood Mural Project.

Jorge Camejo introduced Jill Weisberg, Art Specialist/Project Manager Downtown Hollywood Mural Project, who provided a presentation to the Board.

An extensive discussion ensued among staff and members of the Board.

4. **P-CRA-2017-04** – A Presentation by Jorge Camejo, Executive Director Of The Hollywood, Florida, Community Redevelopment Agency, Regarding An Update On Downtown Hollywood Occupancy And Vacant Storefront Standards.

Jorge Camejo introduced Lisa Liotta, Redevelopment and Operations Manager, who provided a presentation to the Board.

An extensive discussion ensued among staff and members of the Board. Parking issues were also addressed by the Board.

Jorge Camejo and Lisa Liotta responded to the questions addressed by the Board.

Chair Levy introduced the following individual who expressed personal opinions/concerns:

Gary Smith, Hollywood Resident

5. **IR-CRA-2016-09** – Informational Report by Jorge Camejo, Executive Director, Providing An Update To The CRA Board On Beach And Downtown Activities For Previous Month.

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.

6. Board member Case, District 1

Vacation Rentals

Board member Case advised that the final legislative report on vacation rentals will be available this coming Fall for review. She further advised the Board that the regulations pertaining to vacation rentals were not addressed under vacation rentals but party houses.

Federal Highway

Board member Case stated that a report was that water lines are presently being installed along Federal Highway to improve the landscaping.

Florida Atlantic University Study (FAU)

Board member Case stated that the FAU study is being reviewed and an update will be provided at a later date.

Parking App

Board member Case suggested that staff look into a parking app for the garages in Hollywood Beach and Downtown.

7. Board member Hernandez, District 2

Parkside

Board member Hernandez requested that staff look into the conditions of some of the banners in Parkside. He further stated that some of them are in really bad shape and should be replaced.

Downtown Hollywood

Board member Hernandez requested an update on the status of the sale of 2031 Harrison Street and the alley lights in the downtown area.

Hollywood Beach Resorts

Board member Hernandez requested that staff provide an update on the Hollywood Beach Resort Hotel.

Shuttle Service

Board member Hernandez stated that he is in full support of a shuttle service to transport patrons to and from the parking garages in the Beach and Downtown Districts.

8. Vice chair Callari, District 3

Downtown Mural Program

Vice chair Callari thanked staff for a great presentation on the Downtown Mural Program. She further stated to continue the good work.

CRA

Vice chair Callari stated for the record that the CRA must function with the same standards and transparency as the City. She further stated that an open communication must be maintained at all times informing the public of decisions being made and follow through. She further requested an update on the landscape and removal of trees in the downtown.

9. Board member Blattner, District 4
Board member Blattner had no further comments.

10. Board member Biederman, District 5
Board member Biederman had no further comments.

11. Board member Sherwood, District 6

Art & Culture Center

Board member Sherwood advised that she met with representatives of the Art and Culture Center, which is presently in need of funding. She further requested the financial assistance from the CRA.

12. Chair Levy

Beach Renourishment Project

Chair Levy stated that he is very excited about the beach renourishment project and all the hot spots areas with repeated severe erosions.

CRA

Chair Levy thanked staff for all the comprehensive reports presented to the Board at this meeting.

Parking

Chair Levy stated that parking is a very important issue for the City and he looks forward to future opportunities and upgrades.

13. General Counsel

General Counsel Jeffrey Sheffel had no further comments.

14. CRA Executive Director, Jorge Camejo

Young Circle Feasibility Study

Jorge Camejo advised the Board that he met with Greg Stuart, Chair of the Metropolitan Planning Organization, who provided an opportunity of the Congestion Management Funding as it relates to improving the circulation of traffic around Young Circle. He further stated that he is presently in the process of bringing in a consultant to have additional conversations and sharing of ideas with the Metropolitan Planning Organization. A report will be provided of opportunities presented.

North Beach/Beach Renourishment

Jorge Camejo stated that he believes it is a legitimate opportunity and responsibility for a better renourishment project by incorporating Hollywood North Beach Park as

part of the beach renourishment effort. It will require a revised or new permit for the area and the actual future remedy to this is the sand bypass.

Transit Oriented Development Grant

Jorge Camejo thanked Brian Rademacher and Ivan Cabrera for all the hard work with the South Florida Transit Oriented Development Grant. This effort ranked the City in third place and a funding of approximately \$200,000. Jorge Camejo further stated that a final decision will be presented by the Regional Planning Council on April 21st, 2017.

Jorge Camejo provided an update on 2031 Harrison Street and the Hollywood Beach Resort.

15. The meeting adjourned at 12:47PM.
16. Approved as presented on _____

Phyllis Lewis
Board Secretary