

**CITY OF HOLLYWOOD  
COMMUNITY REDEVELOPMENT AGENCY  
July 5, 2023  
9:00 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 July 5, 2023, at 9:03 AM in the City Commission Chambers, Room 219, 2600 Hollywood Boulevard, Hollywood, Florida.

Roll Call was as follows:

Chair	Josh Levy
Vice-Chair	Adam Gruber
Board Members:	Caryl Shuham
	Linda Hill Anderson
	Traci Callari
	Kevin Biederman
	Linda Sherwood
General Counsel	Douglas R. Gonzales
CRA Executive Director	Jorge Camejo
Board Secretary	Phyllis Lewis

**Conflict Disclosures**

There were no new conflicts to disclose.

**Citizens' Conflict**

The following individuals expressed their personal opinions/concerns:

Bob Glickman – Beach Resident

1. **R-CRA-2023-23** - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular CRA Meeting Of May 3, 2023.

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

2. **R-CRA-2023-24** - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Amending The Annual Budget For The Downtown District Of The CRA For Fiscal Year 2023; Revising Fiscal Year 2023 Revenues And Expenditures.

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

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3. **R-CRA-2023-25** - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Amending The Annual Budget For The Downtown District Of The CRA For Fiscal Year 2023; Revising Fiscal Year 2023 Revenues And Expenditures.

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

4. **R-CRA-2023-26** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Issue An Authorization To Proceed With Moffatt & Nichol, Inc. To Provide Consulting Services For The Phase IV – Undergrounding Of Overhead Utilities And Streetscape Beautification In The Amount Not To Exceed \$36,200.00.

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

5. **R-CRA-2023-27** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Execute An Amendment To The Hotel Improvement Program For The Beach District Of The CRA In Order To Remove The Requirement That Applicants Be Certified As Superior Small Lodging Establishments.

Jorge Camejo introduced Christopher Crocitto, Project Manager, to provide a presentation to the Board. Christopher provided a presentation amending the grant programs as follows; Hotel Improvement Program to exclude small superior lodgings, Property Improvement Program to be increased by \$25,000 and the Paint Only Program to be increased to \$5,000.

An extensive discussion ensued among the Board and staff. The Board directed staff to also include funding for the repair of sea walls along the intracoastal as part of the Property Improvement Grant.

**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 7-0.

6. **R-CRA-2023-28** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Amending The Property Improvement Program For The Beach And Downtown Districts Of The CRA In Order To Increase PIP Grant Fund Allocations From \$50,000.00 to \$75,000.00 For Commercial And Residential Properties Within The Beach And Downtown CRA Districts; Increase PIP Grant Allocations From \$25,000.00 to \$50,000.00 For Properties Located Along The Intracoastal In The Beach CRA District.

**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 7-0.

7. **R-CRA-2023-29** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Amending The Paint Only Program For The Beach And Downtown Districts Of The CRA In Order To Increase POP Grant Fund Allocations From \$10,000.00 To \$15,000.00 For Commercial And Residential Properties.

**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 7-0.

- 8. R-CRA-2023-30** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Approving And Authorizing The Appropriate CRA Officials To Execute A Property Improvement Program Grant Agreement With Boulevard Landmark Condominium Association, Inc. For On-Site Improvements To The Property Located at 2131 Hollywood Boulevard In A Total Grant Amount Not To Exceed \$75,000.00.

Board member Biederman recused himself due to a working relationship.

Jorge Camejo introduced Christopher Crocitto who provided a presentation to the Board.

**ACTION:** Motion was made by Board member Shuham to adopt the resolution. The motion was seconded by Vice-chair Gruber and on a voice vote 6-0. Board member Biederman was recused from the voting process.

- 9. P-CRA-2023-06** - A Presentation By Jorge Camejo, Executive Director Of The Hollywood, Florida, Community Redevelopment Agency, Regarding the CRA’s Social Media Workshop Program By Beach and Downtown Businesses.

Jorge Camejo introduced Lyliana Cardinale, Marketing and Media Coordinator, who provided a presentation on the Social Media Training Program.

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

- 10.** A Presentation By Jorge Camejo, Executive Director Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Providing An Update On The Phase IV SR A1A Undergrounding Of Utilities And Streetscape Beautification Project.

Jorge Camejo introduced Susan Goldberg, Deputy Director, introduced the item to the Board and the following speakers updated the Board on various parts of the project:

Marc Kleisly – Burkhardt Construction

Adam Rosnell – Burkhardt Construction

Jeff Yiang, P.E. – City of Hollywood, Public Utilities

Eric Regeiro, P.E. – Kimley Horn and Associates

Matthew Fursetzer – Kimley Horn and Associates

Danny Brannon, P.E., Undergrounding Engineer

Jonathan Goldman, P.E. Consulting Engineer

Alex Vasquez, P.E., - Broward County Engineering

Shaun Conner, Associate Project Manager, Florida Department of Transportation

Brad Salisbury, Design Project Manager, Florida Department of Transportation

Tom Hargrett, PLA, Landscape Architect

**11. COMMENTS BY BOARD MEMBERS, GENERAL COUNSEL, AND EXECUTIVE DIRECTOR**

Board member Anderson, District 2

Board member Anderson had no further comment.

Board member Callari, District 3

**4<sup>th</sup> of July Event**

Board member Callari thanked Public Works and CRA staff for a great job during the event.

**Downtown**

Board member Callari requested her colleagues support to direct staff to explore an art/mural roof top opportunities or a decorative enhancement for roof top of buildings located in downtown Hollywood. Board member Callari received full support from her colleagues.

Vice-chair Gruber, District 4

**4<sup>th</sup> of July Event**

Vice-chair Gruber thanked everyone for a great event.

**Hollywood Beach**

Vice-chair Gruber requested that staff look into the state of the water fountains as they are really in a bad shape.

Board member Biederman, District 5

**Chamber Event**

Board member Biederman thanked Jorge Camejo for a great presentation at the recent Greater Hollywood Chamber of Commerce Breakfast.

**Hollywood Beach**

Board member Biederman thanked Jorge Camejo and staff for the replacement of the light shields. He further thanked CRA staff for the globe shields and then supported the request to look into the conditions of the water fountains.

**4<sup>th</sup> of July Event**

Board member Biederman thanked staff for a great event and also thanked Public Works for their support in this effort as well.

Board member Quintana, District 6

**4<sup>th</sup> of July Event**

Board member Quintana thanked staff and apologized for not attending the event.

Board member Shuham, District 1

**Hollywood Beach**

Board member Shuham thanked Parks and Recreation for the organization of the 4<sup>th</sup> of July event and the Hollywood Police Department for overseeing a safe event.

Board member Shuham asked staff to look into the replacement of the Margaritaville Resort signs.

Board member Shuham wished everyone a great summer break.

Chair Levy

**4<sup>th</sup> of July Event**

Chair Levy thanked everyone for the organization of a great event. He then wished everyone a great summer break.

**General Counsel, Douglas R. Gonzales**

Douglas R. Gonzales had no further comment.

**Executive Director, Jorge Camejo**

**CRA**

Jorge Camejo thanked everyone for their support and wished everyone a productive and safe summer.

Meeting adjourned at 11:59 AM.

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**Phyllis Lewis, Board Secretary**