

**CITY OF HOLLYWOOD
COMMUNITY REDEVELOPMENT AGENCY
January 18, 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 January 18, 2023, at 9:06 AM in the City Commission Chambers, Room 219, 2600 Hollywood Boulevard, Hollywood, Florida.

Roll Call was as follows:

Chair	Josh Levy
Vice-Chair	Caryl Shuham
Board Members:	Linda Hill Anderson
	Traci Callari
	Adam Gruber
	Kevin Biederman - virtual
	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:

John Michael Reed
Bob Glickman

- 1. R-CRA-2023-01** - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Execute An Agreement With Burkhardt Construction Inc. For Phase I Preconstruction Services For The Phase IV – Undergrounding Of Overhead Utilities And Streetscape Beautification At E/W Streets, Street Ends, Surf Road From Harrison Street To Magnolia Terrace And SR A1A From Hollywood Boulevard To The Southern City Limits; Approving And Authorizing The Expenditure Of Funds In An Amount Not To Exceed \$159,820.00; Authorizing The CRA Executive Director To Execute All Applicable Agreements And Documents To Implement The Project.

Bob Glickman, Hollywood Beach resident, expressed his opinion and concerns.

Jorge Camejo introduced the item and he then introduced Sarita Shamah, Senior Project Manager, to provide a presentation to the Board. Sarita Shamah then introduced Adam Rosnell, Burkhardt Construction, Inc. to respond to issues and concerns addressed by the Board.

An extensive discussion ensued among the Board and staff.

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

- 1. R-CRA-2023-02** - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Issue An Authorization To Proceed With Kimley-Horn And Associates, Inc. To Proceed To Kimley-Horn And Associates, Inc. To Provide Consulting Services For Phase IV – Resurfacing, Restoration And Rehabilitation Project In An Amount Not To Exceed \$99,000.00.

Bob Glickman expressed his opinions and concerns.

Jorge Camejo introduced Sarita Shaham to provide a presentation to the Board.

An extensive discussion ensued among the Board and staff.

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

- 2. R-CRA-2023-03** - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Accept And Execute Agreements With Florida Power And Light, Comcast, Hotwire Communications And Crown Castle Fiber LLC For Converting Overhead Utility Lines To Underground In An Aggregate Amount Not To Exceed \$1,720,414.02 (Sole Source).

Jorge Camejo introduced the item to the Board. He then responded to questions raised by the Board.

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

- 3. R-CRA-2023-04** - 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 Jefferson Property 18LLC And 2206 Fillmore Street LLC For On-Site Improvements To The Property Located At 2000 Jefferson Street In A Total Grant Amount Not To Exceed \$50,000.00.

Jorge Camejo introduced Christopher Crocitto, Project Manager, to provide a presentation to the Board.

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

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

4. R-CRA-2023-05 - A Resolution Of The Hollywood, Florida Community Redevelopment Agency (“CRA”), Appointing A Vice-Chairperson For One-Year Term.

Board member Anderson suggested the appointment of Board member Gruber to serve as Vice-chair.

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

5. P-CRA-2023-01 – A Presentation By Jorge Camejo, Executive Director Of The Hollywood, Florida, Community Redevelopment Agency, Providing An Update On The Occupancy Rate For The Commercial Core Of Downtown Hollywood; And Customer Foot Traffic, Data Discovery, And Baseline For Downtown Hollywood And The Hollywood Beach.

Jorge Camejo invited Tony Tiru, Beach Maintenance Supervisor, Eduardo Fernandez and Michael Nicholl, Delta Maintenance, along with Sergeant Sean Gerber and Major Derick Alexander to address issues and concerns the Board may have related to the beach restrooms.

Jorge Camejo introduced Lisa Liotta who provided a presentation to the Board. Lisa Liotta, then introduced Kevin Crowder, Business Flare Analytics, who concluded the presentation on the data discovery and baseline for Downtown Hollywood and Hollywood Beach.

An extensive discussion ensued among the Board and staff. Staff was instructed by the Board to provide a complete directory of businesses on the Downtown and Beach, a breakdown of eateries and lounges and to coordinate a meeting with property owners to discuss a common leasing strategy.

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

**Board member Anderson, District 2
Hollywood Beach and Downtown**

Board member Anderson thanked staff for the informative presentation.

**Board member Callari, District 3
Downtown Hollywood**

Board member Callari requested an update on the vacancy status of 2032 Harrison Street and 1908 Hollywood Boulevard. She also requested that staff research any other staple restaurant that would be interested in doing business in the downtown. She further suggested that the property located at 1801 Hollywood Boulevard with the pool overlooking downtown Hollywood would be a good location to place a mural to draw visual attention and a great marketing tool.

Vice chair Gruber, District 4

Vice chair Gruber had no further comment.

Board member Biederman, District 5

Board member Biederman had no further comment.

Board member Quintana, District 6

CRA

Board member Quintana requested that staff provide a copy of today's presentation by email.

Board member Shuham, District 1

Hollywood Beach

Board member Shuham requested that staff research a better operation for the restroom at Charnow Park. She suggested closing it earlier if other restrooms on the beach are open as folks tend to utilize the facility for their personal use.

Board member Shuham stated that staff must not convey to residents and business owners that code enforcement is a City issue but that both the City and CRA work together to address the issues.

Chair Levy

Hollywood Downtown and Beach

Chair Levy stated that he was very excited about the grant opportunity presented today on the Beach and Downtown. He encouraged staff to continue the hard work.

Chair Levy requested an update on the paint pallet for the beach and downtown.

General Counsel, Douglas R. Gonzales

General Counsel, Douglas R. Gonzales had no further comment.

Executive Director, Jorge Camejo

La Piazza Property

Jorge Camejo provided a report on the purchase of the La Piazza Property and advised that Board that he will be providing a resolution for the Board's consideration.

Meeting adjourned at 12:33 PM.

Phyllis Lewis, Board Secretary