

RESOLUTION NO. CRA-2019-65

A RESOLUTION OF THE HOLLYWOOD, FLORIDA COMMUNITY REDEVELOPMENT AGENCY ("CRA"), APPROVING THE MINUTES OF THE REGULAR CRA MEETING OF NOVEMBER 6, 2019.

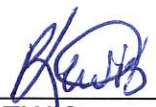
BE IT RESOLVED BY THE BOARD OF THE HOLLYWOOD, FLORIDA COMMUNITY REDEVELOPMENT AGENCY:

Section 1: That the transcribed Action Minutes of the Regular Community Redevelopment Agency Board Meeting held on November 6, 2019 are approved/approved as corrected.

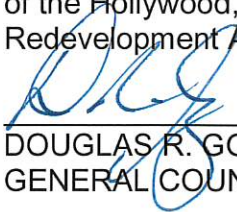
Section 2: That this Resolution shall be in full force and effect immediately upon its passage and adoption.

PASSED AND ADOPTED this 4<sup>th</sup> day of December, 2019.

ATTEST:

  
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PHYLLIS LEWIS  
BOARD SECRETARY

HOLLYWOOD, FLORIDA  
COMMUNITY REDEVELOPMENT  
AGENCY  
  
\_\_\_\_\_  
JOSH LEVY, CHAIR

APPROVED AS TO FORM AND LEGAL SUFFICIENCY for the use and reliance of the Hollywood, Florida Community Redevelopment Agency only.  
  
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DOUGLAS R. GONZALES  
GENERAL COUNSEL

AT

**City of Hollywood  
 COMMUNITY REDEVELOPMENT AGENCY  
 November 6, 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 Josh Levy on November 6, 2019 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	Traci Callari
Board Members:	Caryl Shuham
	Peter Hernandez - absent
	Richard Blattner
	Kevin Biederman
	Linda Sherwood - absent
General Counsel	Douglas R. Gonzales
Acting CRA Executive Director	Susan Goldberg
Board Secretary	Phyllis Lewis

**Conflict Disclosures**

There were no new conflicts to disclose.

1. **R-CRA-2019-56** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of September 26, 2019.

**ACTION:** Motion was made by Vice Chair Callari to adopt the resolution. The motion was seconded by Board member Biederman and on voice vote passed 5-0. Board member Hernandez and Board member Sherwood were absent.

2. **R-CRA-2019-57** - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular CRA Meeting On October 2, 2019.

**ACTION:** Motion was made by Vice Chair Callari to adopt the resolution. The motion was seconded by Board member Biederman and on voice vote passed 5-0. Board member Hernandez and Board member Sherwood were absent.

3. **R-CRA-2019-58** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Canceling The December 18, 2019 CRA Board Meeting

**ACTION:** Motion was made by Vice Chair Callari to adopt the resolution. The motion was seconded by Board member Biederman and on voice vote passed 5-0. Board member Hernandez and Board member Sherwood were absent.

4. **R-CRA-2019-59** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Negotiate And Execute An Agreement With The Highest Ranked Firm, Brandano Displays, Inc., To Provide CRA Beach And Downtown Holiday Décor For A Two Year Period In An Estimated Amount Of \$150,000.00 With Three Optional One Year Renewal Periods.

**ACTION:** Motion was made by Vice Chair Callari to adopt the resolution. The motion was seconded by Board member Biederman and on voice vote passed 5-0. Board member Hernandez and Board member Sherwood were absent.

Board member Sherwood arrived at 9:04AM.

Board member Hernandez arrived at 9:06AM.

5. **R-CRA-2019-60** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Issue A Notice To Proceed For The Proposal With Marlin Engineering, Inc. And Toole Design Group, LLC To Provide Traffic Engineering Consulting Study Services For The Young Circle Redesign Project Phase II In An Amount Not To Exceed \$332,175.00 And \$164,984.00.

Susan Goldberg introduced Darci Mayer, Transportation Planner, to provide a presentation to the Board. Darci Mayer then introduced Ian Lockwood, Engineer, Toole Design Group, LLC, who continued the presentation on the redesign project. Ian Lockwood then introduced Jeff Weidner, Marlin Engineer Consultant, who continued the presentation on modeling of the redesign project.

An extensive discussion ensued among the Board.

Scott Peterson, FDOT District Roadway Design Engineer, was introduced and responded to questions raised by the Board.

Chon Wong, FDOT Planning Specialist, also addressed questions raised by the Board.

An extensive discussion ensued among the Board and consultants.

It was the consensus of the Board to proceed with Phase II if the design plan meets FDOT approval.

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

6. **P-CRA-2019-21** - Presentation and Update by Jorge Camejo, Executive Director Of The Hollywood, Florida, Community Redevelopment Agency, Regarding A Occupancy Market Update For The Commercial Core Of Downtown Hollywood.

Susan Goldberg introduced Lisa Liotta, Redevelopment and Operations Manager, who provided a presentation to the Board. Lisa Liotta continued the presentation by introducing Phylicia Korchevsky, Marketing Coordinator, to provide an update on the Hollyweird Halloween Downtown Hollywood Block Party held on Saturday, October 26, 2019.

An extensive discussion ensued among the Board.

Board member Sherwood left the meeting at 11:42 and returned at 11:48AM.

Board member Callari left the meeting at 11:48 and returned at 11:51AM.

7. **P-CRA-2019-22** – A Presentation By Jorge Camejo, Executive Director Of The Hollywood, Florida Community Redevelopment Agency (“CRA”), Providing An Update On The CRA’s Community Meeting Held On October 23, 2019.

Susan Goldberg provided a presentation to the Board.

Bob Glickman, Hollywood Beach resident, expressed issues and concerns about the project.

A discussion ensued among the Board and staff.

It was the consensus of the Board to forego the remaining presentation to the next CRA Board meeting scheduled on November 20, 2019.

8. Board member Shuham, District 1

**CRA Update**

Board member Shuham thanked the CRA for a great presentation on Downtown Occupancy and the Hollyweird Halloween Block Party.

**Mural Project**

Board member Shuham requested an update from staff on the mural intersection project.

Lisa Liotta responded that two of the streets selected for the mural intersection project presently have construction going on.

**Hollywood Beach**

Board member Shuham advised that she is working with the Hollywood Police Department to address the complaints received regarding the noise and dogs on Hollywood Beach.

9. Board member Hernandez, District 2

**Grant Application Approval**

Board member Hernandez requested that staff follow the review and approval process of the Community Development Department grant approval.

10. Vice Chair Callari, District 3

**Artspark Event**

Vice Chair Callari requested that staff research and provide an update on an event called Poetry in the Park. She further advised that this is a great opportunity to get youths engaged.

11. Board member Blattner, District 4

**Jorge Camejo**

Board member Blattner extended congratulations to Jorge Camejo on his wedding scheduled on November 9.

12. Board member Biederman, District 5

**Downtown Hollywood**

Board member Biederman thanked staff for their work in coordinating the Halloween event. He stated that the window ads used for this event was an awesome idea. He further requested

that staff work with the Downtown Hollywood Business Association to organize an event similar to Expo Al Fresco – A Taste of Hollywood.

Downtown Wayfinding Signage

Board member Biederman requested an update from staff on the status of the Wayfinding Signage for downtown Hollywood. He further requested his colleagues support directing staff to use the procedure the Marketing and Economic Department utilized for the installation of the sign at the South Florida Design and Commerce Center. Board member Biederman received full support from his colleagues.

14. Board Member Sherwood, District 6

Board member Sherwood had no further comment.

15. Chair Levy

Events in the Arts Park

Chair Levy stated that he supports the ideas presented for events for the Arts Park. He further requested that staff work with Parks and Recreation to organize such events.

16. General Counsel, Douglas R. Gonzales

Douglas Gonzales had no further comment.

17. Acting CRA Executive Director, Susan Goldberg

Susan Goldberg had no further comment.

The meeting adjourned at 12:28PM.

Approved as presented on November 6, 2019



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**Phyllis Lewis**  
**Board Secretary**