

**CITY OF HOLLYWOOD
COMMUNITY REDEVELOPMENT AGENCY
April 7, 2021
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 April 7, 2021 at 9:05 AM in the City Commission Chambers, Room 219, 2600 Hollywood Boulevard, Hollywood, Florida.

Roll Call was as follows:

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

Conflict Disclosures

There were no new conflicts to disclose.

Citizens' Conflict

The following individuals submitted personal opinions/concerns:

Bob Glickman, Beach Resident
Debra Case, Hollywood Beach Business Association

- 1. R-CRA-2021-15** - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Execute An Applicant Installed Facilities Agreement For Underground Conversions With Florida Power and Light Company ("FPL") For The Purpose Of Installing FPL Facilities To Convert Overhead Utility Lines to Underground on State Road A1A from Hollywood Boulevard To Sheridan Street.

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

- 2. R-CRA-2021-18** - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Execute A Contract With Bermello Ajamil & Partners, Inc. To Provide Professional Services For Architectural And Engineering Services For The Hollywood Boulevard Streetscape Project In The Amount Of \$787,647.00.

Jorge Camejo introduced the item to the Board. Susan Goldberg, Deputy Director 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 Anderson and on voice vote passed unanimously 7-0.

- 3. R-CRA-2021-17** - 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 To Provide Consulting Services For Pedestrian Crossings Between Nebraska Street And Scott Street In An Amount Not to Exceed \$194,946.00.

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

- 4. R-CRA-2021-21** - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA") Authorizing The Appropriate CRA Officials To Pursue A Federal Grant Through The Broward Metropolitan Planning Organization Towards Implementing Economic Vitality, Resiliency, Mobility And Safety Improvements For the CRA Phase IV E/W Streetscape From Harrison Street To Magnolia Terrace Between State Road A1A And Broadwalk; Further Authorizing The Appropriate CRA Officials To Execute All Applicable Program Documents And Agreements.

Jorge Camejo introduced the item to the Board. An extensive discussion ensued among staff and members of the Board.

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.

- 5. R-CRA-2021-19** - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA") Ranking Construction Management At Risk Firms And Authorizing The Appropriate CRA Officials To Negotiate Phase 1 Preconstruction Services With The Highest Ranked Firm, Burkhardt Construction, Inc., To Provide Construction Management At Risk Services For The Hollywood Boulevard Streetscape Project.

Jorge Camejo introduced the item to the Board. Marc Kleisley, Vice President of Burkhardt Construction, Inc., responded to questions raised by the Board. An extensive discussion ensued among the Board.

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

- 6. R-CRA-2021-20** - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA") Authorizing The Appropriate CRA Officials To Execute A Property Improvement Program

Grant Agreement With The Bang Shack LLC For On-Site Improvements To Property Located At 120 S. 20th Avenue In A Total Grant Amount Not To Exceed \$50,000.00.

Jorge Camejo introduced Francisco Diaz-Mendez, Project Manager, to provide a presentation to the Board.

An extensive discussion ensued by the Board.

Jason Hadley, Owner of the Bang Shack, LLC., was introduced to respond to questions raised by the Board.

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

7. **R-CRA-2021-16** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Issue An Authorization To Proceed With Brooks And Scarpa Architects In The Amount Not To Exceed \$178,250.00 For Design And Approval Of 29 Signs To Be Installed Within The Downtown District.

Jorge Camejo introduced the item to the Board. He then introduced Jeff Huber, Brooks & Scarpa, to provide a presentation to the Board.

A discussion ensued among the Board. Board member Callari motioned to have the item continued to the next Board meeting. Chair Levy seconded the motion. The motion failed by a voice vote of 5-2.

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

Board member Callari made a motion to include not to exceed in the resolution. The motion was seconded by Chair Levy and on a voice vote passed 7-0.

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

8. **IR-CRA-2021-03** – Informational Report By Jorge Camejo, Executive Director, Providing An Update To The CRA Board On Beach And Downtown Activities For The Previous Month.

Jorge Camejo advised the Board that an update of the CRA activities was provided as backup to the agenda. He further advised that should they have further questions or concerns they can contact the CRA office.

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

Downtown Hollywood

Board member Callari advised staff to look into the timing light sequences on Federal Highway. It seems as if it is at all times green. She also requested that staff address the dying palm trees in downtown.

Adams Street Property

Board member Callari requested that staff arrange with Burkhardt Construction to maintain the Adams Street property where the equipment is stored.

Board member Callari stated that she supports CRA funds used to utilize funding for projects such as the Young Circle traffic. She further advised that investing and believing in your property.

Hollywood Beach

Board member Callari advised during the Hollywood Beach Civic Association meeting, residents addressed their concerns regarding the approved height of buildings on the beach. She asked that staff and residents have a happy median.

Board member Gruber, District 4

CRA

Board member Gruber thanked Jorge Camejo and CRA staff for all their hard work.

Hollywood Beach

Board member Gruber also stated that he encourages staff to continue working with residents regarding the height of buildings on the beach.

Board member Biederman, District 5

Hollywood Beach

Board member Biederman stated that it is necessary to increase the height of the building due to the sea-level rise. He further advised that the increased height will bring in more money to maintain and reduce our mileage rate.

Beach and Downtown Districts

Board member Biederman stated that staff continues to use the sea turtle branding in the approved sign for the beach and downtown districts.

Nevada Street Garage

Board member Biederman requested support from his colleagues to direct CRA to purchase the parking space inventory sign system for the Nevada Street Garage. Board member Callari supported the request. It was agreed by the Board to have staff move forward with the purchase and to be reimbursed by the Parking Department within a year.

Vice-Chair Sherwood, District 6

Downtown Hollywood

Vice-chair Sherwood advised that the resident of Parkside and Royal Poinciana requested approval for the Board to park in the empty lots located in these districts while there is ongoing construction.

Board member Shuham, District 1

CRA

Board member Shuham thanked CRA staff for a great meeting.

Hollywood Beach

Board member Shuham stated to staff and the Board that Spring Break has been challenging to the beach residents due to the influx of people. She further advised that she supports the purchase of the parking inventory signage if it is on a reimbursement agreement as she doesn't want this use of the fund to jeopardize any other beach project.

Board member Shuham also stated that due to the increase height of buildings on Hollywood Beach the developer should provide data that it should not be taller than any existing neighboring building.

A1A Flooding

Board member Shuham advised that pictures of the flooding on A1A were provided to each Board member.

Board member Anderson, District 2

Downtown Hollywood

Board member Anderson thanked the CRA staff for working with the Parking Department. She further advised that the signs located on 19th and 20th Avenue are down and requested that staff look into it.

Board member Anderson invited all to attend Kite Day in District 2. This event will be held on Saturday, April 24th, 2021 at the Boggs Field, 2310 N 23rd Avenue.

Board member Anderson advised that she is currently working with Code Enforcement to organize a paint giveaway. She further advised that she will provide more information as it materialized.

Chair Levy

Hollywood and Downtown District

Chair Levy advised that he is very excited about the businesses that are coming in the downtown and beach districts and that we are one of the top tourist destinations in Florida.

Chair Levy advised that staff should increase the trash receptacles on the beach to help eliminate the amount of waste.

Chair Levy requested staff work with the beach and downtown businesses to upgrade restaurant seating.

He further stated that we can provide them some ideas on plastic chairs, designs, and colors

Chair Levy advised that the Beach Community Center parking lot will be beautiful and amenities they will be able to enjoy.

General Counsel, Douglas Gonzalez

General Counsel, Douglas Gonzalez, had no further comment.

Executive Director, Jorge Camejo

Hollywood Beach

Jorge Camejo advised that height is an important issue which also addresses landmark site. He further advised that it is also important that we address flexibility.

Meeting adjourned at 11:23 AM.

Phyllis Lewis, Board Secretary