

**CITY OF HOLLYWOOD  
COMMUNITY REDEVELOPMENT AGENCY  
March 1, 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 March 1, 2017 at 10:04 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:	Debra Case
	Peter Hernandez
	Richard Blattner
	Kevin Biederman
	Linda Sherwood - absent
General Counsel	Jeffrey Sheffel
CRA Executive Director	Jorge Camejo
Board Secretary	Phyllis Lewis

**Conflict Disclosures**

1. There were no new conflicts to disclose.
2. **R-CRA-2017-07** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of January 18, 2017.  
  
**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 6-0. Board member Sherwood was absent.
3. **R-CRA-2017-08** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving The Minutes of The Regular Community Redevelopment Agency Meeting of February 1, 2017.  
  
**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 6-0. Board member Sherwood was absent

4. **R-CRA-2017-09** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Jointly Apply With City Of Hollywood (City) For, And If Awarded, Accept, The South Florida Transit Oriented Development (SFTOD) Grant, To Implement A Station Area Master Plan, For A Total Estimated Cost Of \$205,000.00; Authorizing A Portion Of The Required 20% Matching Funds, In The Total Estimated Amount Of \$24,600.00, To Be Paid From The CRA's Account Number 66.0186.00190.552.003117; Authorizing The Establishment Of Certain Accounts To Recognize And Appropriate The CRA Required Funding If Awarded; And Further Authorizing The Appropriate CRA Official to Execute Any and All Applicable Grant Documents And Agreement (s).

Board member Blattner advised staff to confirm that the application and documents related to the grant are accurate to avoid any setbacks.

**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 6-0. Board member Sherwood was absent.

Board member Sherwood arrived at 10:09am.

5. **P-CRA-2017-02** – A Presentation By Jorge Camejo, Executive Director Of The Hollywood, Florida, Community Redevelopment Agency, Regarding An Update On The Status Of Code Enforcement In The Beach And Downtown Districts Of The CRA.

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

Jorge Camejo then introduced CRA Code Enforcement Officers, Martino Bertuzzi, John Weitzner and Luz Maria-Fernandez.

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

John Chidsey, Code Compliance Manager, provided additional information to the Board.

6. **R-CRA-2017-10** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Ranking Consulting Firms And Authorizing The Appropriate CRA Officials To Negotiate And Execute An Agreement On A Rotating Basis With The Five (5) Ranked Firms To Provide Professional Services For Coastal Engineering Services.

Jorge Camejo introduced the item to the Board.

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

7. **R-CRA-2017-11** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Execute An Amendment To The Employment Agreement Between The Executive Director Of The CRA Board.

Jorge Camejo introduced the item to the Board and requested a 4% salary increase. Mr. Camejo thanked the Board for the constructive feedback on the evaluations.

Board member Case stated for the record, District 1 was not eligible to submit a performance review due to the recent election, but she looks forward to working with Mr. Camejo and his staff in the future.

Vice-chair Callari advised that she would like the CRA to continue working with the City to build one Hollywood.

Board member Sherwood expressed her concerns with Downtown Hollywood and the surrounding areas. She encouraged staff to continue with the lighting project and promoting the grant programs to the residents informing on how we are able to assist.

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

8. **IR-CRA-2017-02** – Informational Report by Jorge Camejo, Executive Director, Providing An Update To The CRA Board On Beach And Downtown Activities For Previous Month.

Jorge Camejo advised the Board that staff is working on the installation of a mock-up of light fixtures and paving pattern for the street end of McKinley Street and Surf Road. Plans in their final form will be presented at a future meeting for Board's approval.

Jorge Camejo updated the Board on the Neighborhood Street Lighting Project. He stated that the project is proceeding presently, Pierce and Buchanan Streets are completed and the contractor is continuing with the remaining six streets.

Jorge Camejo advised the Board that staff is working with Florida Department Of Transportation on a project to Light up the Alleyways in Downtown, Hollywood. The program consists of the installation of 32 lights installed in several alleys to improve visibility.

9. Board member Case, District 1

#### Hollywood Beach

Board member Case thanked Steve Salafrino, Beach Maintenance Supervisor, for the very informative ride along Hollywood Beach and A1A as far north as the Dania Pier. She further stated that she had an opportunity to tour the new Beach Maintenance Facility and the Conservation Site 353.

Board member Case extended congratulations to Hollywood Beach for ranking 6 out of 25 US Top Beaches by Trip Advisor.

#### Sea Turtle Season

Board member Case reminded everyone that Sea Turtle Season begins March 1<sup>st</sup> to November 3<sup>rd</sup>, 2017.

10. Board member Hernandez, District 2

Signalization Wraps

Board member Hernandez advised staff that a few residents expressed concerns regarding the cabinet wraps in the North Central neighborhood. He further stated that the feedback received by residents suggested more nature scenes such as beaches rather than people.

Sheridan Street

Board member Hernandez requested that the CRA look into funding the wall on Sheridan Street off I-95 with a theme that highlights Hollywood Beach. He further requested that staff consider this effort.

Hollywood Beach Parking

Board member Hernandez stated that he will not support a valet parking service on Hollywood Beach to avoid claims and having the responsibility of items missing from cars. He stated that he agreed to more parking on the beach and facilitate a go-cart service to commute passengers from surrounding parking garages to the beach.

11. Vice-chair Callari, District 3

Ash Wednesday

Vice-chair Callari extended a Happy Ash Wednesday to everyone.

Hollywood Beach

Vice-chair Callari asked staff to look into either eliminating items such as plastic bags and styrofoam straws used by beachgoers or charging a fee to businesses that use them.

Beach Clean-Up

Vice-chair Callari invited everyone to the Broward County Waterway Cleanup on Saturday, March 4, 2017.

Sheridan Street Wall

Vice-chair Callari stated that the idea to reform the wall on Sheridan Street is a remarkable one that will help enhance Hollywood.

12. Board member Blattner, District 4

Sheridan Street Wall

Board member Blattner agrees with the idea and suggested a water related theme that states "Visit Hollywood Beach".

#### Parking

Board member Blattner requested that staff conduct a study on parking in the beach and downtown districts to help solve the parking and traffic problems.

#### 13. Board member Biederman, District 5

##### Parking

Board member Biederman requested staff provide occupancy records of garages on Hollywood Beach.

##### Commission in the Community

Board member Biederman thanked everyone who attended District 5 Commission in the Community meeting on February 22, 2017 at Boulevard Heights Community Center.

##### Hollywood Beach

Board member Biederman advised staff that a resident expressed concerns of the dog droppings on Hollywood Beach and that the rules were not being enforced by beachgoers.

##### Downtown Hollywood

Board member Biederman advised staff to ensure the developers in Downtown Hollywood continue using matching pavers to have uniformity in the common areas. He continued to state that the pressure cleaning policy implemented for the ArtsPark should apply to the new developments as well.

##### Hollywood Beach Parking

Board member Biederman requested information from staff on the cost to park in a handicap space on Hollywood Beach.

Jorge Camejo advised that Hal King, Parking Administrator, will be able to provide information on the cost related to handicap parking.

##### Linear Park

Board member Biederman requested a status update from staff on the Linear Park.

Jorge Camejo introduced Susan Goldberg, CRA Deputy Director, who provided an update related to the structural issues of the park.

#### 14. Board member Sherwood, District 6

##### Hollywood Parking

Board member Sherwood requested that staff come up with a solution to eliminate the parking problems on Hollywood Beach.

15. Chair Levy

Parking

Chair Levy requested that the CRA work with the Office of Parking to develop an employee parking program in the downtown. He requested a report to be presented at the next CRA Board meeting.

Parkside Arts Village

Chair Levy requested that staff research and identify a specific block to create an Arts Village.

Monthly Reports

Chair Levy asked that staff provide a monthly report of the Property Improvement and the Paint Only Grant programs.

Downtown Storefronts

Chair Levy asked staff to research and provide a presentation on a suggested fee imposed on landlords for vacant storefronts after a specified period. He further stated that there are municipalities that charge for stores being vacant.

Footvolley Event

Chair Levy thanked Sergio Menezes from Pro Footvolley Tour for putting on a great event on Hollywood Beach.

Hollywood Florida Film Festival

Chair Levy thanked the Hollywood Florida Film Festival for a great annual event on February 8<sup>th</sup> through February 12, 2017

Broward County Waterways Cleanup

Chair Levy invited all to attend the Broward County Waterway Cleanup event on Saturday, March 4, 2017.

16. General Counsel

General Counsel Jeffrey Sheffel had no further comments.

17. CRA Executive Director, Jorge Camejo

Nevada Street Garage

Jorge Camejo advised the Board that at the City Commission meeting scheduled at 1pm he will request a continuance to provide the cost estimates from Kaufman Lynn. He further stated that the global master plan for parking will incorporate the Nebraska Street Garage.

## Parking

Jorge Camejo stated that the requested parking analysis will address areas such as beach residents, holidays, hotel and motel accommodations, overnight and delivery zones.

Chair Levy requested a presentation of the Nebraska Street garage that includes provisional parking and the cost estimates.

18. The meeting adjourned at 11:42AM.
19. Approved as presented on \_\_\_\_\_

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Phyllis Lewis, Board Secretary