

Regular Community Redevelopment Agency
Meeting

Wednesday, October 4, 2017
10:00 AM

City of Hollywood



Hollywood City Hall
2600 Hollywood Blvd
Hollywood, FL 33020
www.hollywoodcra.org

Commission Chambers Room 219

COMMUNITY REDEVELOPMENT AGENCY BOARD

Josh Levy, Chairperson
Traci Callari, Vice Chairperson
Debra Case, Board Member
Peter Hernandez, Board Member
Richard Blattner, Board Member
Kevin Biederman, Board Member
Linda Sherwood, Board Member

Jorge A. Camejo, Executive Director
Alan Fallik, Acting General Counsel

NOTES

The CRA Executive Director places before the CRA Board for consideration the consent agenda.

The consent agenda consists of items that are routine and/or non-controversial, the items are voted upon by the CRA Board in one motion.

The regular agenda consists of items that must be discussed or could be considered controversial, the items are voted upon by the CRA Board individually.

AGENDA

1. Pledge of Allegiance
2. Roll Call
3. Conflict Disclosures

CONSENT AGENDA

4. [R-CRA-2017-34](#) A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of September 6, 2017.

Attachments: [Resolution 962017.doc](#)
[Minutes 962017 - doc..docx](#)

5. [R-CRA-2017-35](#) A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Renew The Existing Media Buyer Services Agreement Between Ambit Advertising And Public Relations, Inc. And The CRA For A Two (2) Year Period In An Amount Not To Exceed \$84,000.00 Under The Same Terms And Conditions.

Attachments: [Reso - Media Buyer Svcs 1st Amendment.doc](#)
[Ambit - Renewal Request Letter.pdf](#)
[2015-3012 - Ambit Media Buy Contract.pdf](#)
[BIS-CRA17-17 Ambit 1st Amendment.docx](#)
[TermsheetAmbitmarketingconsultagrenewal2014.doc](#)

6. [R-DCRA-2017-36](#) A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Issue The Attached Blanket Purchase Order Renewing The Agreement Between Mydatt Services, Inc., dba Block By Block And The CRA For Sanitation And Security Services In An Amount Not To Exceed \$299,869.87.

Attachments: [Reso - Mydatt BBB Svcs 1st Renewal.docx](#)
[BPO Renewal - Mydatt BBB.pdf](#)
[B002646 - City of Coconut Grovel.pdf](#)
[R-CRA-2014-57 - Mydatt Services, Inc., Block By Block.pdf](#)
[BIS-CRA17-18 Mydatt BBB Renewal.docx](#)
[TERM SHEET - Mydatt Services, Inc. dba Block by Block - Renewal.doc](#)

7. [R-BCRA-2017-37](#) A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Issue An Authorization To Proceed For The Attached Proposal With Applied Technology And Management, Inc. To Provide Coastal Engineering Consulting Services For The Beach Renourishment Project In An Amount Not To Exceed \$25,845.00.

Attachments: [Reso - ATM.survey.0918.doc](#)
[PRO Hollywood Post Irma Surveys 9 14 17.pdf](#)
[CST Hollywood Post IRMA 9 14 17.pdf](#)
[R-CRA-2017-13 - Applied Technology and Management Company.pdf](#)
[BIS-CRA17-23 ATM Consulting Services.docx](#)
[TERM SHEET - Applied Technology and Management, Inc..doc](#)

8. [R-CRA-2017-38](#) A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Execution Of The Attached Agreement Between The Hollywood Art And Culture Center, Inc. (The Center) And The CRA For The Purchase Of Tickets To Be Utilized For The Promotion Of The Center To The Hollywood Beach Visitor Market For A Total Amount Not To Exceed \$300,000.00, Payable On An Annual Basis At An Amount Not To Exceed \$30,000.00 Each Year, And Approving And Authorizing The Establishment Of An Account For Said Purpose.

Attachments: [Reso - Art & Culture Center Tix Rev2.doc](#)
[Art & Culture Center Tix Agrmt Rev1.doc](#)
[TermSheetACCTickets2017.doc](#)
[BIS-CRA17-22 Art & Culture Center Project.docx](#)

REGULAR AGENDA

9. [R-BCRA-2017-39](#) A Resolution of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Execute The Attached Property Improvement Program Grant ("PIP") Agreement Between The CRA And The Greater Hollywood Chamber Of Commerce, Inc. For On-Site Improvements To Property Located At 330 North Federal Highway In An Amount Not To Exceed \$20,000.00; And Providing An Effective Date.

Attachments: [Reso - Chamber PIP Grant.doc](#)
[Agr Chamber.doc](#)
[ExhA.pdf](#)
[ExhB.pdf](#)
[Backup1.pdf](#)
[Backup2.pdf](#)
[BIS-CRA17-24 Chamber PIP Grant.docx](#)
[Term Sheet - Greater Hollywood Chamber of Commerce - PIP Grant.doc](#)

10. [R-CRA-2017-40](#) A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The CRA Staff To Work With City Staff In Order To Implement A Parklet Located At 1906 Harrison Street For A 30 Day Period With The Option To Renew For An Additional 30 Days In The Downtown CRA; And Providing For An Effective Date.

Attachments: [Reso - Parklet Pilot Program - CRA.doc](#)
[Backup Letters of Interest.pdf](#)
[BIS-CRA17-25 Parklet Program.docx](#)

INFORMATIONAL REPORTS

These reports are provided for information only. Interested citizens can contact the Chair, Board Members, General Counsel or Executive Director if they have questions or comments.

11. [IR-CRA-2017-10](#) Informational Report By Jorge Camejo, Executive Director, Providing An Update To The CRA Board On Beach And Downtown Activities For The Previous Month.

Attachments: [2017-10 JC Report.pdf](#)

**COMMENTS BY THE BOARD MEMBERS, GENERAL COUNSEL AND
EXECUTIVE DIRECTOR**

- 12. Board Member Case**
- 13. Board Member Hernandez**
- 14. Vice Chairperson Callari**
- 15. Board Member Blattner**
- 16. Board Member Biederman**
- 17. Board Member Sherwood**
- 18. Chair Levy**
- 19. Acting General Counsel**
- 20. Executive Director**
- 21. Adjournment**

Any person who wishes to speak must first complete a comment card from the Board Clerk. Comment cards must be returned to the Board Clerk within the first five minutes after the start of the agenda item. After being recognized, approach the podium, give your name and address, identify your client or clients (if applicable). A citizen's time is not transferable to any other person.

Registration as a lobbyist in the City of Hollywood is required if any person, firm or corporation lobbying the CRA Board on any petition or issue, pursuant to the Section 30.15 of the Code of Ordinances.

Any person wishing to appeal any decision made by this Board with respect to any matter considered at such meeting or hearing will need a record of the proceedings, and for such purposes may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is made.

Two or more members of the same city board, commission, or committee, who are not of this Commission, may attend this meeting and may, at that time, discuss matters on which foreseeable action may later be taken by their board, commission or committee.

Persons with disabilities who require reasonable accommodations to participate in CRA programs and/or services may call the Office of the CRA Executive Director five business days in advance at 954-921-3201 (voice). If an individual is hearing or speech impaired, please call 1-800-955-8771 (V-TDD).

Disclosure Of Real Estate Interests And Business Relationships - When an agenda item involves the use or development of land, each member of the CRA Board, the CRA Executive Director, the Assistant CRA Director, the CRA General Counsel and the Deputy General Counsel, shall disclose orally, at the time the CRA Board begins to discuss the item, or in writing to the CRA Clerk prior to the publication of the agenda, any significant interest (as defined below) that such CRA official or employee or any relative (as defined below) of such CRA official or employee has in land located within 300 feet of the land that is the subject of the item. When an agenda item involves an invitation for bids, request for proposals, request for qualifications, request for letters of interest, or other competitive solicitation, each member of the CRA Board, the CRA Executive Director, the Assistant CRA Director, the CRA General Counsel and the Deputy General Counsel shall disclose orally, at the time the CRA Board begins to discuss the item, or in writing to the CRA Clerk prior to the publication of the agenda, any client or business relationship that such CRA official or employee or any relative (as defined below) of such CRA official or employee has with any business entity that has submitted a response to the competitive solicitation. "Significant interest" means ownership of more than 5 percent of the value of the land.

Persons attending meetings shall remain seated at all times unless called upon to speak, will not call out comments during the meeting or make inappropriate hand or facial gestures.

Please silence all cell phones prior to entering the meeting.