

Regular Community Redevelopment Agency
Meeting

Wednesday, September 4, 2019
9:00 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
Caryl Shuham, Board Member
Peter Hernandez, Board Member
Richard Blattner, Board Member
Kevin Biederman, Board Member
Linda Sherwood, Board Member

Jorge A. Camejo, Executive Director
Douglas R. Gonzales, 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-2019-37](#) A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving The Minutes Of The CRA Meeting Of July 3, 2019.

Attachments: [Resolution 732019.doc](#)
[Minutes 732019.doc](#)

5. [R-CRA-2019-38](#) A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Payment Of Fees To Circuit Transit Inc., Formerly Known As The Free Ride, To Provide Circulator Services In An Estimated Annual Amount Of \$593,191.20; Providing For A Total Estimated Annual Cost Of \$885,360.00 To Be Shared By The CRA And The City Of Hollywood.

Attachments: [Reso - Free Ride Circulator REVISED.doc](#)
[3.4.19 Free Ride Contract on Circulator.pdf](#)
[R-2018-335.pdf](#)
[BIS-CRA19-18 Free Ride Circulator.docx](#)

6. [R-CRA-2019-39](#) A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Issue An Authorization To Proceed With Bermello Ajamil & Partners To Provide Consulting Services For The Hollywood Downtown Streetscape, Tree Wells And Crosswalks Project In An Amount Not To Exceed \$121,471.00.

Attachments: [Reso - Bermello Consulting rev1.doc](#)
[Professional Service Agreement - Bermello Ajamil & Partners, Inc..pdf](#)
[Barmello Proposal - Scope of Service 2019-08-13.pdf](#)
[R-CRA-2017-21.pdf](#)
[BIS-CRA19-21 Barmello Consulting.docx](#)
[Term Sheet - Barmello Ajamil & Partners, Inc..doc](#)

7. [R-CRA-2019-40](#) A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Execute An Amendment To The Agreement With Joseph B. Kaller And Associates, P.A. For Additional Construction Administration And Consulting Services In Connection With The Nevada Street Parking Garage In The Amount Of \$16,835.00.

Attachments: [Reso - Kaller Additional Fees.doc](#)
[Kaller - 2019 Additional Services.pdf](#)
[R-CRA-2017-27.pdf](#)
[R-CRA-2014-14.pdf](#)
[BIS-CRA19-23 Kaller Additional Fees.docx](#)
[terkaller.doc](#)

REGULAR AGENDA

8. [R-CRA-2019-41](#) A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing An Advertising Media Plan In Accordance With Section 38.40(C)(8) Of The Code Of Ordinances (Using The Best Interest Exception), And Authorizing The Expenditure Of Funds For The Plan In An Amount Not To Exceed \$800,000.00.

Attachments: [Reso - FY2020 Media Buy.doc](#)
[Exhibit A FY2020 Media Plan.pdf](#)
[BIS-CRA19-20 FY 2020 Media Plan.docx](#)

Requires A 5/7th Vote

9. [R-CRA-2019-42](#) A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Execute An Amendment To The Existing Media Buyer Services Agreement With Ambit Advertising And Public Relations, Inc. For An Increased Amount Not To Exceed \$96,000.00, And Renewal Of The Agreement For The Final Two Year Option Period Under The Same Terms And Conditions.

Attachments: [Reso - Media Buyer Svcs RenewalFinalRev1.doc](#)
[First Amendmend Media Buyer Srv Agrmt 2019.doc](#)
[R-CRA-2017-35 - Ambit Media Buyer Renewal.pdf](#)
[Ambit - Media Buyer Services Agreement.pdf](#)
[R-CRA-2015-45 - Media Buyer Services.pdf](#)
[BIS-CRA19-17 Ambit Amendment & Renewal.docx](#)
[Term Sheet - Ambit Advertising and Public Relations, Inc..doc](#)

10. [R-CRA-2019-43](#) A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Issue A Purchase Order With Paint Quest, LLC. To Paint Decorative Intersections And Crosswalks On Specific Locations In The Downtown CRA District In An Amount Not To Exceed \$75,000.00.

Attachments: [Reso - Crosswalk & Intersection Artwork FINAL.doc](#)
[Bid #1906-001 Tabsheet.pdf](#)
[Mural Solicitations Form.pdf](#)
[Paint Quest Tabulation Packet.pdf](#)
[Razorback LLC Tabulation Packet.pdf](#)
[Term Sheet - Paint Quest LLC.doc](#)
[BIS-CRA19-22 Crosswalk-Intersection Artwork.docx](#)

11. [P-CRA-2019-16](#) A Presentation By Jorge Camejo, Executive Director Of The Hollywood, Florida, Community Redevelopment Agency, Regarding An Update On The Gateway Signage Project.
12. [P-CRA-2019-17](#) A Presentation By Jorge Camejo, Executive Director Of The Hollywood, Florida, Community Redevelopment Agency, Regarding An Update On The CRA Capital Improvement Plan.
13. [P-CRA-2019-18](#) A Presentation By Jorge Camejo, Executive Director Of The Hollywood, Florida, Community Redevelopment Agency, Providing An Update On The Downtown Parklet Pilot Program.

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.

14. [IR-CRA-2019-07](#) Informational Report By Jorge Camejo, Executive Director, Providing An Update To The CRA Board On Beach And Downtown Activities For The Previous Month.
15. **11:00 AM CITIZENS' COMMENTS**

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

- 16. Board Member Shuham**
- 17. Board Member Hernandez**
- 18. Vice Chairperson Callari**
- 19. Board Member Blattner**
- 20. Board Member Biederman**
- 21. Board Member Sherwood**
- 22. Chair Levy**
- 23. General Counsel**
- 24. Executive Director**
- 25. 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.