

Regular Community Redevelopment Agency
Meeting

Wednesday, September 16, 2020

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

Kevin Biederman, Vice Chairperson

Caryl Shuham, Board Member

Traci Callari, Board Member

Peter Hernandez, Board Member

Richard Blattner, Board Member

Linda Sherwood, Board Member

Jorge A. Camejo, Executive Director

Douglas R. Gonzales, General Counsel

**COVID-19
MEETING AND PUBLIC COMMENT PROCEDURE**

The City of Hollywood, Florida will be conducting a virtual Regular Community Redevelopment Agency (CRA) meeting at 9:00 AM on Wednesday, September 16, 2020 using Communications Media Technology (“CMT”). Florida Governor Ron DeSantis issued Executive Order No. 20-69 pertaining to conducting local government meetings while under the public health emergency related to the Novel Coronavirus Disease 2019 (COVID-19). In accordance with this order and due to a prohibition on public access to Hollywood City Hall because of the risk to public health, the CRA is offering a number of options for members of the public to view and participate in the meeting.

View Meeting Agenda:

- The Agenda will be posted on the City’s website at the following location: <https://hollywoodfl.legistar.com/Calendar.aspx>
- The Agenda will be available on the City’s website by the end of the business day on Thursday, September 10th.

Watch the Meeting:

- City’s website: <https://www.hollywoodfl.org/WatchMeeting>
- Comcast Channel 78
- ATT U-Verse Channel 99

Submit a Public Comment for the Meeting:

- Any member of the public wishing to comment publicly on any matter, including specific agenda items and/or Citizens Comments may do so via the City’s website or via telephone.
- Prior to 12:00 PM the day before the meeting, the public may submit their comments at the following link: <https://www.hollywoodfl.org/FormCenter/City-Clerk-12/Community-Redevelopment-Agency-Meeting-P-183>
- Those without internet access or who may need additional assistance, may call the CRA Office Administrative Assistant at 954-924-2980 during normal business hours.
- Comments are limited to 400 words and/or 3 minute spoken maximum.
- The CRA Office Administrative Assistant will read the comments into the record during the meeting. All comments received during the submission period will become part of the public record.
- Comments left on voicemail machines, emailed, posted to the City or CRA social media accounts or submitted after 12:00 PM the day before the meeting will not be accepted.

For additional information regarding the Community Redevelopment Agency Meeting, please contact Phyllis Lewis, Administrative Assistant at 954-924-2980 or via email at plewis@hollywoodfl.org.

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-2020-28](#) A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular CRA Meeting Of March 4, 2020.

Attachments: [Resolution CRA Minutes 342020.doc](#)
[Minutes 342020 .docx](#)

Strategic Plan Focus Area:  Communications & Civic Engagement

5. [R-CRA-2020-29](#) A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular CRA Meeting Of May 6, 2020.

Attachments: [Resolution CRA Minutes 562020.doc](#)
[Minutes 562020.docx](#)


Strategic Plan Focus Area:  Communications & Civic Engagement

REGULAR AGENDA

6. [R-CRA-2020-30](#) A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing An Advertising Media Plan In Accordance With Section 38.41(C)(9) Of The City's Procurement Code (Best Interest Exception), And Authorizing The Expenditure Of Funds For The Plan In An Amount Not To Exceed \$800,000.00.

Attachments: [Reso - FY 2021 Media Plan.docx](#)
[Exhibit A.pdf](#)

Requires A 5/7th Vote

Strategic Plan Focus Area:  Economic Vitality

7. [R-CRA-2020-31](#) A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Ranking Firms Submitting Statements Of Qualifications For RFQ BCRA 12-029 For Undergrounding Of Overhead Utilities And Streetscape Beautification At SR A1A From Hollywood Boulevard To Sheridan Street; Authorizing The Appropriate CRA Officials To Negotiate An Agreement With The Highest Rank Firm, And If Negotiations Are Not Successful, Authorizing The Appropriate CRA Officials To Terminate Negotiations With The Highest Rank Firm And To Commence Negotiations With The Next Highest Ranked Firm(s), In Order Until An Agreement Is Reached For Consideration By The CRA Board At A Later Date.

Attachments: [Reso PhaseIV BCRA 2020 revised.docx](#)
[Agreement CM@Risk- Phase I BCRA12-029.pdf](#)
[Exhibit A- COMMITTEE.PDF](#)
[Exhibit B-Submittal of qualifications.pdf](#)
[Exhibit C- Initial Criteria Scores BCRA 12-029.pdf](#)
[Exhibit D Oral BCRA 12-029.pdf](#)
[Exhibit E -Final Scores BCRA 12-029.pdf](#)

Strategic Plan Focus Area:  Infrastructure & Facilities

8. [P-CRA-2020-15](#) A Presentation by Jorge Camejo, Executive Director of the Hollywood, Florida Community Redevelopment Agency, And Bermello Ajamil & Partners, Providing An Update On The Hollywood Blvd and Tyler Street Streetscape Improvements Project.

Strategic Plan Focus Area:  Infrastructure & Facilities

9. [P-CRA-2020-16](#) A Presentation By Jorge Camejo, Executive Director Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Regarding An Update On The CRA Capital Improvement Projects.

Strategic Plan Focus Area:  Infrastructure & Facilities

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.

10. [IR-CRA-2020-07](#) Informational Report By Jorge Camejo, Executive Director, Providing An Update To The CRA Board On Beach And Downtown Activities For The Previous Month.

Attachments: [2020-09 JC Report.pdf](#)

Strategic Plan Focus Area:  Communications & Civic Engagement

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

11. Board Member Shuham
12. Board Member Hernandez
13. Board Member Callari
14. Board Member Blattner
15. Vice Chairperson Biederman
16. Board Member Sherwood
17. Chair Levy
18. General Counsel
19. Executive Director
20. 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.

