

**City of Hollywood  
COMMUNITY REDEVELOPMENT AGENCY  
December 2, 2015  
10:00 AM  
City Commission Chambers – Room 219  
Hollywood City Hall**

The meeting of the Community Redevelopment Agency was called to order by Chair Peter Bober on December 2, 2015 at 10:03AM in the City Commission Chambers, Room 219, 2600 Hollywood Boulevard, Hollywood, Florida.

Roll Call was as follows:

Chair	Peter Bober
Vice-Chair	Kevin Biederman
Board Members:	Patricia Asseff
	Peter Hernandez
	Traci Callari - absent
	Richard Blattner
	Linda Sherwood
General Counsel	Jeffrey Sheffel
CRA Executive Director	Jorge Camejo
CRA Deputy Director	Susan Goldberg
Board Secretary	Phyllis Lewis

1. **Conflict Disclosures**

There were no new conflicts to disclose.

2. **R-CRA-2015-55** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of November 18, 2015.

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

3. **R-CRA-2015-56** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Apply For And If Awarded, Accept The Broward Metropolitan Planning Organizations (Broward MPO) Complete Streets And Other Initiatives Program Awarded, In The Amount Of \$1,500,000.00 To Implement A Complete Streets Project On Federal Highway From Young Circle To Johnson Street For A Total Estimated Project Cost Of \$2,285,186.74; And If Successfully Awarded Committing The CRA To Fund \$785,186.74 Of The Total Project Cost Together With The Applicable Operating And Maintenance Costs Once Complete; Authorizing The Establishment Of Certain Accounts To Recognize And Appropriate The Funding; And Further Authorizing The CRA Executive Director To Execute Any And All Other Applicable Program Documents And Agreements.

Jorge Camejo, Executive Director introduced Susan Goldberg, Deputy Director to provide the Board who provided additional information to the Board.

Ms. Goldberg introduced Sylvia Glazer, Director of Public Works and Jonathon Vogt, Deputy Director and City Engineer, explained the intent of the Item.

The following individuals expressed personal opinions/concerns:

Terry Cantrell, Hollywood Lakes Civic Association

Ken Crawford, Parkside Civic Association

Discussion ensued among staff and members of the Board.

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

4. **R-CRA-2015-57** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Apply For And If Awarded, Accept The Broward Metropolitan Planning Organizations (Broward MPO) Complete Streets And Other Initiatives Program Awarded, In The Amount Of \$1,500,000.00 To Implement A Complete Streets Project On Federal Highway From Washington Street To Young Circle For A Total Estimated Project Cost Of \$2,330,378.71; And If Successfully Awarded Committing The CRA To Fund \$830,378.714 Of The Total Project Cost Together With The Applicable Operating And Maintenance Costs Once Complete; Authorizing The Establishment Of Certain Accounts To Recognize And Appropriate The Funding; And Further Authorizing The CRA Executive Director To Execute Any And All Other.

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

5. **P-CRA-2015-11** - Presentation By Jorge Camejo, Executive Director, Of Community Redevelopment Agency, Regarding An Update On The Hollywood Trolley System.

Jorge Camejo introduced Kimberly Stefanski who provided a presentation to the Board.

6. **R-CRA-2015-58** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Attached Advertising Media Plan; And Authorizing The Expenditure Of Funds For Said Plan In An Amount Not To Exceed \$700,000.00.

Jorge Camejo introduced Kathy Koch, President of Ambit Advertising and Public Relations who provided a presentation to the Board.

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

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

7. Board member Asseff, District 1

Board member Asseff had no further comments.

8. Board Member Hernandez, District 2

Parking on Hollywood Beach

Board member Hernandez asked staff to research and provide an update on the status of employee parking at the Hollywood Beach garages.

9. Board member Callari, District 3

Board member Callari had no further comments.

10. Board member Blattner, District 4

Board member Blattner had no further comment.

11. Vice Chair Biederman, District 5

Grant Applications

Board member Biederman requested that staff present potential grants application to the Board for discussion before a final decision is made. He further commended Renee Richards with the City of Hollywood for her excellent work with the grant program.

12. Board Member Sherwood

Board member Sherwood had no further comment.

13. Chair Bober

Chair Bober had no further comment.

14. General Counsel, Jeffrey Sheffel

General Counsel, Jeffrey Sheffel had no further report.

15. Executive Director, Jorge Camejo

Economic Development

Jorge Camejo advised staff that moving forward CRA staff will meet regularly with the city's economic development team.

Downtown Hollywood/Block 55

Jorge Camejo provided the Board with an update on the status of Block 55.

Community Meeting

Jorge Camejo announced that on December 15 at 7:00PM a community meeting will be held at the Hollywood Beach Community Center where an update will be provided to the community of the A1A Complete Street Project

The meeting adjourned at 12:22PM.

Approved as presented on \_\_\_\_\_

---

**Phyllis Lewis**  
**Board Secretary**