

**City of Hollywood
COMMUNITY REDEVELOPMENT AGENCY
April 6, 2016
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 April 6, 2016 at 10:04 AM in the City Commission Chambers, Room 219, 2600 Hollywood Boulevard, Hollywood, Florida.

Roll Call was as follows:

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

1. **Conflict Disclosures**

There were no new conflicts to disclose.

2. **R-CRA-2016-08** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of March 2, 2016.

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 6-0. Board member Callari was absent.

3. **R-CRA-2016-09** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Execute The Attached Interlocal Agreement Between The CRA And The City Of Hollywood For Community Bus And Transit Services.

Jorge Camejo, CRA Executive Director introduced the item to the Board.

ACTION: Motion was made by Board member Sherwood to adopt the resolution. The motion was seconded by Board member Asseff and on voice vote passed 6-0. Board member Callari was absent.

4. **R-CRA-2016-10** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Execute The Attached First Amendment To The Circular Shuttle Agreement Between Maruti Fleet And Management, Inc. And The CRA.

ACTION: Motion was made by Board member Sherwood to adopt the resolution. The motion was seconded by Board member Asseff and on a voice vote passed 6-0. Board member Callari was absent.

R-CRA-2016-11 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Approving And Authorizing The Appropriate CRA Officials To Execute The Attached Lease Agreement Between 1948 Harrison Street Realty, LLC (“Landlord”) And The CRA (“Tenant”) For The Leasing Of The Property Located At 1948 Harrison Street To Be Used As Office Space For CRA Daily Operations.

Jorge Camejo introduced the item to the Board.

An extensive discussion ensued among staff and Board members.

ACTION: Motion was made by Board member Sherwood to adopt the resolution. The motion was seconded by Board member Asseff and on a voice vote passed 6-0. Board member Callari was absent.

5. **P-CRA-2016-04** – A Presentation By Jorge Camejo, Executive Director Of Community Redevelopment Agency Regarding An Update On The Downtown Master Plan.

Jorge Camejo introduced Bill Waddill, Senior Vice President of Kimley-Horn and Associates provided a presentation to the Board.

Extensive discussion ensued among staff and members of the Board. Mr. Waddill was congratulated for providing the Board with a great presentation.

Vice-chair Hernandez requested that staff revise the design plan presented to address the durability of the pavers and the elimination of palm trees.

Jorge Camejo provided additional information regarding the palm trees.

IR-CRA-2016-03 – Informational Report by Jorge Camejo, Executive Director, Providing An Update To The CRA Board On Beach And Downtown Activities For Previous Month.

Jorge Camejo provided an update to the Board on the status of the Neighborhood Lighting Project.

Jorge Camejo introduced the item for informational purposes only and asked the Chair and Board members if they have questions or concerns. He further advised that the report is placed on the CRA website for public review. No questions or concerns were addressed by the Chair or Board members.

6. Board member Asseff, District 1

Paddle Board Courts

Board member Asseff stated that she received some complaint of the conditions of the Paddle Board Courts and requested that staff look into it.

Expo Alfresco “A taste of Hollywood 2016”

Board member Asseff extended an invitation to the upcoming Expo Alfresco "A taste of Hollywood 2016" on Wednesday, April 13th, 2016 at the ArtsPark. This is an annual event coordinated by the Greater Hollywood Chamber of Commerce

7. Vice-Chair Hernandez, District 2

Hollywood Trolley

Vice-Chair Hernandez requested that the CRA and City staff research the trolley service provided in the east/west direction of Hollywood versus the north and south. He further requested information on an extended service that will be conducive to Hollywood.

Mamacita Hollywood

Vice-Chair Hernandez requested that staff take a closer look at the light shining into the beach and the loud music at Mamacita's Restaurant.

8. Board Member Callari, District 3

Board member Callari was absent.

9. Board member Blattner, District 4

Board member Blattner had no further comment.

10. Board member Biederman, District 5

Hollywood Boulevard

Board member Biederman requested that staff look into recycling the old pavers being removed from Hollywood Boulevard.

Hollywood Trolley

Board member Biederman requested that staff look into a trolley extension that include the area of Hillcrest which would bring more patrons and less cars to downtown Hollywood and Hollywood Beach.

Banners

Board member Biederman suggested to staff to extend to other businesses the opportunity to advertise using banners throughout Hollywood.

11. Board Member Sherwood, District 6

Trolley Service

Board member Sherwood agreed with the comments provided by Vice-chair Hernandez and Board member Biederman. She further stated that Hillcrest residents are in need of a community circulator shuttle service.

Walmart Superstore Grand Opening

Board member Sherwood announced the grand-opening of Walmart Superstore on April 20th at 7:30Am.

Barry University

Board member Sherwood requested an update on the expansion of Barry University and the future plan for the Paddle Board Courts.

12. Chair Bober

Chair Bober had no further comment.

13. General Counsel

General Counsel Jeffrey Sheffel had no further comment.

14. CRA Executive Director, Jorge Camejo

Jorge Camejo recognized Susan Goldberg, CRA Deputy Director who recently completed an article published by the American Institute of Architects that highlighted the Tri Rail Coastal Link.

The meeting adjourned at 11:17AM.

Approved as presented on _____

Phyllis Lewis
Board Secretary