

**CITY OF HOLLYWOOD
COMMUNITY REDEVELOPMENT AGENCY
February 1, 2017
10:00 AM
City Commission Chambers – Room 219
Hollywood City Hall**

The meeting of the Community Redevelopment Agency was called to order by Chair Josh Levy on February 1, 2017 at 10:00 AM in the City Commission Chambers, Room 219, 2600 Hollywood Boulevard, Hollywood, Florida.

Roll Call was as follows:

Chair	Josh Levy
Vice-Chair	Traci Callari
Board Members:	Debra Case
	Peter Hernandez
	Richard Blattner
	Kevin Biederman
	Linda Sherwood
General Counsel	Jeffrey Sheffel
CRA Executive Director	Jorge Camejo
Board Secretary	Phyllis Lewis

Conflict Disclosures

1. There were no new conflicts to disclose.
2. **R-CRA-2017-06** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Execute The Attached Public Transportation Supplemental Joint Participation Agreement With The Florida Department Of Transportation In Order To Receive Additional Grant Funding In An Amount Not To Exceed 100,000.00 For The Continuation And Enhancement Of Hollywood Trolley Program; Authorizing The Required Matching Funds To Be Paid From Account No. 66.0186.00150.552.004806; Authorizing The Establishment Of Certain Accounts To Recognize And Appropriate The Grant Funding; Authorizing The Appropriate CRA Officials To Execute The Attached Supplemental Joint Participation Agreement; And Further Authorizing The CRA Executive Director To Execute Any And All Other Applicable Grant Documents.

Jorge Camejo introduced Ivan Cabrera, CRA Transportation Planner 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 Blattner to adopt the resolution. The Motion was seconded by Board Member Biederman and on voice vote passed unanimously 7-0.

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3. **P-CRA-2017-01** – A Presentation by Jorge Camejo, Executive Director of The Hollywood, Florida, Community Redevelopment Agency, Regarding An Update On Social Media Initiatives.

Jorge Camejo introduced Phylicia Korchevsky, CRA Marketing and Tourism Coordinator who provided a presentation to the Board.

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

4. Board Member Case, District 1

Citizen Comments

Board Member Case requested to include citizen comments as part of the monthly CRA board meeting agenda.

A discussion ensued among staff and members of the Board.

5. Board Member Hernandez, District 2

Beach Restaurant Businesses

Board Member Hernandez requested that staff provide a list of all the restaurants on Hollywood Beach including their liquor licenses.

Hollywood Train to Trolley

Board Member Hernandez requested that staff compile a daily ridership data on the train to trolley operation to determine whether the funds spent for this service is being put to good use. He further stated that he would like the train to trolley service to encompass West Hollywood to US-441/State Road 7. He suggested that staff coordinate a transportation workshop with both City and CRA staff to further explore ways to improve efficiency.

6. Vice-chair Callari, District 3

St. Patrick's Day Event

Vice-chair Callari reminded everyone to mark their calendars to attend the St. Patrick's Day parade schedule on March 12th, 2017.

7. Board Member Blattner, District 4

Hollywood Train to Trolley

Board Member Blattner advised his colleagues and staff that service such as the train to trolley helps to frame the beginning of community shuttle service. He further stated that staff should research as an alternative community shuttles with county assistance.

Citizen Comments

Board Member Blattner advised that as an alternative to having citizen comments during the CRA meetings he suggested extending City Comments to begin at 6pm ending at 8pm. Both City and CRA staff can take notes and respond.

Downtown Hollywood Parking

Board Member Blattner requested that City and CRA staff coordinate a workshop to address issues related to parking in downtown Hollywood.

8. Board Member Biederman, District 5

Citizen Comments

Board Member Biederman advised that he would support having citizen comments as part of the CRA agenda but with time constraints. He further advised that the city can also use social media as an alternative method by creating an email address or a Facebook page specifically for public comments. The comments and or concerns posted can be addressed at the meeting. This will also eliminate the public having to come to City Hall.

Hollywood Train to Trolley

Board Member Biederman requested that the train to trolley schedule also include that of the City of Hollywood hours of operation that staff can also utilize this service.

9. Board Member Sherwood, District 6

Hollywood Train to Trolley

Board Member Sherwood requested that the CRA donate a digital notice board to be place at transportation hub at US-441/State Road 7 that will inform the public of the schedule train to trolley service.

Citizen Comments

Board Member Sherwood recommended having a radio program that citizens can call in and express questions or concerns and receive an answer.

10. Chair Levy

Hollywood Beach Civic Association

Chair Levy thanked the Hollywood Beach Civic Association for hosting their annual ambassador luncheon on Friday, January 27th at the Hollywood Beach Community Center. He further stated that it was a great event and a lot of feedback was

received by both him and Board member Case about the needs, wants and hopes for the area.

Events in Hollywood

Chair Levy stated that he attended the Canada Fest event held on January 28th together with Board Member Case, Jorge Camejo and the Counsel General of Canada welcoming the crowd. The event was a great success. He further stated that due to weather conditions Sunday's event was cancelled.

Help for Haiti Event

Chair Levy further advised that the Help for Haiti event held in Downtown was also cancelled due to weather condition.

Dune Restoration Project

Chair Levy thanked all the volunteers from the Youth Environmental Alliance who participated in the removal of invasive species in front of the Hollywood Beach Resort as part of the Dune Restoration Project.

Groundhog Day 2017

Chair Levy reminded everyone of the Groundhog Day event hosted by Ocean Alley Restaurant on February 2nd, 2017 beginning at 6:30am.

Board Member Case stated that there will be free parking at Surf Road and Indiana Street.

11. General Counsel

General Counsel Jeffrey Sheffel had no further comments.

12. CRA Executive Director, Jorge Camejo

Monthly Report

Jorge Camejo announced that the monthly report was not provided at this meeting due to the time frame between both meetings. He further stated that it will resume at the next meeting.

13. The meeting adjourned at 11:27AM.

14. Approved as presented on _____

Phyllis Lewis, Board Secretary