

**CITY OF HOLLYWOOD
ANNUAL PERFORMANCE EVALUATION
CRA DIRECTOR**

Evaluation for: CRA Director, Jorge Cameo

Covering Period of: October 2015 through September 2016

Person Performing Evaluation: Biederman

In response to each of the following categories, please circle the rating level that, in your opinion, most closely describes the performance of the employee during the relevant time period.

The rating levels range from 1 to 5, with 5 being the highest. A rating of "5" represents "exceptional," "3" represents "meeting expectations," and "1" represents "unsatisfactory performance."

In the Comment section provided, please list any achievements/accomplishments during the past year and your assessment of those accomplishments.

The Other Remarks section can be used to comment on overall performance, goals and objectives you would like to see in the coming evaluation period.

- Score Values:**
- ☐ **5** Exceptional performance through self-driven initiatives, value added from innovative suggestions or actions that created change.
 - ☐ **4** Highly effective, exceeds expectations on a continuous basis.
 - ☐ **3** Meets expectations.
 - ☐ **2** Slightly below satisfactory performance.
 - ☐ **1** Redirection needed, not meeting expectations or desired outcomes.

Category	Rating	Comments
Jorge is available and accessible to the Commission and to individual Commissioners.	1 2 3 4 5	

You trust Jorge to manage the CRA in the most efficient, effective manner possible.	1 2 3 4 5	
Jorge responds quickly to requests and inquiries by the Commission, individual Commissioners and the public.	1 2 3 4 5	
Jorge is sincere in his planning organizing and carrying out plans and projects as well as deciding upon proper responses and solutions to issues that arise.	1 2 3 4 5	
Jorge communicates in an approachable, clear and concise manner.	1 2 3 4 5	
Jorge keeps the Commission informed about significant matters impacting the CRA in a timely and effective manner.	1 2 3 4 5	
Jorge looks out for the best interests of the CRA, keeping the future and broad scope in mind.	1 2 3 4 5	
Jorge exhibits integrity and accountability in his work.	1 2 3 4 5	
Jorge shares his ideas for the CRA's future with you.	1 2 3 4 5	Short term future is clear Long term need some work
Jorge exhibits a strong value system and acts as a role model to others.	1 2 3 4 5	
You are glad Jorge is on your team.	1 2 3 4 5	

Overall Rating:

- ☒ **5** Exceptional performance through self-driven initiatives, value added from innovative suggestions or actions that created change.
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Future Goals:

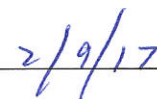
List future expectations of the City Commission:

Other Remarks:

Signature of Evaluator:



Date:





**CITY OF HOLLYWOOD
ANNUAL PERFORMANCE EVALUATION
CRA DIRECTOR**

Evaluation for: CRA Director, Jorge Cameo

Covering Period of: October 2015 through September 2016

Person Performing Evaluation: Linda Sherwood

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Category	Rating	Comments
Jorge is available and accessible to the Commission and to individual Commissioners.	1 2 3 4 5	

You trust Jorge to manage the CRA in the most efficient, effective manner possible.	1 2 3 4 5	
Jorge responds quickly to requests and inquiries by the Commission, individual Commissioners and the public.	1 2 3 4 5	
Jorge is sincere in his planning organizing and carrying out plans and projects as well as deciding upon proper responses and solutions to issues that arise.	1 2 3 4 5	
Jorge communicates in an approachable, clear and concise manner.	1 2 3 4 5	
Jorge keeps the Commission informed about significant matters impacting the CRA in a timely and effective manner.	1 2 3 4 5	
Jorge looks out for the best interests of the CRA, keeping the future and broad scope in mind.	1 2 3 4 5	
Jorge exhibits integrity and accountability in his work.	1 2 3 4 5	
Jorge shares his ideas for the CRA's future with you.	1 2 3 4 5	
Jorge exhibits a strong value system and acts as a role model to others.	1 2 3 4 5	
You are glad Jorge is on your team.	1 2 3 4 5	

Overall Rating:

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- ☒ 4 Highly effective, exceeds expectations on a continuous basis.
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- ☐ 2 Slightly below satisfactory performance.
- ☐ 1 Redirection needed, not meeting expectations or desired outcomes.

Future Goals:

List future expectations of the City Commission:

I am looking for more funds to the
Downtown District. Grants for paint,
landscape, and lighting for Parkside and
Borgal Poinciana neighborhoods to take place
within the 1st 6 mos of 2017

Other Remarks:

We must make it clear that the Beach District
will cease to exist in 2027 making it
easier to work the interlocal agreement
with the county.

Signature of Evaluator: Linda Sherwood Date: 2/2/17



**CITY OF HOLLYWOOD
ANNUAL PERFORMANCE EVALUATION
CRA DIRECTOR**

Evaluation for: CRA Director, Jorge Cameo

Covering Period of: October 2015 through September 2016

Person Performing Evaluation: Richard Blattner

In response to each of the following categories, please circle the rating level that, in your opinion, most closely describes the performance of the employee during the relevant time period.

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In the Comment section provided, please list any achievements/accomplishments during the past year and your assessment of those accomplishments.

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- Score Values:**
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Category	Rating	Comments
Jorge is available and accessible to the Commission and to individual Commissioners.	1 2 3 4 5x	Has been totally accessible and open. Seeks ideas, opinions.

You trust Jorge to manage the CRA in the most efficient, effective manner possible.	1 2 3 4x 5	Yes, but am concerned about how long it takes to navigate through the various city processes. Sometimes the hardest sell is to the Board.
Jorge responds quickly to requests and inquiries by the Commission, individual Commissioners and the public.	1 2 3 4x 5	
Jorge is sincere in his planning organizing and carrying out plans and projects as well as deciding upon proper responses and solutions to issues that arise.	1 2 3 4 5	Could be 3.5, but bureaucracy, both City, FDOT and MPO slow things down.
Jorge communicates in an approachable, clear and concise manner.	1 2 3 4x 5	Jorge is clear and concise in his communications. CRA Agenda's are well organized; monthly report valuable but not discussed in interest of time.
Jorge keeps the Commission informed about significant matters impacting the CRA in a timely and effective manner.	1 2 3 4x 5	Sometimes to his own detriment.
Jorge looks out for the best interests of the CRA, keeping the future and broad scope in mind.	1 2 3 4 5x	Absolutely, but then...if not Jorge, then who. Sometimes these interests appear to conflict with those of the City, or are seemingly at odds with community groups.
Jorge exhibits integrity and accountability in his work.	1 2 3 4x 5	
Jorge shares his ideas for the CRA's future with you.	1 2 3 4 5x	We have an excellent relationship and regularly exchange and discuss ideas. He is always open for new ideas.
Jorge exhibits a strong value system and acts as a role model to others.	1 2 3 4x 5	
You are glad Jorge is on your team.	1 2 3 4 5x	

Overall Rating:

- ☐ **5** Exceptional performance through self-driven initiatives, value added from innovative suggestions or actions that created change.
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Future Goals:

List future expectations of the City Commission:

SEE FOLLOWING NARRATIVE.

Other Remarks:

Signature of Evaluator: _____ Date: _____

PERFORMANCE APPRAISAL FOR JORGE CAMEJO (Period: Sept. 2015 – Oct 2016)

The CRA “stock” has risen since the last review. The Board and community recognize that there are great opportunities for change within the two districts because of available funding sources. You have recommended and allocated funds productively in many areas.

As I reflect on last year’s evaluation, there was concern that some of the identified issues are either still unresolved or have taken a year to germinate. For example, the WSG (Block 58) project is just starting to move (TAC Agenda 2.6); festoon lighting, part of the DCRA Redevelopment Master Plan, took over a year and I wonder if that could have been moved along faster; the JED project appears dead, which is sad considering its architecture and how it might have jump started development on Federal Highway.

RAC zoning, while not your complete responsibility, is still not rolled out and this has a major influence on how development on the Dixie corridor will occur. And, the RFP for the TCL concept got no response...again, not your responsibility, but I wish the CRA had played a more active role in the creation of the RFP and the marketing that should have been associated with it.

Looking ahead:

- . TIF and Financial Reporting. Final arrangements and details of the transfer of TIF funds from the County to the CRA and then the General Fund need to happen quickly and be understood clearly. I know you are part of the negotiating team with the County. Maybe County Commissioner Furr can run interference for you.

It is not clear how funds find their way to the General Fund. As part of your Quarterly Report, can you prepare a separate page which delineates that? It would help the Board and the residents who follow the CRA/City issues understand how the funds migrate to the City, and for what purpose.

. Downtown Master Plan is actually happening, albeit slowly, but it is important to recognize that one of the intended consequences it features will benefit adjacent neighborhoods. That helps increase confidence in security as well as helping to highlight the importance of both Parkside and Royal Poinciana.

. As to the downtown itself, new lighting along the boulevard, landscaping, etc., will make a big difference in the perception of the Historic District. I look forward to the next phases, which should address changes in parking, wider sidewalks, signage, etc.

Be alert for new Complete Streets grant applications later this year, which could accelerate next phases if successful. While that application might have to be completed by the City, don't abdicate your role. And, this should tie in with the Complete Streets project running from City Hall south to Dixie.

. The RAC. Hopefully the zoning will be unveiled yet this quarter, and as the Dixie Corridor is within the CRA, you should be a vigorous advocate for its implementation. In particular, something we have spoken about is how development can take place on sites that are grandfathered in, but don't meet the expectations of the RAC. The DCRA has much to gain, in fact more since the DCRA has little if any money, in seeing development along that corridor proceed rapidly.

. Traffic Planning. Expeditiously move to present to the Board a contract for a consultant with special skills and knowledge of traffic circles, to address not only the Young Circle architecture, but Hollywood Blvd. from east to west. The project must consider all blocks, 40, 55, 58 as well as the Equity One property/

. Art Space. Project taking too long. You have a belief that the CRA can accomplish something similar to Art Space, which would be artist live/work. Either way, this should be brought to conclusion.

. Tri Rail Coastal Link. Let me use this as a place setter for comments about the role of the CRA in marketing the station site. Even though there is no TIF from that development, because the site is City property, and is constrained, any real development should consider the private property adjacent to the site. Without that concept being part of the development of a station site, the project remains comparatively small. That is in your wheelhouse, and what this means is that you need to be a player and an equal and important one at that as this project gets a second life.

. Parking. All of our parking issues are within the CRA, yet you are not responsible...in spite of the fact that you write big checks. You should be even more outspoken about moving traffic and for the provision of parking; including consideration of off site parking for beach access. Without the CRA contribution to the Parking Fund, our parking issues would be much more difficult and we would probably have to borrow more money to keep the system functioning.

. Marketing. Downtown needs more businesses like Buffalo, Ends Meet, O'Conner and Goldberg. They are

making a difference. Maybe the City/CRA could create a Development Council, that would include the Chamber, and leading investment, hedge fund, construction and development companies, and key property owners. The agenda would be constructed to learn what perceptions are about doing business in Hollywood; opportunities they see; assistance they need, etc. Would have to be well organized, tightly scripted, and involve personal contact to get the right level of management to attend. Dog and pony, but we need to do that.

. Beach. The bridge and Hollywood Beach are priorities. AIA improvements are not far off; drainage is being addressed. The Margaritaville effect continues.

. Environment. Dune rehab is important and we need more of them. How can we find resources? Beach renourishment is a necessity and it seems we are doing what we can, although we rely on other entities.

. Staff. Looking good and competent. I would suggest more careful consideration be given to how projects and proposals are presented, especially in the beach community where there are very strong feelings. You keep your cool, not an easy task. Plan carefully, have a rehearsal, maybe focus groups to test the concept and presentation before going live.

. Transportation. From the last meeting, you know we are concerned about the cost effectiveness of some routes. You could probably run Uber on demand for the Train to Trolley, but there were suggestions made that could increase ridership.

CONCLUSION. I am fine with the results of 2016 with the understanding that it would have been even better if things more faster. Clearly there are times when our meetings get a little testy, but you know where the land mines are and just have to figure out how to navigate.

Compensation. I would recommend an increase consistent with that given to General Employees. If the Board is so inclined, I would support a bonus program, as mentioned in the City Manager's evaluation.

Sincerely,

Dick Blattner