

**CITY OF HOLLYWOOD
COMMUNITY REDEVELOPMENT AGENCY
October 4, 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 October 4, 2017 at 10:06 AM in the City Commission Chambers, Room 219, 2600 Hollywood Boulevard, Hollywood, Florida.

Chair Levy opened the meeting with the Pledge of Allegiance.

Roll Call was as follows:

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

Conflict Disclosures

1. There were no new conflicts to disclose.
2. R-CRA-2017-34 A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of September 6, 2017.

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

3. R-CRA-2017-35 A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Renew The Existing Media Buyer Services Agreement Between Ambit Advertising And Public Relations, Inc. And The CRA For A Two (2) Year Period In An Amount Not To Exceed \$84,000.00 Under The Same Terms And Conditions.

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

4. R-DCRA-2017-36 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Issue The Attached Blanket Purchase Order Renewing The Agreement Between Mydatt Services, Inc., dba Block By Block And The CRA For Sanitation And Security Services In An Amount Not To Exceed \$299,869.87.

March 1, 2017

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

5. R-BCRA-2017-37 A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Issue An Authorization To Proceed For The Attached Proposal With Applied Technology And Management, Inc. To Provide Coastal Engineering Consulting Services For The Beach Renourishment Project In An Amount Not To Exceed \$25,845.00.

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

6. R-CRA-2017-38 A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Execution Of The Attached Agreement Between The Hollywood Art And Culture Center, Inc. (The Center) And The CRA For The Purchase Of Tickets To Be Utilized For The Promotion Of The Center To The Hollywood Beach Visitor Market For A Total Amount Not To Exceed \$300,000.00, Payable On An Annual Basis At An Amount Not To Exceed \$30,000.00 Each Year, And Approving And Authorizing The Establishment Of An Account For Said Purpose.

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

7. R-BCRA-2017-39 A Resolution of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Execute The Attached Property Improvement Program Grant ("PIP") Agreement Between The CRA And The Greater Hollywood Chamber Of Commerce, Inc. For On-Site Improvements To Property Located At 330 North Federal Highway In An Amount Not To Exceed \$20,000.00; And Providing An Effective Date.

Jorge Camejo introduced the item to the Board. Laura Laliberte, Urban Design Coordinator provided a presentation to the Board.

The following individuals expressed personal opinions/concerns:

Lynn Smith, 1934 Adams Street
Anne Hotte, Greater Hollywood Chamber of Commerce
Chip Abele, Hollywood Circle
Ed Walls, Diplomat Resort
Marty Shuham, Hollywood Chamber of Commerce
Hylde Viteri, Mile High Sandwich
Jamis Mardis, 5345 Arthur Street

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

ACTION: Motion was made by Board member Biederman to adopt the resolution. The motion was seconded by Board member Case and on voice vote passed 4-3. Vice Chair Callari and Board member Hernandez opposed. Board member Biederman recused himself from this item due to a conflict of interest.

8. R-CRA-2017-40 A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The CRA Staff To Work With City Staff In Order To Implement A Parklet located At 1906 Harrison Street For A 30 Day Period With The Option To Renew For An Additional 30 Days In The Downtown CRA; And Providing For An Effective Date.

Jorge Camejo introduced the item to the Board. Laura Laliberte provided a presentation to the

Board.

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

The following individuals expressed personal opinions/concerns:

Jose Castellanos, owner of Topsy Boar

Russ Aaron Simon, owner of American English

Board member Biederman made a motion to extend the Parklet program as a 30 days pilot project at a cost of \$1250 per month.

This motion was seconded by Board member Blattner. An extensive discussion ensued among staff and members of the Board.

Board member Hernandez amended the motion to a 30 day pilot project located on Hollywood Boulevard and Harrison Street at a cost of \$1,000 per month. The motion was seconded by Board member Callari and failed on a voice vote.

The Board agreed to accept the resolution as presented with an amendment of a one year pilot program with two Parklets located on Hollywood Boulevard and Harrison Street and a cost to be determine by the CRA Executive Director.

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

7. **IR-CRA-2017-10** – Informational Report by Jorge Camejo, Executive Director, Providing An Update To The CRA Board On Beach And Downtown Activities For Previous Month.

Jorge Camejo advised the Board of the upcoming meetings and events. He further stated that the report is placed on the CRA website for public review. No questions or concerns were addressed by the Chair or Board members.

8. Board member Case, District 1

Board member Case had no further comments.

9. Board member Hernandez, District 2

Parklet Program

Board member Hernandez expressed his concern with the parking spaces that will be used as a part of the Parklet Program and thanked staff for the compromise.

Vice chair Callari, District 3

Parklet Program

Vice chair Callari stated that she agrees with Board member Hernandez and is looking forward to a great program.

CRA

Vice chair Callari made a motion to sunset the CRA in 2028. She further stated that the funds will go into the general fund to pay for infrastructure throughout the city.

March 1, 2017

A discussion ensued among the Board.

It was agreed by the Board to present the motion for discussion at the next scheduled City Commission meeting.

10. Board member Blattner, District 4

Board member Blattner had no further comment.

11. Board member Biederman, District 5

Parklet Program

Board member Biederman advised staff to look into a plan of action as to when and where a restaurant will have the parklet during the pilot program.

12. Board member Sherwood, District 6

Downtown Hollywood

Board member Sherwood requested that staff look into a paint project for the downtown utilizing the funds from the sale of the property located at 2031 Harrison Street.

13. Chair Levy

Chair Levy had no further comment.

Downtown Storefronts

14. General Counsel

Acting General Counsel Alan Fallik had no further comments.

15. CRA Executive Director, Jorge Camejo

CRA

Executive Director Jorge Camejo requested to have the November 1st CRA Board meeting reschedule to November 15th.

Discussion ensued among the Board.

It was agreed that the November CRA Board meeting will remain on November 1st, 2017.

16. The meeting adjourned at 12:32PM.

17. Approved as presented on _____

Phyllis Lewis, Board Secretary