

**City of Hollywood  
COMMUNITY REDEVELOPMENT AGENCY  
December 6, 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 December 6, 2017 at 10:05 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 - absent
General Counsel	Douglas Gonzales
CRA Executive Director	Jorge Camejo
Board Secretary	Phyllis Lewis

**Conflict Disclosures**

There were no new conflicts to disclose.

1. **R-CRA-2017-49** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of October 4, 2017.

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 6-0. Board member Sherwood was absent.

2. **R-CRA-2017-50** - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA") Amending The Annual Budget For The Beach District Of The CRA For Fiscal Year 2018; Revising Expenditures; And Providing An Effective Date.

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 6-0. Board member Sherwood was absent.

3. **R-CRA-2017-51** - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA") Amending The Annual Budget For The Downtown District Of The CRA For Fiscal Year 2018; Revising Expenditures; And Providing An Effective Date.

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 6-0. Board member Sherwood was absent

4. **R-CRA-2017-52** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Changing The Regular CRA Board Meetings Scheduled In July 2018; And Changing The January 2, 2019 CRA Board Meeting.

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 6-0. Board member Sherwood was absent

5. **R-CRA-2017-53** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Ranking Consulting Firms and Authorizing The Appropriate CRA Officials To Negotiate And Execute An Agreement On A Rotating Basis With Each Of The Three (3) Highest Ranked Firms For Traffic Engineering Services For Capital Projects.

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 6-0. Board member Sherwood was absent

6. **R-CRA-2017-54** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Approving And Authorizing The Expenditure Of Funds In An Amount Not To Exceed Of \$325,000.00 For Permit Fees Associated With Construction Of The Nebraska/Nevada Public Parking Garage.

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 6-0. Board member Sherwood was absent

7. **R-CRA-2017-55** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Authorizing The Payment Of Attorneys’ Fees To GrayRobinson, P.A. For Legal Services In The ICON Office Building Property Litigation In An Amount Not To Exceed \$100,000.00 For FY 2018.

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 6-0. Board member Sherwood was absent.

8. **R-DCRA-2017-56** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Approving And Authorizing The Appropriate CRA Officials To Execute The Attached Second Amendment To The Development Agreement Among The City Of Hollywood, The Hollywood CRA And PB Hollywood 1, Lofts, LLC; And Providing For An Effective Date.

Jorge Camejo introduced the item to the Board.

A discussion ensued among members of the Board and staff. Debbie Orshefsky, Partner, Holland & Knight, LLP was called to provide additional information.

Board member Hernandez suggested to include in the Development Agreement that the Tax Increment Financing (TIF) incentive will be paid annually once the project has been completed and the new value appears on the Broward County tax roll. This amount will not exceed \$450,000 and will not exceed 50% of the actual Tax Increment revenue.

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

ACTION: Motion was made by Board member Hernandez to adopt the Resolution with the amendment suggested above. The motion was seconded by Vice chair Callari and on voice vote passed 6-0. Board member Sherwood was absent.

9. **R-CRA-2017-57** – 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, Ambit Advertising and Public Relations, to provide a presentation to the Board.

An extensive discussion ensued among staff and members of the Board. It was recommended by the Board to revise the 2017-2018 Media Plan as follows:

Visitor Market – 38% (\$265,000.00)  
Economic Development - 38% (\$265,000.00)  
Special Events – 24% (\$170,000.00)

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

10. **P-CRA-2017-10** – Presentation By Jorge Camejo, Executive Director Of The Hollywood, Florida, Community Redevelopment Agency, Regarding Hollywood New Mobile Application.

Jorge Camejo introduced Phylisia Korchevsky, Marketing and Tourism Coordinator, to provide a presentation to the Board.

A discussion ensued among members of the Board and staff.

11. **P-CRA-2017-11** - Presentation By Jorge Camejo, Executive Director Of The Hollywood, Florida, Community Redevelopment Agency, Regarding Parkside Neighborhood Improvements.

Jorge Camejo introduced Lisa Liotta, Redevelopment and Operations Manager, to provide a presentation to the Board.

A discussion ensued among staff and members of the Board.

Ken Crawford, President, Parkside Civic Association, provided additional information to the Board.

12. **IR-CRA-2017-09** - Informational Report By Jorge Camejo, Executive Director, Providing An Update To The CRA Board On Beach And Downtown Activities For The Previous Month.

Jorge Camejo provided an update on the Beach Renourishment project and the dunes master plan.

13. Board member Case, District 1

A1A

Board member Case requested that staff look into placing speed limit signs along A1A due to the present construction. She further advised that the lighting along the east and west side streets of A1A that was damaged during Hurricane Irma has been repaired.

#### Beach Renourishment

Board member Case requested an update on the Beach Renourishment project.

Susan Goldberg, Deputy Director, provided an update.

#### Nevada Street Garage

Board member Case requested an update on the Nevada Street Garage.

Jorge Camejo provided the information.

#### 14. Board member Hernandez, District 2

##### CRA

Board member Hernandez requested an organizational chart of the CRA and salaries.

##### Downtown Circulator

Board member Hernandez requested a presentation on the circulator to be used for the downtown parking garages.

##### A1A

Board member Hernandez advised that he is very concerned about the traffic along A1A while construction is present.

#### 15. Vice Chair Callari, District 3

##### Candy Cane Parade

Vice chair Callari thanked everyone for their hard work during the Candy Cane parade.

#### 16. Board member Blattner, District 4

##### Parking

Board member Blattner requested that staff organize a workshop to discuss parking issues and concerns in the downtown.

#### 17. Board member Biederman, District 5

##### Downtown Circulator

Board member Biederman requested information on the downtown circulator.

#### 18. Board Member Sherwood, District 6

Board member Sherwood was absent.

19. Chair Levy

Hollywood Beach Golf Club

Chair Levy requested an update on the Hollywood Beach Golf Club.

Jorge Camejo provided the information.

A1A

Chair Levy requested that staff work with the City Engineer on a plan for cross walks and construction speed limit zones for A1A.

Wayfinding

Chair Levy requested an update from staff regarding the process of implementing wayfindings related to hotels and pedestrians along the Broadwalk.

20. Douglas Gonzales, General Counsel

Douglas Gonzales had no further comment.

21. CRA Executive Director, Jorge Camejo

Jorge Camejo had no further comment.

The meeting adjourned at 12:35 PM

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

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