

**HOLLYWOOD
COMMUNITY REDEVELOPMENT AGENCY
MEMORANDUM**

DATE: October 23, 2018

FILE NO. CRA-2018-34

TO: Chairman and CRA Board Members

FROM: Jorge Camejo, Executive Director
CRA



SUBJECT: Annual Evaluation for 2018 Year

ISSUE:

Annual Evaluation for CRA Executive Director

EXPLANATION:

As provided pursuant to my employment contract, the CRA Board shall review and evaluate my performance through an annual review to be conducted by the CRA Board. This report is prepared in order to provide the board with a synopsis of CRA activities over this past rating period.

For your information I have attached an amended version of the power point from the 2018-19 Budget presentation, which includes the CRA accomplishments over this past rating period. In addition, below are the goals and activities that I believe are relevant to the success of both CRA Districts in the coming year:

- Coordinate with City Staff to raise awareness of new opportunity zones, zoning code amendment and related initiatives that will provide greater investment opportunities within the Downtown and vicinity
- Continue our commitment to improve the appearance of our corridors and neighborhood street systems
- Continue implementation of Downtown neighborhood improvements including lighting and sidewalks and other improvements to enhance the quality of life in the neighborhood adjacent to the Downtown District in particular
- Continue to coordinate with Developers and City Staff to ensure timely review and issuance of permits for all quality development and redevelopment projects located in the CRA Districts
- Implement CIP improvements as prioritized and funded by the CRA Board with a particular focus on:
 - Completing engineering design work and other activities in anticipation of implementation of A1A undergrounding and beautification north of Hollywood Blvd.
 - Completing engineering design work and other activities in anticipation of implementation of Phase IV Streetscape improvement project on Hollywood Beach

- Continuing to provide a greater focus on economic development for the CRA districts, working with property owners and brokers to secure viable tenants to fill up current vacancies
- Coordinating Marketing and Communication programs to achieve maximum benefit for CRA and City of Hollywood
- Completion of new Parking facility on the beach
- Assisting in management of new transit connectivity system for the Beach, Downtown and surrounding areas along the US-1 corridor
- Continuing to provide regular monthly reports to CRA Board regarding staff activities with a particular focus on neighborhood improvement projects in Parkside and Royal Poinciana
- Continuing our commitment to raise the bar on property standards for both public and private properties
- Coordinating with City Code Compliance Staff to continue our commitment to strengthen our code compliance system to serve as a strong deterrent
- Continuing to improve lines of communication with City staff and stakeholders in our community including:
 - Standing meetings with City Manager
 - Attending and participating in regular City Manager Staff meetings
 - Speaking at a variety of neighborhood and community organization meetings
 - Participating at State and National conferences such as International Downtown Association, and Florida Redevelopment Association

Recommendation:

By anyone's measure, this past year has been extraordinarily difficult and challenging. However, during this timeframe I have been able to witness the successful outcome of the refunding concept that I presented to the CRA Board nearly four years ago hoping that it would create a means to share the success of our Beach CRA. As a redevelopment professional for over 30 years, I know that with proper implementation and oversight, this Inter-local Agreement with Broward County has the potential to create a significant turning point in the viability of global Hollywood and I am proud to have played a role in the creation of this opportunity. I again thank you for allowing me the opportunity and privilege to serve as your Executive Director and I look forward to your feedback.