



## ANNUAL PERFORMANCE EVALUATION

**Evaluation for:** CRA Director, Jorge Cameo

**Evaluation Period:** October 2017 through September 2018

**Evaluator:** Mayor Levy

### Instructions:

The Performance Evaluation process provides both the evaluator and the employee a sense of accomplishment, direction in priorities and commitment to certain desired behavior and goals.

### Suggested Evaluation Topics:

- Executing Policy – The CRA Director seeks organization wide improvements that integrate administrative goals with Commission policy to position the CRA for the future.
- Leading People – The CRA Director ensures that CRA operations are led by employees with the skills, knowledge, ability and experience to provide a high quality, diverse, productive workplace with quality assurance.
- Strengthening Community – The CRA Director collaborates with internal and external stakeholders to facilitate communications and gather input on CRA programs and initiatives.

- Managing Resources – The CRA Director sets the standard for fiscal responsibility and meeting performance expectations.
- Achieving Results – The CRA Director facilitates initiatives that result in positive change for the CRA structurally and financially.

Please provide comments on the CRA Director's performance in achieving these general goals and moving the CRA forward.

- Productive discussion on the need to accelerate policy execution; PIP, POP, Business recruitment DT, Neighborhood work in Lakeside + Royal Poinciana.
- The Director has shown an ability to maintain a professional team + workforce.
- The transition out of code duties, onto the city will enable a focus on executing the redevelopment plan.
- Expectation for fiscal efficiency in procurement of contractor/projects.
- Continued, productive relationship w/ city management Staff.

**Other Remarks:**

- Beach CRA terminates in 2025. Concluding Redevelopment Plan, in an efficient manner is primary.
- Downtown CRA has incredible opportunities with "Opportunity Zones" designation. CRA must assist city Econ. Dev. staff with realizing new investments.
- CRA Director needs to be a good communicator re the progress achieved, and provide detailed update on any Redevel Capital Projects.

Signature of Evaluator: \_\_\_\_\_

Date: 10.22.18



## **ANNUAL PERFORMANCE EVALUATION**

**Evaluation for:** CRA Director, Jorge Cameo

**Evaluation Period:** October 2017 through September 2018

**Evaluator:** \_Vice Mayor Debra Case\_\_\_\_\_

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**Please provide comments on the CRA Director's performance in achieving these general goals and moving the CRA forward.**

I know this is my first review of the executive CRA director but it's not the first director I have had the opportunity to work with especially in the beach district.

Since Richard Sala, and the four previous executive/interim directors in the prior 14 years, Jorge Camejo has been the 1<sup>st</sup> to get the Beach CRA redevelopment moving forward. In addition, in 2015 the BCRA was at risk of dissolution and Mr. Camejo recommended refunding TIF back to the city. With the support of the board and commission, city manager, city attorney and CRA the even better designed Interlocal Agreement with the County got done in 2018.

With today's leadership, the two CRA's have under gone restructured staffing and brought in very talented people, relocated the office and gained better exposure, uses best practices, uses available city departments and has engaged property owners to use PIP, HIP, POP & other granting opportunities in both districts.

Goals for the coming year will be to get the beach garage opened, complete plan and design of A1A/FDOT project as relates to CRA, continue planning and design for Phase IV streetscape and engineering for the A1A undergrounding of utilities and to work with FDOT on Hollywood Boulevard entrance to A1A. For the downtown CRA there is now an opportunity to increase the life up to 16 more years. The projects in the planning and building pike will increase TIF and afford the DCRA to get on with infrastructure projects.

I attest that Jorge Camejo is well suited for this position to bring the CRA districts forward with a steady momentum and meeting these goals.

I recommend that the wage of the executive director of the CRA be brought to the level of industry standards where there is one director for two CRA's with comparable budgets.

**Remarks:** I recommend that there should be a review of the enhanced service interlocal agreement to add accountability for all truly enhanced services monies. In the case where there was no baseline the service performed should be billed to and paid by the CRA.

Signature of Evaluator:  Date: 10.25.2018



## **ANNUAL PERFORMANCE EVALUATION**

**Evaluation for:** CRA Director, Jorge Cameo

**Evaluation Period:** October 2017 through September 2018

**Evaluator:** Traci Callari

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**Please provide comments on the CRA Director's performance in achieving these general goals and moving the CRA forward.**

Dear Jorge,

Thank you for this opportunity. Let me start off with how thankful I am regarding the ILA agreement. This helps the city out in so many ways.

Leading People – Several discussions and opinions on this topic. Our last CRA meeting regarding Code officers kind of settled some concerns. I am eagerly awaiting the response for the consultants so this concern regarding the extra layer of government can be put to bed.

Strengthening Community – You and your staff work well with the Chamber and business owners. I expressed the importance of keeping City Manager and City Staff a priority. I have seen improvements. Thank you.

Managing Resources – Many projects seem to take too much time. We have discussed this on the dais and everyone is aware. Most of the delays are due to local government speed. I would just encourage a more structured vetted process to get projects completed faster. – Ex: Lifeguard stands, Parklets, Festoon lighting... Way too long.

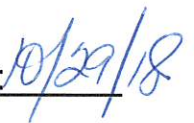
The good news is we are moving in the right direction as a city. Working together is a must. I am encouraging us to all succeed with the plans set forth and their completion. Let's eliminate the delays and expedite progress.

**Other Remarks:**

Signature of Evaluator: \_\_\_\_\_



Date: \_\_\_\_\_







## **ANNUAL PERFORMANCE EVALUATION**

**Evaluation for:** CRA Director, Jorge Cameo

**Evaluation Period:** October 2017 through September 2018

**Evaluator:** Richard Blattner\_\_\_\_\_

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**Please provide comments on the CRA Director's performance in achieving these general goals and moving the CRA forward.**

THIS PAST YEAR HAS NOT BEEN KIND TO THE CRA. THE BOARD HAS QUESTIONED ALMOST EVERY PROJECT UNDERWAY OR ON THE BOOKS, RESULTING IN DELAYS. THEN WE COMPLAIN ABOUT THE DELAYS.

THEN THERE HAVE BEEN THE NUMEROUS QUESTIONS ABOUT SUNSETTING THE CRA, PARTICULARLY THE BCRA. BOTH OF THESE HAVE TAKEN ITS TOLL ON STAFF MORALE AND THE AMOUNT OF TIME IT TAKES TO DEFEND ITSELF.

HOPEFULLY THIS IS OVER NOW, WITH THE SIGNING OF THE ILA WITH THE COUNTY, WHICH ADDRESSES THE SUNSET DATES AND PROVIDES GENEROUS FINANCIAL BENEFITS TO THE CITY FOR AFFORDABLE HOUSING.

MOVING FORWARD FOR 2018-19, JUST A FEW THINGS I WOULD LIKE TO SUGGEST.

- . MAKE A PRESENTATION OF YOUR MONTHLY REPORT. IT IS IMPORTANT THAT WE, AS WELL AS CITY STAFF AND THOSE RESIDENTS WHO ARE WATCHING OR LISTENING KNOW WHAT HAS HAPPENED DURING THE PAST MONTH. THE CURRENT WRITTEN REPORT IS TOO DETAILED AND TENDS TO BE BORING.

- . CONTINUE TO UPDATE THE BOARD ON THE PROGRESS OF PROJECTS LEADING TO THE SUNSET DATE.

WE, AND THE COMMUNITY, WANT AND NEED TO KNOW THAT WHAT WAS COMMITTED IN THE MASTER PLAN, WHICH WE UPDATE AND APPROVE ANNUALLY, IS ON SCHEDULE OR TARGET.

- . RE THE ABOVE, THAT WOULD INCLUDE A TIMELINE RUNNING TO THE SUNSET DATE, SHOWING HOW THE TRANSITION WILL TAKE PLACE.

- . EVEN THOUGH THIS WAS NOT AN APPROVED PROJECT, YOU AND I HAVE SPOKEN ABOUT A1A RUNNING SOUTH OF HOLLYWOOD BLVD., WHICH WOULD COMPLETE A1A. IS IT POSSIBLE TO SUGGEST TO THE BOARD THAT FUNDS FOR PLANNING THIS BE MADE AVAILABLE, AND BECAUSE THE PROJECT WOULD NOT BE COMPLETED WHILE THE CRA EXISTED, IT WOULD HAVE TO BE IN CONCERT WITH THE CITY. IT SHOULD ALSO BE IN PARTNERSHIP WITH HALLANDALE BEACH.

- . EXPEDITE PLANNING AND EXECUTION OF THE DIXIE CORRIDOR.



- . PLAY A MORE SIGNIFICANT ROLE IN THE UNIVERSITY STATION PROJECT. WHILE THE CITY OWNS THE PROPERTY, THE ADJACENT PRIVATELY OWNED PROPERTIES MAKE THE PROJECT MORE ATTRACTIVE TO DEVELOPERS.
- . PLAY A BIGGER ROLE IN MAKING THE RAC/DIXIE CORRIDOR DOME ALIVE.
- . WHAT IS THE PLAN FOR PHASE 2 IF THE DOWNTOWN MASTER PLAN DUE TO ROLL OUT?
- . MAKE SURE THE LIFE GUARD AND FIRST AID STANDS ARE ON SCHEDULE AND DEVELOP A PLAN FOR DISPOSITION OF THE OLD STANDS. WHAT IS YOUR ROLE HERE WITH REGARD TO STANDS OUTSIDE THE BCRA.
- . KEEP THE GARAGE ON SCHEDULE.

SOMEHOW, WE (YOU AND THE BOARD) HAVE TO FIND A WAY TO WORK TOGETHER MORE COLLEGIALLY SO THINGS DONE.

End

**Other Remarks:**

Signature of Evaluator:  Date: 10/23/15



## **ANNUAL PERFORMANCE EVALUATION**

**Evaluation for:** CRA Director, Jorge Cameo

**Evaluation Period:** October 2017 through September 2018

**Evaluator:** Commissioner Kevin Biederman

### **Instructions:**

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**Please provide comments on the CRA Director's performance in achieving these general goals and moving the CRA forward.**

**One of the biggest frustrations as a Commissioner is how slow government works. At times this holds true of our CRA. While I believe the CRA Executive Director, Mr. Jorge Camejo, means well and has good intentions, I wish he would work to have projects done in a more expeditious manner. I don't have firsthand knowledge on the day to day operation and his supervisory skills. However, it seems his team respects him and appreciates his leadership. I know Jorge tries to be out in the community when needed and possible, to meet with residents and stakeholders. I am hoping in the future he will do more to appease his critics and be aware of a perception of lack of transparency. As a board, through his leadership we need to streamline operations and reduce duplication of the workforce. Overall, I believe Jorge is trying to assure that the CRA meets its long range goals without sacrificing external needs.**

**Other Remarks:**



Signature of Evaluator: EWB Date: 10/30/10



## **ANNUAL PERFORMANCE EVALUATION**

**Evaluation for:** CRA Director, Jorge Cameo

**Evaluation Period:** October 2017 through September 2018

**Evaluator:** Linda Sherwood

### **Instructions:**

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**Please provide comments on the CRA Director's performance in achieving these general goals and moving the CRA forward.**

**Although the past year has been criticized for many delays with trees, lighting, Lifeguard Towers, and the beach tif I feel Jorge has handled it to the best of his ability. The major cue for this year and prior years is the work he put in to help make possible the inter-local agreement with the County. The use of 17% to 25% of the beach tif for other areas of the outside the beach is outstanding. This will make a lasting impression on the residents that the Beach CRA is valuable to the city and should remain until it's natural life is set to end.**

**Jorge is working constantly to bring the beach to it's highest capacity and now with the new developments downtown we will see a similar very upbeat scenario.**

**Jorge handles a large team to make everything that is needed by both districts to work well.**

**I look forward to the CRA hip, hop, and pop grants to be used in Parkside to encourage Bed & Breakfasts to development. I think that helping to rehab one complete block in Parkside will prove to investors what can be done to make the area a place to be. We also need to think of outside of the box ideas for Royal Poinciana. The shuttle that will be starting soon will bring both these neighborhoods and all of Hollywood to a comfortable experience downtown.**

**I am very happy with Jorge's decisions concerning having consultants come in with ideas for Dixie Hwy., the commuter FEC station, and Young Circle Traffic. These were very valuable opportunities not only for the commission but also for the involvement of the community.**

**I also look forward to Jorge seeking out again to work towards an Artist's live in community.**

**We need more advertising especially in the winter months up north in Times Square**

**All in all it has been a productive year and I am happy to Evaluate Jorge at Very Good**



**Other Remarks:**

Signature of Evaluator: Linda Sherwood Date: 10/23/18