

**City of Hollywood
COMMUNITY REDEVELOPMENT AGENCY
September 5, 2018
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 September 5, 2018 at 10:08 AM in the City Commission Chambers, Room 219, 2600 Hollywood Boulevard, Hollywood, Florida.

Roll Call was as follows:

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

Conflict Disclosures

There were no new conflicts to disclose.

1. **R-CRA-2018-23** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of April 4, 2018.

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

2. **R-CRA-2018-24** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of June 6, 2018.

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

3. **R-CRA-2018-25** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of April 4, 2018.

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

4. **R-CRA-2018-26** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ('CRA'), Ranking Firms Submitting Qualifications For RFQ #CRA 18-008, Environment Engineering Services For The Adams Street Site; Authorizing The Appropriate CRA Officials To Negotiate And Execute An Agreement With The Highest Ranked Firm; And If Negotiations Are Not Successful, Authorizing The Appropriate CRA Officials To Negotiate And Execute An Agreement With The Next Highest Ranked Firm(s), In Order, Until An Agreement Is Reached.

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

5. **R-BCRA-2018-27** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Revising Expenditures For The Downtown District Of The CRA For Fiscal Year 2018;

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

6. **R-DCRA-2018-28** - A Resolution of the Hollywood, Florida, Community Redevelopment Agency ("CRA"), Revising Expenditures For The Downtown District Of The CRA For Fiscal Year 2018; And Providing An Effective Date.

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

7. **R-CRA-2018-29** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing An Advertising Media Plan And Authorizing The Expenditure Of Funds For The Plan In An Amount Not To Exceed \$550,000.00.

Jorge Camejo introduced Kathy Koch, Ambit Advertising and Public Relations, to provide a presentation to the Board.

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

Board member Biederman requested a count of the bed occupancy rate on Hollywood Beach.

Further decision ensued among the Board.

It was the consensus of the Board to amend the resolution to equalize the spending divisions as follows and in addition allow some flexibility: Economic Development 33%, Visitors Market 33% and Special Events 34%.

ACTION: Motion was made by Board member Hernandez to adopt the amended resolution. The motion was seconded by Board member Callari and on voice vote passed unanimously 7-0.

8. **R-CRA-2018-30** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Amending Resolution No. R-CRA-2017-40 To Change The Length Of Stay At Each Location For The Two CRA Parklets In The Parklet Pilot Program; Clarifying The Parklet Rental Fees; And Providing For An Effective Date.

Jorge Camejo introduced the item to the Board.

Mark Rowe, Mickey Byrnes Irish Pub, expressed his comments and concerns.

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

ACTION: Board member Hernandez made a motion to amend the resolution to have both Parklets remain in place until January 31, 2019. At that time, the Board will reconsider the change in time and location of each Parklet among the qualified businesses selected for the program. Vice chair Case seconded the motion and on a voice vote passed unanimously 7-0.

9. **R-CRA-2018-31** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Authorizing The Appropriate CRA Officials To Execute An Agreement For A Catalogue Purchase Of Six First Aid Stations And 15 Lifeguard Towers From Post And Beam LLC, In An Amount Not To Exceed \$2,255,000.00, Including A 2.5% Contingency.

Jorge Camejo introduced Sarita Shamah, Senior Project Manager, to provide a presentation to the Board.

An extensive discussion ensued among the Board and staff.

Sarita Shamah introduced Michael Goldberg and Robin Cohen to address questions raised by the Board.

An extensive discussion ensued among the Board and staff.

Bruce Wilke, Marine Safety Chief, provided information requested by the Board.

ACTION: A motion was made by Board member Biederman to adopt the resolution to include six First Aid Stations with a round roof, round deck, aluminum railing and iconic signage. The motion was seconded by Board member Hernandez and on a voice vote passed 5-2. Vice chair Case and Board member Sherwood opposed. It was then agreed unanimously by the Board to purchase 15 Lifeguard Towers with a square cab, square deck with wood railing and a hip roof, at a cost of \$77,400 per unit.

10. **IR-CRA-2018-07** – 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 introduced the item for informational purposes only and asked the Chair and Board members if they have questions or concerns. He further advised that the report is placed on the CRA website for public review. No questions or concerns were

addressed by the Chair or Board members.

11. CITIZENS' COMMENTS

The following individuals expressed personal opinions/concerns:

Gary Smith – Downtown Hollywood Business Association

Gary Faske – Greater Hollywood Chamber of Commerce

Eamon Toner – Resident

Patricia Antrican – Resident

Anne Hotte – Greater Hollywood Chamber of Commerce

12. COMMENTS BY BOARD MEMBERS, GENERAL COUNSEL, AND EXECUTIVE DIRECTOR

Vice Chair Case, District 1

Hollywood Beach

Vice chair Case read a letter addressed to the Board on behalf of Frank DeRisi and the residents of Hollywood Beach regarding the CRA status and Hollywood Beach projects.

Dune Master Plan

Vice chair Case requested that the Board and staff support the effort of the Dune Master Plan Task Force to establish demonstration projects.

Jorge Camejo provided additional information.

Board member Hernandez, District 2

Federal Highway

Board member Hernandez clarified comments made by a resident during Citizens' Comments related to the glass pavers on Federal Highway.

CRA

Board member Hernandez stated that the information regarding the dissolution of the CRA needs to be accurate before making it public.

Vice Chair Callari, District 3

Hollywood Police Department

Board member Callari thanked the City of Hollywood Police Department for a great job in apprehending a murder suspect.

City of Hollywood

Board member Callari advised that Hollywood is not a divided City. She encouraged staff to all work together to make this a great city.

Board member Callari then advised the CRA Executive Director to please notify the Board before speaking to the media.

Board member Blattner, District 4

CRA Budget

Board member Blattner asked staff to address all issues related to projects before the upcoming budget meeting. He suggested that the City and CRA staff meet and then provide accurate information.

Board member Biederman, District 5

CRA

Board member Biederman advised that he supported an independent study of the CRA. He further advised that this will determine if it is best for the CRA to be abolished, remain as is or under the direction of the City Manager.

Board Member Sherwood, District 6

CRA

Board member Sherwood stated that she agreed with an independent study of the CRA.

Chair Levy

CRA

Chair Levy provided information regarding the Interlocal Agreement among Broward County, CRA and the City. He further advised that the dissolution of the CRA does not make good financial sense. Keeping the money as an investment in the City for low and moderate affordable homes is a win-win situation for the City as a whole.

General Counsel, Douglas R. Gonzales

Enhanced Services Agreement

General Counsel Douglas R. Gonzales advised the Board that the Enhanced Services Agreement will be presented at the next Board meeting. He further advised the Board to review the email sent to them and let him know if they want additional options included.

CRA Executive Director, Jorge Camejo

Jorge Camejo provided additional information to the Board regarding the TIF refund to the City.

The meeting adjourned at 2:05PM.

Approved as presented on _____

Phyllis Lewis
Board Secretary