

**City of Hollywood**  
**COMMUNITY REDEVELOPMENT AGENCY**  
**December 5, 2018**  
**9:00 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 5, 2018 at 9:05 AM in the City Commission Chambers, Room 219, 2600 Hollywood Boulevard, Hollywood, Florida.

Roll Call was as follows:

Chair	Josh Levy
Board Members:	Caryl Shuham
	Peter Hernandez - absent
	Traci Callari
	Richard Blattner
	Kevin Biederman
	Linda Sherwood
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-2018-50** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of September 5, 2018.

**ACTION:** Motion was made by Board member Callari to adopt the resolution. The motion was seconded by Board member Sherwood and on voice vote passed 6-0. Board member Hernandez was absent.

2. **R-CRA-2018-51** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of November 7, 2018.

**ACTION:** Motion was made by Board member Callari to adopt the resolution. The motion was seconded by Board member Sherwood and on voice vote passed 6-0. Board member Hernandez was absent.

3. **R-CRA-2018-52** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, Terminating Blanket Purchase B002646 With Mydatt Services, Inc., D/B/A Block By Block, For Sanitation And Safety Services In The Downtown District For An Annual Amount Not To Exceed \$299,869.87.
4. **ACTION:** Motion was made by Board member Callari to adopt the resolution. The motion was **seconded** by Board member Sherwood and on voice vote passed 6-0. Board member Hernandez was absent.
5. **R-CRA-2018-53** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Authorizing CRA Officials TO Negotiate And Execute An Agreement With Block By Block To Provide A Clean And Safe Ambassador Program And All Necessary Equipment, Materials And Products As Needed For The Estimated Amount Of \$450,000.00; Authorizing The Issuance Of A Blanket Purchase Order With The Highest Ranked Firm For Such Services.
6. **ACTION:** Motion was made by Board member Callari to adopt the resolution. The motion Was seconded by Board member Sherwood and on voice vote passed 6-0. Board member Hernandez was absent.

Board member Hernandez arrived at 9:10am.

7. **R-CRA-2018-54** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing An Additional Extension Of The Existing Agreement With Maruti Fleet And Management LLC. For Up To 180 Days; And Approving And Authorizing The Appropriate CRA Officials To Execute A Second Amendment To The Existing Agreement To Include Certain Operational Changes And Increased Costs Due To The Additional Extension.

Jorge Camejo introduced the item to the Board.

Discussion ensued among members of the Board.

Gus Zambrano, Assistant City Manager, provided additional information.

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

8. **P-CRA-2018-12** – Presentation By Scott Thurman, Project Manager, Florida Department Of Transportation (FDOT), And Antonio Piedra, Project Engineer, FDOT, Providing An Update To The CRA Board On The Status Of The A1A Complete Streets Project.

Jorge Camejo introduced Mufleh Marwan, Principal of Kimley Horn, to provide a presentation to the Board. Mufleh Marwan then introduced Scott Thurman to address questions presented by the Board.

Bob Glickman, resident of Hollywood Beach, provided information to the Board.

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

Susan Goldberg, Deputy Director, addressed questions presented by the Board.

9. IR-CRA-2018-10 – Information 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 a presentation to the Board.

An extensive discussion ensued among the Board and staff.

10. **CITIZEN' COMMENTS**

The following individuals expressed personal opinions/concerns:

Gary Smith – Downtown Hollywood Business Association

Bob Glickman - resident

11. **COMMENTS BY BOARD MEMBERS, GENERAL COUNSEL AND EXECUTIVE DIRECTOR**

**Board member Shuham, District 1**

Harrison Street Parklet

Board member Shuham advised that the Parklet located at the Topsy Boar seems more open and airy.

Code Enforcement

Board member Shuham sent a shout out to John Weitzner, Code Enforcement officer for the beach district, for doing an exceptional job on the beach.

Board member Shuham requested that staff look into the enforcement of safety guidelines among the teenagers who are skateboarding, as the skateboarding startles beachgoers. She would like staff to look into what action can be taken to enforce safety.

**Board member Hernandez, District 2**

Parklets

Board member Hernandez stated that the parklet located at Topsy Boar is under-utilized and the landscaping needs some care. He suggested that staff look into another location if the current location is not working. He further suggested using color on the wood so that it stands out.

### Trolley Circulator

Board member Hernandez stated that he is very excited about the trolley circulator coming to fruition. He further advised that this is a great idea for the City.

### Downtown Hollywood

Board member Hernandez stated to his colleagues that Downtown Hollywood looks much blighted. He suggested to his colleagues to hold a workshop to address the issues and concerns and to discuss the future direction of the downtown.

All Board members supported this request.

### **Board member Callari, District 3**

#### Downtown Workshop

Board member Callari advised that she will cancel her Commission in the Community meeting scheduled in the upcoming month to hold a town hall meeting to address the issues and concerns in the downtown.

Board member Callari also requested that her colleagues work collaboratively with City and CRA staff to combine their efforts and vision for a better downtown.

#### Hollywood Beach

Board member Callari thanked the CRA and Margaritaville Resort for stepping up and meeting the needs of the residents by providing more police support on Hollywood Beach.

#### Candy Cane Parade

Board member Callari stated that she will not be attending this year's Candy Cane Parade due to work commitment. She thanked Chair Levy and staff for recommending the candy canes be handed out rather than tossed into the audience. She further advised that she discourages the social media bullying and hopes that we can all reach an amicable solution to next year's parade even if it means changing the location.

### **Board member Blattner, District 4**

#### Downtown Hollywood

Board member Blattner supported the idea of a downtown workshop and recommended involving the businesses as part of the discussion.

## CRA Projects

Board member Blattner requested that the CRA Executive Director provide an update on the 2019 CRA projects that will have a beneficial effect on the taxes.

## Downtown Hollywood

Board member Blattner requested that staff provide the rules for music in the downtown district especially electronic music.

## **Board Member Biederman, District 5**

### Candy Cane Parade

Board member Biederman extended an invitation to everyone to attend the Candy Cane Parade scheduled on December 8, 2018. He further suggested using the water-soluble straws instead of candy canes.

### Downtown Hollywood

Board member Biederman stated that the downtown businesses are going out of business because of poor business plan and/or poor customer service. Board member Biederman further stated that we can create more programs and use Community Development to recruit other businesses.

### Business Improvement District

Board member Biederman suggested to staff that the sidewalk pressure cleaning in the downtown district should be handled by the City who would then cite them and the cost reimbursed by the businesses through their annual tax bills.

### A1A

Board member Biederman advised staff to be more proactive with all contractors, not only FDOT contractors.

### Parklet

Board member Biederman stated that the parklet located at Topsy Boar needs more landscaping. He further suggested that the CRA share the cost of landscaping with the business to make sure that it is well maintained.

## **Board Member Sherwood, District 6**

Board member Sherwood had no further comments.

**Chair Levy**

Greetings

Chair Levy extended happy birthday greetings to Board member Biederman and former Board member Case.

Candy Cane Parade

Chair Levy clarified his position with the decision of handing out candy canes and he further stated that it was staff decision to hand out candy canes as opposed to tossing them.

**General Counsel, Douglas Gonzales**

General Counsel, Douglas Gonzales had no further comments.

**CRA Executive Director, Jorge Camejo**

Jorge Camejo, Executive Director, had no further comments.

12. The meeting adjourned at 11:16AM

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

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