

**City of Hollywood  
COMMUNITY REDEVELOPMENT AGENCY  
April 3, 2019  
9:00 AM  
City Commission Chambers – Room 219  
Hollywood City Hall**

The meeting of the Community Redevelopment Agency was called to order by Vice Chair Case on April 3, 2019 at 9:04 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:	Caryl Shuham
	Peter Hernandez
	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-2019-18** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of March 6, 2019.

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

2. **R-CRA-2019-19** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, Authorizing The Appropriate CRA Officials To Execute A Vehicle Lease Agreement With Mydatt Services, Inc., D/B/A Block By Block, For Vehicles To be Used To Provide Supplemental Maintenance In The Downtown District.

A discussion ensued among the Board and staff.

Jorge Camejo introduced Lisa Liotta, Redevelopment and Operations Manager, to address questions raised by the Board.

**ACTION:** Motion was made by Board member Hernandez to amend the agreement to include the insurance indemnification form as part of the agreement. The motion was seconded by Vice chair Callari and on voice vote passed unanimously 7-0.

3. **R-CRA-2019-20** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Awarding BID No. BCRA 16-002 Entitled "Painting"; Authorizing The Appropriate CRA Officials To Execute An Agreement With Waterfront Wall Finishes, LLC For Painting Of Four First-Aid Stations And 15 Lifeguard Towers To Be Placed On Hollywood Beach; Authorizing The Expenditure Of Funds In An Amount Not To Exceed \$62,300.00.

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

4. **P-CRA-2019-06** – Presentation By Jorge Camejo, Executive Director, Providing An Update On The CRA's Property Improvement Grant Program.

Jorge Camejo introduced William Fast, Architect, to provide the Board with a presentation on the Grants Program.

A discussion ensued among staff and members of the Board.

It was the consensus of the Board to have staff provide assistance through the property improvement grant program to the American Legion Post 92. The Board also directed staff to provide a monthly update in the form of visual images of the potential property improvement applications.

It was further suggested that staff seek the assistance of students from the school of architecture at Florida International University and Florida Atlantic University to provide a fresh look at the potential grant projects.

Board member Biederman requested that staff reach out to the property owners along Dixie and Federal Highways and inform them of the types of grant project opportunities available to them.

5. **P-CRA-2019-07** – Presentation By Jorge Camejo, CRA Executive Director, Providing An Overview Of The March 11<sup>th</sup> Walking Tour.

John Chidsey, Code Compliance Manager, provided a presentation to the Board on an update of the code compliance issues and concerns addressed by the Board during the walking tour of downtown.

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

Sylvia Glazer, Director of Public Works, addressed questions raised by the Board.

6. **IR-CRA-2019-03** - Informational Report By Jorge Camejo, Executive Director, Providing An Update To The CRA Board On Beach And Downtown Activities For The Previous Months.

Jorge Camejo introduced consultant, Heather Akers, from Brooks Scarpa, to provide a presentation to the Board regarding Wayfinding Signage and Gateway Markers.

An extensive discussion ensued among the Board.

Jorge Camejo then introduced Sarita Shamah, Senior Project Manager, to provide a presentation on an update of the Phase IV Undergrounding Utilities meeting held on Tuesday, March 19 at the Garfield Community Center.

7. **CITIZENS COMMENTS**

The following individuals expressed personal opinions/concerns:

1. Debra Case
2. Catherine Uden
3. Richard Russo
4. Neal Faeber
5. Bob Glickman

**BOARD MEMBERS, GENERAL COUNSEL AND EXECUTIVE DIRECTOR**

8. Board Member Shuham, District 1

Phase IV Undergrounding Utilities

Board member Shuham complimented staff on an excellent job organizing the Phase IV Undergrounding Utilities community meeting on March 19, 2019. She further encouraged staff to work along with the city's Planning Department, which requires new development to include the Florida Power and Light boxes.

Downtown Hollywood

Board member Shuham requested that staff speak with the City Manager and General Counsel about ways to address the numerous complaints related to after-hour music and employees' dress. She recommended having a workshop to revisit the music ordinance and provide recommendations.

Hollywood Beach

Board member Shuham thanked CRA and City employees for a great job handling the seaweed situation on Hollywood Beach.

9. Board member Hernandez, District 2

Downtown Hollywood

Board member Hernandez suggested to review the downtown music district ordinance and the limits. He further stated that we need to be careful what we dictate to business owners about employees' dress.

American Legion Post 92

Board member Hernandez encouraged staff to work with the American Legion Post 92 with a grant program that will help upgrade and improve the property.

2027 Hollywood Boulevard

Board member Hernandez requested that staff look into this property as no permit was issued to have work done.

Vacation Rentals

Board member Hernandez provided an update on the legislative status of vacation rentals in residential neighborhoods.

Downtown Circulator

Board member Hernandez requested an update on the downtown circulator and the CCTV security systems.

10. Vice Chair Callari, District 3

Downtown Hollywood

Vice chair Callari requested an update on the Greater Fort Lauderdale Food and Wine event. She further stated that the Hollywood Youth Ambassadors recently held an event at the Arts Park called Hollywood Happy Day which was well attended but after sunset. She suggested that when staff is coordinating events the event time should be a factor as more people seem to attend later in the evening.

Hollywood Police and Fire Department

Vice chair Callari thanked the Hollywood Police and Fire Department for a great job during Spring Break on Hollywood Beach.

11. Board member Blattner, District 4

Board member Blattner had no further comments.

12. Board member Biederman, District 5

CRA

Board member Biederman encouraged staff to complete projects in a timelier manner. He further provided a list of recruiting websites for possible internships to the CRA director.

13. Board Member Sherwood, District 6

Hollywood Circulator

Board member Sherwood requested an update on the downtown circulator and the route. She further requested from staff an update on the Virgin Commuter rail station.

Jorge Camejo provided information on the Virgin Commuter rail station.

14. Chair Josh Levy

Virgin Commuter Rail Station

Chair Levy provided additional information on Brightline Trains, which was rebranded to Virgin Trains USA. He further suggested that we work closely with Broward County and Virgin USA to promote the area which will potentially bring in more visitors.

15. General Counsel, Douglas Gonzales

Downtown Music District

Douglas Gonzales provided additional information on the downtown music district and the noise ordinance. He further suggested that we can speak to the business owners about their employees' apparel but cannot regulate the choice of apparel.

16. CRA Executive Director, Jorge Camejo

Jorge Camejo had no further comment.

The meeting adjourned at 12:19pm

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

\_\_\_\_\_  
**Phyllis Lewis**  
**Board Secretary**