

**City of Hollywood  
COMMUNITY REDEVELOPMENT AGENCY  
October 2, 2019  
9:00AM  
City Commission Chambers – Room 219  
Hollywood City Hall**

The meeting of the Community Redevelopment Agency was called to order by Chair Josh Levy on October 2, 2019 at 9:05 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 R. Gonzales
CRA Executive Director	Jorge Camejo
Board Secretary	Phyllis Lewis

**Conflict Disclosures**

There were no new conflicts to disclose.

1. **R-CRA-2019-48** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Community Redevelopment Agency Meeting Of September 4, 2019.

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

2. **R-BCRA-2019-49** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Changing The Schedule For The Regular Board Meetings To Take Place On The Second Wednesday Of Each Month, Other Than August, Beginning At 1:00PM; Designating 3:00P.M. As Time Certain To Hear Citizens Comments During Regular CRA Board Meetings.

An extension discussion ensued among the Board and staff.

Chair Levy requested information from the General Counsel regarding Robert's Rules Of Order for running a meeting.

**ACTION:** Vice chair Callari made a motion to adopt the resolution with the following changes: Changing the regular meetings to take place on the first and third Wednesday of each month beginning at 9AM designating 9:30AM as time certain to hear Citizens Comments. The motion was seconded by Board member Hernandez.

An extensive discussion ensued among the Board and staff.

Board member Blattner made a motion to amend the previous motion to include a three month trial following an evaluation. This motion was seconded by Board member Sherwood and on a voice vote failed 6-1. Board member Blattner voted for the motion.

Gus Zambrano, Assistant City Manager, responded to questions raised by the Board.

**ACTION:** On voice vote passed 5-2. Board member Shuham and Board member Blattner opposed.

3. **R-DCRA-2019-50** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Authorizing The Appropriate CRA Officials To Issue A Notice To Proceed With Kimley – Horn And Associates, Inc. To Provide Consulting Services For Pre-Scoping And Concept Development Activities For Phase IV In An Amount Not To Exceed \$82,365.00.

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

4. **R-CRA-2019-51** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Authorizing The Appropriate CRA Officials To Negotiate And Execute An Agreement With The Highest Ranked Firm To Provide Professional Services For Surveying And Mapping Services For The Phase 4 Streetscape And A1A Project.

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

5. **R-CRA-2019-52** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Authorizing The Appropriate CRA Officials To Negotiate And Execute An Agreement With The Highest Ranked Firm To Provide Professional Services For Surveying And Mapping Services For The Neighborhood Lighting And Streetscape Project.

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

6. **R-CRA-2019-53** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Authorizing The Appropriate CRA Officials To Negotiate And Execute An Agreement With The Highest Ranked Firm To Provide Professional Services For Electrical Engineering Services For The Pedestrian Lighting Improvements Project.

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

7. **R-DCRA-2019-54** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Canceling Bid DCRA-18-0100 For A Parklet Outdoor Café.

Jorge Camejo introduced Darci Mayer, Transportation Planner, who provided a presentation to the Board.

An extensive discussion ensued among staff and members of the Board. It was agreed that the parklet located at Mickey Byrnes will remain at that location and the Harrison Street parklet will be relocated to Social Room on Hollywood Boulevard in lieu of constructing a new parklet for the Go-Bistro location.

Vice chair Callari suggested to staff to reach out to the previous applicants and tenants in the 2033-2051 block of Hollywood Boulevard to advise of the changes to the parklet project.

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

**ACTION:** Motion was made by Vice chair Callari to adopt the resolution to pave a landscape island of six parking spaces from 20th to 21st Avenue on Hollywood Boulevard not to exceed \$65,956.75.

Chair Levy advised that this motion requires a 5/7 vote as it was not an agenda item.

**ACTION:** The motion was then seconded by Board member Sherwood and on a voice vote passed unanimously 7-0.

8. **P-CRA-2019-20 – A Presentation And Update By Jorge Camejo, Executive Director Of The Hollywood, Florida, Community Redevelopment Agency, Regarding A Market Update For Hollywood Boulevard And Harrison Street In Downtown Hollywood.**

Jorge Camejo introduced Kevin Crowder, CECD, founder of Business Flare Economic Development Solutions, to provide a presentation to the Board.

An extensive discussion ensued among members of the Board. The Board thanked Kevin Crowder for the presentation.

9. **CITIZEN' COMMENTS**

The following individuals expressed personal opinions/concerns:

1. Mitch Anton
2. Bob Glickman

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

Board member Shuham, District 1

Hollywood Beach

Board member Shuham requested staff work with Rick Mitinger, Transportation Engineer, regarding the installation of a one-way sign on North Surf Road.

Board member Shuham requested that staff address the King Tide Flooding issues on Hollywood Beach. She further advised that due to the flooding, residents and guests cannot get in and out of their cars.

Broward Leaders Water and Climate Academy

Board member Shuham stated to her colleagues that she attended the Broward Leaders Water and Climate Academy on September 27<sup>th</sup> at the Broward County Government Center. She further advised that she has a portable document format (pdf) of a presentation provided by Jeffrey Huber of Florida Atlantic University, titled the Innovations on Storm Water Green Infrastructure and Community Resilience Design, that she would like to share .

Board member Hernandez

CRA

Board member Hernandez advised that the CRA has a great deal of work to do. He encouraged staff to continue communicating with business owners and residents on issues and concerns related to the downtown.

Downtown Hollywood

Board member Hernandez stated that the revised parklet project is a great change for the downtown. He further stated that staff need to address parking inventory, ways to increase foot traffic and current development in the downtown.

Vice Chair Callari, District 3

Downtown Hollywood

Vice chair Callari thanked Mark Rowe, owner of Mickey Byrnes, for his participation in the parklet project and his dedication and commitment as a successful business owner in the downtown. She further encouraged staff to embrace the Seminole Hard Rock Hotel and Casino by organizing community events around their event calendar.

Vice chair Callari requested an update on the opening of Twin Peaks Sports Bar and Restaurant.

Vice chair Callari requested that staff provide an update on the sidewalk art and chalk event.

Board member Blattner, District 4

Downtown Hollywood

Board member Blattner requested an update on the Noise and Music District expansion.

Board member Hernandez provided an update.

Board member Blattner requested that staff provide an update on the pavers project located at Blocks 40 and 58.

Board member Biederman, District 5

Downtown Hollywood

Board member Biederman stated that he likes Vice chair Callari's idea of the sidewalk art and chalk event.

Board Member Sherwood, District 6

Board member Sherwood had no further comment.

Chair Levy

Downtown Hollywood

Chair Levy requested that staff meet with the City's Department of Communication, Marketing and Economic Development to discuss investment opportunities in the Federal opportunity zone in the downtown.

Hollywood Beach

Chair Levy requested that staff work with the Florida Department of Transportation to address the tidal flooding and storm water drains on Hollywood Beach.

General Counsel, Douglas Gonzales

General Counsel, Douglas Gonzales, had no further comments.

CRA Executive Director, Jorge Camejo

Hollywood Beach and Downtown Updates

Executive Director, Jorge Camejo, provided updates on the Phase IV Community Meeting on October 23<sup>rd</sup>, 2019 at Hollywood Beach Community Center. He also announced that he would be the moderator at the Urban Land Institute, The Changing Face of Hollywood. He further advised that City Manager Dr. Wazir Ishmael, Michael Feinstein, Hollywood Business Owner, and others are panelists.

11. The meeting adjourned at 12:22PM.

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

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