

**City of Hollywood  
COMMUNITY REDEVELOPMENT AGENCY  
February 5, 2020  
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 February 5, 2020 at 9:43 AM in the City Commission Chambers, Room 219, 2600 Hollywood Boulevard, Hollywood, Florida.

Roll Call was as follows:

Chair	Josh Levy
Vice-Chair	Kevin Biederman
Board Members:	Caryl Shuham
	Peter Hernandez
	Traci Callari
	Richard Blattner
	Linda Sherwood
General Counsel	Douglas R. Gonzales
CRA Executive Director	Jorge Camejo – absent
Interim Executive Director	Susan Goldberg
Board Secretary	Phyllis Lewis

**Conflict Disclosures**

There were no new conflicts to disclose.

1. **R-CRA-2020-05** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving The Minutes Of The Regular CRA Meeting On December 4, 2019.

**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 unanimously 7-0.

2. **R-CRA-2020-06** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Changing The Regular CRA Board Meeting In April And July 2020, Scheduling A Regular CRA Board Meeting On August 26, 2020, And Canceling The December 16, 2020 And January 6, 2021 CRA Board Meetings.

**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 unanimously 7-0.

3. **R-CRA-2020-07** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Authorizing The Appropriate CRA Officials To Execute An Agreement With Art Sign Company In The Amount Of \$69,265.00 For Construction Of A Gateway Sign At Hollywood Boulevard And 21<sup>st</sup> Avenue Within The Downtown District.

**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 unanimously 7-0.

4. **R-DCRA-2020-08** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Authorizing The Executive Director Of The CRA To Release Funds Covering The Cost Of The Second Phase Of Improvements Related To The American Legion Post 92 In An Amount Not To Exceed \$29,371.00, Limited To The Replacement Of The Roof On The West Section Of The Building.

Susan Goldberg introduced Lisa Liotta, Redevelopment and Operations Manager, who provided an update to the Board.

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

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

5. **P-CRA-2020-02** – A Presentation By Jorge Camejo, Executive Director Of The Hollywood, Florida Community Redevelopment Agency (“CRA”), Providing An Update On The CRA’s Capital Improvement Projects.

Susan Goldberg introduced Francisco Diaz-Mendez, Project Manager, to provide a presentation on the Phase IV Street End Project. She then introduced Sarita Shamah, Senior Project Manager, to continue with a presentation on the A1A Improvement Project on Hollywood Beach. Susan concluded by introducing representatives from FDOT, to address questions and concerns expressed by the Board.

6. **P-CRA-2020 – 03** – A Presentation By Jorge Camejo, Executive Jorge Camejo, Executive Director, Of The Hollywood, Florida, Community Redevelopment Agency, Regarding An Update on The Lifeguard Towers And First Aid Stations Replacement Project.

Susan Goldberg introduced Sarita Shamah to provide an update to the Board on the lifeguard stations and first aid towers. Sarita Shamah thanked Bruce Wilkie, Marie Safety Chief, and the beach safety team for all the support provided during the installation of the lifeguard towers and first aid stations.

An extensive discussion ensued among the Board and staff.

Bruce Wilkie responded to questions addressed by the Board.

7. Board member Shuham, District 1

Gateway Signage

Board member Shuham stated that the gateway signs and neighborhood wayfinding design should be consistent throughout the City of Hollywood.

#### Downtown Hollywood

Board member Shuham requested an update on when the rubber mulch will be installed in the tree beds in the downtown Hollywood. She further stated that this is a great safety option to prevent a trip hazard.

#### Events

Board member Shuham expressed her disappointment in the lack of events in Hollywood during the Superbowl 2020 weekend. She encouraged staff to think in advance especially when the opportunity presents itself.

#### CRA Board Meetings

Board member Shuham stated that if there are no items for discussion to hold a Board meeting, she fully supports canceling the CRA Board meeting. She further stated that her colleagues should be careful on how the Board meetings are scheduled and allocated.

### 8. Board member Hernandez, District 2

#### Downtown Hollywood

Board member Hernandez directed staff to coordinate a meeting with the business owner of Social Room and a representative from Hollywood police department to discuss the ordinance requirements of the outdoor café.

#### Downtown Hollywood Sidewalks

Board member Hernandez requested the support of his colleagues to have the City Engineer along with the CRA coordinate a pilot program for Parkside and Royal Poinciana which provides an incentive to residents who do not have driveways. This project will eliminate street parking and create driveways, landscaping and fire apparatus access.

#### Board member Callari, District 3

#### “BE Mine” Dog Show

Vice Chair Callari announced the 5<sup>th</sup> Annual “Be Mine” Dog Show will be held on Saturday, February 8, 2020 at the Stan Goldman “Hollywoof” Dog Park. She invited everyone to attend.

#### Events

Board member Callari agreed with Board member Shuham on the lack of events during the Superbowl 2020 weekend. She requested that staff provide an update on the street chalk Art event.

Lisa Liotta provided an update to the Board.

### 9. Board member Blattner, District 4

#### CRA Board Meetings

Board member Blattner made a motion to change the CRA Board meetings to once a month and the ability to call a second meeting if needed.

An extensive discussion ensued among members of the Board and General Counsel.

It was the consensus of the Board to bring forth a resolution for Board's approval at the next CRA Board meeting changing the meetings to the first and third Wednesday of each month with Citizen' Comments on the first Wednesday at 9:00AM. The CRA Board will then announce the cancelation of the second meeting, if appropriate, at the first meeting of the month.

10. Vice Chair Biederman

CRA Board Meeting

Vice Chair Biederman made a motion to cancel the CRA Board meeting scheduled on February 19, 2020.

The motion was seconded by Board member Shuham.

General Counsel, Douglas Gonzales, explained that this meeting cannot be cancel due to the requirement of reasonable notice subject to Sunshine Law.

The motion failed.

11. Board member Sherwood

Hollywood Holiday

Board member Sherwood requested support from her colleagues to move forward with the coordination of the Hollywood Winterland Event.

Chair Levy and the remaining Board members supported the request.

12. Chair Levy

Block 57

Chair Levy stated that he is very excited about the Block 57 project.

Dogs on Hollywood Beach

Chair Levy stated that he received complaints regarding dogs on the beach. He further requested that staff work on a campaign to deter dog owners from the beach area. He then suggested posting signs directing dog owners to the dog park.

Nevada/Nebraska Streets Parking Garage

Chair Levy advised that more wayfinding signs are needed for the Nevada/Nebraska streets garage. He requested placing a sign that announces how many parking spaces are available in the garage.

Events

Chair Levy agreed that he was also disappointed in the lack of events during the Superbowl 2020 weekend. He suggested that staff research a summer Olympic event for Hollywood Beach and bring back for Board's discussion and approval.

General Counsel, Douglas Gonzales

Douglas Gonzales had no further comment.

Interim Executive Director, Susan Goldberg

Beach and Downtown Events

Susan Goldberg provided an update to the Board of the CRA participation in the 2020 Safe Street Summit and Hollywood Mobile Tour scheduled on Thursday, February 6, 2020 and the Phase IV Underground Utilities Community meeting scheduled on Monday, February 24, 2020 beginning at 5PM at the Hollywood Beach Community Center.

The meeting adjourned at 11:40AM.

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

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