


DATE: October 12, 2020

TO: Chairman and CRA Board Members
FROM: Jorge A. Camejo, AICP, Executive Director
RE: Annual Evaluation for 2020 year



ISSUE:

Annual Evaluation for CRA Executive Director

EXPLANATION:

As provided pursuant to my employment contract, the CRA Board shall review and evaluate my performance through an annual review to be conducted by the CRA Board. This report is prepared in order to provide the board with a synopsis of CRA activities over this past rating period. For your information I am including accomplishments from this past rating period as well as goals, which I believe are relevant to the success of both CRA Districts in the coming year. I want to again acknowledge and thank our staff for their diligence and hard work in moving all of these issues and projects forward.

Accomplishments over this rating period:

Established a new vision and direction for the core of Hollywood Blvd. in Downtown
Developed a system for tracking funding and timing of all CIP projects
Implementation of the first phase of the Gateway signage program
Nevada Garage
Life guard towers
Redefined the Parklet program and implementation
Continued implementation of Mural Program
Marketing and Social media
Business assistance
Property improvement Grants

Goals for the upcoming year:

- Continue our commitment to improve the appearance of our corridors and neighborhood street systems
- Continue planning and implementation of Downtown neighborhood enhancement and other improvements to increase walk-ability and connectivity of neighborhoods to the Downtown Core
- Continue to coordinate with Developers and City Staff to ensure timely review and issuance of permits for all quality development and redevelopment projects located in the CRA Districts with a major focus on the Block 57 and Block 58 projects

- Implement CIP improvements as prioritized and funded by CRA Board with a particular focus on completing all identified projects within the time span required for the CRA:
 - A1A Complete Streets north of Hollywood Blvd. to Sheridan Street
 - Planning and implementation of Phase IV and A1A undergrounding project South of Hollywood Blvd
 - Hollywood Blvd redesign and construction within the Downtown core
- Continue to provide a greater focus on economic development for the CRA districts, working with property owners and brokers to secure viable tenants to fill up current vacancies
- Coordinate Marketing and Communication programs to achieve maximum benefit for CRA and City of Hollywood
- Continue to provide regular monthly reports to CRA Board regarding staff activities
- Continue our commitment to raise the bar on property standards for both public and private properties
- Coordinate with City Code Compliance Staff to continue our commitment to strengthen our code compliance system to serve as a strong deterrent
- Continue to improve lines of communication with City staff and stakeholders in our community including:
 - Standing meetings with City Manager
 - Continue close coordination with City Staff on all CRA activities
 - Attending and participating in regular City Manager Staff meetings
 - Speaking at a variety of neighborhood and community organization meetings
 - Participating at State and National conferences such as International Downtown Association, Florida Redevelopment Association and Urban Land Institute

Below are the major Capital Projects identified in the adopted budget, which will be a major focus in the coming year for both CRA districts.

Beach CRA Major Capital Projects

Phase IV Undergrounding

A1A South

East/West Streets

Keating & Harry Berry Park

FDOT/CRA A1A Complete Streets Ph2

A1A Linear Park

Beach Access Management

Transportation Hub

Turtle Lighting

Downtown CRA Major Capital Projects

Hollywood Blvd & Tyler Street Streetscape Beautification/Reconstruction

Tyler Street Improvements

Wayfinding Signage Hollywood Blvd Sidewalk Extension

Young Circle Redesign
Young Circle – Block 57 & 58 Streetscape
US1 Complete Streets

Recommendation:

This past year has been extraordinarily difficult and challenging and we are all facing what will undoubtedly be a new reality. Despite the many challenges of the past year we have continued to move projects and issues by working as a team to address and resolve issues. The continuation of the TIF refunding strategy, which is a direct result of the major success of our Beach CRA, is a significant turning point in the viability of global Hollywood and I am proud to have played a role in the creation of this opportunity. I remain optimistic that a balance of interests will create a positive outcome for both the Beach CRA and Global Hollywood in the years to come. I again thank you for allowing me the opportunity and privilege to serve as your Executive Director and I look forward to your feedback.