

City of Hollywood
COMMUNITY REDEVELOPMENT AGENCY
May 6, 2020
9:00 AM
City Commission Chambers – Room 219
Hollywood City Hall

The virtual meeting of the Community Redevelopment Agency was called to order by Chair Josh Levy on May 6, 2020 at 9:12 AM in the City Commission Chambers, Room 219, 2600 Hollywood Boulevard, Hollywood, Florida. Chair Levy opened the meeting with a statement informing viewers that the meeting was being conducted virtually in accordance with Florida Governor Ron DeSantis' Executive Order No. 20-69 which pertains to conducting local government meetings while under the public health emergency related to Novel Coronavirus Disease 2019 (COVID-19).

Roll Call was as follows:

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

Conflict Disclosures

There were no new conflicts to disclose.

Citizens' Comments:

The following individuals submitted comments to be read in the record:

Rosita Nahum – Hollywood Resident
 Gerald Lackey – Hollywood Resident
 Debra Case – Hollywood Beach Business Association
 Bob Glickman – Hollywood Beach Resident
 Mark Rowe – Downtown Hollywood Business Association

1. **R-CRA-2020-17** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Execute An Agreement With Burkhardt Construction Inc. For The Parklet Project At Hollywood Boulevard Near 21st Avenue; Approving And Authorizing The Expenditure Of Funds In An Amount of \$103,585.00; Approving And Authorizing The Executive Director Of The Downtown District

Of The CRA To Execute All Other Applicable Agreements And/Or Documents To Implement The Project.

Susan Goldberg, Deputy Director, provided a presentation to the Board.

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

It was agreed by the Board to remove section 4 of the resolution which states that the Executive Director is authorized to execute applicable agreement not to exceed \$50,000.00.

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

2. **P-CRA-2020-07** – A Presentation By Jorge Camejo, Executive Director Of The Hollywood, Florida, Community Redevelopment Agency, Regarding An Update On The Marketing Efforts Throughout The Beach And Downtown CRA.

Jorge Camejo introduced Lisa Liotta, Redevelopment and Operations Manager, who provided a presentation to the Board.

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

3. **P-CRA-2020-08** – Presentation By Jorge Camejo, Executive Director Of The Hollywood, Florida, Community Redevelopment Agency, Regarding An Update On The Proposed Parklet At 2033-2051 Hollywood Boulevard.

Jorge Camejo introduced Susan Goldberg, Deputy Director, who provided a presentation to the Board.

4. Board member Shuham, District 1

Hollywood Beach

Board member Shuham requested that staff look into the upkeep of the benches on the Hollywood Beach. Board member Shuham thanked the residents and business owners and encouraged them to continue submitting their comments and concerns.

Adam Street Project

Board member Shuham requested that staff work with City staff on the pilot study for the Adam Street project.

Board member Hernandez, District 2

Feeding South Florida

Board member Hernandez thanked all the volunteers who participated in Feeding South Florida event. He further thanked all first responders for all their hard work during this pandemic.

Parking

Board member Hernandez thanked Board member Shuham for the comments about the CRA working with the City to alleviate the parking issues.

5. Board member Callari, District 3

Hollywood Businesses

Board member Callari stated that she is grateful to all the hard working businesses in the beach and downtown districts that are engaged and their creative ways in getting their business back and running.

Board member Blattner, District 4

CRA

Board member Blattner stated that today's presentation was a great one. He further requested that staff provide an update on the parking pilot project.

Hollywood Beach

Board member Blattner stated that all concerns related to the reopening of Hollywood Beach must be taken into consideration and the outcome of our neighboring beach.

Adam Street

Board member Blattner advised that the Adam Street project need to be approached in a long term project with more input and planning.

Fourth of July Holiday

Board member Blattner stated that the fourth of July holiday is upcoming and requested that staff start planning for this event with the pandemic.

Vice chair Biederman

COVID 19

Board member Biederman stated that the Memorial Day weekend and the Fourth of July Event will be canceled due to the pandemic. He encouraged everyone to stay safe and healthy. He further thanked everyone who participated in the community food give away.

6. Board member Sherwood

COVID 19

Board member Sherwood stated that we are not out of the woods with COVID-19 and encourage businesses and patrons to follow the guidelines recommended by the Public Health Officials.

Beach and Downtown Budgets

Board member Sherwood requested that staff review the upcoming budgets and reassess projects timeline. She asked that staff focus on the projects that can be done now oppose to what can be done later.

Chair Levy

COVID-19

Chair Levy stated that we should reflect on the weeks ahead. He further advised that robust testing should be a requirement for counties to reopen. Businesses will have to enforce the CDC requirements such as social distancing and crowd control. Chair Levy then thanked all staff for their effort during the pandemic and further stated that as soon as the Public Health Officials tell us it is safe, Hollywood will reopen.

ILA Funds

Chair Levy reminded staff of the agreement related to the ILA fund. He stated that this should not be used for COVID-19 but for the housing project.

Block 58

Chair Levy provided his colleagues with an update of the Block 58 project. He stated that this development is moving ahead.

7. General Counsel Douglas Gonzales

Reopening Hollywood

General Counsel Douglas Gonzales provided an update on the reopening and safety guidelines.

Executive Director, Jorge Camejo

CRA

Executive Director, Jorge Camejo, thanked the Beach Maintenance team for all their hard work during this pandemic. He then showed the Board a sample of a mask that will be provided to businesses for their staff in the beach and downtown district. He further advised that this is a collaborative effort of the City's Marketing and Economic Development and the CRA.

Downtown Hollywood

Jorge Camejo stated the CRA and the Greater Hollywood Chamber of Commerce is working with the businesses in the downtown and beach to practice safety standing identified by the City and health officials.

The meeting adjourned at 11:35AM.

Approved as presented on _____

Phyllis Lewis
Board Secretary