

City of Hollywood
COMMUNITY REDEVELOPMENT AGENCY
August 26, 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 August 26, 2020 at 9:11 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 - virtual
Board Members:	Caryl Shuham - virtual
	Peter Hernandez - virtual
	Traci Callari - virtual
	Richard Blattner – virtual
	Linda Sherwood – virtual
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 personal opinions/concerns: (The comments submitted was read into the record)

Bob Glickman, Hollywood Beach resident
Debra Case, Hollywood Beach Business Association
Donna Natskakula, Hollywood resident

1. **R-CRA-2020-23** - 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 Third Phase Of Improvements Related To The American Legion Post 92 In An Amount Not To Exceed \$29,065.00, Limited To The Replacement Of The Exterior Awnings, The Concrete Patio And Walkway, And Obtaining A Survey Of The Property.

Jorge Camejo introduced the item to the Board. Lisa Liotta was introduced to present a presentation and answer questions and concerns addressed by the Board.

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

2. **R-CRA-2020-24** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Authorizing The Appropriate CRA Officials To Execute An Amendment To Renew The License Agreement With MVHF, LLC. And The City Of Hollywood, For Five Years Under The Same Terms And Conditions, For The Property Identified As The Johnson Street Parcel.

Jorge Camejo introduced the item to the Board.

Comments and concerns submitted by the following individual was read into the record:
Bob Glickman, Hollywood Beach resident.

An extensive discussion ensued among the Board and staff.

Cory Styron, Director of Parks and Recreation, answered questions and concerns addressed by the Board.

Vice chair Biederman made a motion to continue the item to allow staff and General Counsel to discuss the term limit and naming rights. This motion was seconded by Board member Callari.

Gus Zambrano, Assistant City Manager, answered questions and concerns addressed by the Board.

Raelin Storey, Director of Communication, Marketing and Economic Development responded to questions and concerns raised by the Board.

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

It was the consensus of the Board to continue the item to allow staff to address the issues and concerns presented.

3. **P-CRA-2020-13** – A Presentation By Jorge Camejo, Executive Director, Premiering A New CRA Staycation Television Commercial.

Jorge Camejo introduced Lisa Liotta who provided a presentation to the Board.

4. **IR-CRA-2020-06** – Informational Report By Jorge Camejo, Executive Director, Providing An Update To The CRA Board On Beach And Downtown Activities For The Previous Month.

Jorge Camejo provided an update to the Board.

5. Comments By Board Members, General Counsel and Executive Director

Board member Shuham, District 1

Hollywood Beach

Board member Shuham requested that staff look into replacing the light bulb at the Johnson Street bandshell.

Board member Shuham thanked staff for the new banners indicating No Dogs are allowed on the Broadwalk.

Board member Shuham thanked Anthony Turi, Beach Maintenance Supervisor, and staff for a great job. She further stated their effective response to complaints and that they are always on top of it.

COVID-19

Board member Shuham expressed concerns with the ongoing violations related to the failure to enforce the CDC guidelines for the workplace. She further requested more police coverage on the Broadwalk.

CRA

Board member Shuham stated that she is looking forward to receiving a schedule of the CRA projects and their timeline.

Board member Hernandez, District 2

CRA

Board member Hernandez requested that staff order more masks in large and extra-large.

Downtown Hollywood

Board member Hernandez stated that he is looking forward to the presentation and discussions regarding Hollywood Boulevard improvements, parklets, and café tables.

Board member Hernandez requested that staff research the uniform speed limit that throughout downtown.

Hollywood Beach

Board member Hernandez stated that uplifting the lights so that no reflection is on the ground will help with the turtle lighting.

Board member Callari, District 3

CRA Meeting

Board member Callari thanked the staff for a great meeting.

Downtown Hollywood

Board member Callari stated that she is very excited about the brewery interest in downtown Hollywood. She further congratulated Mark Rowe as the new president for the Downtown Hollywood Business Association then thanked Bob Glickman for the information and suggestions he provides to the Board.

Hollywood Beach

Board member Callari suggested to staff not to place too many signs on Hollywood beach. she further recommended having more ranger and police presence to prevent violators and also beachgoers sitting on the lifeguard stand.

Board member Blattner, District 4

Hollywood Beach

Board member Blattner suggested that Code Compliance officers issue tickets to anyone they find in violation of beach rules.

Downtown Hollywood

Board member Blattner thanked staff for the assistance provided to the American Legion 92. He further stated that the American Legion has such an important function in our community.

Vice-chair Biederman

CRA Board Meetings

Vice-chair Biederman thank Bob Glickman for his comments. He further stated that a selfie station would bring a great atmosphere to the downtown.

Board member Sherwood

Grant Opportunities

Board member Sherwood stated that she was very impressed with the recent mini property improvement grant project and encourage staff to continue informing residents of this great opportunity to make improvements to their property. She further advised staff to recommend the use of solar panels on a new building project.

Chair Levy

CRA Meeting

Chair Levy thanked the representatives of FDOT and Scalar Consulting Group for the informative presentation.

Hollywood Beach

Chair Levy requested that staff research and provide an update to the Board on the installation LED strip lights along the Boardwalk and in the seawalls. He further requested that staff provide information on the use of an underwater webcam that can be used as a component to the daily beach cam or as a tourism marketing effort. He received full support from the Board.

Chair Levy suggested signs posted at pay stations on Hollywood Beach advising beachgoers of the rules on the beach.

Downtown Hollywood

Chair Levy congratulated Mark Rowe on his appointment as the new president of the Downtown Hollywood Business Association.

General Counsel Douglas Gonzales

General Counsel Douglas Gonzales had no further comments.

Executive Director, Jorge Camejo

FDOT Meetings

Jorge Camejo informed the Board that he has a scheduled meeting with FDOT representatives to continue discussions on Young Circle and Hollywood Boulevard. He further advised that he will provide an update at the next meeting.

Hollywood Beach

Jorge Camejo thanked Vivek Galav, Director of Public Utilities, for his support with the Hollywood Beach tidal flooding.

The meeting adjourned at 10:15 AM.

Approved as presented on _____

Phyllis Lewis
Board Secretary