

**CITY OF HOLLYWOOD  
COMMUNITY REDEVELOPMENT AGENCY  
March 3, 2021  
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 March 3, 2021 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	Linda Sherwood
Board Members:	Caryl Shuham
	Linda Hill Anderson
	Traci Callari
	Adam Gruber
	Kevin Biederman
General Counsel	Douglas Gonzales
CRA Executive Director	Jorge Camejo
Board Secretary	Phyllis Lewis

**Conflict Disclosures**

There were no new conflicts to disclose.

**Citizens' Conflict**

The following individuals submitted personal opinions/concerns:

Bob Glickman, Beach Resident  
Debra Case, Hollywood Beach Business Association

1. **R-CRA-2021-09** - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular CRA Meeting Of July 1, 2020.

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

2. **R-CRA-2021-10** - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular CRA Meeting Of August 26, 2020.

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

3. **R-CRA-2021-11** - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular CRA Meeting Of September 2, 2020.

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

4. **R-CRA-2021-12** - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular CRA Meeting Of September 24, 2020.

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

5. **P-CRA-2021-05** - A Presentation By Jorge Camejo, Executive Director Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Regarding The CRA's Paid And Organic Social Media Plan.

Jorge Camejo introduced Lyliana Cardinale, Marketing and Media Coordinator to provide a presentation to the Board.

An extensive discussion ensued among members of the Board and staff. The Board directed staff to create a marketing campaign that can assist with the economic development in the downtown.

5. **P-CRA-2021-06** – A Presentation By Jorge Camejo, Executive Director Of The Hollywood, Florida Community Redevelopment Agency, Providing An Update On Future Steps For Hollywood Boulevard Proposed Redesign.

Jorge Camejo introduced Francisco Diaz-Mendez, Project Manager, to provide a presentation to the Board.

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

Chair Levy invited downtown business owners Mark Rowe and Jack Flechner to share their issues and concerns with the Board.

6. **IR-CRA-2021-02** – 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 advised the Board that an update of the CRA activities was provided as backup to the agenda. He further advised that should they have further questions or concerns they can contact the CRA office.

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

Board member Anderson, District 2

CRA

Board member Anderson thanked CRA staff for all their hard work in organizing the sidewalk chalk art.

Board member Callari, District 3

Downtown Hollywood

Board member Callari thanked staff for all the work in the downtown streetscape. She stated that she is excited to see the progression and in different phases. She encouraged staff to continue to involve the business as a partner in order to address all issues and make this a successful project.

Board member Callari requested that staff provide an update on the completion date for the Great Southern and Sun Trust Building.

Board member Gruber, District 4

CRA

Board member Gruber thanked Jorge Camejo and CRA staff for all their hard work. He further advised that he is looking forward to what the future holds.

Hollywood Beach

Board member Gruber also stated that he encourages staff to continue working with residents regarding the height of buildings on the beach.

Board member Biederman, District 5

CRA

Board member Biederman requested that staff research and organize an event similar to Hollywood Walk of Fame showcasing Hollywood's celebrities. He further stated that staff should partner with an outside entity to coordinate the event.

Downtown Hollywood

Board member Biederman also requested that staff look into a reimbursement coupons for the downtown businesses similar to the Downtown Dollars.

Board member Biederman suggested a centralized consolidate sanitation for the allies located in the downtown.

Vice-Chair Sherwood, District 6

Downtown Hollywood

Vice-chair Sherwood suggested that work for the expansion of the downtown sidewalk project should begin at 3 am to 11 am to eliminate traffic problems. She further advised that a citywide shuttle will be a great idea to assist patrons from the western side of the city into the downtown.

Events

Vice-chair Sherwood supports the Hollywood Walk of Fame idea provided by Board member Biederman.

Board member Shuham, District 1

Downtown Hollywood

Board member Shuham thanked the businesses that came out and expressed their issues and concerns about the downtown streetscape project. She further advised that she is super excited to see this project come to fruition.

Hollywood Beach

Board member Shuham stated that CRA staff needs to coordinate with Public Works to provide a better schedule to collect the beach trash as it is becoming rather unsightly.

Chair Levy

Downtown District

Chair Levy advised that he is very excited about the downtown streetscape project. He requested that staff look into gaining the 50 parking spaces that will be lost due to the streetscape. He suggested speaking to the developers of the vacant lots to see how they can assist.

Chair Levy also advised that the wayfinding signs should detailed all parking garages in the downtown.

Chair Levy requested that staff also work with Broward County Traffic Engineering to control the traffic signal timing at South Dixie Highway intersection.

General Counsel, Douglas Gonzalez

Downtown Hollywood

Douglas Gonzalez provided an update on the legal status of the Sun Trust Building.

Executive Director, Jorge Camejo

Beach and Downtown Hollywood

Jorge Camejo thanked Raelin Storey and her staff for all their support with wayfinding sign. He further advised that he will be meeting with representatives of Margaritaville to address issues and concerns related to the trash on the beach.

Meeting adjourned at 11:53 AM.

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Phyllis Lewis, Board Secretary