

RESOLUTION NO. R-CRA-2017-16

A RESOLUTION OF THE HOLLYWOOD, FLORIDA,  
COMMUNITY REDEVELOPMENT AGENCY ("CRA")  
APPROVING THE MINUTES OF THE REGULAR  
COMMUNITY REDEVELOPMENT AGENCY MEETING  
OF MAY 3, 2017.


BE IT RESOLVED BY THE BOARD OF THE HOLLYWOOD, FLORIDA  
COMMUNITY REDEVELOPMENT AGENCY:

Section 1: That the transcribed Action Minutes of the Regular Community  
Redevelopment Agency Board Meeting held on May 3, 2017 are hereby  
approved/approved as corrected.

Section 2: That this resolution shall be in full force and effect immediately upon  
its passage and adoption.

PASSED AND ADOPTED this 7<sup>th</sup> day of June, 2017.

ATTEST:

  
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PHYLLIS LEWIS  
BOARD SECRETARY

HOLLYWOOD, FLORIDA  
COMMUNITY REDEVELOPMENT  
AGENCY  
  
\_\_\_\_\_  
JOSH LEVY, CHAIR

APPROVED AS TO FORM & LEGALITY  
For the use and reliance of the Hollywood,  
Florida Community Redevelopment Agency  
only.

  
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ALAN FALLIK, ACTING GENERAL COUNSEL 

**CITY OF HOLLYWOOD  
COMMUNITY REDEVELOPMENT AGENCY  
May 3, 2017  
10:00 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 May 3, 2017 at 10:04 AM in the City Commission Chambers, Room 219, 2600 Hollywood Boulevard, Hollywood, Florida.

Roll Call was as follows:

|                        |                  |
|------------------------|------------------|
| Chair                  | Josh Levy        |
| Vice-Chair             | Traci Callari    |
| Board Members:         | Debra Case       |
|                        | Peter Hernandez  |
|                        | Richard Blattner |
|                        | Kevin Biederman  |
|                        | Linda Sherwood   |
| General Counsel        | Jeffrey Sheffel  |
| CRA Executive Director | Jorge Camejo     |
| Board Secretary        | Phyllis Lewis    |

**Conflict Disclosures**

1. There were no new conflicts to disclose.
2. **R-CRA-2017-13** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Issue A Notice To Proceed For The Attached Proposal With Applied Technology And Management Company To Provide Coastal Engineering Consulting Services For The Hot Spots Beach Renourishment Project In An Amount Not To Exceed \$111,995.00.  
  
**ACTION:** Motion was made by Board member Blattner to adopt the resolution. The motion was seconded by Board member Sherwood and on voice vote passed unanimously 7-0.
3. **R-CRA-2017-14** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Execute The Attached Second Addendum To Commercial Contract With Buro Group, LLC / Inwood Properties, LLC (Collectively, "Buyer") Extending The Due Diligence Period For The Conveyance Of The Property Located At 2031 Harrison Street ("Property"), To The Highest Ranked Proposer, A Joint Venture Between Inwood Properties, LLC And Buro Group, LLC For \$1,150,000.00.

A discussion ensued among members of the Board and staff.

Board member Hernandez requested that the "or assign" be removed from the Second Addendum to the Commercial Contract.

Jeffrey Sheffel, General Counsel provided the Board with additional information.

Jorge Camejo introduced Pablo Marcelo Barreiro, prospective buyer, who provided the Board with additional information.

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

4. **P-CRA-2017-05** A Presentation By Jorge Camejo, Executive Director Of The Hollywood, Florida, Community Redevelopment Agency, Regarding An Update On FDOT/CRA RRR Project From Sheridan To Arizona Streets Along A1A.

Jorge Camejo provided a presentation to the Board.

Jorge Camejo introduced Jonathan Haigh, Kimley-Horn Landscape Architect who continued with the presentation being presented.

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

5. **P-CRA-2017-06** – A Presentation By Jorge Camejo, Executive Director Of The Hollywood, Florida Community Redevelopment Agency, Regarding An Update On The Parklet Program.

Jorge Camejo introduced Laura Laliberte, Architect and Urban Design Coordinator, who provided a presentation to the Board.

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

6. **P-CRA-2017-07** – A Presentation By Jorge Camejo, Executive Director Of The Hollywood, Florida, Community Redevelopment Agency, Regarding A Marketing Campaign For Downtown Hollywood.

Jorge Camejo introduced Phylicia Korchevsky, Tourism and Marketing Coordinator who provided a presentation to the Board.

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

Jorge Camejo requested the Board's approval of a procurement card with a monthly spending limit of up to \$7,000 that can be used for the costs associated with all CRA social media initiatives.

A discussion ensued among staff and the Board.

It was the consensus of the Board to discuss this further at the upcoming City Commission meeting.

7. **IR-CRA-2017-04** – Information Report By Jorge Camejo, Executive Director, Providing An Update To The CRA Board On Beach And Downtown Activities For The Previous Month.

Jorge Camejo introduced the item for informational purposes only and asked the Chair and Board members if they have questions or concerns. He further advised that the report is placed on the CRA website for public review. No questions or concerns were address by the Chair or Board members.

Chair Levy introduced the following individuals who expressed personal opinions/concerns:

Jeffrey Baxt, Downtown Property Owner  
Karen Caputo, Hollywood Resident

8. Board member Case, District 1  
Board member Case had no further comments.
9. Board member Hernandez, District 2  
Board member Hernandez had no further comments.
10. Vice-chair Callari, District 3

#### **CRA**

Vice chair Callari advised staff of the official procedures and guidelines put in place and that it should be followed at all times.

#### **Social Media**

Vice chair Callari advised staff that social media should target the big hotel franchises such as the Diplomat Resort and Spa and Margaritaville Hollywood Resort.

#### **Broadwalk Connection**

Vice chair Callari asked staff for an update on the status of Broadwalk Connection cost and production.

11. Board member Blattner  
Board member Blattner had no further comments.
12. Board member Biederman  
Board member Biederman had no further comments.
13. Board member Sherwood  
Board member Sherwood had no further comments.

14. Chair Levy

**CRA Special Meetings**

Chair Levy requested the support of the Board to hold informal Special Meetings where they can share dreams and discuss ideas to move the City of Hollywood forward.

15. General Counsel, Jeffrey Sheffel  
Jeffrey Sheffel had no further comments.

16. CRA Executive Director, Jorge Camejo  
Jorge Camejo had no further comments.

17. The meeting adjourned at 12:22PM.

18. Approved as presented on 17th June 2017

  
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Phyllis Lewis, Board Secretary