

RESOLUTION NO. R-CRA-2011- 04

A RESOLUTION OF THE HOLLYWOOD, FLORIDA,
COMMUNITY REDEVELOPMENT AGENCY ("CRA")
APPROVING THE MINUTES OF THE REGULAR
COMMUNITY REDEVELOPMENT AGENCY MEETING
OF JANUARY 5, 2011.

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 January 5, 2011 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 2nd day of February, 2011.

ATTEST:

HOLLYWOOD, FLORIDA
COMMUNITY REDEVELOPMENT
AGENCY



PHYLLIS LEWIS,
BOARD SECRETARY



PETER BOBER, CHAIR

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



JEFFREY P. SHEFFEL
GENERAL COUNSEL

City of Hollywood
COMMUNITY REDEVELOPMENT AGENCY
January 5, 2011
10:00 AM, Room 219

The Regular meeting of the Community Redevelopment Agency was called to order by Chair Peter Bober on January 5, 2011 at 10:04 AM in the City Commission Chambers, Room 219, 2600 Hollywood Boulevard, Hollywood, Florida.

1. Roll Call was as follows:

Chair	Peter Bober
Vice-Chair	Heidi O'Sheehan
Board Members:	Patricia Asseff
	Beam Furr
	Richard Blattner
	Fran Russo
	Linda Sherwood
General Counsel	Jeffrey P. Sheffel
City Manager	Cameron D. Benson
Secretary	Phyllis Lewis

2. **Conflict Disclosures**

There were no conflicts to disclose.

3. **R-CRA-2011-01** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of December 1, 2010.

ACTION: Motion was made by Board Member Sherwood to adopt the Resolution. The motion was seconded by Board Member Asseff and on a voice vote passed unanimously (7-0).

4. **R-CRA-2011-02** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Ranking The Three (3) Firms To Provide Media Buyer Services To Help Build Awareness Of Hollywood's Tourism And Economic Development Opportunities And Authorizing The Appropriate CRA Officials To Negotiate And Execute An Agreement With The Highest Ranked Firm.

Bryan Cahen, CRA Finance Manager introduced the Resolution to the Board. The three top ranked firms to provide Media Buyer Service were invited to provide a five minute presentation to the Board.

January 5, 2011

5. **Presentations** - Presentations were provided by the following:

Pam Pugials, Real Media Solutions.
Kathy Koch, Mary Rygiel and Lori Jacoby, Ambit Advertising Public Relations
Dorian Curry, Curry Media.

Discussion ensued among members of the Board, CRA staff and a representative from each firm.

Mayor Bober advised on the record that due to a past business relationship with Ambit Advertising a Memorandum of Voting conflict will be filed. A copy of the Memorandum of Voting Conflict is attached.

Jeffrey Sheffel, General Counsel provided information to the Board.

ACTION: Motion was made by Board Member Furr to amend the Resolution to the following ranking.

Ambit Advertising Public Relations
Curry Media
Real Media Solution

ACTION: The motion was seconded by Board Member Sherwood and on a voice vote passed unanimously (6-0). Chair Bober abstains from the voting process.

6. Board Member Asseff, District 1

Welcome

Commissioner Asseff welcomed the new CRA Executive Director, Jorge Camejo.

Downtown Visitors Center

Board Member Asseff asked that staff look into a location for a Tourism Information Center or booth for the Downtown District that will provide information on restaurants and stores in the area.

New Business

Board Member Asseff expressed that she received a call from the new business owner, Pole Stars. She asked the Board to work on putting ordinances and zoning in place that when new businesses come into the area they would know what the procedures are.

7. Board Member Furr, District 2

Happy New Year

Board Member Furr wished everyone a happy new year and welcomed Jorge Camejo to the CRA team. Further comments were reserved for the City Commission Meeting.

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8. Vice Chair O'Sheehan, District 3

Welcome

Vice Chair O'Sheehan welcomed Jorge Camejo to the CRA and advised that she is looking forward to being proactive.

9. Board Member Blattner, District 4

Board Member Blattner had no further comments.

10. Board Member Russo, District 5

Welcome

Board Member Russo welcomed Jorge Camejo to the CRA hoping that he hits the ground running and bring the downtown area back to life.

11. Board Member Sherwood, District 6

Code Ordinance

Board Member Sherwood expressed that one of the prominent business owner came in to speak with the Board regarding Code Compliance and the Police Department. The two departments are having a difficult time deciding who is in charge of what, especially when it comes to the homeless. She would like to see an action plan in the near future.

Downtown

She also expressed that no one is taking responsibility for the brown paper bagging that is displayed in the storefront windows. This is very distasteful and does not represent what a downtown should look like. When asked by Code Compliance about the storefront brown paper bagging, they replied that they are not responsible and were not told to take action. Commissioner Sherwood advised all departments to come and speak with the Board regarding issues they may have in order that they can get direction and have them resolved. She further expressed that there should also be a color palette for the downtown area so that new businesses would know what colors are acceptable. She asked that this be a coordinated effort by all responsible so that we can avoid conflicts in the future with new businesses.

Board Member Furr explained that there is a paint palette for the downtown area and it should be followed.

11. Chair Bober

Welcome

Chair Bober welcomed Jorge Camejo to the CRA.

12. Jeffrey Sheffel, General Counsel

CRA vs. 1843 LLC, et al Mach

Jeffrey Sheffel, General Counsel announced to the Board that an executive session will be held on January 11th at 4:00 p.m. to discuss the litigation eminent domain regarding CRA v 1843 LLC, et.al., Mach. Attending this meeting will be the Chair, Board Members, CRA Executive Director, Outside Counsel Mitch Burnstein and Jeffrey Sheffel, General Counsel for the CRA.

13. Cameron D. Benson, City Manager

Cameron D. Benson, City Manager had no further comment.

14. Jorge Camejo, Executive Director

Jorge Camejo, CRA Executive Director thanked the Board for their welcome and expressed that he looked forward to working with them.

Adjournment

The meeting adjourned at 10:54 a.m.

Approved as presented on 2nd February, 2011.



Phyllis Lewis
Board Secretary

January 5, 2011

FORM 8B MEMORANDUM OF VOTING CONFLICT FOR COUNTY, MUNICIPAL, AND OTHER LOCAL PUBLIC OFFICERS

LAST NAME—FIRST NAME—MIDDLE NAME <i>Bober, Peter Joseph</i>	NAME OF BOARD, COUNCIL, COMMISSION, AUTHORITY, OR COMMITTEE <i>Hollywood CRA</i>
MAILING ADDRESS <i>2600 Hollywood Blvd</i>	THE BOARD, COUNCIL, COMMISSION, AUTHORITY OR COMMITTEE ON WHICH I SERVE IS A UNIT OF: <input checked="" type="checkbox"/> CITY <input type="checkbox"/> COUNTY <input type="checkbox"/> OTHER LOCAL AGENCY
CITY COUNTY <i>Hollywood Broward</i>	NAME OF POLITICAL SUBDIVISION <i>City of Hollywood</i>
DATE ON WHICH VOTE OCCURRED <i>11/5/11</i>	MY POSITION IS: <input checked="" type="checkbox"/> ELECTIVE <input type="checkbox"/> APPOINTIVE

WHO MUST FILE FORM 8B

This form is for use by any person serving at the county, city, or other local level of government on an appointed or elected board, council, commission, authority, or committee. It applies equally to members of advisory and non-advisory bodies who are presented with a voting conflict of interest under Section 112.3143, Florida Statutes.

Your responsibilities under the law when faced with voting on a measure in which you have a conflict of interest will vary greatly depending on whether you hold an elective or appointive position. For this reason, please pay close attention to the instructions on this form before completing the reverse side and filing the form.

INSTRUCTIONS FOR COMPLIANCE WITH SECTION 112.3143, FLORIDA STATUTES

A person holding elective or appointive county, municipal, or other local public office **MUST ABSTAIN** from voting on a measure which inures to his or her special private gain or loss. Each elected or appointed local officer also is prohibited from knowingly voting on a measure which inures to the special gain or loss of a principal (other than a government agency) by whom he or she is retained (including the parent organization or subsidiary of a corporate principal by which he or she is retained); to the special private gain or loss of a relative; or to the special private gain or loss of a business associate. Commissioners of community redevelopment agencies under Sec. 163.356 or 163.357, F.S., and officers of independent special tax districts elected on a one-acre, one-vote basis are not prohibited from voting in that capacity.

For purposes of this law, a "relative" includes only the officer's father, mother, son, daughter, husband, wife, brother, sister, father-in-law, mother-in-law, son-in-law, and daughter-in-law. A "business associate" means any person or entity engaged in or carrying on a business enterprise with the officer as a partner, joint venturer, coowner of property, or corporate shareholder (where the shares of the corporation are not listed on any national or regional stock exchange).

* * * * *

ELECTED OFFICERS:

In addition to abstaining from voting in the situations described above, you must disclose the conflict:

PRIOR TO THE VOTE BEING TAKEN by publicly stating to the assembly the nature of your interest in the measure on which you are abstaining from voting; *and*

WITHIN 15 DAYS AFTER THE VOTE OCCURS by completing and filing this form with the person responsible for recording the minutes of the meeting, who should incorporate the form in the minutes.

* * * * *

APPOINTED OFFICERS:

Although you must abstain from voting in the situations described above, you otherwise may participate in these matters. However, you must disclose the nature of the conflict before making any attempt to influence the decision, whether orally or in writing and whether made by you or at your direction.

IF YOU INTEND TO MAKE ANY ATTEMPT TO INFLUENCE THE DECISION PRIOR TO THE MEETING AT WHICH THE VOTE WILL BE TAKEN:

- You must complete and file this form (before making any attempt to influence the decision) with the person responsible for recording the minutes of the meeting, who will incorporate the form in the minutes. (Continued on other side)

APPOINTED OFFICERS (continued)

- A copy of the form must be provided immediately to the other members of the agency.
- The form must be read publicly at the next meeting after the form is filed.

IF YOU MAKE NO ATTEMPT TO INFLUENCE THE DECISION EXCEPT BY DISCUSSION AT THE MEETING:

- You must disclose orally the nature of your conflict in the measure before participating.
- You must complete the form and file it within 15 days after the vote occurs with the person responsible for recording the minutes of the meeting, who must incorporate the form in the minutes. A copy of the form must be provided immediately to the other members of the agency, and the form must be read publicly at the next meeting after the form is filed.

DISCLOSURE OF LOCAL OFFICER'S INTEREST

I, Peter Bober, hereby disclose that on January 5, 20 11:


(a) A measure came or will come before my agency which (check one)

- inured to my special private gain or loss (appearance of conflict)
- inured to the special gain or loss of my business associate, _____;
- inured to the special gain or loss of my relative, _____;
- inured to the special gain or loss of _____, by whom I am retained; or
- inured to the special gain or loss of _____, which is the parent organization or subsidiary of a principal which has retained me.

(b) The measure before my agency and the nature of my conflicting interest in the measure is as follows:

I performed legal work for Mary Rygiel, who was involved in the business of a vendor company ("Ambit") seeking business. There is a possibility that I may again perform work for Ms Rygiel or her estate in the future. Due to an appearance of a conflict, I did not vote on the item, nor did I participate in the substantive discussion.

1/5/11
Date Filed


Signature

NOTICE: UNDER PROVISIONS OF FLORIDA STATUTES §112.317, A FAILURE TO MAKE ANY REQUIRED DISCLOSURE CONSTITUTES GROUNDS FOR AND MAY BE PUNISHED BY ONE OR MORE OF THE FOLLOWING: IMPEACHMENT, REMOVAL OR SUSPENSION FROM OFFICE OR EMPLOYMENT, DEMOTION, REDUCTION IN SALARY, REPRIMAND, OR A CIVIL PENALTY NOT TO EXCEED \$10,000.