RESOLUTION NO. R-CRA-2011-19

A RESOLUTION OF THE HOLLYWOOD, FLORIDA, COMMUNITY REDEVELOPMENT AGENCY ("CRA") APPROVING THE MINUTES OF THE REGULAR COMMUNITY REDEVELOPMENT AGENCY MEETING OF APRIL 6, 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 April 6, 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 4th day of May, 2011.

ATTEST:

PHYLLIS LEWIS
BOARD SECRETARY

HOLLYWOOD, FLORIDA COMMUNITY REDEVELOPMENT AGENCY

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
April 6, 2011
10:00 AM, Room 219

The Regular meeting of the Community Redevelopment Agency was called to order by Chair Peter Bober on April 6, 2011 at 10:03 AM in the City Commission Chambers, Room 219, 2600 Hollywood Boulevard, Hollywood, Florida.

1. Roll Call was as follows:

   Chairperson          Peter Bober
   Vice-Chairperson      Patricia Asseff
   Board Members:       Heidi O’Sheehan
                        Bearm Furr
                        Richard Blattnr
                        Fran Russo
                        Linda Sherwood
                        Jeffrey P. Sheffel
                        Cameron D. Benson
                        Phyllis Lewis

2. Conflict Disclosures

   There were no conflicts to disclose.


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

4. R-CRA-2011-15 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”) Approving And Authorizing The Beach District Of The CRA To Sponsor The “2011 Pro Footvolley Tour Hollywood Beach Open” To Be Held On Hollywood Beach From May 14-15, 2011 In An Amount Not To Exceed $32,700.00; Approving And Authorizing The Execution Of The Attached Agreement Between The Pro Footvolley Tour, LLC (“Pro Footvolley”) And The CRA In An Amount Not To Exceed $27,000.00, On A Reimbursement Basis; Approving And Authorizing A Payment To The City Of Hollywood (“CITY”) For City Services In An Amount Not To Exceed $3,000.00; Approving A Payment To The Florida Department Of Environmental Protection In An Amount Not To Exceed $2,700.00 On A Reimbursement Basis; Approving And Authorizing A Payment To The City Of Hollywood (“CITY”) For City Services In An Amount Not To Exceed $3,000.00;
Approving A Payment To The Florida Department Of Environment Protection In An Amount Not To Exceed $2,700.00.

Board Member O'Sheehan stated on the record that if we are going to extend future interest in the Pro FootVolley event, she would like a plan put in place on how it is going to grow to maximize the benefits to Hollywood and beach residents and business owners. She also requested a copy of an overall budget of past and upcoming FootVolley events.

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


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

6. **R-CRA-2011-17** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving And Authorizing The Attached Advertising Media Plan; And Authorizing The Expenditure Of Funds For Said Plan In An Amount Not To Exceed $525,000.00

Jorge Camejo, CRA Executive Director introduced Kathy Koch, President of Ambit Advertising Public Relations who provided the CRA Board with a presentation. Mary Rygiel, Media Buyer and Diana Hanford, Account Manager were also introduced by Kathy Koch on behalf of Ambit Advertising and Public Relations.

Chair Bober advised on the record that due to a past business relationship with Ambit Advertising and Public Relation, he is declaring a voting conflict. The gavel was passed to Vice Chairperson Asseff to further address the meeting. A Memorandum of Voting Conflict was filed and a copy is attached.

Extensive discussion ensued among members of the Board, staff and representatives from Ambit Advertising and Public Relations.

Jorge Camejo introduced Judy Erickson, Tourism Manager, who provided further information to the Board.

**ACTION:** Motion was made by Board Member O'Sheehan. The motion was seconded by Board Member Sherwood and on a voice vote passed (6-1).

Vice Chairperson Asseff returned the gavel to Chair Bober.

April 6, 2011
7. Vice Chairperson Asseff, District 1

Port Everglades Association Luncheon

Vice Chairperson Asseff stated that she and Board Member Furr attended the 3rd Annual Economic Engine Performance Report presented by Port Everglades Association on Friday, April 1st. She encouraged Board members and staff to actively participate and provide sponsorship to this luncheon which is held once a year as it is a great opportunity to network and make investment in our tourism industry. She further stated that next year, the luncheon will be held at the Broward Convention Center and she would like this to be placed on the calendar.

8. Board Member Furr, District 2

No comment.

9. Board Member O'Sheehan, District 3

Parking on Hollywood Beach

Board Member O'Sheehan stated that parking on Hollywood Beach has become a huge concern among residents and business owners. She requested immediate action be taken by putting into place a solid plan that focuses on a solution to this problem. She suggested that to help alleviate some of the parking concerns, flyers can be distributed to residents and business owners showing the future plans for parking when the Maurice Connell Garage is demolished and the Margaritaville Resort project is complete.

10. Board Member Blattner, District 4

Parking Downtown

Board Member Blattner stated that in a few months will be the opening of the Artspark Amphitheater which is a big event and there will be future big events planned for this location. He further stated that we need to look at a plan where attendees are shuttled into these events or where they would park in order to utilize the shuttle services. Otherwise, we will have a lot of frustrated people who will drive around looking for a place to park and eventually leave. He further suggested having a parking plan presented to the Board at the next meeting.

11. Board Member Russo, District 5

Parking on Hollywood Beach

Board Member Russo stated that she agrees with the parking situation on the beach. She was informed by several people who went to Hollywood Beach that after driving around for a while looking for a parking spot eventually leave and went to Fort Lauderdale Beach. She asked that the parking situation be addressed immediately.
12. Board Member Sherwood, District 6

Parking

Board Member Sherwood stated that we are in competition with so many other areas with much easier access to parking. She continued that since we have the ArtsPark and the Anniversary Park within four blocks of each other, we should turn the Anniversary Park into a beautiful ground parking lot. She further stated that this ground parking will be in conjunction with the two other parking garages.

13. Chair Bober

Parking

Chair Bober stated that parking problems are relatively a good problem to have and it doesn’t mean that we don’t need to remedy the situation. He further advised that in any tourist destination or where big events are held, attendees will encounter parking situations. He recently met with the CRA Director and suggested that in order to prepare for the Margaritaville Project, we will need to start looking at properties to facilitate a parking garage.

Relay For Life

Chair Bober commended Board Member O’Sheehan and staff who participated in making the Relay for Life event a great success.

ArtsPark Amphitheatre

Chair Bober announced that the kick off for the opening of the amphitheatre is planned for June 2nd. He encouraged everyone to get the word out early for this great event. He further stated that this venue must make a smashing impression from the start and continue strong throughout by maintaining high standards which also will include the choice of entertainment.

Downtown District

Chair Bober thanked the police department for more police presence in the downtown district. He stated that he have received several telephone calls informing that they have seen a lot more visibility from the police in this area lately.

Anniversary Park

Chair Bober concluded that he is not in support of the idea of paving over Anniversary Park for a ground parking lot. He further stated that two parks should not count as too many parks and Anniversary Park which is loved by kids and their families, is a beautiful park that serve a special purpose in the downtown district.

April 6, 2011
14. Vice Chairperson Asseff

Electric Trams

Vice Chairperson Asseff asked that staff research the use of electric trams as a pilot project for the beach district. She advised that most people do not want to walk from where they are to the garages and this is one reason why there is a parking problem. She further stated that electric is a great way to go, it is a green concept and has very good incentives.

15. Board Member Furr

Surf Road

Board Member Furr advised that in the past, a project was being worked on by traffic engineers to address the redirection of traffic on Surf Road. He suggested to the Board and staff to take a further look into this as it may help resolve some of the traffic issues around Garfield Garage.

16. General Counsel

No Comment.

17. Executive Director, Jorge Camejo

Parking

Mr. Camejo advised that the concerns of parking in the Hollywood Beach district will be addressed and taken care of. He advised that the CRA is working with the owners of Hollywood Beach Garage to inform the public that this facility is open for public use. He also advised that in regards to the Garfield Street Garage, the CRA is working with the police department to supplement additional police officers in terms of traffic direction and giving the public notice that there is additional parking at the garages. Staff will continue to work with Department of Public Utilities and the Office of Parking addressing the short term solution to allow free flow of traffic from Garfield Street to Connecticut Street. This should provide us with some relief as we look into a longer term plan.

Vice Chairperson Asseff commended Mr. Camejo on a great job at the Hollywood Civic Association Meeting held on April 5, 2011.

18. Adjournment

The meeting adjourned at 10:59 a.m.

Approved as presented on 4th May, 2011

Phyllis Lewis

April 6, 2011
FORM 8B  MEMORANDUM OF VOTING CONFLICT FOR
COUNTY, MUNICIPAL, AND OTHER LOCAL PUBLIC OFFICERS

LAST NAME—FIRST NAME—MIDDLE NAME
Baber Peter

NAME OF BOARD, COUNCIL, COMMISSION, AUTHORITY, OR COMMITTEE
Hollywood CRA

MAILING ADDRESS
2600 Htlw. Blvd

CITY Hollywood

COUNTY Broward

DATE ON WHICH VOTE OCCURRED 4/6/11

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.

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DISCLOSURE OF LOCAL OFFICER'S INTEREST

1. Peter Bobe, hereby disclose that on April 6, 2011:

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

☑ Inured to my special private gain or loss;

☐ 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 years ago who is involved in the business of the vendor company. There is a possibility that I may again perform work for Ms. Rygiel. Due to appearance of conflict I did not vote.

4/13/11  

Date Filed  

Signature

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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.