RESOLUTION NO. R-CRA-2011-59


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 October 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 7th day of December, 2011.

ATTEST:

[Signatures]

PHYLLIS LEWIS
BOARD SECRETARY

HOLLYWOOD, FLORIDA COMMUNITY REDEVELOPMENT AGENCY

[Signature]

PETER BOBER, CHAIR

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

[Signature]

JEFFREY P. SHEFFEL, GENERAL COUNSEL
City of Hollywood
COMMUNITY REDEVELOPMENT AGENCY
October 5, 2011
10:00 AM, Room 219

The Regular meeting of the Community Redevelopment Agency was called to order by Chair Peter Bober on October 5, 2011 at 10:06 AM in the City Commission Chambers, Room 219, 2600 Hollywood Boulevard, Hollywood, Florida.

1. Roll Call was as follows:

<table>
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<tr>
<th>Role</th>
<th>Name</th>
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<tr>
<td>Chair</td>
<td>Peter Bober</td>
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<td>Vice Chair</td>
<td>Patricia Asseff</td>
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<td>Board Members:</td>
<td>Beam Furr</td>
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<td></td>
<td>Richard Blattner</td>
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<td></td>
<td>Heidi O'Sheehan</td>
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<td>Fran Russo</td>
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<td>Linda Sherwood</td>
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<td>General Counsel</td>
<td>Jeffrey P. Sheffel</td>
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<tr>
<td>Executive Director</td>
<td>Jorge Camejo</td>
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<tr>
<td>Board Secretary</td>
<td>Phyllis Lewis</td>
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2. Conflict Disclosures

There were no new conflicts to disclose.


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

4. R-CRA-2011-44 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Ranking Two (2) Firms To Provide Holiday Décor Services And Authorizing The Appropriate CRA Officials Execute The Attached Agreement With The Highest Ranked Firm, For A Three Year Period, In An Amount Not To Exceed $100,000.00.

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

5. R-CRA-2011-45 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Execute The Attached Agreement Between Icon Enterprises, Inc. D/B/A CivicPlus And The CRA To provide A Content Management System, Website Hosting And Design For A One (1) Year Period In An Estimated Amount of $22,268.00 With Optional Renewals For Support, Maintenance And Hosting For Subsequent Years Two (2) Through Five (5).

October 5, 2011
ACTION: Motion was made by Board Member Blattner to adopt the resolution. The Motion was seconded by Vice Chair Asseff and on voice vote passed unanimously 7-0.

6. **R-BCRA-2011-45** – A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Declaring That Competitive Bidding Is Not In The Best Interest Of The City And Authorizing The Appropriate CRA Officials To Execute The Attached Florida Travel & Life 2011 Space Order Contract – TV Between Bonnier Corporation And The CRA In Order For The CRA To Participate As An Exclusive Episode Sponsor Of Florida Travel + Life’s Television And Web Series In An Amount Not To Exceed $65,000.00.

ACTION: Motion was made by Board Member Blattner to adopt the resolution. The Motion was seconded by Vice Chair Asseff and on voice vote passed unanimously 7-0.


ACTION: Motion was made by Board Member Blattner to adopt the resolution. The Motion was seconded by Vice Chair Asseff and on voice vote passed unanimously 7-0.


ACTION: Motion was made by Board Member Blattner to adopt the resolution. The Motion was seconded by Vice Chair Asseff and on voice vote passed unanimously 7-0.

9. **R-BCRA-2011-49** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Execute The Attached Property Improving Program Grant ("PIP") Agreement Among The CRA, Americana Mining Operations Syndicate, Inc. And Elite Enterprises, Inc., D/B/A Blue Sky Apartments, For On-Site Improvements To Property Located At 315 Buchanan Street In An Amount Not To Exceed $23,493.50; And Providing An Effective Date.

Jorge Camejo, Executive Director introduced Manuel Pila, Communications Manager, who provided information to the Board regarding an update on staff review and recommendation for the Property Improvement Program grant to Blue Sky Apartments.

Extensive discussion ensued among members of the Board.

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

10. **R-BCRA-2011-50** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Execute The Attached Property Improvement Program Grant ("PIP") Agreement Between The CRA And A1A Prime Concepts, LLC For On-Site Improvements To Property Located At 606 N. Ocean Drive (GG’s Waterfront Bar & Grill) In An Amount Not To Exceed $75,000.00; And Providing An Effective Date.
Jorge Camejo introduced Manuel Pila who provided information to the Board regarding an update on staff review and recommendation for the Property Improvement Program for GG’s Waterfront Bar & Grill.

Extensive discussion ensued among members of the Board.

**ACTION:** Motion was made by Vice Chair Asseff to adopt the resolution. The Motion was seconded by Board Member O’Sheehan and on voice vote passed unanimously 7-0.

11. **R-DCRA-2011-51** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Authorizing The Appropriate CRA Officials To Execute The Attached Agreement Between Mydatt Services, Inc. D/B/A Valor Security Services And The CRA To Provide A Supplemental Maintenance Program In The Downtown District For A One (1) Year Period In An Estimated Amount of $153,936.67 with Optional Renewals For An Additional (2) Year Period.

Jorge Camejo introduced Blair McBride, representative of Block by Block to answer any questions that the Board may have.

Extensive discussion ensued among members of the Board.

**ACTION:** Motion was made by Board Member Sherwood to adopt the resolution. The Motion was seconded by Board Member O’Sheehan and on voice vote passed 7-0.

12. **R-CRA-2011-52** – 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.

Chair 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.

Chair Bober presented the gavel to Vice Chair Asseff.

Jorge Camejo introduced Kathy Koch, President of Ambit Advertising, who provided a presentation to the Board. Kathy Koch introduced Mary Rygiel, Media Buyer, who provided additional information to the Board.

Discussion ensued among Kathy Koch and Members of the Board.

**ACTION:** Motion was made by Board Member Blattner to adopt the resolution. The Motion was seconded by Board Member O’Sheehan and on voice vote passed 6-0.

Vice Chair Asseff returned the gavel to Chair Bober.

13. **PRESENTATION** - Presentation by The CRA’s Consultant Coastal System International, Inc. Regarding The Status Of The Beach Renourishment Project.

Jorge Camejo introduced Susan Goldberg who then introduced Christy Brush, Consultant of Coastal System International. Christy Brush provided a presentation to the Board.
An extensive discussion ensued among members of the Board and Christy Brush.

14. **R-CRA-2011-53** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Authorizing The Appropriate CRA Officials TO Execute A Contract Between Eastman Aggregate Renourishment Project In An Amount Not To Exceed $3,669,909.60; Transferring Funds From The CRA's Project Set Aside To The Public Sand Beach Renourishment Account Number 63.0100.22059.554.006312 In The Total Project Amount Of $8,000,000.00; And Providing An Effective Date.

**ACTION:** Motion was made by Board Member Furr to adopt the resolution. The Motion was seconded by Board Member Russo and on voice vote passed 7-0.

15. Vice Chair Asseff, District 1

Vice Chair Asseff had no further comments.

16. Board Member Furr, District 2

**Enterprise Zone**

Board Member Furr stated that most of the Downtown CRA is located in the enterprise zone. He advised staff to research and decipher which properties can benefit from being in this location as this would help to eliminate slum and blight and also bring jobs and tax incentives to the area.

**Murals in the Downtown**

Board Member Furr suggested to the Board to target places that can have murals in the downtown area. He suggested that staff work with property owners and ask who would like a mural placed on their property. He further suggested working with the Arts Committee to identify where the murals would look good and speak to the property owners then move forward. This would be great for the downtown which is located next to the Artspark.

Vice Chair Asseff commented that on Friday she spent the day at Wynwood district with a good government class. This district which is a very cool and funky area features lots of murals on surrounding walls and parking lots. She recommended visiting the area which has lots of art galleries and great restaurants.

17. Board Member O'Sheehan, District 3

**Beach and Downtown Emergency Phones**

Board Member O'Sheehan asked Mr. Camejo to provide an update in his comments on the status of the emergency phones for both districts.
Beach and Water Activities

Board Member O'Sheehan addressed the she expressed several times about having beach and water related activities on Hollywood Beach but has not seen any progress. She asked if she can have a meeting scheduled with staff from the CRA, Parks and Recreation and Fire Department to further discuss and get some movement on this endeavor.

18. Board Member Blattner, District 4

Board Member Blattner had no further comments.

19. Board Member Russo, District 5

Board Member Russo had no further comments.

20. Board Member Sherwood, District 6

Board Member Sherwood had no further comments.

21. Chair Bober

Governor’s Conference on Tourism

Chair Bober stated that he had the pleasure of going and speaking at the Governor’s Conference on Tourism. It was a great opportunity to meet tourism professionals from all over the state who were very interesting. He commended Judy Erickson and staff for all their hard work and congratulated them on receiving an award on behalf of the City of Hollywood.

22. Jeffrey P. Sheffel, General Counsel

General Counsel, Jeffrey Sheffel had no further comment.

23. Jorge Camejo, Executive Director

Jessica Boilard

Jorge Camejo announced that we have an opportunity today to say good bye to Jessica Boilard who is moving on in her professional career. He thanked her for her service with the CRA and wished her good luck in her future endeavor. Chair Bober stated that on behalf of his colleagues he thanked Jessica and wished her the best in her future endeavor.

Beach and Downtown Emergency Phones

Jorge Camejo stated that the bid for the security phones are now being processed and should take about four weeks. He stated that by the end of the year or early 2012 both districts should have phones and poles, this also include the security phones. He further stated that on the beach staff needs to identify the exact location for installation but by the end of the year and no later than early spring we should have all phones installed.
Adjournment

The meeting adjourned at 12:15 PM

Approved as presented on 7th December, 2011.

Phyllis Lewis
Board Secretary
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

1. Peter Bober hereby disclose that on Oct 5, 2011:

(a) A measure came or will come before my agency which (check one)
( ) inured to my special private gain or loss; (apparent conflict; see below)

( ) 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 a principal with Ambit Public Relations, in the past. Due to the nature of the work, it is possible I may be called again by Mary Rygicel, to perform legal work at some point in the future. To avoid an appearance of conflict, I abstained from voting on Item #12.

Signature

Date Filed 10/10/11

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.