RESOLUTION NO. R-CRA-2011-060


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 4, 2012 are hereby approved as amended.

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

PASSED AND ADOPTED this 1st day of February, 2012.

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
The Regular meeting of the Community Redevelopment Agency was called to order by Chair Peter Bober on January 4, 2012 at 10:06 AM in the City Commission Chambers, Room 219, 2600 Hollywood Boulevard, Hollywood, Florida.

1. Roll Call was as follows:
   Chair
   Vice Chair
   Board Members:
   Peter Bober
   Patricia Asseff
   Beam Furr
   Richard Blattner
   Heidi O'Sheehan
   Fran Russo
   Linda Sherwood
   Jeffrey P. Sheffel
   Jorge Camejo
   Phyllis Lewis

2. Conflict Disclosures
   There were no new conflicts to disclose.

3. **R-CRA-2012-01** - A Resolution Of The Hollywood, Florida Community Redevelopment Agency, ("CRA"), Approving And Authorizing The Beach District Of The CRA To Sponsor The "2012 Pro Footvolley Tour Hollywood Beach Open" To Be Held On Hollywood Beach From February 25-26, 2012 In An Amount Not To Exceed $30,000.00; 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.
   
   **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 unanimously 7-0.

4. **R-CRA-2012-02** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Negotiate And Execute An Agreement Between The Highest Ranked Firm And The CRA To Provide Marketing And Creative Services For The Hollywood CRA In An Amount Not To Exceed $85,000.00 Annually.
   
   Discussion ensued among members of the Board.
   
   Bryan Cahen, Finance Manager provided information to the Board.
Jorge Camejo introduced Luisa Perez who spoke on behalf of Matrix 2 Advertising.

**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 unanimously 7-0.


**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 unanimously 7-0.

6. **R-CRA-2012-04** - A Resolution Of The City Of Hollywood, Florida, Community Redevelopment Agency ("CRA") Authorizing The Appropriate CRA Officials To Execute The Attached Demolition Agreement Between GSK Hollywood Development Group, Llc. ("GSK") And The CRA For The Demolition Of The Mirador Property In An Amount Not To Exceed $130,000.00 From The CRA Small Capital Improvement Account Number 63.0100.22059.554.005224; And Providing An Effective Date.

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

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

7. **R-CRA-2012-05** - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("Cra"), Approving And Authorizing The Appropriate CRA Officials To Execute The Attached Lease Agreement Between Hollywood Heritage, LLC ("Landlord") And The CRA ("Tenant") For The Leasing Of The Property Located At 525 North Ocean Drive For A Visitor Welcome Center, Trolley And Transportation Hub, And Public Parking; And Further Authorizing The CRA Executive Director To Execute Any And All Applicable Documents And Agreements Relating To The Pre-Inspection And Environmental Study.

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

Jeffrey Sheffel provided additional information to the Board.

**ACTION:** A motion was made by Board Member Furr to continue the item to the next scheduled CRA Board meeting. The Motion was seconded by Board Member Russo and on a voice vote passed unanimously 7-0.

8. **PRESENTATION** - Presentation by Jorge Camejo, CRA Executive Director, Regarding Draft Goal Setting Document For The CRA Board’s Review.

Jorge Camejo provided the Presentation to the Board.

An extensive discussion ensued among members of the Board.
9. Vice Chair Asseff, District 1

Vice Chair Asseff had no further comments.

10. Board Member Furr, District 2

Board Member Furr stated that at the next scheduled board meeting he would like information presented regarding zoning and code issues. He also asked that the CRA and City to work together and help with the crafting and changing of the boundaries and the flexibility of the codes and what is allowed in the downtown district. He further stated that he would also like some focus to be given to US 1 North as he would like to see it as an item on the upcoming agenda.

11. Board Member O'Sheehan, District 3

Board Member O'Sheehan had no further comments.

12. Board Member Blattner, District 4

Board Member Blattner had no further comments.

13. Board Member Russo, District 5

Board Member Russo had no further comments.

14. Board Member Sherwood, District 6

Board Member Sherwood had no further comments.

15. Chair Bober

Cone of Silence

Chair Bober stated that he would like his colleagues to remember that the Cone of Silence is very important when bids, proposals and RFP's which affect the city and the CRA. He further stated that if the Commission is contacted by someone who has submitted a bid they should not speak to them on the matter as it is violation of the law. If there is an issue and you are not sure or there is a need for clarification on the Cone of Silence he advised his colleagues to contact the City Attorney or the Department of Procurement Services.

16. Jeffrey P. Sheffel, General Counsel

Jeffrey Sheffel had no further comment.

17. Jorge Camejo, Executive Director

Murals in Downtown District

Jorge Camejo stated that there have been some fairly positive articles regarding the art movement in the downtown district. He asked the Board to initiate an amendment to the
code whereby the City Commission can delegate to the CRA Board the process of approving murals within the music district of downtown.

Discussion ensued among members to the Board. The CRA Board agreed to have the CRA delegate a three or four person panel to review as an approval process for murals within the area.

Congratulations

Jorge Camejo extended congratulations to Cathy Swanson-Rivenbark, Interim City Manager and Judy Erickson, Tourism Manager on their nomination for the 2011 Business Woman of the Year.

18. Adjournment

The meeting adjourned at 11:50 AM

Approved as presented on February 21, 2012.

Phyllis Lewis
Board Secretary

January 4, 2012
<table>
<thead>
<tr>
<th><strong>Title:</strong></th>
<th>A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, (&quot;CRA&quot;), Changing The Date Of The Regular Board Meeting Scheduled In July From Wednesday, July 4, 2012 To Tuesday, July 3, 2012.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Recommendation:</strong></td>
<td>Approval of Attached Resolution</td>
</tr>
<tr>
<td><strong>Explanation:</strong></td>
<td>The CRA has its regularly scheduled meetings on the first Wednesday of each month. The CRA staff requests to change the Regular CRA Board meeting in July from Wednesday, July 4th to Tuesday, July 3, 2012</td>
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<tr>
<td><strong>Submitted by:</strong></td>
<td>Bryan E. Cahen, CRA Finance Manager</td>
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<tr>
<td><strong>Recommended for inclusion on the agenda by:</strong></td>
<td>Jorge A. Camejo, Executive Director</td>
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<td><strong>Director Signed Off:</strong></td>
<td>1/19/2012 8:45:41 AM</td>
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