RESOLUTION NO. R-CRA-2012-


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 February 1, 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 4th day of April, 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
City of Hollywood  
COMMUNITY REDEVELOPMENT AGENCY  
February 1, 2012  
10:00 AM, Room 219

The Regular meeting of the Community Redevelopment Agency was called to order by Chair Peter Bober on February 1, 2012 at 10:07 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.


   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.

5. R-CRA-2012-08 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Execute The Attached Contract Between The BG Group, LLC And The CRA, For The Demolition At 901 S. Ocean Drive Project In An Amount Not To Exceed $57,735.00; 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.

Jorge Camejo asked Joel Wasserman to address the Board.

Joel Wasserman, Director of Procurement Services provided additional information to the Board.

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

6. **R-CRA-2012-05** — Resolution (Continued From January 4, 2012 Meeting) 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.

Jorge Camejo, CRA Executive Director addressed the Board recommending that the motion be withdrawn and continued at the next Board meeting to allow staff the opportunity to research and consider another option that was recently presented.

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

Hagai Shechter, property owner was introduced to answer questions presented by the Board.

**ACTION:** Motion was made by Board Member Blattner to continue the Item at the Special CRA Board meeting scheduled on February 15, 2012. The motion was seconded by Board Member Sherwood and on voice vote passed unanimously 7-0.

7. Vice-Chair Asseff, District 1

Royal Poinciana

Vice-Chair Asseff stated that she met with representatives from Royal Poinciana, Hollywood Landlords, Hollywood Lakes, Blight Busters Task Force and surrounding neighbors who expressed their concerns about the surrounding areas of the downtown districts. A bus tour is being scheduled to identify code violations within the district. Vice-Chair Asseff asked that the Chair and Board Members to participate in this effort by confirming if they will be attending the bus tour.

Westin Diplomat Hotel

Vice-Chair Asseff extended a happy ten year anniversary to the staff of the Westin Diplomat Hotel.

8. Board Member Furr, District 2

Royal Poinciana

Board Member Furr stated that he will participate in the bus tour as it is a great idea to get out and see some of the issues.
Downtown Music Initiative

Board Member Furr asked that the CRA assign staff to assist in the selection of the entertainers for the downtown music initiative. He further stated that in order to provide quality entertainment we need to have seasoned staff involved.

Great Southern

Board Member Furr requested that staff provide the Board with information of the status of the Great Southern.

Parkside

Board Member Furr suggested to staff to have a survey taken regarding the Parkside historic district in order to decide on the future plans for Harrison Street.

9. Board Member O'Sheehan, District 3

Royal Poinciana

Board Member O'Sheehan confirmed her participation in the bus tour being coordinated by Royal Poinciana. She advised staff that she will assist as needed.

Downtown Music Initiative

Board Member O'Sheehan stated that she supports the Mayor's music initiative but reminded staff not to lose focus on the CRA main goals which is to eliminate slum and blight.

St. Patrick's Day Parade

Board Member O'Sheehan invited everyone to the upcoming St. Patrick's Day Parade which is scheduled on Sunday, March 11, 2012.

10. Board Member Blattner, District 4

Royal Poinciana

Board Member Blattner confirmed his participation in the bus tour but asked staff to look into the multi neighborhood challenge program as another support to this effort.

Great Southern

Board Member Blattner stated that he agrees with Board Member Furr on the Great Southern project and would like a follow up report at the next meeting.

Downtown Music Initiative

Board Member Blattner asked that staff provide the Board at the next meeting with specific programming intended for the ArtsPark. He asked to have more local lineup at these weekly programs.
11. Board Member Russo, District 5

Royal Poinciana

Board Member Russo advised that she supports the Royal Poinciana project but reminded staff that CRA funds should be used to eliminate slum and blight.

City College

Board Member Russo extended an invitation to attend the ribbon cutting ceremony for City College and advised staff that we need to look into how we can get the word out about these events.

12. Board Member Sherwood, District 6

Royal Poinciana

Board Member Sherwood stated her participation in the Royal Poinciana project but encourage staff to also work with the neighborhood challenge program to help identify some of the challenges in these areas. She further reminded staff to look into grant programs available to them and the deadlines.

Great Southern

Board Member Sherwood advised staff that she agrees with her colleagues about the deadline for the Great Southern. She further suggested that staff speak with the developer to rehab the building and turn it into a place that people would like to go Hollywood Beach and Downtown Businesses

Hollywood Beach and Downtown Businesses

Board Member Sherwood asked her colleagues to remind business owners in the beach and downtown districts of how important good customer services skills are to their business. She emphasized that they should be very proactive to their staff to display good customer service skills when dealing with their customers.

Holocaust Documentation Educational Center (HDEC)

Board Member Sherwood stated that she was very disappointed with the correspondence she received from the HDEC. She expressed supporting them in the past but is unable to move forward with her support. She recommended to her colleagues to take the title back from the HDEC and have them pay rent at market value.

13. Chair Bober

Great Southern

Chair Bober advised his colleagues that under the agreement the developer has 24 months to proceed. He further stated that as a Board, they need to make it clear to the developer that moving forward there will be no more extensions, a decision needs to be made very soon. In conclusion, as a Board once a decision is made and communicated to the developer, this will enforce them to proceed quickly.
Royal Poinciana

Chair Bober stated that he will be happy to support the efforts of the Royal Poinciana project.

Summit Condos on Hollywood Beach

Chair Bober congratulated the Summit Condos as they celebrate 30 years on Hollywood Beach.

Downtown Music Initiative

Chair Bober encouraged staff to create a consistent programming system for the downtown. He further stated that this system will create an identity for the downtown district. It will be known for a having a recognizable identity. The downtown will be known for a place to always have something going on particularly with the surrounding competition.

Code Enforcement

Chair Bober expressed that the city needs more robust code enforcement. He further stated that code enforcement is a significant issue in Hollywood and until these codes are enforced their will be room for improvements in the surrounding areas mentioned by the Board Members earlier.

14. Jeffrey P. Sheffel, General Counsel

ArtsPark

Jeffrey Sheffel advised the Board that the Artspark currently has a program called buskers/vendors program which is designed for entrepreneurs such as wire twisters and musicians etc.

Great Southern

Jeffrey Sheffel stated to the Board that the final Judgment will be in place by next week and the CRA will be in the position to move forward with the Mach property. The agreement states that at the time the developer has to present the check and they don’t this will be considered a breach of the development agreement which will then force the development agreement to be terminated. This will then force the current owners to look to someone else to step in and take over but if it doesn’t they will have a development approval but no development agreement that support it. The development approval clock begins ticking as soon as we get the final judgment without a litigation.

Holocaust Documentation Education Center (HDEC)

Jeffrey Sheffel stated to the Board that they should have received correspondence from HDEC and the City Attorney’s Office in regards to the status of the HDEC. He further stated that ninety days ago the Board gave the City Attorney’s Office authorization to bring a foreclosure action against the HDEC for unpaid debt to the CRA. An effective date of ninety days in the future was agreed to allow the HDEC to proceed with a resolution to this problem. Ultimately the proposal received did not involve
payment of any funds to the CRA towards the payment of the debt. Jeffrey Sheffel further stated that if the Board take no action today, his office will continue the effort of foreclosure actions.

An extensive discussion ensued among members of the Board.

It was agreed by the members of the Board to proceed with the previous agreement which gives the City Attorney’s office to pursue foreclosure actions towards the HDEC

15. Jorge Camejo, Executive Director

CRA Upcoming Events

Jorge Camejo stated that over the last year the CRA have reorganized its resources by eliminating three full time position and one part time position. He stated, we have converted two part time positions to full time positions which have enabled us to concentrate our efforts towards neighborhood assistance and to pursue other significant needs in both districts. This gives us an opportunity to utilize staff such as Manuel Pila to assist with the music initiative programming in both CRA districts.

Jorge Camejo further stated that the 2012 Florida Huddle which brings travel agents and media professionals from around the world will take place on the Johnson Street property on Thursday, February 2nd. This event is in partnership with the organizers of Florida Huddle, Greater Fort Lauderdale Convention and Visitors Bureau and Margaritaville Hollywood Beach Resort. On February 7th is the next Full Moon Drum Circle which is now becoming a very popular event for all. Finally, On February 18, the Mardi Gras Bash at the Artspark, with limited assistance from the CRA but who worked along with the Parks and Recreational Department to bring this event to the district will feature entertainer Glen David Andrews who is currently being featured on HBO’s Treme.

16. Adjournment

The meeting adjourned at 11:54 AM

Approved as presented on 4th April, 2012

Phyllis Lewis
Board Secretary