RESOLUTION NO. R-CRA-2012-21


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 March 7, 2012 are hereby approved/ 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 2nd day of May, 2012.

PETER BOBER, CHAIR

ATTEST:

PHYLLIS LEWIS
BOARD SECRETARY

APPROVED AS TO FORM AND 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 March 7, 2012 at 10:03 AM in the City Commission Chambers, Room 219, 2600 Hollywood Boulevard, Hollywood, Florida.

1. Roll Call was as follows:

   Chair                                                Peter Bober
   Vice Chair                                          Patricia Asseff
   Board Members:
   Beam Furr                                           Heidi O'Sheeahan
   Richard Blattner                                    Fran Russo
   Fran Russo                                          Linda Sherwood
   Jeffrey P. Sheffel                                  Jorge Camejo
   Jorge Camejo                                       Phyllis Lewis

2. Conflict Disclosures

   There were no new conflicts to disclose.


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


   Jorge Camejo introduced Bryan Cahen, CRA Finance Manager who provided a presentation to the Board. Mr. Cahen provided the Board with three options for considering in determining the best use of the safety phones.

   Chair Peter Bober introduced Chief Chadwick Wager to answer questions and concerns the Board may have.

   Chief Chadwick Wagner provided additional information to the Board.
ACTION: Motion was made by Board Member O'Sheehan to approve the resolution with option 2 of the presentation. The motion was seconded by Board Member Blattner and on voice vote passed (5-2)

Jeffrey Sheffel, General Counsel advised the Board that the decision on passing the resolution indicates that CRA funds will not be used for the phones but the LEFT funds and the only CRA involvement will be the contracting agreement with Burkhardt Construction for the installation of the phones.


ACTION: Motion was made by Board Member Furr to approve the resolution. The motion was seconded by Board Member O'Sheehan and on voice vote passed unanimously (7-0).

6. Board Member Asseff, District 1

Blight Busters Committee

Board Member Asseff provided an update to her colleagues on the last meeting held with the Blight Busters Committee. A tour of the blighted areas was done and the committee implemented ideas that are needed for these areas. She further advised that there is no need to reinvent the wheel but to impose what is already being enforced. She continued that plans to accomplish these goals will be to present the program to the brokers by stating in the area when changes are made such as code violations, parking, garbage can usage, zoning and landscaping. She further advised her colleagues that if they have any suggestions the committee is open to hear it. She advised her colleagues to have a name to market the area. She suggested Northside Village.

7. Board Member Furr, District 2

Blight Busters Committee

Board Member Furr advised that the Blight Busters Committee is doing a great job and he was very excited about pulling together with the mortgage brokers in the area and having a meeting to explain about the rezoning of the area, the changes and opportunities for the landlords and owners in the area that they may not be aware of. Board Member Furr thanked both Jaye Epstein and John Barletta for putting together a database of all the owners. He appreciated the idea of bringing our own advertisement and creative team to market the area.

8. Board Member O'Sheehan, District 3

St. Patrick's Day Festival

Board Member O'Sheehan reminded all about the upcoming St. Patrick's day festival and thanked those who have been instrumental and helpful in the planning of this event.

March 7, 2012
Emergency Phone System

Board Member O'Sheehan further stated that her recommendation for the CRA funds that were being used for the emergency safety phones go towards something along the same lines. She suggested that the funds are used on a project such as sidewalks and street lighting which can make the downtown a place where people feel safe walking.

Beach Fire Station

Board Member O'Sheehan asked staff to look at the old fire station and advised its use. She advised that staff can look into its purpose.

9. Board Member Blattner, District 4

Block by Block

Board Member Blattner asked staff to provide a presentation at the next CRA Board meeting on the use of the machines and how the sidewalks are being kept clean in the downtown. He further stated that when property owners volunteer to do this, some will and many won't, however the pavers that are not clean are not respectful to our goal and mission of what the downtown should look like.

10. Board Member Russo, District 5

Board Member Russo, has nothing to report.

11. Board Member Sherwood, District 6

Downtown Hollywood

Vice-Chair Sherwood agreed with Board Member Blattner about the maintenance of the downtown area. She further stated that property owners should be notified of the 50/50 sidewalk plan and that the funds do not come from the CRA. She further advised that Code Enforcement should be notified of the sidewalk program and the needed repairs. She reminded staff of the grant proposal expiring in August and that they should take advantage of this.

Food Trucks Event

Vice Chair Sherwood advised that business owners are suggesting that we take some of the food trucks out of the Artspark and place them on Harrison Street as this may be a possible boost to the businesses in this area.

St. Patrick's Day Festival

Vice Chair Sherwood complimented Board Member O'Sheehan on a great job planning this parade.
12. Chair Bober

Downtown Hollywood

Chair Bober stated that it was a great weekend in the downtown and he received a lot of positive feedback about this weekend. Chair Bober further stated that in his email he mentioned a great event that Pizza Rustica had this weekend and would like to pursue and support this type of event often. He further suggested getting the word out on this type event that others may explore it.

Food Truck Event

Chair Bober stated that he likes the Food Truck Event on Monday nights in the Artspark as opposed to the downtown. This event was design to be held on one of the slowest nights of the week and he would suggest keeping it in the park as it is a very kid friendly and would only suggest having a good inexpensive band to draw more people to the park. His recommendation is to keep this event in the park.

13. General Counsel, Jeffrey Sheffel

General Counsel, Jeffrey Sheffel, has nothing to report.

14. Executive Director, Jorge Camejo

Food Truck Event

Jorge Camejo advised that he will be consulting with Chuck Ellis on some ideas coordinating with some downtown business owners on how it can be incorporated into the downtown to bring more foot traffic. He further advised that he will provide an update at a later date.

Upcoming Events in Hollywood

Jorge Camejo informed the Board on the schedule for the upcoming events in downtown Hollywood such as the Odd Duck Handmade Bazaar and Craftfair, monthly Artwalk and Spok Frevo Orquestra at the Artspark.

Hollywood Beach Visitor Center

Jorge Camejo stated that he'd like to update the Board on the Visitors Centers that will be presented at the next board meeting. He advised that he is continuing to work with Mr. Lon Tabatchnick to further discuss the accommodation of the Margaritaville component.

Downtown Music Initiative

Jorge Camejo advised that in order to create a positive approach to the music initiative he suggested a code amendment to the Extended Hours License which will identify what is a live music venue, specify the minimum nights for live music, length of breaks in order to have a continuous performance with regard to that particular venue.

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Murals

Jorge Camejo stated that the code provision to the murals amendments will allow the CRA Board to make the decision and determination on how murals are approved in the downtown. This change will be presented first at the next Planning and Development Board meeting and then at a future City Commission meeting.

Travel and Life Video

Jorge Camejo advised that a resolution was approved by the CRA Board for a Travel and Life video that will be played in different venues such as the cruise industry and other opportunities. Shortly after, a letter was sent to various local entities as a cooperative opportunity that will be interested in participating in this regard. We received support from the Westin Diplomat, Crowne Plaza, Marriott and Nova Southeastern Oceanographic Institute which totaled $41,000, half of the expenditure that the Board authorized for this video. He further advised that this is a great public private partnership that reimburses us a great portion of this expense.

2100 Block of Hollywood Boulevard

Jorge Camejo further advised that the CRA is moving forward with the 2100 block project of Hollywood Boulevard. This is a streetscape operation that the CRA took over related to the Hollywood Station project. He advised that we have come up with a good design that provides decorative pavers and organizes the provisions along that sidewalk. An update will be provided at the next CRA Board meeting.

Mirador Building

Jorge Camejo informed the Board that the Mirador building is finally being removed and seems favorable. This is a marked improvement to Ocean Boulevard.

Pizza Rustica

Jorge Camejo further stated that he would like to work with business owners to have this type of event happen more often in the downtown as businesses and patrons will be able to take advantage.

Chair, Peter Bober

New City Manager

Chair Bober welcomed the new City Manager, Douglas Hewett to the CRA Board meeting.

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15. Adjournment

The meeting adjourned at 11:27 A.M.

Approved as presented on 2nd May, 2012

[Signature]
Phyllis Lewis
Board Secretary

March 7, 2012