RESOLUTION NO. R-CRA-2012-28


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 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 6th day of June, 2012.

ATTEST:

PHYLLIS LEWIS
BOARD SECRETARY

PETER BOBER, CHAIR

HOLLYWOOD, FLORIDA COMMUNITY REDEVELOPMENT AGENCY

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

JEFFREY P. SHEFFEL, GENERAL COUNSEL
RESOLUTION NO. R-CRA-2012- 28


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 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 16th day of June, 2012.

ATTEST: HOLLYWOOD, FLORIDA COMMUNITY REDEVELOPMENT AGENCY

PHYLLIS LEWIS PETER BOBER, CHAIR
BOARD SECRETARY

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 April 4, 2012 at 10:08 AM in the City Commission Chambers, Room 219, 2600 Hollywood Boulevard, Hollywood, Florida.

1. Roll Call was as follows:

   Chair                  Peter Bober
   Vice Chair             Linda Sherwood
   Board Members:
                           Patricia Asseff
                           Beam Furr
                           Heidi O'Sheehan
                           Richard Blattner
                           Fran Russo
                           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).

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-2012-14** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Authorizing The Appropriate CRA Officials To Execute The Attached First Amendment To The Existing Media Buyer Services Agreement Between Ambit Advertising And Public Relations, Inc. For An Increased Amount Not To Exceed $72,000.00

Mayor Bober advised on record that due to a past business relationship with Ambit Advertising Public Relations, Inc., he is declaring a voting conflict. A Memorandum of Voting Conflict will be filed on his behalf. A copy of the Memorandum of Voting Conflict is attached.

Jorge Camejo provided information to the Board. Bryan Cahen, CRA Finance Manager was introduced to provide additional information to the Board.

Discussion ensued among staff and members of the Board.

ACTION: Motion was made by Board Member Blattner to adopt the resolution. The motion was seconded by Board Member Sherwood and on voice vote passed 4-2. Board Member O'Sheehan and Board Member Russo opposed. Chair Bober abstained from the voting process.

7. **R-CRA-2012-15** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Approving And Authorizing An Amendment To The Attached Advertising Media Plan; And Authorizing An Increase In The Expenditure Of Funds For Said Plan From $525,000.00 To $625,000.00.

Mayor Bober also declared a voting conflict on this item due to a past working relationship with Ambit Advertising Public Relations, Inc. A copy of the Memorandum of Voting Conflict is attached.

Discussion ensued among members of the Board.

Jeffrey Sheffel advised the Board on the appropriate uses of CRA funds when funds are used to promote marketing and entertainment for both CRA districts.

ACTION: Motion was made by Board Member Blattner to continue the item to the next Board meeting. The motion was seconded by Board Member Asseff and on voice vote passed 5-1. Chair Bober abstained from the voting process.

8. **R-CRA-2012-16** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Approving And Authorizing The Contribution Of $75,000.00 To Be Utilized As Matching Funds For The FY 2012-2013 Florida Inland Navigation District Cooperative Assistance Program Grant Being Submitted By The City Of Hollywood To Conduct A Waterway Management Master Plan Which Includes The Navigable Waterways Within The Beach District; Authorizing The Required 50% Matching Funds To be Paid From CRA Account # 63.0185.00180.552.003130; And Further Authorizing

April 4, 2012
The Appropriate Officials To Execute All Applicable Grant Documents And Agreements(s).

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

9. **R-BCRA-2012-17** — 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 Seascape Condominium Association of Hollywood, Inc. For On-Site Improvements To Property Located At 401-441 S. Surf Road In An Amount Not To Exceed $38,465.00; And Providing An Effective Date.

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


Jorge Camejo requested to withdraw Item 10 from the agenda until the next CRA Board meeting to conduct further analysis.

11. **R-CRA-2012-19** — A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Authorizing The Appropriate CRA Officials To Execute the Attached Amended And Restated Development Agreement Among The City Of Hollywood, Florida, The CRA, And Block 55, LLC Relating To The Block 55 Redevelopment Project Within The Downtown District Of The CRA; And Providing For An Effective Date

Jorge Camejo introduced the resolution to the Board.

Chair Bober introduced the following speakers:

Terry Cantrell, 745 Harrison Street, Hollywood, Florida
Muayad Abbas, Chief Operating Officer, Gold Coast Florida Regional Center
Alan B. Koslow, Attorney, Becker and Poliakoff Law Firm

Chair Bober asked that the agreement be amended to include in Article 2, the CRA Board have sole discretion to approve the identity of the grocer.

Fred Hopkins, Director or Real Estate provided the Board with additional information.

Extensive discussion ensued among staff, CRA Board and Alan Koslow.

It was agreed by the CRA Board to amend the resolution to include the following:

Amendment #1: Publix has an automatic approval as the grocery store to be a part of the phase 1 development, any other grocery store requires CRA approval and that discretion shall be sole and absolute.

April 4, 2012
Amendment #2: Article 10 currently states that the 50% TIF incentive payment shall continue for the duration of the CRA which expires in 2025, if the CRA is extended the developer has the ability to come back to the CRA Board and request an extension in regards to the TIF beyond that date.

Amendment #3: The current TIF amount that comes off the property as a whole will form a floor and when incentive payments are due, if the payment of the incentive will result in the CRA retaining less money than it made this year the incentive payment will not be due until the value of the property and the new TIF is such that the CRA is in a good position as it is today.

ACTION: Motion was made by Board Member Asseff to adopt the resolution approved as amended. The motion was seconded by Board Member Furr and on a voice vote passed 6-1. Board Member O'Sheeahan opposed.

12. **R-DCRA-2012-20** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Authorizing The Appropriate CRA Officials To Execute The Attached Amended And Restated Development Agreement Among The City Of Hollywood, Florida, The CRA, And Block 40, LLC Relating To The Block 40 Redevelopment Project Within The Downtown District Of The CRA; And Providing For An Effective Date.

Jorge Camejo introduced the resolution to the Board.

Chair Bober introduced the following speakers:

Muayad Abbas, Chief Operating Officer, Gold Coast Florida Regional Center
Alan Koslow, Attorney, Becker & Poliakoff Law Firm

**ACTION:** Motion was made by Board Member Furr to adopt the amended resolution. The motion was seconded by Board Member Sherwood and on voice vote passed (6-1). Board Member O'Sheeahan opposed.

13. Board Member Asseff, District 1

**Streetscape Presentation**

Board Member Asseff stated that the information on the streetscape presentation is a great idea and her recommendation is that the CRA Executive Director present it to the beach residents and property owners in a public meeting as soon as possible. She further stated that when a future project is being discussed that she would like to be kept informed of it as the questions and concerns from residents and property owners can become overwhelming for her and the CRA Executive Director. She further stated that the suggestion made at the meeting held with the beach residents and property owners to clean the medians on A1A was great idea.

14. Board Member Furr, District 2

Board Member Furr had no further comment.
15. Board Member O'Sheehan, District 3

Downtown CRA

Board Member O'Sheehan advised her colleagues to begin looking into the life span of the downtown CRA. She further advised that any development that starts now won't be completed until 2015 which leaves the CRA with only 10 years of incentives. This limited time will not allow the CRA to accomplish its goals.

Beach and Downtown

Board Member O'Sheehan stated that the concept presented at today's meeting with regards to the economic development for the beach and downtown enhancement should not only pertain to marketing and entertainment but also to bricks and mortar. She further stated that this concept should not take a 10 percent approach but should have a commitment of 100 percent to enhance and also have a successful downtown.

Beach CRA Boundaries

Board Member O'Sheehan advised staff to research and present at a future meeting the information on the beach CRA boundaries. She further stated that it is not necessary for the city to have one area with so much money and have to create ways to spend it and the other areas don't. She further advised her colleagues for support on this item that it maybe presented for a discussion and a vote. She advised staff to research the following options in regards to changing the boundaries; capping the TIF; contributing to the taxing authorities; or accelerating the lifespan of the CRA by paying off the debt early.

16. Board Member Blattner, District 4

Beach CRA Boundaries

Board Member Blattner agreed with Board Member O'Sheehan and asked that staff prepare a report for presentation.

17. Board Member Russo, District 5

Beach CRA Boundaries

Board Member Russo agreed with Board Member O'Sheehan on the changes of the beach CRA boundaries.

18. Board Member Sherwood, District 6

Beach CRA Funds

Board Member Sherwood stated that the monies put aside are for the Margaritaville Resort project however she suggested to create a timeline for the beach projects in order to have some of the funds transferred to the general fund.
19. Chair Bober

CRA Boundaries

Chair Bober stated that the beach CRA funds have been used effectively in the past. He further suggested that the CRA hire an expert who can provide information on what is possible and not possible in this endeavor. Chair Bober further advised that to redraw the boundaries of the CRA, the expert needs to be able to provide information on how this can be accomplished and a solution provided. They would also need to be advised on the legality, the resources and the use of the resources.

20. General Counsel, Jeffrey Sheffel

Jeffrey Sheffel had no further comment.

21. Jorge Camejo, CRA Executive Director

Phase 3 Underground Utilities & Streetscape Project

Jorge Camejo provided the Board with a copy of a presentation on phase 3 Underground Utilities and Streetscape Project. He advised that at a future meeting he will provide design concept for their review and recommendation.

Visitors Center

Jorge Camejo advised the Board that the CRA has run into some challenges with the visitor center however he is working with the property owner and a lease will be signed once he is confident that all issues have been addressed and resolved.

Pelican Art

Jorge Camejo advised the Board to provide direction on the Public Art on the Beach. He advised that the County contacted him indicating a 50 percent matching fund in regards to the cost of the pelicans. The CRA will be responsible for the cost of eleven pelicans and the installation. The location of the pelicans will be brought to the Board for their approval.

22. Adjournment

The meeting adjourned at 12:24 P.M.

Approved as presented on 6th June, 2012.

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.

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DISCLOSURE OF LOCAL OFFICER'S INTEREST

I, Peter Bober, hereby disclose that on 4/4/12 20:

(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 abstained on items RCRA-2012-14 and RCRA-2012-15 b/c I performed legal work for a principal in the past. Due to the nature of the work, it is possible I may be called upon again by Mary Rygiel to perform additional legal work. I abstained of voting on both items b/c of an appearance of conflict.

Date Filed: 4/10/12
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.