RESOLUTION NO. R-CRA-2012-33


BE IT RESOLVEDBY 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 June 6, 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 3rd day of July, 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
City of Hollywood
COMMUNITY REDEVELOPMENT AGENCY
June 6, 2012
10:00 AM, Room 219

The Regular meeting of the Community Redevelopment Agency was called to order by Chair Peter Bober on June 6, 2012 at 10:09 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                           Fran Russo
   Beam Furr                                 Jeffrey P. Sheffel
   Heidi O'Sheehan                            Jorge Camejo
   Richard Blattner                          Phyllis Lewis

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 Board Member 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 Board Member Asseff and on voice vote passed unanimously (7-0).

5. **R-CRA-2012-30** - A Resolution Of The Hollywood, Florida Community Redevelopment Agency, (CRA), Authorizing The Appropriate CRA Officials To Execute The Attached Pre Construction Services Agreement, Between Burkhardt Construction And The CRA For The Phase III Underground Utilities And Streetscape Improvement Project From Oklahoma Street To New Mexico Street In An Amount Not To Exceed $73,000.00.

   Debra Case, President of the Hollywood Beach Business Association (HBBA) spoke on behalf of the HBBA supporting the resolution.
Jorge Camejo provided additional information to the Board.

Discussion ensued among members of the Board.

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


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 6-1. Board Member Furr opposed.

7. **R-CRA-2012-32** – 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 Oxford Towers, Inc. For On-Site Improvements To Property Located At 1501 S. Ocean Drive In An Amount Not To Exceed $50,000.00.

Jorge Camejo introduced Laura Laliberte, Architecture and Urban Design Coordinator who provided additional information to the Board.

Frank Bongiovanni, President of Oxford Condo Association was asked to provide additional information to the Board.

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

8. **Presentation** – Presentation By Lanie Shapiro, President, Touchpoll of South Florida, Providing A Report On The Results Of Surveys Conducted At ArtsPark And Downtown Hollywood Events.

Jorge Camejo introduced Lanie Shapiro who provided the Board with a presentation of results taken from surveys conducted at past events at the ArtsPark.

Extensive discussion ensued among members of the Board.

9. Board Member Asseff, District 1

**Code Violations**

Board Member Asseff stated that several beach stakeholders and residents from the four streets involved with the blight buster tours expressed a concern about the approval procedures for the Property Improvement Program (PIP) and Paint Only Program (POP). She asked that staff review and revise the programs to allow an applicant to qualify even if their is a code violation on the property.
Jorge Camejo advised that the CRA will work with property owners who have proposed further enhancement to fixing the property along with the code violation. He further stated that property owners provide a separate bid for the code violations along with a bid for the enhancement. He expressed that there are some property owners in the districts who have not invested a penny even in the basic maintenance of the property but the CRA is willing work with any property owner who will come to the table with the prospective of enhancing the property.

A1A Right Of Way

Board Member Asseff further stated that there is a situation with the scenic highway on A1A in regards to taking ten feet off properties to make the road larger. She asked that the CRA look into this and provide the Board with the information before this becomes a major problem.

10. Board Member Furr, District 2

Board Member Furr had no further comment.

11. Board Member O'Sheehan, District 3

A1A Right Of Way

Board Member O'Sheehan expressed that she is very happy with the plans for the proposed streetscape. She further asked that staff should have an open mind of the needs of each street and to fully consider the value of the parking on the beach. She thanked Susan Goldberg for all of her hard work on this project.

CRA Reorganization

She further thanked Jorge for being responsive to the comments made at the last Board meeting and adjustments to the staff’s responsibilities. She congratulated Bryan Cahen on his promotion as the CRA deputy director and welcomed Michael Auclair to the management team as the CRA Districts Maintenance Manager. Board Member O'Sheehan further stated that her reason for focusing on the beach CRA and where it is going is more financial and functional rather than any other reason. She further stated that she is aware of the CRA working along with Lon Tabatchnick and the Margaritaville project and she is looking forward to the recommendation that will be brought before the Board at a future meeting.

12. Board Member Blattner, District 4

A1A Right Of Way

Board Member Blattner advised Board Member Asseff that the A1A plans are appropriate for other places beside Hollywood. He further advised that the Metropolitan Planning Organization (MPO) funding comes from the Federal government and from the State. A future meeting is scheduled with the director of the MPO to address issues that the MPO can do to improve opportunities within the CRA districts including Dixie Highway and the Florida Eastcoast Railway.
Businesses in Hollywood

Board Member Blattner stated that on a past visit to his optometrist on Harrison Street he noticed a window displayed with compact disc covers on one of the businesses. This business had no signage and in the door hung a black curtain obscuring what was on the inside of the building. He further stated that he found this to be rather alarming and offensive. He continued to look around Harrison Street and was rather disturbed about the number of businesses that are displaying things on the window that are deemed inappropriate. Board Member Blattner asked staff to address this issue and also look into the businesses that are open but look as if they are close. He further asked staff to provide the Board with an update at the next CRA meeting on how they intend to proceed with an action. Board Member Blattner further asked the City Attorney Jeff Sheffel to address in his comments whether an emergency action can be crafted to tell business owners if they are conducting a business in Hollywood we need to know who they are by their signage.

13. Board Member Russo, District 5

Board Member Russo had no further comment.

14. Vice-Chair Sherwood, District 6

Parking

Vice Chair Sherwood advised staff that more signage is needed for parking around the parks and the pockets. She further stated that recently she have received more parking complaints especially in and the area around the ArtsPark. Vice Chair Sherwood advised staff to look into adjusting the parking signage to reflect available parking pockets in the area of the ArtsPark.

15. Chair Bober

Downtown Hollywood

Chair Bober responded to Board Member Blattner by stating that this is the reason Michael Auclair duties will include the downtown district. He further stated that the code enforcement efforts are not as robust as they need to be to resolve these problems. Code violation is a major issue throughout the city and not only in the CRA districts. Chair Bober advised that in three months there should not be any of the existing issues that were previously addressed by Board Member Blattner. He further advised that every business in Hollywood should have a sign that displays the nature of their business and there should not be a lot of time for the signage to be displayed once they are in business.

Board Member Russo left at 11:14 a.m. and return at 11:17 a.m.

Parking

Chair Bober further stated that we do need to have a lit sign with an arrow that indicates parking and parking garages especially on the corner of 19th and Hollywood Boulevard. When people see a sign related to available parking they will eventually realize that there is adequate parking in the downtown.
16. General Counsel, Jeffrey Sheffel

Signage

Jeffrey Sheffel stated that staff is in the process of looking into the signage issues. He further stated that the research is being done to identify signs with an enforceable public purpose. A sign ordinance will be presented to the Board in the near future.

17. Jorge Camejo, CRA Executive Director

Margaritaville Project

Jorge Camejo provided the Board with information about the Margaritaville project which includes a review of a new financial structure being proposed and is underway. He further advised that when this is resolved an update with the options will be presented to the Board for their recommendation.

Code Enforcement in the Beach and Downtown

Jorge Camejo advised the Board that at the next CRA meeting he will have the Police Department Code Divisions make a presentation regarding the existing code violations highlighting the activity of the violations.

Chair Bober advised that when the presentation is presented, it should state the citation and what it means. This presentation should give the Board an opportunity to understand and have a productive discussion entailing exactly what was done and what needs to be done.

Board Member Blattner stated that the presentation should be presented at a City Commission meeting where all the players can be involved. This presentation should explain the process, how it works and the laws. He advised that a discussion regarding this topic should take place before the CRA Board/Commission goes into summer recess.

Board Member Furr advised that code enforcement needs to inform the Board on what obstacles they are running into especially with the homes that are deemed as unsafe structures. He asked the Board to identify ways in which they can approach this problem and ways in which it can be remedied.

Board Member Asseff agreed with Board Member Furr regarding following up on the code violations and the status.

Board Member Sherwood asked that the banks doing the foreclosure take responsibility for the properties expenses. She asked the Board and staff to look into a way of contacting the banks and companies that hold the ownership for these properties to advise that the property is unsafe.

Board Member O'Sheehan stated that the problem she is having in her district is foreclosed property structure that are unsafe. She asked that staff address ways to let the public know that these properties are considered an unsafe structure.

June 6, 2012
Colors of the Caribbean

Jorge Camejo reminded everyone of the upcoming Colors of the Caribbean event scheduled on Saturday, June 16th at the ArtsPark.

18. Adjournment

The meeting adjourned at 11:32 A.M.

Approved as presented on July 5th, 2012

Phyllis Lewis, Board Secretary