RESOLUTION NO. R-CRA-2012-42


BE IT RESOLVED BY THE BOARD OF THE HOLLYWOOD, FLORIDA COMMUNITY REDEVELOPMENT AGENCY:

Section 1: That the transcribed Action Minutes of the Special Community Redevelopment Agency Board Meeting held on July 3, 2012 are hereby approved as corrected.

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

PASSED AND ADOPTED this 5th day of September, 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
July 3, 2012
10:00 AM, Room 219

The Regular meeting of the Community Redevelopment Agency was called to order by Chair Peter Bober on July 3, 2012 at 10:04 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 approve the resolution. The Motion was seconded by Board Member O'Sheehan and on voice vote passed unanimously (7-0).

4. R-CRA-2012-34 - Resolution - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Execute The Attached Second Amendment To The Contract For Consulting/Professional Services With Abramson And Associates, Inc. From $75,000.00 To An Amount Not To Exceed $100,000.00 For Additional Services Relating To Negotiations Of An Amendment To The Margaritaville Project Agreement; Authorizing The Funds To Be Paid From Account No. 63.0185.00190.552.005103; Transferring Funds From The Budget Reserve To Account No. 63.0185.00190.552.005103; And Providing An Effective Date.

   Extensive discussion ensued among staff and members of the Board.

   ACTION: Motion was made by Board Member O'Sheehan to approve the resolution. The motion was seconded by Board Member Asseff and on voice vote passed unanimously (7-0).
5. **R-CRA-2012-35 - Resolution** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Authorizing The Appropriate CRA Officials To Execute The Attached Change Order No. 1 To The Agreement Between Burkhardt Construction And The CRA Related To Phase II Of The Underground Utilities And Streetscape Improvement Project For An Additional 180 Calendar Days.

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

6. **R-CRA-2012-36 - Resolution** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Renew The Existing Media Buyer Services Agreement Between Ambit Advertising And Public Relations, Inc. For A One Year Period Under The Same Terms and Conditions Of The Existing Agreement And First Amendment In An Amount Not To Exceed $72,000.00.

**ACTION:** Motion was made by Board Member Asseff to approve the resolution. The motion was seconded by Board Member Sherwood and on voice vote passed (6-0). Chair Bober abstained from the voting process due to past working relation with Ambit Advertising and Public Relations. A Memorandum of Voting Conflict is attached.

7. **R-CRA-2012-37 – Resolution** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, Authorizing The Appropriate CRA Officials To Execute The Attached First Amendment To The Marketing And Creative Services Agreement Between Matrix 2 Advertising ("Matrix") And The CRA In Order To Renew The Existing Agreement For One Year Period In An Amount Not To Exceed $78,000.00 Under The Same Terms And Conditions Of The Existing Agreement.

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

8. **R-CRA-2012-38 – Resolution** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Authorizing The Appropriate CRA Officials To Execute The Attached First Amendment To The Agreement Between Icon Enterprises, Inc.D/B/A Civicplus And The CRA For Further Website Development For The CRA’s Live Music And Tourism Programs Which Increases The Contract Amount For A One (1) Year Period In An Amount Not To Exceed $38,218.00.

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


Jorge Camejo introduced Lisa Liotta, Redevelopment/Enhanced Services Manager to provide additional information to the Board.

**July 3, 2012**
Lisa Liotta provided the Board with additional information.

The following applicants were recommended:

Steve Berman – Downtown Hollywood Business Association
John Stengal – At Large Member with substantial background in visual arts
Valerie Snow and Alex Terfe – Alternate Members

**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).

10. **R-BCRA-2012-40 – Resolution**  - A Resolution Of The Hollywood, Florida, Community Agency, (“CRA”), Approving And Authorizing The Execution Of The Attached Hotel Improvement Program Grant Agreement Between The CRA And Phoenix Hotels & Resorts, LLC For On-Site Improvements To The Property Located At 313 Hayes Street (Caribbean Resort) In An Amount Not To Exceed $250,000.00.

Board Member Russo requested that staff provide an updated status of the outstanding violations on the property.

Jorge Camejo responded that presently there are no outstanding violations on this property.

Discussion ensued among staff and members of the Board.

Jorge Camejo introduced property owner Barry Leff to provide additional information to the Board. Mr. Leff introduced contractor Cliff Hurlbut, contractor of Absolute Gen’l Contractors who answered questions and provided additional information to the Board.

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

11. **R-BCRA-2012-41 – Resolution**  - A Resolution Of The Hollywood, Florida, Community Agency, (“CRA”), Approving And Authorizing The Appropriate CRA Officials To Execute The Attached Property Improvement Program Grant (“PIP”) Agreement Between The CRA And Beach Terrace Resort Condominium Association, Inc. For On Site Improvements To Property Located At 321 Wilson Street In An Amount Not To Exceed $50,000.00.

Discussion ensued among staff and members of the Board.

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


Jorge Camejo introduced Luisa Perez who provided a presentation to the Board.
An extensive discussion ensued among staff and members of the Board.

Chair Bober asked that each Board member get a copy of the power-point presentation to further review and provide their recommendations.

Jorge Camejo asked the Board if they would like to delay a decision to the next CRA Board meeting scheduled to be September.

It was agreed by the Board to provide a decision at the next CRA Board meeting.

13. Board Member Asseff, District 1

**Judy Erickson**

Board Member Asseff congratulated Judy Erickson, CRA Tourism Manager on her new position with the Westin Diplomat Resort and Spa. Board Member Asseff further stated that losing Judy will be a great loss but she shares in the excitement of her new position.

14. Board Member Furr, District 2

**Judy Erickson**

Board Member Furr extended congratulations to Judy Erickson on a great job with the city and stated that she will be missed.

**CRA Northern District**

Board Member Furr stated that the CRA staff is currently working on a brochure for the northern end of the CRA district. The purpose and goal of this brochure is to sell the area and bring in realtors. The idea is to market and brand the area and to provide knowledge of opportunities with the rezoning. He advised his colleagues to take a look at the brochure and provide any recommendation that would help support the effort.

**Murals in Downtown Hollywood**

Board Member Furr asked that the Mural Committee schedule a meeting as soon as possible to discuss potential locations and options to place a mural.

15. Board Member O'Sheehan, District 3

**Judy Erickson**

Board Member O'Sheehan extended congratulations to Judy Erickson and stated that she is very excited for her. She further stated that she truly enjoyed working along with her and that the city will miss her and her efforts greatly. She applauded Judy on her diligent work in bringing the City Pass Program/Shore Excursion to Hollywood and stated that it would be a tremendous task to find someone to fit in her shoes.

16. Board Member Blattner, District 4

**Judy Erickson**

Board Member Blattner extended congratulations to Judy Erickson and wished her well in her new endeavors.
CRA Northern District

Board Member Blattner further stated that the brochure for the Northern District of the CRA was well put together and is very informative. He thanked Lisa Liotta, Adam Chernov and Jorge Camejo for doing a great job.

17. Board Member Russo, District 5

Downtown Hollywood
Board Member Russo stated that the redevelopment of Downtown Hollywood started in the mid-seventies and we are still at a starting point. She further stated that she doesn't know if we are doing the right thing now but hopefully if we are, we will succeed this time.

18. Vice-Chair Sherwood, District 6

Judy Erickson
Vice Chair Sherwood congratulated Judy Erickson and wished her well in her new endeavors.

Murals in Downtown Hollywood
Vice Chair Sherwood stated that the murals placed on the back of the Downtown Ramada Hotel have small vignettes and that was not exactly what she considered a mural. She further stated that it looks a little overdone and she hopes that staff will keep that in check.

CRA Downtown District
Vice Chair Sherwood asked staff to look into a police officer next door program that will service the Parkside and Poinciana areas.

Event in the ArtsPark
Vice Chair Sherwood asked Chuck Ellis, Director of Parks and Recreation to provide an update on the status of an event being organized by the Obama Team.

Chuck Ellis provided an update to the Board.

19. Chair Bober

Downtown Hollywood
Chair Bober stated that he would like to look at vacant storefronts in the downtown Hollywood that attract artists in the geographical area. This idea of a live and work space was presented to him by Jill Weisberg that allows artist to occupy vacant storefront displaying their artwork. He asked staff to further research and provide an update at a future meeting.

July 4th Event
Chair Bober invited everyone to the upcoming July 4th Event on Hollywood Beach. He stated that a lot of preparation goes into this event which brings thousand of people to the area and also stimulates business in both the beach and downtown.
Chair Bober congratulated Judy Erickson on her position with the Westin Diplomat and advised that he knows she will do well. He further stated that he knew Judy for many years and she was always well liked and respected in the tourism sector.

Jeffrey Sheffel, General Counsel

Jeffrey Sheffel had no further comments.

CRA Executive Director

21. Jorge Camejo

CRA Website

Jorge Camejo advised the Board that the CRA website through CivicPlus is up and running with the new and interactive CivicPlus format. Minor adjustments are needed.

Mach Property

Jorge Camejo advised that the first step in the repayment process of the Mach Property acquisition has taken place. A payment was received in the amount of $434,000 with a remaining balance of $900,000 which remains to be paid.

A1A Welcome Center

Jorge Camejo advised the Board that the property was restriped and minimal property improvements were made to the parking lot for the upcoming 4th of July event.

Cinema Paradiso

Jorge Camejo stated that the Cinema Paradiso Board has recently approved a lease agreement that initially was proposed as a lease purchase option. There had been significant decision by the Board concerning environmental hazard if any is found. They then opted for a lease option at 208 Hollywood Boulevard until further notice. A resolution for your consideration will be presented at the September CRA Board meeting.

Fire Station Site on A1A

Jorge Camejo advised the Board that staff have been in contact with Walker Parker Consultants to look at parking structure at this site. Walker Parker has looked at the project and has come up with a concept that includes a five story garage facility with a retail component on the southwest quadrant of the building. This area will accommodate over 200 parking spaces that will be a great fit for that neighborhood. He further advised that a full report will be brought to the Board and or City Commission for a decision at a future meeting.

Federal Highway/US1

Jorge Camejo stated that there has been a lot of concern about the aesthetic appearance of US1 and he is happy to report that there is a new initiative under the director of Public Works, Sylvia Glazer. Sylvia has committed to him that US1 and its regard to the appearance will be the focus mainly from the CRA district north of Hollywood Boulevard to Johnson Street. Jorge further stated that he presented some ideas that will bring big results and how this can be accomplished at a minimal cost to the director and is looking forward to working with her and her staff on this project.

Extended Hours License (EHL)

Jorge Camejo advised the Board that a research is being conducted on the EHL for the music venues in downtown. He further stated that there are some concerns about the definition of sound-proofing and food provisions. This research will identify
soundproofing options that will be incorporated with an administrative policy and a recommendation will be brought before the CRA Board and/or City Commission for consideration at a future date.

**Judy Erickson**

Jorge Camejo thanked Judy for a great job and her years of service with the CRA. He stated that he is heartbroken to see her leave but also shares in the excitement of her new endeavors.

**Taxable Values**

Jorge Camejo introduced Bryan Cahen, Deputy Director to provide an update to the Board on the taxable value information that was recently released.

Mr. Cahen provided the information to the Board and advised that a draft budget is being prepared to be presented at the CRA Board meeting in September.

Board Member Furr asked Jorge and staff to provide a timeline and resources of the projects on the beach which includes the street-ends.

**ArtsPark Live**

Jorge Camejo announced that on September 22nd, Matt “Guitar” Murphy and Terrance Simien will perform a free concert at the ArtsPark. This concert will also feature an interactive educational experience for kids.

15. **Adjournment**

The meeting adjourned at 11:39 A.M.

Approved as presented on **September 5th, 2012**

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*Phyllis Lewis*

Board Secretary
# FORM 8B  MEMORANDUM OF VOTING CONFLICT FOR COUNTY, MUNICIPAL, AND OTHER LOCAL PUBLIC OFFICERS

<table>
<thead>
<tr>
<th>LAST NAME—FIRST NAME—MIDDLE NAME</th>
<th>NAME OF BOARD, COUNCIL, COMMISSION, AUTHORITY, OR COMMITTEE</th>
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<tbody>
<tr>
<td>Bobes Peter J</td>
<td>Hollywood CRA</td>
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<tr>
<th>Mailing Address</th>
<th>CITY</th>
<th>COUNTY</th>
<th>OTHER LOCAL AGENCY</th>
</tr>
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<tbody>
<tr>
<td>3730 N. 32 Ave.</td>
<td>Hollywood</td>
<td>Broward</td>
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<tr>
<th>Date on which Vote Occurred</th>
<th>My Position is</th>
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<tr>
<td>7/3/12</td>
<td>□ Elective</td>
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## 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

1. _______ Peter Bobo____, hereby disclose that on _______ 7/3 _______ 2012:

(a) A measure came or will come before my agency which (check one)

☐ inured to my special private gain or loss;  (apparent conflict; see below)

___ 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 from voting on R- CRA- 2012- 36 because I performed legal services for a principal with the company in the past. Due to the nature of the work, it is possible I may be called upon again by Mary Rygier to perform additional legal work for her. I abstained because of the appearance of a conflict.

Date Filed: _______ 7/10/12 _______ 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.