RESOLUTION NO. R-CRA-2012-58


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 October 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 17th day of November, 2012.

ATTEST:

[Signature]
PHYLLIS LEWIS
BOARD SECRETARY

[Signature]
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.

[Signature]
JEFFREY P. SHEFFEL, GENERAL COUNSEL
City of Hollywood
COMMUNITY REDEVELOPMENT AGENCY
October 3, 2012
10:00 AM, Room 219

The Regular meeting of the Community Redevelopment Agency was called to order by Chair Peter Bober on October 3, 2012 at 10:06 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 Asseff to approve the resolution. The Motion was seconded by Board Member Sherwood and on voice vote passed unanimously (7-0).


   **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 unanimously (7-0).

5. **R-CRA-2012-56 - Resolution** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Authorizing The Appropriate CRA Officials To Execute The Attached Second Amendment To The Concert Agreement Between The Rhythm Foundation And The CRA For Further Productions In The ArtsPark As Part Of 2012-13 Hollywood ArtsPark Experiences Which Increases The Contract Amount From $74,000.00 To An Amount Not To Exceed $174,000.00
Jorge Camejo presented the Resolution to the Board. Manuel Pila, Communications Manager was introduced to provide a presentation.

Discussion ensued among staff and members of the Board.

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

6. **R-CRA-2012-57 - 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.

Jorge Camejo presented the Resolution to the Board and introduced Kathy Koch, President of Ambit Advertising Public Relations who provided a presentation.

Discussion ensued among staff and members of the Board.

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

7. Board Member Asseff, District 1

**A1A Holiday Decorations**

Board Member Asseff asked staff to work along with the business owners on A1A to assist in the holiday decorations. She further advised that she would like to see more effort placed this year in the holiday decorations for A1A.

8. Board Member Furr, District 2

**CRA North District Meeting**

Board Member Furr invited his colleagues to attend the North District Commercial Business Recruitment meeting on next Wednesday, October 10th at the Fred Lippman Center.

9. Board Member O'Sheehan, District 3

**Hollywood Beach Lifeguard Station**

Board Member O'Sheehan thanked Jorge Camejo for moving ahead so quickly on the lifeguard station project. She advised that she is looking forward to the end results.

10. Board Member Blattner, District 4

Board Member Blattner had no further comments.
11. Board Member Russo, District 5
   Board Member Russo had no further comments.

12. Vice-Chair Sherwood, District 6
   Vice-Chair Sherwood had no further comments.

13. Chair Bober
   Chair Bober had no further comments.

14. Jeffrey Sheffel, General Counsel
   Jeffrey Sheffel had no further comments.

15. Jorge Camejo, CRA Executive Director

   **Cinema Paradiso**

   Jorge Camejo advised the Board that the CRA met and has had continuous meetings
   schedule with key representatives from Cinema Paradiso. These meetings have been
   quite productive and in about thirty days staff should be able to provide some positive
   feedback.

   **CRA Upcoming Events**

   Jorge Camejo advised the Board that the CRA will be holding the North District
   Commercial Business Recruitment meeting on Wednesday, October 10th at 12:00 noon
   at the Fred Lippman Center, Shuffleboard Room. He further advised that the CRA staff
   and Davon Barbour, Director of the City of Hollywood Community and Economic
   Development will be attending the National Association of Industrial and Office
   Properties Commercial Real Estate Development Tradeshow on Friday, October 5th at
   the Signature Grand.

16. Adjournment

   The meeting adjourned at 11:41 A.M.

   Approved as presented on _7th November, 2012._

   [Signature]

   Phyllis Lewis
   Board Secretary