

RESOLUTION NO. R-CRA-2013- 13

A RESOLUTION OF THE HOLLYWOOD, FLORIDA, COMMUNITY REDEVELOPMENT AGENCY, ("CRA"), APPROVING THE MINUTES OF THE COMMUNITY REDEVELOPMENT AGENCY MEETING OF FEBRUARY 6, 2013.

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 February 6, 2013 are hereby approved/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 6th day of March, 2013.

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
 February 6, 2013
 10:00 AM
 City Commission Chambers – Room 219
 Hollywood City Hall**

The Regular meeting of the Community Redevelopment Agency was called to order by Chair Peter Bober on February 6, 2013 at 10:09 AM in the City Commission Chambers, Room 219, 2600 Hollywood Boulevard, Hollywood, Florida.

Roll Call was as follows:

Chair	Peter Bober
Vice-Chair	Richard Blattner
Board Members:	Patricia Asseff
	Peter Hernandez - absent
	Traci Callari
	Kevin Biederman
	Linda Sherwood
General Counsel	Jeffrey P. Sheffel
CRA Executive Director	Jorge Camejo
Board Secretary	Phyllis Lewis

1. **Conflict Disclosures**

There were no new conflicts to disclose.

2. **R-CRA-2013-07** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of January 9, 2013.

ACTION: Motion was made by Board Member Asseff to adopt the resolution. The motion was seconded by Vice-Chair Sherwood and on voice vote passed (6-0). Board Member Hernandez was absent.

3. **R-CRA-2013-08**- A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Authorizing The Issuance Of The Attached Blanket Purchase Order Between Shamrock Pool Services And The CRA For Pool Services And Fountain Maintenance In The Estimated Annual Amount Of \$58,500.00.

ACTION: Motion was made by Board Member Asseff to adopt the resolution. The motion was seconded by Board Member Sherwood and on voice vote passed (6-0). Board Member Hernandez was absent.

4. **R-CRA-2013-09** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Accepting A Total of \$93,500.00 To Settle The Remaining Balance Due From Piazza Pasta Café Corporation ("La Piazza") Under The Amended Promissory Note And Amended Security Agreement And Authorizing The CRA General Counsel And Executive Director To Take All Steps Necessary To Implement The Settlement.

ACTION: Motion was made by Board Member Asseff to adopt the resolution. The motion was seconded by Board Member Sherwood and on voice vote passed (6-0). Board Member Hernandez was absent.

5. **R-CRA-2013-10** - 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 Allington Towers Condominium North, Inc. For On-Site Improvements To Property Located At 1500 S. Ocean Drive (Allington Towers Condominium North) In An Amount Not To Exceed \$75,000.00.

Jorge Camejo introduced the resolution to the Board. Laura Laliberte, CRA Architecture and Urban Design Coordinator provided a presentation to the Board.

Chair Bober introduced the following speakers:

Charna Glasser, Director of the Board

Vincent Gitto, Treasurer and Director of Allington Towers

Discussion ensued among members of the Board and staff.

ACTION: Motion was made by Board Member Sherwood to adopt the resolution. The motion was seconded by Board Member Asseff and on voice vote passed (6-0). Board Member Hernandez was absent.

6. **IR-CRA-2013-02** – Informational Report By Jorge Camejo, Executive Director, Providing An update To the CRA Board On Beach And Downtown Activities For The Previous Month.

Jorge Camejo introduced the item as for informational purposes only. He asked the Chair and CRA Board Members if they have questions or concerns he will be happy to address it. No questions or concerns were presented by the Chair and Board Members.

7. Board Member Asseff, District 1

Groundhog Event

Board Member Asseff thanked Ocean Alley restaurant for a great Groundhog Day event, it was fun and well attended. She stated that this has become a great event for Hollywood Beach which is well attended.

Hollywood Beach Wayfinding

Board Member Asseff requested to have directional signage for the beach which would provide location and directions to the businesses and restaurants located on Hollywood Beach and the Intracostal.

Jorge Camejo provided an update that presently staff is working with a company that has provided different options of wayfinding signs for the beach and A1A project.

Electrical Boxes

Board Member Asseff asked the CRA staff to provide an update on the status of covering the electrical boxes with saran wrap. She further stated that in Fort Lauderdale electrical boxes are wrapped with pictures of the old Fort Lauderdale which looks very interesting. She advised that she hope that we can move forward with this project as soon as possible.

8. Board Member Callari, District 3

CRA Status

Board Member Callari asked Jorge Camejo to provide residents with an update to the status of the changes to the CRA boundaries and the duration of both agencies.

Jorge Camejo provided information on the CRA boundaries and its modification, the remaining time-frame of both agencies, and the contribution made by the CRA to the City's enhancement program.

La Piazza Pasta Cafe

Board Member Callari stated that she hopes staff have learned lessons from the La Piazza situation and moving forward she hopes that this won't happen again.

Jorge Camejo advised that as the Executive Director he will bring forward all development agreements showing the tax increment based on that particular project and the incentive it brings to the CRA.

9. Vice Chair Blattner, District 4

Informational Report

Vice Chair Blattner thanked Jorge Camejo for an excellent report and stated it is good that this report can be viewed online to advise all on the status of the CRA's projects.

Newspaper Boxes in the Downtown

Vice Chair Blattner asked Jorge Camejo and staff to provide an update at the next meeting of the status of the removal of the newspaper boxes in the downtown district.

CRA Boundaries

Vice Chair Blattner advised that as a CRA body, Chair and Board Members can determine when to shrink the boundaries by eliminating the projects. He further advised that it should also be noted that the revenue contributions from other entities will cease once the boundaries are shrunk.

10. Board Member Biederman, District 5

Co-Op Advertising

Board Member Biederman asked CRA staff to advise whether there was co-op advertising program for businesses in downtown Hollywood.

Jorge Camejo introduced Lisa Liotta, Economic/Redevelopment Services Manager to provide information on the co-op opportunities the can be obtain through the CRA with businesses in the downtown.

11. Board Member Sherwood, District 6

1903 Harrison Street Beauty Salon

Board Member Sherwood announced that the beauty salon that existed for forty years at 1903 Harrison Street will be changing ownership from Rose to Cathy, an employee. She further stated that she is excited to see when long time businesses remain open in the area even if they are just changing hands from an owner to an employee.

Cinema Paradiso

Board Member Sherwood advised that she provided Jorge Camejo with a documentary that qualified to be presented at the Cannes Film Festival. She further stated that this would be a good interest for the Cinema Paradiso as this documentary will be aired about Steven King's movie "The Shining".

La Piazza Pasta Café

Board Member Sherwood mentioned that between the money paid back by La Piazza and the money from the settlement, we are almost breaking even. She further stated that this is not the kind of loss we were at with Michaels, but she would have been happy to completely break even.

CRA Ratings

Board Member Sherwood stated that the Fitch ratings has provided a good and stable report for the CRA and she hopes that this report will make a difference at the Joint Legislative meeting in Tallahassee.

12. Chair Bober

La Piazza Pasta Café

Chair Bober advised Board Members and staff that the La Piazza deal was a total disaster. He stated that the action taken today was damage control and he is very happy that the resolution had passed. Chair Bober encouraged staff to be more careful with future business endeavors especially when it involves loaning monies. He stated that a background research should be conducted on all parties as if they were applying to a bank.

CRA Grant Programs

Chair Bober asked staff to provide an updated on the total amount of funds allocated for the CRA Property Improvement Programs. He advised staff to be very careful of whom the program is open to as it may result in being more of a maintenance program than one organized to element slum and blight. Chair Bober further advised that this program was formed to incentivize property owners to take action on repairs that they would not normally do. Chair Bober further advised staff that we should leverage our dollars to act as a broker to include repairs related to seawalls. He stated that staff should work with property owners collectively to make repairs to the seawall as a whole.

Discussion ensued among members of the Board.

13. General Counsel

Joint Legislative Auditors Committee

General Counsel Jeffrey Sheffel advised that he has prepared resolutions both for the City Commission and the CRA Board authorizing him to respond on behalf of both bodies to the auditor's general findings at the Joint Legislative Hearing scheduled on Monday, February 11th. These resolutions will be presented at the City Commission meeting this afternoon for an approval. He further advised that any questions or concerns to alter the response must be presented before the commission meeting.

14. CRA Executive Director, Jorge Camejo

CRA Upcoming Events

Jorge Camejo, Executive Director announced that on Friday, February 9th, Hollywood ArtsPark Experience, New Orleans will be held at the ArtsPark on Young Circle featuring Bonerama, a New Orleans brass band. On Tuesday, February 12th, Hollywood Beach

will experience Fat Tuesday on Hollywood Beach also featuring the Stooges Brass Band from New Orleans. All events are free and open to the public.

15. Adjournment

The meeting adjourned at 11:09 AM.

Approved as presented on 6th March, 2013.



Phyllis Lewis
Board Secretary