RESOLUTION NO. R-CRA-2013-36


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 July 3, 2013 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 4th day of September 2013.

ATTEST:

PHYLIS 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, 2013
10:00 AM, Room 219

The Regular meeting of the Community Redevelopment Agency was called to order by Chair Peter Bober on July 3, 2013 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: Richard Blattner
   Board Members:
   Patricia Asseff
   Peter Hernandez (arrived at 10:11 am)
   Traci Callari
   Kevin Biederman
   Linda Sherwood (arrived 10:09 am)
   Jeffrey P. Sheffel
   Jorge Camejo
   Phyllis Lewis

2. Conflict Disclosures

   There were no new conflicts to disclose.


   ACTION: Motion was made by Vice-Chair Blattner to adopt the Resolution. The motion was seconded by Board member Asseff and on a voice vote passed (5-0). Board member Hernandez and Board member Sherwood were absent.


   ACTION: Motion was made by Vice-Chair Blattner to adopt the Resolution. The motion was seconded by Board member Asseff and on a voice vote passed (5-0). Board member Hernandez and Board member Sherwood were absent.

   July 3, 2013
5. **R-CRA-2013-29 - Resolution** – R-CRA-2013-29 - Resolution A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Approving And Authorizing The CRA To Sponsor Four (4) Hollywood ArtsPark Experience Events In The 2013-14 Season In An Amount Not To Exceed $100,000.00; And Approving And Authorizing The Execution Of The Attached Agreement Between The Rhythm Foundation And The CRA In An Amount Not To Exceed $100,000.00, On A Reimbursement Basis.

Extensive discussion ensued among staff and members of the Board.

Chuck Ellis, Director of Parks, Recreation and Cultural Arts provided additional information to the Board.

**ACTION:** Motion was made by Board member Asseff to adopt the Resolution. The motion was seconded by Board member Sherwood and on a voice vote passed (7-0).

6. **R-CRA-2013-30 - Resolution** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Authorizing The Appropriate CRA Officials To Execute The Attached Fourth Amendment To The Circulator Shuttle Agreement Between Limousines Of South Florida, Inc. And The CRA In Order To Renew For A One Year Period In An Amount Not To Exceed $589,680.00 Under The Same Terms And Conditions Of The Existing Agreement, Except For The Rate Payment Which Has Increased From $54.25 Per Hour Per Vehicle To $60.00 Per Revenue Service Hour Per Vehicle Due To A Cost Adjustment In Accordance With The Initial Agreement Terms.

Board member Asseff stated that she has received several calls from motel owners located on South Federal Highway requesting to have an extended trolley service for further south due to the recent parking changes on Hollywood beach.

Bryan Cahen, Deputy Director advised that he will look into this.

**ACTION:** Motion was made by Board member Asseff to adopt the Resolution. The motion was seconded by Board member Sherwood and on a voice vote passed (7-0).

7. **R-CRA-2013-31 – 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 Ever Coastal, LLC For On-Site Improvements To The Property Located At 308 Pierce Street (Ever Coastal Motel) In An Amount Not To Exceed $250,000.00; And Providing An Effective Date.

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

Mark Gardashnik, owner of Ever Coastal Motel provided the Board with information related to the purchase and tax revenue of the property.

Extensive discussion ensued among staff and members of the Board.

Cliff Hulbert, General Contractor with Absolute General Contractor provided the Board with additional information regarding the permit requirements for the construction of this property.

Vice Chair Blattner left the meeting at 11:17 am and returned at 11:18 am.

July 3, 2013
Jaye Epstein, Director of Planning and Development Services provided additional information to the Board.

Board member Biederman made a motion to amend the Hotel Improvement Grant Program to an amount not to exceed 25% of the total grant payment. The motion failed due to a lack of a second.

**ACTION:** Motion was made by Board member Asseff to adopt The Resolution. The motion was seconded by Board member Callari and on a voice vote failed (5-2). Chair Bober, Vice Chair Blattner, Board member Hernandez, Board member Biederman and Board member Sherwood opposed.

8. **R-CRA-2013-32 – Resolution** – A Resolution Of The Hollywood, Florida Community Redevelopment Agency (“CRA”), Establishing A CRA Marketing Advisory Committee; Providing For The Purpose And Duties Of The Committee; Providing For The Number Of Committee Members; Providing For Criteria For Committee Membership; And Providing For The Length Of Term Of Committee Members.

Jorge Camejo, CRA Executive Director withdrew the resolution from consideration.

9. **R-CRA-2013-33 – Resolution** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Authorizing The Appropriate CRA Officials To Execute The Attached Funding Agreement In An Amount Not To Exceed $3,500,000.00 Between The CRA, And PMG Driftwood, LLC Relating To The Sage Beach Redevelopment Project Within The Beach District Of The CRA; Authorizing An Account To Be Created Specifically For This Purpose; And Providing For An Effective Date.

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

10. **IR-CRA-2013-07 – 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 for informational purposes only and asked the Chair and Board members if they have questions or concerns. He further advised that the report is placed on the CRA website for public review. No questions or concerns were addressed by the Chair or Board members.

11. Board Member Asseff, District 1

**Happy 4th of July**

Board Member Asseff wished everyone a happy and safe 4th of July.

12. Board Member Hernandez, District 2

Board member Hernandez had no comments.
13. Board Member Callari, District 3
   Board member Callari had no comments.

14. Vice-Chair Blattner, District 4
   Vice-Chair Blattner had no comments.

15. Board Member Biederman, District 5
   Board Member Biederman had no comments.

16. Board Member Sherwood, District 6
   Board member Sherwood had no comments.

17. Chair Bober
   Chair Bober had no comments.

18. Jeffrey Sheffel, General Counsel
   Jeffrey Sheffel had no comments.

19. Jorge Camejo, CRA Executive Director
   Jorge Camejo had no comments.

15. Adjournment
   The meeting adjourned at 12:14 P.M.

Approved as presented on 4th September, 2013.

Phyllis Lewis
Board Secretary