RESOLUTION NO. R-CRA-2013-44


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 September 4, 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 __2nd__ day of __October__, 2013.

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
The Regular meeting of the Community Redevelopment Agency was called to order by Chair Peter Bober on September 4, 2013 at 10:05 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
- Traci Callari
- Kevin Biederman
- Linda Sherwood
- Jeffrey P. Sheffel
- Jorge Camejo
- Michele Anzalone

1. Conflict Disclosures

There were no new conflicts to disclose.


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 unanimously (7-0).


Jorge Camejo, CRA Executive Director, explained the intent of the resolution.

Discussion ensued among members of the Board and staff.

The following individuals expressed personal opinions/concerns:
1. Alex Terife, Ramada at Downtown Hollywood
2. Tina Buccellato, Muzart Creative Arts Studio

Jeffrey Sheffel, General Counsel responded to questions raised by the Board.

3. ACTION: Motion was made by Board member Hernandez to adopt the resolution appointing Elizabeth Sanjuan in the category of Commercially Zoned and Tina Buccellato...
in the category of At-Large. The motion was seconded by Board member Sherwood and on a voice vote passed unanimously (7-0).

4. **R-CRA-2013-38** – A Resolution Of The Hollywood, Florida, Community Agency ("CRA"), Authorizing The Appropriate CRA Officials To Accept And Execute The Attached Agreements Between Bellsouth Telecommunications, Inc. D/B/A AT&T Southeast (AT&T) And The CRA, Florida Power And Light ("FPL") And The CRA, Comcast And The CRA For Converting Overhead Utility Lines To Underground In An Aggregate Amount Not To Exceed $1,551,514.01 From The Unappropriated Budget Reserve To The Phase III Account 63.0100.11811.552.003121.

Jorge Camejo introduced the resolution to the Board.

An extensive discussion ensued among members of the Board and staff.

**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 unanimously (7-0).

5. **R-CRA-2013-39** – A Resolution Of The Hollywood, Florida Community Redevelopment Agency, ("CRA"), Authorizing The Appropriate CRA Officials To Execute An Agreement Between Burkhardt Construction And The CRA For Phase III Underground Utilities And Streetscape Improvement Project From Oklahoma Street To New Mexico Street For A Total Project Amount Not To Exceed $20,000,000.00; Approving And Authorizing The Expenditure Of Funds In An Amount Not To Exceed $3,000,000.00 For FY2014 From Unappropriated Reserve And Series 2007 Redevelopment Revenue Bonds To An Account To Be Created In The Beach District’s Budget For The Phase III Underground Utilities Conversion And Streetscape Improvement Project; Adopting For This Phase A Previously Approved Funding Mechanism Recommendation For The Services Cost And Restoration Portion Of The Private Portion Of The Connection As More Specifically Set Forth In Exhibit “A”, And Further Approving And Authorizing The Executive Director Of The Beach district Of The CRA To Execute Any And All Applicable Agreements And/Or Documents To Implement Said Project.

Jorge Camejo explained the intent of the resolution.

Discussion ensued among members of the Board and staff.

Board member Blattner left the meeting at 10:24 AM and returned at 10:25 AM.

**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 unanimously (7-0).

6. **R-CRA-2013-40** – A Resolution Of The Hollywood, Florida, Community Redevelopment ("CRA"), Authorizing And Approving The Attached Amendment To The Hotel Improvement Program (HIP) In Order To Revise The Criteria For The Maximum Reimbursement Percentage.

Jorge Camejo explained the intent of the resolution.

Discussion ensued members of the Board and staff.
Jorge Camejo introduced Laura Laliberte, Architecture and Urban Design Coordinator who provided a presentation to the Board on the proposed amendments to the Hotel Improvement Project.

Extensive Discussion ensued among members of the Board and staff.

**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 6-1, Chair Bober was opposed.

7. **PRESENTATION** - Presentation by Jorge Camejo, Executive Director, On The Preliminary Annual Budget For The Beach District And Downtown District Of The CRA For Fiscal Year 2014; And Presenting Fiscal Year 2014 Preliminary Revenues.

Jorge Camejo provided an introduction to the Presentation and also introduced Yvette Scott-Phillip, Budget Manager who provided a detailed presentation on the preliminary annual budget for FY 2014 for the Beach District and the Downtown District as well as preliminary revenues.

Board member Callari left the meeting at 11:24 AM and returned at 11:27 AM.

8. **IR-CRA-2013-08** – 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 monthly report is placed on the CRA website for public review. He responded to questions and concerns addressed by the Board.

9. Board Member Asseff, District 1

**Upcoming Events**

Board member Asseff announced the upcoming Florida League of Cities University Summit Series on Building Momentum for Community Revitalization scheduled on September 30th, 2013 at Sunrise Civic Center. She also encouraged staff to attend a meeting about the Tax Increment Revenues of CRA’s which will be held at the Pat Larkins Community Center in Pompano on November 14th, 2013.

Board member Blattner left the meeting at 11:45 AM and returned at 11:47 AM.

**Articles In Cahoots**

Board member Asseff commented on the two news article that appeared in Cahoots referencing the artwork wrapping of the electrical boxes. She recommended looking into the program as it is a good one for the beach and downtown. The other article is pertaining to improvements made at a post office. The funding was granted by a representative in Washington D.C. to have the yard cleaned up. She further stated and encouraged staff to look into this as this would be a great idea for Hollywood’s downtown post office.

9. Board member Hernandez, District 2

**Landscaping in Downtown Hollywood**

Board member Hernandez addressed the lack of landscaping at the Polk Street Post Office and Federal Highway and said it is a haven for homeless people. He further stated that if improvements can be made in these areas it would be a nicer place.
Board member Sherwood left the meeting at 11:49 AM and returned at 11:54 AM.

CRA Budget Report
Board member Hernandez spoke about the CRA Budget and advised staff that he hopes the extra money will be used to address downtown district community needs. He further stated that a national chain would be a great incentive for the area.

10. Board member Callari, District 3

Hollywood Beach
Board member Callari stated that she feels Hollywood Beach should retain its hometown feeling and mom and pop businesses. She advised that residents in her area expressed that they hope Hollywood beach remains the way it is.

Parking on Hollywood Beach
Board member Callari stated that she had several calls concerning the parking on Hollywood Beach. She stated that complaints were made that private lots have increased the cost of parking tremendously and when she suggested utilizing the trolley service they responded with negative reports.

11. Vice-Chair Blattner, District 4

Polk Street Post Office
Vice-Chair Blattner advised that a part of the Polk Street Post Office property was dedicated as the Ben Franklin Park which makes it our responsibility. He encouraged staff to work along with Chuck Ellis, Director of Parks, Recreation and Cultural Arts to make improvements to this area.

Downtown Hollywood
Vice-Chair Blattner stated that for new businesses to come into the downtown district, it would be necessary to have enough parking to attract larger retailers. He asked staff to research a potential parking lot at the Fred Lippman Multi Purpose Center which may likely attract a Cheesecake Factory.

12. Board member Biederman, District 5

Downtown District
Board member Biederman stated that he feels the downtown needs a mixture of mom and pop businesses along with a large nationally recognized chain in order to survive. He further stated that he is unsure of more parking garages in this area.

CRA Direction
Board member Biederman stated that he feels the CRA is headed in the right direction especially with the budget presentation that was presented earlier.

13. Board member Sherwood, District 6

Downtown District
Board member Sherwood concurred with comments made by Vice Chair Blattner about the parking issue. She further stated that her main concern is the safety of the patrons who come into the downtown. The lighting is very important and is needed to make it accessible to residents who walk without being accosted.
14. Chair Bober

**Downtown District**
Chair Bober advised the Board that bringing businesses to the downtown has been a discussion that the Board has had for the longest time. He further stated that the CRA has provided many incentives for this endeavor which failed. He stated that a larger chain would require more parking than we can offer at this time. Chair Bober stated that when national chains are seeking locations some of the areas looked at are demographics, salaries and foot traffic. He encouraged the Board that when approving the budget to prioritize parking and the alleys being lit and safe.

**Signage**
Chair Bober advised staff to look into signage along major roadways. He stated that currently there are no signs indicating Hollywood as a tourist destination which would include Hollywood Beach, Downtown Hollywood or the historic beach and downtown.

**Parking on Hollywood Beach**
Chair Bober advised staff to coordinate with Florida Department of Transportation to provide more signage of where to park on Hollywood Beach. He further suggested to staff that signs should be place on Hollywood Boulevard with arrows indicating where the parking lots are located.

15. General Counsel, Jeffrey Sheffel

**Mach Property**
General Counsel Jeffrey Sheffel responded and confirmed that on August 1st, a letter was delivered to the tenant that presently occupied the Mach property. He further stated that as of today, the tenant has not vacated the property. He asked that the Board provide him the authorization to proceed with eviction action.

The following action was made by Board members:

**ACTION:** Motion was made by Board member Sherwood to authorize the General Counsel Jeffrey Sheffel to proceed with eviction action against the tenant of the Mach property. The motion was seconded by Board member Asseff and on voice vote passed unanimously (7-0).

**Café Tables**
Chair Bober added that recently he experienced activities occurring on the Broadwalk that required enforcement from code enforcement. He stated that he looks forward to this issue being discussed at a future Board meeting.

16. CRA Executive Director, Jorge Camejo

**Cinema Paradiso**
Jorge Camejo stated that he is proud to announce the anticipated dated of October for the grand opening of the Cinema Paradiso. He further stated that he knows this is much desired by residents of Hollywood.
Hollywood Beach
Jorge Camejo stated that there is an opportunity to increase the hard surface within the central business area of the Broadwalk. He stated that recycled pavers recovered from the Johnson Street improvements will be used in the underutilized crushed walkway for joggers.

17. Adjournment

The meeting adjourned at 12:17 PM.

Approved as presented on ___________________.