RESOLUTION NO. CRA-2019-18


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, 2019 are 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 2nd day of October, 2019.

ATTEST:

[Signature]
PHYLLIS LEWIS
BOARD SECRETARY

[Signature]
JOSH LEVY, CHAIR
HOLLYWOOD, FLORIDA COMMUNITY REDEVELOPMENT AGENCY

APPROVED AS TO FORM AND LEGAL SUFFICIENCY for the use and reliance of the Hollywood, Florida Community Redevelopment Agency only.

[Signature]
DOUGLAS R. GONZALEZ
GENERAL COUNSEL
City of Hollywood
COMMUNITY REDEVELOPMENT AGENCY
September 4, 2019
9:00 AM
City Commission Chambers – Room 219
Hollywood City Hall

The meeting of the Community Redevelopment Agency was called to order by Chair Levy on September 4, 2019 at 9:02 AM in the City Commission Chambers, Room 219, 2600 Hollywood Boulevard, Hollywood, Florida.

Roll Call was as follows:

Chair
Josh Levy
Vice-Chair
Traci Callari
Board Members:
Caryl Shuham
Peter Hernandez
Richard Blattner
Kevin Biederman
Linda Sherwood
Douglas Gonzales
General Counsel
Jorge Camejo
CRA Executive Director
Phyllis Lewis
Board Secretary

Conflict Disclosures

There were no new conflicts to disclose.


   **ACTION:** Motion was made by Vice chair Callari to adopt the resolution. The motion was seconded by Board member Shuham and on voice vote passed unanimously 7-0.


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Jorge Camejo requested to have this item withdrawn for consideration at a future meeting.


**ACTION:** Motion was made by Vice chair Callari to adopt the resolution. The motion was seconded by Board member Shuham and on voice vote passed unanimously 7-0.

5. **R-CRA-2019-41** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing An Advertising Media Plan In Accordance With Section 38.40(C)(8) Of The Code Of Ordinances (Using The Best Interest Exception), And Authorizing The Expenditure Of Funds For The Plan In An Amount Not To Exceed $800,000.00.

Jorge Camejo introduced Kathy Koch, Ambit Advertisement & Public Relations, who provided a presentation to the Board.

An extensive discussion ensued among the Board. Kathy Koch responded to questions raised by the Board.

Evan Snow, Choose954, provided additional information to the Board.

Raelin Storey, Communication, Marketing and Economic Development Director, responded to questions raised by the Board.

An extensive discussion ensued among the Board and staff.

**ACTION:** Motion was made by Board member Sherwood to adopt the resolution. The motion was seconded by Board member Shuham and on voice vote passed 6-1. Board member Hernandez opposed.


**ACTION:** Motion was made by Board member Sherwood to adopt the resolution. The motion was seconded by Board member Shuham and on voice vote passed 6-1. Board member Hernandez opposed.

7. **R-CRA-2019-43** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Authorizing The Appropriate CRA Officials To Issue A Purchase Order With Paint Quest, LLC. To Paint Decorative Intersections And Crosswalks On Specific Locations In The Downtown CRA District In An Amount Not To Exceed $75,000.00
Jorge Camejo introduced Jill Weisberg, Art Specialist, to provide a presentation to the Board.

The following individuals expressed personal opinions/concerns:
1. Patricia Antican
2. Christine Corbo
3. Mitch Anton

Board member Hernandez made a motion to withdraw the item requesting staff to reconsider the purposes of what the art was intended for.

Discussion ensued among members of the Commission. The motion died for lack of a second.

**ACTION:** Motion was made by Vice chair Callari and seconded by Board member Sherwood to adopt the resolution to include Harrison and Tyler Streets. On a voice vote, the motion passed 6-1. Board member Hernandez opposed.


Jorge Camejo introduced Heather Akers, Brooks & Scarpa, who provided a presentation to the Board.

Due to the interest of time, it was the consensus of the Board to adjourn the meeting and reconvene following the City Commission meeting scheduled at 1:00 PM.

The Board recessed at 12:21 PM and reconvened at 4:47 PM with all members present.


Jorge Camejo introduced Darci Mayer, Transportation Coordinator, who provided a presentation to the Board.

Mark Rowe, Mickey Byrnes, provided additional information to the Board.

An extensive discussion ensued among the Board and staff.

Jorge Camejo introduced Rance Shomaker from Ranco Construction Inc., to respond to questions raised by the Board.

An extensive discussion continued among the Board and staff.

The Board directed staff to provide a comprehensive downtown plan to fully evaluate the parklet program, and its impact to parking, and the future of downtown Hollywood.

Jorge Camejo introduced Susan Goldberg, Deputy Director, who provided a presentation to the Board.

An extensive discussion ensued among the Board.

It was the recommendation of the Board to have staff review the Capital Improvement Project timeline and make some adjustments.

It was the consensus of the Board to change the CRA Board meetings to the second Wednesday of each month at 1:00pm so that it won’t interfere with the scheduled City Commission meeting.

11. **IR-CRA-2019-17 – Informational Report By Jorge Camejo, Executive Director, Providing An Update To The CRA Board On Beach And Downtown Activities For The Previous Months.**

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.

Vice chair Callari left the meeting at 11:30 AM and returned at 11:32 AM.

12. **CITIZENS’ COMMENTS**

1. Christine Corbo
2. Jacqueline Summons
3. Debra Casc
4. Frieda Dragif
5. Frank DeRisi
6. Timothy Dunlap
7. Barry Faske
8. Lee Gottlieb
9. Beam Furr
10. Patricia Antrican
11. Diana Pittarelli
12. Evan Snow
13. Bob Glickman

Board member Hernandez left the meeting at 11:53 AM and returned at 11:57 AM.

**BOARD MEMBERS, GENERAL COUNSEL AND EXECUTIVE DIRECTOR**

13. Board Member Shuham, District 1

Board member Shuham had no further comment.

14. Board Member Hernandez, District 2

Board member Hernandez had no further comment.

15. Vice Chair Callari, District 3
Vice chair Callari had no further comment.

16. Board Member Blattner, District 4
    Board member Blattner had no further comment.

17. Board Member Biederman, District 5
    Board member Biederman had no further comment.

18. Board Member Sherwood, District 6
    Board member Sherwood had no further comment.

19. Chair Josh Levy
    Chair Levy had no further comment.

20. General Counsel, Douglas Gonzales
    Douglas Gonzales had no further comment.

21. CRA Executive Director, Jorge Camejo
    Jorge Camejo had no further comment.

The meeting adjourned at 7:25 PM.

Approved as presented on October 2nd, 2019.

Phyllis Lewis
Board Secretary