

RESOLUTION NO. R-CRA-2011-29

A RESOLUTION OF THE HOLLYWOOD, FLORIDA,  
COMMUNITY REDEVELOPMENT AGENCY ("CRA")  
APPROVING THE MINUTES OF THE REGULAR  
COMMUNITY REDEVELOPMENT AGENCY MEETING  
OF JUNE 1, 2011.

BE IT RESOLVED BY THE BOARD OF THE HOLLYWOOD, FLORIDA  
COMMUNITY REDEVELOPMENT AGENCY:

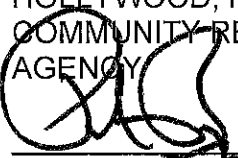
Section 1: That the transcribed Action Minutes of the Regular Community  
Redevelopment Agency Board Meeting held on June 1, 2011 are hereby approved as  
amended.

Section 2: That this resolution shall be in full force and effect immediately  
upon its passage and adoption.

PASSED AND ADOPTED this 13 day of July, 2011.

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 R. SHEFFEL, GENERAL COUNSEL

**City of Hollywood  
COMMUNITY REDEVELOPMENT AGENCY  
June 1, 2011  
10:00 AM, Room 219**

The Regular meeting of the Community Redevelopment Agency was called to order by Chair Peter Bober on June 1, 2011 at 10:03 AM in the City Commission Chambers, Room 219, 2600 Hollywood Boulevard, Hollywood, Florida.

1. Roll Call was as follows:

Chair  
Vice Chair  
Board Members:

Peter Bober  
Patricia Asseff  
Beam Furr  
Richard Blattner  
Heidi O'Sheehan  
Fran Russo  
Linda Sherwood  
Jeffrey P. Sheffel  
Jorge Camejo  
Phyllis Lewis

General Counsel  
Executive Director  
Board Secretary

2. **Conflict Disclosures**

There were no new conflicts to disclose.

3. **R-CRA-2011-25** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Changing The Dates Of The Regular Board Meeting Scheduled In July From Wednesday July 6, 2011 To Wednesday, July 13, 2011.

**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).

4. **R-CRA-2011-26** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting of May 4, 2011.

Board Member O'Sheehan corrected Items 5, 6, 7 & 8 of the minutes to reflect the correct votes.

**ACTION:** Motion was made by Board Member O'Sheehan to adopt the resolutions as amended. The Motion was seconded by Board Member Sherwood and on voice vote passed unanimously (7-0).

5. **R-BCRA-2011-27** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Authorizing The Appropriate CRA Officials To Approve The Five Year Capital Improvement Plan For The Beach District Of The CRA.

Jorge Camejo, Executive Director introduced the resolution to the Board.

Jorge Camejo introduced Susan Goldberg, Coastal Project Manager who provided a presentation to the Board.

Discussion ensued among staff and members of the Board.

Board Member Sherwood stated that she would like it placed on the record that reimbursement efforts will be attempted from the Department of Transportation.

**ACTION:** Motion was made by Board Member Sherwood to adopt the resolution. The Motion was seconded by Board Member O'Sheehan and on voice vote passed unanimously (7-0).

6. **R-BCRA-2011-28** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Authorizing And Approving The Appropriate CRA Officials To Execute The Attached Property Improvement Program ("PIP") Grant Agreement Between The CRA and 410 Ocean Drive Properties, LLC For On-Site Improvements To Property Located At 410 N. Ocean Drive In An Amount Not To Exceed \$75,000.00; And Providing An Effective Date.

Jorge Camejo introduced the resolution to the Board.

Jorge Camejo introduced Manuel Pila, Communication Manager who provided a presentation to the Board.

Discussion ensued among staff and members of the Board.

**ACTION:** Motion was made by Vice Chair Asseff to adopt the resolution with an amendment to not use any funding for ADA compliance. The motion was seconded by Board Member Sherwood and on voice vote passed (7-0).

7. Vice Chairperson Asseff, District 1

Vice Chairperson Asseff has nothing to report.

8. Board Member Furr, District 2

#### CRA Strategic Planning and Goal Setting

Board Member Furr stated that he appreciated the workshop with facilitator Lyle Sumek from Lyle Sumek & Associates. It was an excellent workshop with a lot of great ideas. He further stated that one of the ideas he would like to explore is small vendor carts in the ArtsPark or Downtown. This would allow a start up for small businesses and also bring a nice element to the area.

Jorge Camejo advised that there will be more detail discussions for each action item presented at the retreat follow up meetings.

9. Board Member O'Sheehan, District 3

#### Small Vendor Carts

Board Member O'Sheehan advised that a program is in place at the ArtsPark with small vendor carts and we should look further into this program and adopt from it.

#### CRA Direction

Board Member O'Sheehan stated that she is very happy with the direction the CRA is heading. She stated that speaking with residents and business owners in the CRA districts and City of Hollywood as a whole, they want nothing more than raising the property standards and that those standards are maintained. She further stated that she hopes everyone in the CRA and the City is supportive of this and we need to understand that this is a priority even if it means making changes to some ordinances. She further stated that we need to send a clear message that if you are a property owner in Hollywood it is not okay for it to be a dump.

#### 10. Board Member Blattner, District 4

##### Safety Phones

Board Member Blattner asked Jorge Camejo when will the issues of safety phones on the Broadwalk be presented to the Board.

Jorge Camejo advised that staff is working with the Police Department who will provide a map of the areas where the phones should be installed. Technical issues are being worked out with regards to the acquisition of equipment.

##### Wayfinding on the Beach

Board Member Blattner advised that there is a need to have identification on the beach providing direction to businesses. He advised staff to look into this and provide additional information before the Board suspends for summer.

##### Traffic on the Broadwalk & Surf Road

Board Member Blattner also stated that there needs to be control of the heavy commercial traffic on Surf Road/Broadwalk. He advised that there should be some consideration as to when it is an appropriate time to make deliveries in this area.

##### Busker Program

Board Member Blattner further advised that staff should look into the Busker program to see what kept it from not working as this program is great for the beach and downtown.

#### 12. Board Member Russo, District 5

Board Member Russo thanked Susan Goldberg for a great presentation.

Busker Program

Board Member Russo stated that she agrees with Board member Blattner in regards to the Busker program. It is a great program that just needs to be fine tuned and it can bring a lot of people to the downtown and the beach districts.

13. Board Member Sherwood, District 6

CRA Direction

Board Member Sherwood stated that she is very happy with the CRA and how things are moving forward. She also stated that she is happy staff is keeping a close eye on the taxpayer's money and how it is spent. She further advised that she appreciates staff speaking with the different civic associations and getting residents and business owners to understand what the CRA is doing and why the money has to stay within the districts.

14. Chair Bober

Message Board at the ArtsPark

Chair Bober stated that he is concerned about the message board at the ArtsPark and its use. He advised that the message board should be used to focus on happenings at Young Circle. He further stated that the message board should also display acts in the Young Circle, Visual Arts Building or major beach events as it is a great asset which is the primary vehicle for advertising.

Jorge Camejo advised that he will provide the information to the Parks, Recreation and Cultural Arts Department.

Standards in the City of Hollywood

Chair Bober agreed with Board Member O'Sheehan about property owners having high standards in the City of Hollywood. He advised that we need to make sure that all property owners are following this standard at all times. It is very difficult to build up a city when the standards are lowered. He further stated that we need to encourage property owners to do the right thing in keeping their properties up to standard. He asked his colleagues to be observant of the landscaping on both the downtown and lack of shady trees on Harrison Street. He further stated that one of the things we would like to encourage is outside dining to bring more visibility to the street as this creates a spectacle. Chair Bober stated that we should be as concern about the interior of the building in the downtown district as well as the exterior. He advised that a lot of vacant buildings are unoccupied because of the interior of these buildings. He advised that land owners should be required to keep the interior of the buildings in high standards as well as the exterior of the building.

15. General Counsel

General Counsel, Jeffrey P. Sheffel has nothing to report.

16. CRA Executive Director

CRA Districts Property Value

Jorge Camejo advised that the CRA received the preliminary estimates of our property values from the Property Appraisers Office. As it is sort of good news-bad news, the good news is that the decline is not as significant as it could have been. In regard to the downtown, loss in value is approximately 7.9% which translates to \$500,000 in tax increment revenue. The beach, which will not be phased by this decline, the loss is just under 1% which translates into approximately \$200,000 in tax increment revenue. He further stated that we are holding steady as our surrounding cities in Broward, Palm Beach County and Dade have experienced a much greater hit.

17. Adjournment

The meeting adjourned at 11:17AM

Approved as presented on 13<sup>th</sup> July, 2011



---

**Phyllis Lewis**  
Board Secretary