

RESOLUTION NO. R-CRA-2011-10

A RESOLUTION OF THE HOLLYWOOD, FLORIDA,
COMMUNITY REDEVELOPMENT AGENCY ("CRA")
APPROVING THE MINUTES OF THE REGULAR
COMMUNITY REDEVELOPMENT AGENCY MEETING
OF FEBRUARY 2, 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 February 2, 2011 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 2nd day of March, 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
February 2, 2011
10:00 AM, Room 219

The Regular meeting of the Community Redevelopment Agency was called to order by Chair Peter Bober on February 2, 2011 at 10:03 AM in the City Commission Chambers, Room 219, 2600 Hollywood Boulevard, Hollywood, Florida.

1. Roll Call was as follows:

Chair	Peter Bober
Vice-Chair	Heidi O'Sheehan
Board Members:	Patricia Asseff
	Beam Furr
	Richard Blattner
	Fran Russo
	Linda Sherwood
General Counsel	Jeffrey P. Sheffel
City Manager	Cameron D. Benson
Secretary	Phyllis Lewis

2. Conflict Disclosures

There were no conflicts to disclose.

3. **R-CRA-2011-04**—A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of January 5, 2011.

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

4. **R-CRA-2011-05** —A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving And Authorizing The Execution Of The Attached First Amendment To The Hotel Improvement Program Grant Agreement Between The Beach District Of The CRA And Diana's Day, Inc. To Extend The Completion Date From January 20, 2011 To December 31, 2011; And Providing An Effective Date.

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

February 2, 2011

5. **R-BCRA-2011-06** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Authorizing The Appropriate CRA Officials To Execute A Contract Between Kaufman Lynn, Inc., General Contractors And The CRA To Renovate The Historical Triplex Adjacent To The New Hollywood Fire Rescue And Beach Safety Complex ("Complex") And To Make Improvements To The Complex, Other Than Construction Of The Building. In An Amount Not To Exceed \$2,042,956.00.

Discussion ensued among the members of the Board.

Board Member Blattner requested clarification in regards to the financing of this project. He asked Cameron Benson, City Manager if there will be a presentation at the Commission Meeting.

Cameron Benson introduced Macciano Lewis, Strategic Administrative Officer to provide further information of the financing of this project and CRA funds being used on a public facility.

Jeffrey Sheffel, General Counsel provided additional information.

Terry Cantrell, Hollywood Historic Preservation Chairperson expressed personal opinion and concerns regarding the location of the Safety Complex.

Jorge Camejo, CRA Executive Director provided additional information.

Extensive discussion ensued among members of the Board.

It was agreed by the members of the Board to move forward with the Resolution but with the condition that each Board Member contact Mayor Sue Gunzberger and County Commissioners to amend the conditions of the funding and to have this item placed on a future commission meeting for discussion.

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 (5-2).

6. **R-CRA-2011-07** –A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving And Authorizing The Attached Amendment To The Hotel Improvement Program (HIP) In Order To Amend The Maximum Grant Amount And Revise Program Guidelines, Conditions For Incentive Consideration And Eligible Improvements.

Jorge Camejo introduced Manuel Pila, Communications Manager.

Manuel Pila provided a presentation to the Board.

Board Member Blattner suggested that as part of the approval to the grant agreements, sea turtle lighting should be incorporated.

ACTION: Motion to adopt the Resolution with the amendment was made by Board Member Asseff. The motion was seconded by Board Member O'Sheehan and on a voice vote passed (6-1).

7. **R-CRA-2011-08** –A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving And Authorizing The Attached Amendment To The Property Improvement Program (PIP) For The Beach and Downtown Districts Of The Hollywood Community Redevelopment Agency In Order To Consolidate The Two Separate Programs Into One Program Serving Both Districts.

ACTION: Motion was made by Board Member Blattner to adopt the Resolution. The motion was seconded by Board Member O'Sheehan and on a voice vote passed (6-1).

8. **R-CRA-2011-09** –A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving And Authorizing The Attached Amendment To The Paint Only Program (POP) In Order To Remove Commercial Use Only Criteria And Expand Eligibility To Any And All Properties Within The CRA Districts.

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

9. Board Member Asseff, District 1

Groundhog Day

Board Member Asseff wished everyone a happy Groundhog Day. She stated it was great seeing friends and the participation was great at the event held on Hollywood Beach. She thanked Ocean Alley, Cahoots and Beach Safety for a wonderful job.

South Florida Regional Planning Council

Board Member Asseff requested that the CRA look into a revolving loan fund structured with the South Florida Regional Planning Council. She stated that this council is known as number one in the country. Business owners and residents located in both districts beach and downtown can apply for loans with this agency rather than going to a bank. She further asked that staff consider hiring an underwriter who can assist with the specifics of the loan.

10. Board Member Furr, District 2

Northern Part of the CRA District

Board Member Furr stated that a meeting was held with residents that are homesteaded in the northern district of the downtown CRA. As a result from the meeting two programs were implemented to decrease the crime situation in the areas. Project Porch Light and Block Captains have begun and flyers are being distributed to all who resides in these areas for full participation.

Hollywood Academy of Arts and Science

Board Member Furr suggested to the Board to have Hollywood Academy of Arts and Science look at a different location to relocate. He stated that each Board Member should have had a visit from a representative from the school requesting splitting the plan and development behind the old theatre. Due to the location of the school, as it is on a very important piece of property in the downtown district, makes it difficult to develop the rest of it. He further suggested that staff look at this request carefully and search for other options and locations and have it as an agenda item at a future meeting.

February 2, 2011

11. Board Member O'Sheehan, District 3

Board Member O'Sheehan, had no comments.

12. Board Member Blattner, District 4

Jorge Camejo, CRA Executive Director

Board Member Blattner welcomed Jorge Camejo as the new CRA Executive Director and stated that he is very delighted with his vision and ideas for both districts.

13. Board Member Russo, District 5

Groundhog Day Event

Board Member Russo apologized for not attending the Goundhog Day Event. She invited everyone to the Boulevard Heights Amphitheatre to see a performance by McArthur High School Band on Saturday, February 5.

14. Board Member Sherwood, District 6

Signage

Board Member Sherwood stated that the unsightly signs in House of Poles window display is still there. She asked that the signs be removed and that a ticket system is enforced to have the business owner to pay immediately. She further stated that the code ordinance in regards to the nature of the signs should also be enforced.

Jeffrey Sheffel, General Counsel

Jeffrey Sheffel provided information to the Board that they should be very careful when using force regarding the nature of the signs.

15. Peter Bober, Chair

Signage

Chair Bober agreed with the general counsel and stated that in regards to the law, the business owner is not in violation as to the details of the sign.

Hollywood Academy of Arts and Science

Chair Bober asked that sometime in the future the issue surrounding Hollywood Academy of Arts and Science should be placed on an agenda for further decision. He requested the General Counsel to provide further information to the Board on the position of Lehman Brothers with this issue.

Jeffrey Sheffel, General Counsel

Jeffrey Sheffel provided further information that the total project needs to be unified to proceed with the execution of the documents. He further advised that in order for the school to move forward, it needs to look at the bifurcation of the planned development.

Chair Bober advised that this school is known as one of the best thing to have happened in terms of education in Hollywood. He further stated that the school is loved by the residents in the community and he would love to help it expand. As elected officials he encouraged the Board not to be an obstacle for something that is good.

Water Taxi

Chair Bober informed everyone that Water Taxi is now in operation on the dock of Giorgios Bistro and Bakery on Hollywood Beach.

Board Member Asseff requested to have further information as to the announcement that is used on the Water Taxi.

16. Jeffrey Sheffel, General Counsel

Jeffrey Sheffel had no comment.

17. Jorge Camejo, CRA Executive Director

Jorge Camejo informed the Board, City Manager and Assistant City Manager of future meetings to be schedule for the CRA Strategic Planning and Goal Setting sessions.

18. Adjournment

The meeting adjourned at 11:31 a.m.

Approved as presented on _____

Phyllis Lewis