

RESOLUTION NO. R-CRA-2012- 54

A RESOLUTION OF THE HOLLYWOOD, FLORIDA,
COMMUNITY REDEVELOPMENT AGENCY ("CRA")
APPROVING THE MINUTES OF THE COMMUNITY
REDEVELOPMENT AGENCY MEETING OF
SEPTEMBER 5, 2012.

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 5, 2012 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 3rd day of October, 2012.

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 P. SHEFFEL, GENERAL COUNSEL *DR*

**City of Hollywood
COMMUNITY REDEVELOPMENT AGENCY
September 5, 2012
10:00 AM, Room 219**

The Regular meeting of the Community Redevelopment Agency was called to order by Chair Peter Bober on September 5, 2012 at 10:10 AM in the City Commission Chambers, Room 219, 2600 Hollywood Boulevard, Hollywood, Florida.

1. Roll Call was as follows:

Chair	Peter Bober
Vice Chair	Linda Sherwood
Board Members:	Patricia Asseff
	Beam Furr
	Heidi O'Sheehan
	Richard Blattner
	Fran Russo
General Counsel	Jeffrey P. Sheffel
Executive Director	Jorge Camejo
Board Secretary	Phyllis Lewis

2. **Conflict Disclosures**

There were no new conflicts to disclose.

3. **R-CRA-2012-42 – Resolution** — A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of July 3, 2012.

Board Member Furr advised that Item 21 of the Minutes related to Taxable Values should be corrected to read as follows:

Board Member Furr asked Jorge and staff to provide a timeline and resources of the projects on the beach which include the street-ends.

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

4. **R-CRA-2012-43 - Resolution** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Amending Resolution No. R-BEACH-CRA-2011-32 To Reaffirm Sponsorship Of The Completed Beach Renourishment Construction And Monitoring Project As Set Forth In Exhibit "A".

ACTION: Motion was made by Board Member Blattner to adopt the Resolution. The motion was seconded by Board Member Asseff

Extensive discussion ensued among staff and members of the Board.

5. **R-CRA-2012-44 - Resolution** – A Resolution Of The Hollywood, Florida Community Redevelopment Agency (The “CRA”) Approving And Authorizing The Appropriate CRA Officials To Transfer Funds From The Unappropriated Budget Reserve To Account Number 66.0100.09310.552.006113 In An Amount Not To Exceed \$99,500.00 Which Settles All Liabilities Arising From The Eminent Domain Action Filed By The Hollywood, Florida Community Redevelopment Agency (The “CRA”) Against 1843, LLC And Others Regarding The “Mach” Property Located At 1843 Harrison Street.

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).

6. **R-CRA-2012-45 - Resolution** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”) Authorizing The Appropriate CRA Officials To Pay The CRA’s Share Of The Two Year Renewal Of The City Of Hollywood Agreement With McGladrey LLP For Financial Auditing Services In An Estimated Total Amount of \$94,500.00.

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).

7. **R-CRA-2012-46 – Resolution** - A Resolution Of The Hollywood, Florida Community Redevelopment Agency (“CRA”), Authorizing The Appropriate CRA Officials To The Attached Second Amendment To The Motorcoach Transportation Agreement Between American Coach Lines Of Miami Inc. And The CRA In Order To Assign The Existing Agreement To The Transportation Management Services, Inc. And Renew The Existing Agreement For A One Year Period In An Amount Not To Exceed \$200,000.00 Under The Same Terms And Conditions Of The Existing Agreement.

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).

8. **R-CRA-2012-47 – Resolution** – A Resolution Of The Hollywood, Florida Community Redevelopment Agency (“CRA”) Authorizing The Appropriate CRA Officials To Execute The Attached Third 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 \$507,780.00 Under The Same Terms And Conditions Of The Existing Agreement.

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. **R-DCRA-2012-48 – Resolution** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, (“CRA”), Conceptually Approving The A1A Safety And Beautification Project; Authorizing Funding In The Amount Not To Exceed \$150,000.00 To Further Study The Feasibility Of The Project; And Approving And Authorizing The Transfer of \$150,000.00 From The Budget Working Reserve To An Amount Number To be Created Specifically For The Project.

Extensive discussion ensued among members of 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).

10. **PRESENTATION** – Presentation By Jorge Camejo, Executive Director, Releasing The Annual Budget For The Beach District And Downtown District Of The CRA For Fiscal year 2013; Presenting Fiscal Year 2013 Preliminary Revenues; And Presenting The Draft 2013-2017 Capital Improvement Plans For The Beach And Downtown Districts.

Jorge Camejo provided the Board with information regarding the 2013 plans for the Beach and Downtown District. He then introduced Bryan Cahen, CRA Deputy Director who provided the Board with a presentation on the CRA draft budget for the fiscal year 2013. He invited the Board to address any questions and or concerns they may have.

11. Board Member Asseff, District 1

Downtown Property Standards

Board Member Asseff stated that she is happy to have a discussion about cleaning up the downtown. She advised that she is aware that the problem that exists and it is not the staff's problem but on the owner of the properties. Board member Asseff further stated that property owners should take more pride in their properties.

Monthly Report

Board Member Asseff agreed with Board member Blattner on receiving a monthly report. She asked that a report would be able to address questions being asked by residents and property owners as to what is going on in her district. Board member Asseff also advised that the opportunity of having a CRA staff presence on the beach makes it more important to better serve the residents and property owners.

Federal Highway Streetscape

Board Member Asseff advised that staff research for grant opportunities to assist with this situation. She advised that she have received several complaints about 17th Avenue. Board Member Asseff further stated that there must be someplace funding can be provided for this problem.

Board Member Asseff thanked the CRA staff for a great job in putting together the brochure for the Downtown Hollywood North District.

Certificate of Occupancy

Board Member Asseff asked that when properties are issued a Certificate of Use that the property should also be tested for mold. She advised that due to the conditions of certain properties she is aware of employees getting sick and would like this to also be a part of the inspection.

12. Board Member Furr, District 2

CRA Northern District

Board Member Furr advised that the brochure for the north district is nice and requested that a meeting be coordinated as soon as possible to get things started.

Jorge Camejo advised that a bus tour with the real estate group from Fort Lauderdale is also being coordinated that will feature downtown and the beach and also reaching out to local real estate groups to talk about rental opportunities.

Board Member Furr stated that most of the properties in the CRA northern district are rentals and the landlords are not maintaining the properties or bringing it up to standards which brings the property value down. He advised that the city should have a way to go into a building and inspect the property to see if it is up to standards and then certify it for rental.

Jeff Sheffel, General Counsel advised that presently the legal department is working on a program to have all rental properties obtain a Certificate of Use before renting. He advised that meetings are being scheduled for further discussion and information will be brought before the commission in a meeting in the near future.

Hollywood Trolley

Board Member Furr advised that he is happy to hear about the connection of the Tri-Rail System to the Hollywood Trolley in the downtown Hollywood. He asked staff to provide additional information about the stops.

Bryan Cahen, CRA Deputy Director provided information on the stops and advised the Board that a complete presentation will be presented at the October CRA Board Meeting, which will provide all the details.

Board Member Furr stated that the CRA staff is currently working on a brochure for the northern end of the CRA district. The purpose and goal of this brochure is to sell the area and bring in realtors. The idea is to market and brand the area and to provide knowledge of opportunities with the rezoning. He advised his colleagues to take a look at the brochure and provide any recommendation that would help support the effort.

Murals in Downtown Hollywood

Board Member Furr asked that the Mural Committee schedule a meeting as soon as possible to discuss potential locations and options to place a mural.

13. Board Member O'Sheehan, District 3

Murals

Board Member O'Sheehan congratulated the Mural Review Committee on a great job and thanked Lebo, Muralist for his gift to the City of Hollywood. She advised that even though some people like it and some don't, it brings positive energy and excitement to the area and we also received great press from it.

Hollywood Beach Life-Guard Stand

Board Member O'Sheehan showed a few pictures of the present lifeguard stands and some of the lifeguard stands from different locations. She asked that we take on a project to redo the lifeguard stands by inviting students from different schools to provide a concept which would make it fun.

14. Board Member Blattner, District 4

Downtown Property Standards

Board Member Blattner stated that he is reminded that property standards were passed a few months ago but will remind his colleagues and staff that the tenants don't own the building and when a citation is issued it goes to the property owner who lives outside the country. He further advised that between code and Block by Block some of the comments made should never exist such as grass in the cracks and awnings. He recommended that staff look for grant opportunities that will assist in lighting or crime prevention either through the city manager's office, police department or manufacturers of lighting companies.

Employee Review

Board Member Blattner requested that Mayor Bober schedule a review of the City Attorney and the CRA Executive Director. He requested to have the form revised on a rating system of 5 to 1, 5 being outstanding. He further advised his colleagues that they have a responsibility to themselves and employees to conduct an employee review on a timely basis.

Monthly Report

Board Member Blattner requested that the CRA Director provide a monthly report on the CRA projects and the status. This report should be presented in writing and also as a backup to the monthly board meeting.

Board Member Blattner left the meeting at 11:43 am.

15. Board Member Russo, District 5

Board Member Russo had no further report.

16. Vice-Chair Sherwood, District 6

Landlords in the CRA Northern District

Board Member Sherwood stated that if we need to find information about the property owners we can ask the renters to provide the information where they pay their rent which makes it a lot easier to find the owner and let them know liens are being placed on the property.

Grants Opportunities

Board Member Sherwood advised that she interviewed Alexander Heir who will be working with Renee Richards regarding grants. She advised staff to meet with her for assistance with grants as she will be great help in this area.

Downtown Hollywood

Board Member Sherwood stated that she agrees with Board member Asseff on the paving and landscaping of some off the properties in downtown Hollywood. She advised staff to meet with property owners and identify these problems.

17. Chair Bober

Downtown Hollywood

Chair Bober stated that he agrees with Board member Asseff and Vice-chair Sherwood about the lack of interest that property owners give to their property but he further stated that we cannot take the spotlight of us and we have a host of things that we can be doing for basic maintenance such as the pavers, sidewalks and the trees.

Landlords in the Northern District

Chair Bober stated that he would like the General Counsel, Jorge and Board Member Furr to find creative ways to address this situation about the landlord's absentees. He further stated that the neighborhoods should not be brought down because some property owners do not care about how their property looks.

Lifeguard Stands

Chair Bober congratulated Board Member O'Sheehan on the presentation presented regarding the lifeguard stands. He commended her on a great idea of bringing art students to design each lifeguard stand bring originality and creativity to the area. This makes us different from everyone else.

18. Jeffrey Sheffel, General Counsel

Jeffrey Sheffel had no further comments.

19. Jorge Camejo, CRA Executive Director

Murals

Jorge Camejo advised that he was contacted by the Art Department of South Broward High School and will be delighted to have them participate in this effort of recreating the lifeguard stands.

CRA Brochures

Jorge Camejo stated that the brochures issued provide information on the role of the CRA, the amendment to code ordinances and property standards and information on the

northern district as an ongoing effort to raise the bar on awareness and increasing the pride of ownership in the downtown.

Miami Herald's Best Block Contest

Jorge Camejo provided a ninety second video which captures a day of the life in our downtown. This video was entered in the Miami Herald's Best Block Contest. He thanked Raelin Storey and her staff for such great support in helping the CRA staff at putting the video together.

Bryan Cahen provided the Board with additional information on the contest and where you can go to cast your vote.

Annual Review

Jorge Camejo advise the Board that he has provided a summary document that attempts to identify many issues he have been involved along with an evaluation form for his review.

15. Adjournment

The meeting adjourned at 12:09 P.M.

Approved as presented on 3rd October, 2012.



Phyllis Lewis
Board Secretary

