

RESOLUTION NO. R-CRA-2013- 27

A RESOLUTION OF THE HOLLYWOOD, FLORIDA,
COMMUNITY REDEVELOPMENT AGENCY ("CRA")
APPROVING THE MINUTES OF THE COMMUNITY
REDEVELOPMENT AGENCY MEETING OF JUNE 5,
2013.

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 5, 2013 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 July, 2013.

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

City of Hollywood
COMMUNITY REDEVELOPMENT AGENCY
June 5, 2013
10:00 AM
City Commission Chambers – Room 219
Hollywood City Hall

The Regular meeting of the Community Redevelopment Agency was called to order by Chair Peter Bober on June 5, 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 - absent
General Counsel	Jeffrey P. Sheffel
CRA Executive Director	Jorge Camejo
Board Secretary	Phyllis Lewis

1. **Conflict Disclosures**

There were no new conflicts to disclose.

Board Member Sherwood joined the meeting at 10:07.

2. **R-CRA-2013-24** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of May 1, 2013.

ACTION: Motion was made by Board member Asseff to adopt the resolution. The motion was seconded by Board member Callari and on voice vote passed unanimously (7-0).

3. **R-CRA-2013-25** - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Amending The Annual Budget For The Beach District Of The CRA For Fiscal Year 2013; Transferring Funds From Existing CRA Accounts To The "Transfer To Parking Fund" Account Number 63.0185.00190.552.009178 In The Amount of \$156,833.00 As More Specifically Described in Exhibit "A"; And Further Transferring Said Funds From The CRA To The City Of Hollywood Parking Enterprise Fund Pursuant To The Interlocal Agreement; And Providing An Effective Date.

ACTION: Motion was made by Board member Asseff to adopt the resolution. The motion was seconded by Board member Callari and on voice vote passed unanimously (7-0).

4. **R-CRA-2013-26** – A Resolution Of The Hollywood, Florida, Community Agency (“CRA”), Amending R-CRA-2012-25 To Revise The Purpose And Duties Of The Mural Review Committee, Change The Composition Of The Mural Committee By Increasing The Members From Five (5) To Seven (7) And Eliminating The Two (2) Alternate Positions, Revising The Committee Member Categories, And Revising The Guidelines And Criteria For Murals.

Jorge Camejo introduced Lisa Liotta, CRA Redevelopment/Enhanced Services Manager to provide additional information to the Board. Lisa Liotta provided a presentation to the Board.

An extensive discussion ensued among members of the Board.

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

Chair Peter Bober introduced Jill Weisberg, CRA Arts Specialist who provided the Board with a brief description of herself.

5. **IR-CRA-2013-06** – 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. No questions or concerns were addressed by the Chair or Board members.

6. Board member Asseff, District 1

Beach Ambassador Program

Board member Asseff complimented everyone who participated in putting together the Beach Ambassador Program. She stated that it is a highly successful program with a great crew that provides information to tourists about Hollywood Beach. Board member Asseff further extended congratulations to the Hollywood CRA, Greater Hollywood Chamber of Commerce and Leadership Hollywood Class 37 on a great program.

Parking at Hollywood Beach

Board member Asseff advised staff to have a parking plan in place before the Margaritaville project that begins on July 9th. She suggested that staff contact property owners who may have vacant lots that can be utilized as additional parking areas. She further advised staff to also provide a locator map of the parking locations.

9. Board member Hernandez, District 2

Certificate of Use

Board member Hernandez asked that staff provide additional information on the Certificate of Use and Café Tables in regards to who they were issued too.

Trolley

Board member Hernandez stated that the Trolley is a great service for Hollywood but it is plain. Board member Hernandez further requested that staff research how we can advertise businesses in the beach and downtown areas by dressing the trolley windows with a wrap.

Jorge Camejo introduced Bryan Cahen, CRA Deputy Director to provide additional information of the status of the trolley, its renewal process and if the lease provides for advertisement opportunities.

CRA Grant Programs

Board member Hernandez requested an update of north side of US1/Federal Highway.

Jorge Camejo provided information to the Board and advised that a full report will be presented at the CRA Board meeting scheduled in July.

CRA Boundaries

Board member Hernandez requested a status on the CRA zoning overlap.

Jorge Camejo provided an update and advised the Board that this project is still in progress.

10. Board member Callari, District 3

Murals in Downtown

Board member Callari stated that the mural program is very exciting and a great attraction to the downtown. She further stated that she cannot wait to see what the next mural turns out to be.

11. Vice-Chair Blattner, District 4

Vice-Chair Blattner had no further comments.

12. Board member Biederman, District 5

Murals in Downtown

Board member Biederman stated that he liked the mural located at 1901 Harrison Street. He further advised that the mural program is phenomenal and he hopes it continues as he looks forward to the future.

13. Board member Sherwood, District 6

Tram In Hollywood

Board member Sherwood suggested to staff to look into a tram where people can get on and off and sightsee. She further stated that this would be terrific for the beach and downtown as people can circulate around the city.

Parking in the Garages

Board member Sherwood stated that she is worried about the parking as people are not patronizing the garages. She asked that staff work on plan to encourage people to utilize more of the garages.

Surf Road

Board member Sherwood requested that staff look into making Surf Road attractive so that property owners would be encouraged to apply for the grant programs with the CRA. She further stated that if we can put more into Surf Road by landscaping we may be able to filter more people and motorized vehicles to that area.

14. Chair Bober

Parking at the Fire Station

Chair Bober advised that staff that now that Margaritaville project is moving along to look into pursuing another parking garage at the old fire station site. He advised that Jorge meet with each Board member to discuss in details the options and time frame in pursuing this venture.

Trolley

Chair Bober stated that one of the issues of wrapping the trolley is that we have to look at the contract and meet with the vendor to see if this is possible. Chair Bober further stated that one of the reasons we selected this trolley is the old charm look and if we do advertise, it must be in a tasteful way. He further stated that if we are going to look at advertising on the trolley, it must justify not changing the look.

Discussion ensued among members of the Board.

15. General Counsel, Jeffrey Sheffel

General Counsel Jeffrey Sheffel had no further report.

16. CRA Executive Director, Jorge Camejo

CRA Events

Jorge Camejo announced that two upcoming events taking place in the Downtown Hollywood is Sax in the City which will take place every Wednesday during the months of June and July also, Colors of the Caribbean event which is scheduled on Saturday, June 15th at the ArtsPark. Jorge Camejo also announced that following this meeting their will be be a viewing of the 30 minute show by Music Voyage featuring Hollywood that will be aired on WPBT Channel 2 on June 11, 2013 at 7:30 pm

17. Adjournment

The meeting adjourned at 11:04 AM.

Approved as presented on PS Lewis 7/3/2013 .

 PS Lewis
Phyllis Lewis
Board Secretary