

RESOLUTION NO. R-CRA-2014- 46

A RESOLUTION OF THE HOLLYWOOD, FLORIDA,
COMMUNITY REDEVELOPMENT AGENCY ("CRA")
APPROVING THE MINUTES OF THE COMMUNITY
REDEVELOPMENT AGENCY MEETING OF
SEPTEMBER 3, 2014.

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 3, 2014 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 1ST day of October, 2014.

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 *on*

**City of Hollywood
COMMUNITY REDEVELOPMENT AGENCY
September 3, 2014
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 September 3rd, 2014 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	Patricia Asseff
Board Members:	Peter Hernandez
	Traci Callari
	Richard Blattner
	Kevin Biederman
	Linda Sherwood
General Counsel	Jeffrey Sheffel
CRA Executive Director	Jorge Camejo
Board Secretary	Phyllis Lewis

1. Conflict Disclosures

There were no new conflicts to disclose.

R-CRA-2014-32 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of July 2, 2014.

ACTION: Motion was made by Vice Chair Asseff Asseff to adopt the resolution. The motion was seconded by Board Member Biederman and on voice vote passed 6-0. Board Member Sherwood was absent.

2. R-DCRA-2014-33 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Amending The Annual Budget For The Downtown District Of The CRA For Fiscal Year 2014 (R-DCRA-2013-42); Revising Operating Expenditures; And Providing An Effective Date

ACTION: Motion was made by Vice Chair Asseff Asseff to adopt the resolution. The motion was seconded by Board Member Biederman and on voice vote passed 6-0. Board Member Sherwood was absent.

3. R-CRA-2014-34 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Amending The Annual Budget For The Beach District Of The CRA For Fiscal Year 2014 (R-BCRA-2013-43); Revising Revenues; Revising Operating Expenditures; And Providing An Effective Date.

ACTION: Motion was made by Vice Chair Asseff to adopt the resolution. The motion was seconded by Board member Biederman and on voice vote passed 6-0. Board member Sherwood was absent.

Board member Sherwood arrived at 10:07AM.

4. **R-CRA-2014-35** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, (“CRA”), Authorizing The Appropriate CRA Officials To Execute The Attached Agreement Between A1A Corner Of Johnson Street Real Estate Corp., Margaritaville Hollywood Beach Resort, L.P., The City To Modify The Design Of The Johnson Street Improvements East Of A1A.

An extensive discussion ensued among staff and members of the Board.

ACTION: Motion was made by Vice Chair Asseff to adopt the resolution. The motion was seconded by Board member Sherwood and a voice vote passed 4-3. Board member Biederman, Board member Hernandez and Board member Callari opposed.

5. **R-DCRA-2014-36** – A Resolution Of The Hollywood, Florida, Downtown Community Redevelopment Agency, (“CRA”), Authorizing The Appropriate City Officials To Execute A Construction Management At Risk Contract Between Burkhardt Construction, Inc. And The CRA For The Street Lighting Project of Van Buren And Polk Streets Between Federal Highway And Dixie Highway In An Amount Not To Exceed \$349,733.89; And Approving And Authorizing The Transfer Of Funds In The Amount Of \$270,000.00 From Account Number 66.0100.07302.552.006301 (Construction Improvement – Small Capital Projects) To Account Number 66.0100.15313.552.006301 (Construction Improvement – LED Lighting Van B/Polk/Taylor).

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

6. **R-CRA-2014-37** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, (“CRA”), Ranking The Three (3) Short-Listed Firms To Provide Transportation Services For The Tri-Rail To Trolley Circulator Shuttle Service; And Authorizing The Appropriate CRA Officials To Negotiate And Execute An Agreement With The Highest Ranked Firm In An Estimated Annual Amount Of \$219,648.00.

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

Board member Biederman left the meeting at 11:18AM and returned at 11:21AM.

7. **R-BCRA-2014-38** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, (“CRA”), Ranking The Two (2) Short-Listed Firms To Provide Transportation Services For The Beach and Downtown Circulator Service; And Authorizing The Appropriate CRA Officials To Negotiate And Execute An Agreement With The Highest Ranked Firm In An Estimated Amount Of \$505,727.00.

Jorge Camejo introduced the resolution to the Board.

An extensive discussion ensued among staff and member of the Board.

William Salim, Jr. Esquire spoke on behalf of Limousines of South Florida.

Neil Schiller, from Becker Poliakoff provided information on behalf of Maruti Fleet & Management.

Mark Levitt spoke on behalf of Limousines of South Florida.

Jorge Camejo provided additional information to the Board.

An extensive discussion ensued among staff and members of the Board. It was decided by the Board to table the item due to a Bid Protest.

ACTION: Motion was made by Vice Chair Asseff to adopt the resolution. The motion was seconded by Board member Sherwood and a voice vote passed 6-1. Board member Blattner opposed.

8. **R-CRA-2014-39** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Renew The Attached Contract For Professional Marketing Services Between The CRA And Ambit Advertising And Public Relations, Inc., For Marketing And Creative Services In An Amount Not To Exceed \$25,000.00.

Jorge Camejo introduced the item to the Board.

Board member Hernandez left the meeting at 11:37AM and returned at 11:40AM.

ACTION: Motion was made by Vice Chair Asseff to adopt the resolution. The motion was seconded by Board member Sherwood and on voice vote passed 6-0. Board member Hernandez was absent.

9. **R-CRA-2014-40** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Authorizing The Appropriate CRA Officials To Renew The Existing Media Buyer Services Agreement Between Ambit Advertising And Public Relations, Inc., For A One Year Period Under The Same Terms And Conditions Of The Existing Agreement And First Amendment, In An Amount Not To Exceed \$72,000.00.

Jorge Camejo introduced the item to the Board.

ACTION: Motion was made by Vice Chair Asseff to adopt the resolution. The motion was seconded by Board member Sherwood and on voice vote passed 6-0. Board member Hernandez was absent.

10. **R-CRA-2014-41** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Approving And Authorizing The Attached Advertising Media Plan; And Authorizing The Expenditure Of Funds For Said Plan In An Amount Not To Exceed \$645,000.00.

Jorge Camejo introduced the item to the Board. Kathy Koch, President of Ambit Advertising and Public Relations was introduced to provide a Presentation to the Board.

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

Board member Callari left the meeting at 11:56AM and returned at 11:58AM.

11. **R-CRA-2014-42** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Approving And Authorizing The CRA To Sponsor Six (6) Hollywood Artspark Experience Events In The 2014-15 Season In An Amount Not To Exceed \$150,000.00; And Approving And Authorizing The Execution Of The Attached Agreement Between The Rhythm Foundation And The CRA In An Amount Not To Exceed \$150,000.00, On A Reimbursement Basis.

Jorge Camejo introduced the item to the Board.

Vice chair Asseff requested that staff provide a year round calendar of events that are scheduled in the ArtsPark.

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

12. **R-CRA-2014-43** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Authorizing The Appropriate CRA Officials To Negotiate And Execute A Lease Agreement With The Highest Ranked Firm To Provide CRA Beach And Downtown Holiday Decoration Services For A Two Year Period, In An Annual Amount Not To Exceed \$100,000.00 (Two Year Aggregate Amount Not To Exceed \$200,000.00), With Three Optional One Year Renewal Periods.

Jorge Camejo introduced the item to the Board.

An extensive discussion ensued among members of the Board and staff.

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

13. **P-CRA-2014-07** - Presentation By Jorge Camejo, Executive Director Of The Hollywood, Florida, Community Redevelopment Agency, Regarding The Preliminary Annual Budget For The Beach And Downtown Districts Of The CRA For Fiscal Year 2015; And Presenting Fiscal Year 2015 Preliminary Revenues.

Jorge Camejo provided a presentation to the Board.

14. **IR-CRA-2014-08** – Informational Report By Jorge Camejo, Executive Director Providing An Update To The CRA Board On Beach And Downtown Activities For The Previous Months.

It was the consensus of the Board to forgo the formal presentation as they all reviewed the documentation that had been previously provided. Should there be questions and or concerns.

15. Vice-Chair Asseff, District 1

Board member Asseff had no further comment.

16. Board Member Hernandez, District 2

Board member Hernandez had no further comment.

17. Board Member Callari, District 3

Board member Callari had no further comment.

18. Board member Blattner, District 4

Board member Blattner had no further comment.

19. Board Member Biederman, District 5

Board member Biederman had no further comment.

20. Board Member Sherwood, District 6

Board member Sherwood had no further comment.

21. Chair Bober

Chair Bober had no further comment.

22. General Counsel

General Counsel, Jeffrey Sheffel had no further report.

23. CRA Executive Director, Jorge Camejo

CRA Executive Director Jorge Camejo had no further report.

24. Adjournment

The meeting adjourned at 12:48 PM.

Approved as presented on 15th October, 2014



Phyllis Lewis
Board Secretary