

RESOLUTION NO. R-CRA-2015-14

A RESOLUTION OF THE HOLLYWOOD, FLORIDA,
COMMUNITY REDEVELOPMENT AGENCY ("CRA")
APPROVING THE MINUTES OF THE REGULAR
COMMUNITY REDEVELOPMENT AGENCY MEETING
OF MARCH 4, 2015.

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 March 4, 2015 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 April, 2015.

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
March 4, 2015
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 March 4th, 2015 at 10:06 AM in the City Commission Chambers, Room 219, 2600 Hollywood Boulevard, Hollywood, Florida.

Roll Call was as follows:

Chair	Peter Bober
Vice-Chair	Kevin Biederman
Board Members:	Patricia Asseff
	Peter Hernandez
	Traci Callari
	Richard Blattner
	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-2015-11 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of February 4, 2015.

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

Board member Hernandez arrived at 10:07AM.

2. **P-CRA-2015-02** - A Presentation By Jorge Camejo, Executive Director Of The Hollywood, Florida Community Redevelopment Agency, Regarding An Update On The Status Of The Marine Turtle Lighting Initiative.

Jorge Camejo, CRA Executive Director introduced Kimberly Stefanski, Planning and Economic Development Coordinator to provide a presentation to the Board. Kimberly Stefanski provided information on turtle lighting ordinance and the outreach effort to inform the property owners, condo boards and businesses. Information regarding the Sea Turtle Conservancy to help reduce costs in making the Broadwalk globe lights come into compliance. John Weitzner, CRA Code Enforcement Office was introduced to provide information related to the code ordinance.

Extensive discussion ensued among staff and members of the Board

3. **R-CRA-2015-12** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Authorizing The Appropriate CRA Officials To Execute The Attached Agreement Between Greenberg Traurig, P.A. And The CRA Designating Greenberg Traurig As Bond Counsel For A Fixed Fee In The Amount Of \$45,000.00 To Provide Services To The Beach District In Connection With The Issuance Of Its Redevelopment Refunding Revenue Note, Series 2015, Expected To Be Issued In An Aggregate Principal Amount Not To Exceed To Be Issued In An Aggregate Principal Amount Not To exceed \$53,000,000.00; Authorizing The Issuance Of A Request For Proposals ("RFP") For The Purpose Of Selecting A Bank To Loan To The CRA The Funds Necessary To Accomplish The Refunding; Providing An effective Date.

Jorge Camejo introduced Ed Stull, Managing Director of First Southwest Company to provide the Board with a presentation.

Extensive discussion ensued among staff and members of the Board.

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-DCRA-2015-13** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Execute The Attached Agreement Between Greenberg Traurig, P.A. And The CRA Designating Greenberg Traurig, P.A. As Bond Counsel For A Fixed Fee In The Amount Of \$32,500.00 To Provide Services To The Downtown District In Connection With The Issuance Of Its Redevelopment Refunding Revenue Note, Series 2015, Expected To Be Issued In An Aggregate Principal Amount Not To Exceed \$19,999,000.00; Authorizing The Issuance Of A Request For Proposals ("RFP") For The Purpose Of Selecting A Bank To Loan To The CRA The Funds Necessary To Accomplish The Refunding; Providing An Effective Date.

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

5. **IR-CRA-2013-11** – Informational Report By Jorge Camejo, Executive Director Providing An Update To The CRA Board On Beach And Downtown Activities For The Previous Months.

Jorge Camejo introduced Susan Goldberg, CRA Deputy Director who provided the Board with an update on the Compressed Natural Gas (CNG) opportunities for the trolley.

Jorge Camejo provided a brief update on the following: effort of the grant opportunities related to the Johnson Street businesses, the reconfiguration of A1A, scheduled meeting with the owners of the Summit Towers Condominium and a follow up meeting for the Artspace Project.

6. Board Member Asseff, District 1

Downtown Hollywood ArtSpace

Board member Asseff inquired if the CRA is interested in purchasing the property located at 2000 Van Buren Street for the ArtSpace project.

Marketing Plan for Downtown

Board member Asseff requested that staff provide a report on the marketing plan for Downtown Hollywood which should include the quality of experience. She further stated the maybe more workshop should be enforced.

7. Board Member Hernandez, District 2

The Old Entrada Hotel

Board member Hernandez asked staff to provide an update on the Old Entrada Hotel.

Jorge Camejo introduced Lisa Liotta, Redevelopment and Operations Manager who provided an update to the Board.

Downtown Hollywood

Board member Hernandez requested an update in the next monthly report addressing fencing and expansion of mural program.

Overflowing Garbage in Downtown Hollywood

Board member Hernandez asked staff to provide a detailed description of the responsibility for the Block by Block program employed by the CRA. He further stated that staff needs to address the overflowing of garbage in the downtown area.

Board member Asseff left the meeting at 11:06 and returned at 11:08AM.

Trolley

Board member Hernandez asked that staff consider expanding the trolley route along Federal Highway.

8. Board Member Callari, District 3

Homeless on Hollywood Beach

Board member Callari requested that staff look into the bike storage unit on Hollywood Beach as the homeless have set up this area as a homeless shelter.

St. Patrick's Day Event

Board member Callari reminded everyone to join in and celebrate the St. Patrick's Day event scheduled on Sunday, March 15th beginning at 1:00PM.

9. Board Member Blattner, District 4

Trolley/Compressed Natural Gas

Board member Blattner requested that staff research information on a fueling station that will provide more service. He further stated that he would like a presentation from Public Works on expanding the capabilities of this station.

AIA and Johnson Street Intersection

Board member Blattner asked staff to provide information at the next meeting on the intersection located on A1A and Johnson Street. He asked that a proposal is presented that answers questions such as what that intersection should be, what it would take for that to be accomplish and who would pay for it.

Linear Park

Board member Blattner stated that the Linear Park is a great idea. He further asked staff to research how the park impact fees can remain in the CRA district to fund the parks located in this district.

10. Vice-Chair Biederman, District 5

CRA Bond

Vice-Chair Biederman asked staff why was an outside consultant chosen to provide information related to the bond counsel.

General Counsel Jeffrey Sheffel provided additional information about the details that goes into a bond counsel.

Trolley

Vice Chair Biederman stated that he agrees with Board member Hernandez regarding the expansion of the trolley route. He further stated that staff should look into this and provide a feedback to further discuss.

11. Board Member Sherwood, District 6

Beach Projects

Board member Sherwood asked that staff speak with developers with new projects on beach to work out a plan where they can include public parking to help resolve the parking issues on the beach.

Margaritaville Resort

Board member Sherwood stated that she received a letter requesting to host a conference at the Margaritaville Resort.

Jorge Camejo provided information related to this request.

Johnson Street

Board member Sherwood stated that it was asked by many if the Johnson Street Plaza when completed would allow patrons the same lifestyle as before such as dancing.

12. Chair Bober

CRA Board Meeting Procedure

Chair Bober stated to his colleagues that they should exercise more prudence in the CRA Board meetings by meeting with staff before or after the meeting to discuss lengthy issues in order for the meeting to be more efficient.

13. General Counsel

General Counsel, Jeffrey Sheffel had no further report.

14. CRA Executive Director, Jorge Camejo

Linear Park

Jorge Camejo advised the Board that the Linear Park was first introduced in the Waterways Master Plan.

Downtown Lighting

Downtown neighborhood street lighting poles are now installed.

15. Adjournment

The meeting adjourned at 11:30AM.

Approved as presented on 1ST April, 2015.



Phyllis Lewis
Board Secretary