

RESOLUTION NO. R-CRA-2011-47

A RESOLUTION OF THE HOLLYWOOD, FLORIDA, COMMUNITY REDEVELOPMENT AGENCY, ("CRA"), APPROVING THE MINUTES OF THE REGULAR COMMUNITY REDEVELOPMENT AGENCY MEETING OF SEPTEMBER 7, 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 September 7, 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 5th day of October, 2011.

ATTEST:

HOLLYWOOD, FLORIDA
COMMUNITY REDEVELOPMENT
AGENCY



PETER BOBER, CHAIR



PHYLLIS LEWIS
BOARD SECRETARY

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
September 7, 2011
10:00 AM, Room 219**

The Regular meeting of the Community Redevelopment Agency was called to order by Chair Peter Bober on September 7, 2011 at 10:25 AM in the City Commission Chambers, Room 219, 2600 Hollywood Boulevard, Hollywood, Florida.

1. Roll Call was as follows:

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

2. **Conflict Disclosures**

There were no new conflicts to disclose.

Chair Bober announced that Board Member Sherwood will be arriving shortly.

3. **R-BCRA-2011-38** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular Community Redevelopment Meeting of July 13, 2011

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

4. **R-CRA-2011-39** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving The Minutes of The Special Community Redevelopment Agency Meeting of July 18, 2011.

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

5. **R-CRA-2011-40** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Establishing The Rules Of Order And Rules Of Conduct And Procedure For The Governing of CRA Meetings.

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

Board Member Sherwood arrived at the meeting at 10:25 a.m.

Board Member Sherwood registered her vote on the approval of the Consent Agenda.

6. **PRESENTATION** – Presentation By Jorge Camejo, Executive Director, Regarding The Community Redevelopment Agency's Fiscal Year 2012 Preliminary Operating Budget.

Discussion ensued among staff and members of the Board.

7. Vice Chair Asseff, District 1

Downtown Hollywood

Vice Chair Asseff commended Jorge Camejo on a great job in getting to the problems that exist in both the beach and the downtown. In the past couple months we have been overwhelmed with calls regarding the condition of the downtown. She stated that the beach is looking good and holding its own, however the problems that exist in downtown needs to be addressed immediately. She advised that our motto is clean and safe and we need to be persistent in keeping this. She further suggested to her colleagues to set up a tour of the downtown in order to identify the problems and to find a solution even if it means reinforcing the codes or making an amendment to the code. Vice Chair Asseff suggested that staff look into Meter Readers giving code violations while they are issuing parking fines.

8. Board Member Furr, District 2

Downtown Hollywood

Board Member Furr agreed with Vice Chair Asseff regarding a tour of the downtown. He expressed that in the past a tour was taken with Code Enforcement of the surrounding area and a number of violations were issued. He further suggested that it will be best to either take the tour by bike or walking. It gives you an opportunity to see more. He further suggested taking a look at the uses in the downtown and rethink of what will work to eliminate the number of vacancies. He suggested to staff to look at the codes and bring forth suggested amendments.

East Coast Greenway

Board Member Furr advised that the East Coast Greenway has contacted him to have Hollywood Beach Broadwalk designated as an East Coast Greenway and listed as one of the best trails in the state.

9. Board Member O'Sheehan, District 3

Block by Block

Board Member O'Sheehan advised that she researched the Block by Block program and found it to be a great program. She further advised that she is happy that we are trying something different with the maintenance in the downtown area.

Downtown Parking Garages

Board Member O'Sheehan addressed the issues with the downtown garages. She stated that the garages were sold as pay when you leave and this was a great benefit. The best feature was that you can stay as long as you want and not worry about the meter running out or being ticketed.

Community Redevelopment Agency

Board Member O'Sheehan addressed the issues of the CRA and what are their benefits to the City. She requested to have a staff analysis and recommendation on the boundaries specifically the beach CRA. She further stated that it is difficult to see the entire city struggling so hard financially and the beach CRA have to come up with creative ways in which to spend the money. She advised staff to provide a recommendation on changing the southern or northern boundaries as this is something we can do now or when Margaritaville comes on line or we can leave the boundaries the same and accelerate the payment of loans and debt and identify the remaining projects we want to do and close the CRA a few years early having accomplished everything we wanted to do.

10. Board Member Blattner, District 4

The Theatre at Young Circle

Board Member Blattner commented on the issues of the theatre and that it is hard to not consider this building an unsafe structure. He further stated that this building seems as if it is about to collapse and if that is the situation we need to move forward. He further addressed the issues and question of Block 55. He then stated that Block 55 may never get developed but in the mean time it looks awful and we need to get rid of the fences and clean up the property.

CRA Strategic Planning and Goal Setting

Board Member Blattner advised that he is in support of the plan for the visioning process as it needs to be concluded in a positive mode as to what direction we will be going in.

Fort Lauderdale Film Festival

Board Member Blattner stated that he was very happy with the Fort Lauderdale Film Festival project.

Downtown Parking Garages

Board Member Blattner advised that in regards to the garage he would prefer going back to the previous method and see the system restored. It was a selling point to not have to worry about getting a ticket while in the downtown.

Hollywood Beach Parking

Board Member Blattner advised that the CRA needs to be more aggressive in pursuing the off street parking and private property on the beach assuming that Margaritaville is coming and the old garage is coming down, the activity there will be more appropriate.

Downtown Hollywood

Board Member Blattner stated that the CRA needs to take action with the issues in the downtown. The real ownership for the downtown is in the CRA and it is their responsibility to take action. He further stated that whatever resources it takes for you to do this by using what is in the budget or present an enhancement to the Board that would be decided on if that would make sense. He further stated that everything his colleagues have said about downtown is correct and he should not need to take another tour of the downtown.

11. Board Member Russo, District 5

Downtown Hollywood

Board Member Russo agreed with her colleagues regarding the issues that are in the downtown. She further stated that property owners have to start taking care of their own properties

12. Board Member Sherwood, District 6

Downtown Hollywood

Board Member Sherwood stated she totally agrees with the pay on your way out for the garages in the downtown. She further stated that she is definitely in agreement with the unique ideas and thanked Steve Berman and Robin Robins for sharing their ideas.

Block by Block Program

Board Member Sherwood stated that this program is absolutely needed in the downtown and appreciated the pictures that she received and gave him credit for walking block by block to show us what is going on.

CRA

Board Member Sherwood stated that as soon as Margaritaville comes on line for taxes that we should be ready to take the Diplomat and Positano out of the CRA districts. If this is what is going to happen we need to get ready before Margaritaville comes on line.

Block 55

Board Member Sherwood asked for a timeline on the project for Block 55. She further stated that she would like to be provided with more information on when this project will get started.

12. Chair Bober

Downtown Hollywood

Chair Bober stated that the downtown problems are an issue of code enforcement. He stated that a lot of the land owners in the downtown district don't care about their properties. He stated that if the properties look less than good they should be cited and the person should be given a warning or some time to get it together. He further stated that we need to address these issues and also research if we have adequate resources in order to enforce them. He asked staff to provide an analysis on how we can address these issues to handle the job currently at hand. He stated that he is not prepared to have the Great Southern in that condition for the next ten years and to avoid other properties from being prohibited from looking unacceptable for a long period of time.

Holocaust Documentation Education Center

Chair Bober asked Board Member Russo if she would like to revisit the vote presented on the Holocaust Documentation Education Center (HDEC) for reconsideration.

A motion was made by Board Member Russo for reconsideration of the vote provided previously on the issue of the HDEC. The motion was seconded by Board Member O'Sheehan and on a voice vote passed unanimously (7-0).

A further motion was made by Board Member Sherwood to call the question to continue the item to the November Community Redevelopment Board Meeting. The motion was seconded by Board Member O'Sheehan and on a voice vote failed 4-3.

A discussion ensued among members of the Board.

A substitute motion was made by Board Member Blattner to amend the motion to continue the item to the scheduled October Community Redevelopment Meeting. The motion was seconded by Vice Chair Asseff. On a voice vote failed 5-2.

A motion was then made by Board Member O'Sheehan to reject the offer presented by the HDEC and to seek enforcement of the current agreement. The motion was seconded by Board Member Russo and on a voice vote passed unanimously 7-0.

14. Jeffrey P. Sheffel, General Counsel

General Counsel, Jeffrey Sheffel had no further comment.

15. Jorge Camejo, Executive Director

Jorge Camejo provided a short presentation to the Board addressing the strategy of parking for the Margaritaville Resort project.

Vice Chair Asseff asked the Executive Director and staff to look into the property of Hollywood Grande.

Jaye Epstein, Director of Planning and Development provided additional information to the Board regarding the Hollywood Grand property.

Adjournment

The meeting adjourned at 11:32 AM

Approved as presented on 16th October, 2011.

Phyllis Lewis
Board Secretary