

RESOLUTION NO. R-CRA-2013-50

A RESOLUTION OF THE HOLLYWOOD, FLORIDA, COMMUNITY REDEVELOPMENT AGENCY, ("CRA"), APPROVING THE MINUTES OF THE COMMUNITY REDEVELOPMENT AGENCY MEETING OF OCTOBER 2, 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 October 2, 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 6th day of November, 2013.

ATTEST:

HOLLYWOOD, FLORIDA
COMMUNITY REDEVELOPMENT
AGENCY



PHYLLIS LEWIS
BOARD SECRETARY



PETER BOBER, CHAIR

APPROVED AS TO FORM & LEGALITY
For the use and reliance of the Hollywood,
Florida Community Redevelopment Agency
only.

 on

JEFFREY P. SHEFFEL, GENERAL COUNSEL

City of Hollywood
COMMUNITY REDEVELOPMENT AGENCY
October 2, 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 October 2, 2013 at 10:02 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
General Counsel	Jeffrey P. Sheffel
CRA Executive Director	Jorge Camejo
Board Secretary	Phyllis Lewis

1. **Conflict Disclosures**

There were no new conflicts to disclose.

2. **R-CRA-2013-44** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of September 4, 2013.

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

3. **R-CRA-2013-45** - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Authorizing The Appropriate officials To Execute An Agreement To The Motorcoach Transportation Agreement Between Davis Tours And The CRA To Provide Motorcoach Services For The City Pass Program In An Amount Not To Exceed \$200,000.00

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-CRA-2013-46** – A Resolution Of The Hollywood, Florida, Community Agency ("CRA"), Authorizing The Appropriate CRA Officials To Execute The Attached Second Amendment To The Maintenance Agreement Between Mydatt Services, Inc. D/B/A Valor Security Services And The CRA In Order To Renew The Existing Agreement For One Year Period In An Amount Not To Exceed \$150,000.00 Under The Same Terms

And Conditions Of The Existing Agreement.

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

Board member Hernandez stated that staff should use the same approach and practices in both districts. He further advised that he doesn't want the downtown businesses to feel as if they are being picked on so he would like the same standards for both districts.

Chair Bober agreed with Board member Hernandez.

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 unanimously (7-0).

5. **R-CRA-2013-47** – A Resolution Of The Hollywood, Florida Community Redevelopment Agency, ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Execute The Attached Property Improvement Program Grant ("PIP") Agreement Between The CRA And Stratford Towers, Inc. For On-Site Improvements To Property Located At 1401 S. Ocean Drive (Stratford Towers) In An Amount Not To Exceed \$50,000.00.

Jorge Camejo introduced the resolution to the Board. Laura Laliberte, Architecture and Urban Design Coordinator was also introduced to provide the Board with a presentation.

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 unanimously (7-0).

6. **R-BCRA-2013-48** – A Resolution Of The Hollywood, Florida Community Redevelopment Agency, ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Execute The Attached Property Improvement Program Grant ("PIP") Agreement Between The CRA And Mainsail Condominium Association, Inc. For On-Site Improvements To Property Located At 300 Oregon Street (Mainsail Condominium) In An Amount Not To Exceed \$50,000.00

Jorge Camejo introduced Laura Laliberte who provided a presentation to the Board.

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 unanimously (7-0).

7. **IR-CRA-2013-09** – 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 report is placed on the CRA website for public review. No questions or concerns were addressed by the Chair or Board members.

8. Board Member Asseff, District 1

No Smoking Signs on Beach

Board member Asseff addressed the environmental issue of cigarette butt on the beach. She suggested to staff to place "Thank you for not Smoking" signs on parks and the beach which is being practiced by other cities to help alleviate debris in these areas. Board member Asseff further advised that this will certainly help with our maintenance program.

9. Board Member Hernandez

Showers on Hollywood Beach

Board member Hernandez asked that staff provide an update on the issue of the kids and the showers on Hollywood Beach.

Jorge Camejo provide information to the Board.

Trolley Advertising

Board member Hernandez asked staff to provide an update on the status of the trolley advertisement.

Jorge Camejo provided an update to the Board.

10. Board Member Callari, District 3

Board Member Callari left the meeting at 10:53 AM.

11. Vice Chair Blattner, District 4

Motorized Vehicles

Vice Chair Blattner asked staff to provide information at the next meeting or schedule a workshop to discuss motorized vehicle usage on the Broadwalk.

Conditions in the Downtown

Vice Chair Blattner stated to staff that Block by Block is doing an exceptional job but the staff is not doing such a great job. He further stated that the pavers in downtown look horrible and the property owners are not doing their part in upkeep. Vice Chair Blattner suggested that the only solution to this problem is to consolidate a maintenance program such as a Business Improvement District which will be used to improve property standards. He further advised that poor upkeep of flower boxes and pavers should be addressed as a code issue.

Jorge's Monthly Report

Vice Chair Blattner addressed the proposed Florida Department Of Transportation grant, which appeared as a part of Jorge's monthly report. He further advised that there was no supporting document such as a survey to determine if this is a great need. Vice Chair Blattner further advised that staff should consult with FDOT and suggest further studies to determine if this is a great need at this time.

12. Board Member Biederman, District 5

Downtown Hollywood

Board member Biederman stated that we can incorporate a special assessment fee to assist with the maintenance in Downtown Hollywood.

Downtown Hollywood

Board member Biederman sent kudos out to the City of Hollywood employee who provided assistance to a visitor or resident whose purse was being snatched in Downtown Hollywood.

Welcome to Downtown Hollywood

Board member Biederman asked staff to provide an update on a sign that states "Welcome To Downtown."

Jorge Camejo advised the Board that this was included in the downtown Capital Improvement projects.

13. Board Member Sherwood, District 6

Downtown Hollywood

Board member Sherwood stated that at one point a paint pallet was being discussed for Downtown and asked for the status. She further stated that if staff can approach property owners to participate in a paint program where all the properties will be painted at the same time the entire block will look good.

14. Chair Bober

Hollywood Beach

Chair Bober stated that staff needs to become more assertive with the property standards on the Beach in light of the upcoming Margaritaville Resort. He further advised that this is the time to become serious with code enforcement so that property owners will become more aware of the investment in this project.

Motorized Vehicle on the Broadwalk

Chair Bober advised staff to look into the motorized vehicles on the Broadwalk as it is becoming more and more dangerous.

Code Enforcement

Chair Bober stated that the CRA is constantly in the business of fixing up private properties when they are neglected by the property owner. He further stated that if the CRA is going to take on this responsibility, code enforcement should be enforced at a higher level.

Board member Hernandez provided information to the Board and staff related to pavers and landscaping.

15. General Counsel, Jeffrey Sheffel

General Counsel Jeffrey Sheffel had no further report.

16. CRA Executive Director, Jorge Camejo

Jorge Camejo requested that the Chair and Board members consider an opportunity to provide more provisional parking at a property located at Michigan Street and A1A during the construction of the Margaritaville Resort. Jorge Camejo provided the Board with additional information.

Extensive discussion ensued among members of the Board.

ACTION: On a voice vote, a motion was made by Board member Sherwood to pass a resolution to negotiate a lease for a parking proposal. Board member Sherwood withdrew the motion and was seconded by Board member Hernandez. It was concluded that the CRA will present the item to the Board as a resolution at a future meeting.

17. Adjournment

The meeting adjourned at 11:54 AM.

Approved as presented on 6th November, 2013



Phyllis Lewis
Board Secretary