

RESOLUTION NO. R-CRA-2015- 06

A RESOLUTION OF THE HOLLYWOOD, FLORIDA,
COMMUNITY REDEVELOPMENT AGENCY ("CRA")
APPROVING THE MINUTES OF THE REGULAR
COMMUNITY REDEVELOPMENT AGENCY MEETING
OF JANUARY 7, 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 January 7, 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 4th day of February, 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
January 7, 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 January 7, 2015 at 10:04 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 - Absent
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-2015-01 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of December 3, 2014.

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

2. **R-CRA-2015-02** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Authorizing The Rejection Of All Proposals Received Pursuant To Request For Proposals (RFP-007-14-CRA) For Bus Transportation Service For The City Pass Program.

Jorge Camejo, CRA Executive Director introduced the item to the Board. He suggested to the Board to adopt the resolution presented until further evaluation.

Vice Chair Asseff supported the resolution and asked that the funds budgeted for this item is used to fund the position of a tourism director.

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

- 3 **IR-CRA-2015-01** – 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 presented the Board with a presentation on the update of Johnson Street and the upcoming events taking place in the beach and downtown districts.

4. **Board Member Asseff, District 1**

Marketing/Tourism Vacant Position

Board member Asseff requested to the Board to support the approval of hiring a marketing and tourism director. Board member Biederman second the motion.

Jorge Camejo advised the Board that the CRA is presently in the process of hiring a person to fill the position but in the capacity of a coordinator. This person will act as a liaison with the Fort Lauderdale Convention and Visitors Bureau (CVB) and with the beach and downtown businesses. They will also supervise staff and maintain the Hollywood Beach Welcome and Information Center.

Board member Callari asked staff to provide a presentation and that the item is table to the next scheduled CRA Board meeting. The motion was seconded by Board member Asseff.

Extensive discussion was ensued among members of the Board and staff.

Johnson Street

Board member Asseff thanked Jorge Camejo for a successful meeting with the property owners on Johnson Street and she look forward to what is about to come.

Happy New Year

Board member Asseff extended a happy and most prosperous New Year to All.

5. **Board Member Hernandez, District 2**

Mural District

Board member Hernandez requested that the Board support the expansion of the mural district program which would entail wrapping of the signalization boxes located in the downtown. He further stated that the logistics of the artwork will be presented at a future CRA meeting.

Downtown Hollywood Lighting

Board member Hernandez informed the Board that the lighting project in the downtown district is on schedule and should be completed by April of this year.

Hollywood Beach

Board member Hernandez advised the Board that he received several calls from restaurant owners on Hollywood Beach stating that they are about to go out of business.

He asked his colleagues to be aware of the situation they are facing with the present construction.

Board member Hernandez further requested that staff provide an update on the solar powered blue lights to be used on the broadwalk and the florescent color paint.

Susan Goldberg, CRA Deputy Director provided an update.

Downtown Hollywood Alley Ways

Board member Hernandez asked that code enforcement look into the alley ways between Dixie Highway to Federal Highway and addressed the code violations that have been over looked for some time same related to Hollywood Beach. He requested to coordinate a bike tour with Jorge Camejo and Police Chief Fernandez for further review.

6. Board Member Callari, District 3

Hollywood Beach

Board member Callari requested the need for additional police presence on Hollywood Beach.

Board member Callari reminded staff about then issuance of parking passes for residents who don't live on Hollywood Beach.

Chalk Painting

Board member Callari asked staff to provide an update on the progress of the chalk painting event to be held in downtown Hollywood.

Guy Harvey Ocean Foundation

Board member Callari stated that she is interested in partnering with the Guy Harvey Oceanographic Center which is located in Hollywood as a marketing tool effort to enhance Hollywood as a whole.

7. Board member Blattner, District 4

CRA Board Meetings

Board member Blattner requested that the CRA Board meetings procedures are operated like that of the City Commission meetings. Chair Bober second the motion.

An extensive discussion ensued among members of the Board.

Board member Blattner requested to withdraw the motion. He further stated that the CRA should be operated as a business and as we move forward he would like to see key elements of project staff is working on in the director's report

Margaritaville Resort Project

Board member Blattner stated that he attended a tour of Margaritaville Resort and was very impressed with the resort.

CRA Audit

Board member Blattner asked Jorge Camejo to provide an update on the CRA Audit.

8. Vice-Chair Biederman, District 5

Hollywood Chamber of Commerce

Vice Chair Biederman advised that the Hollywood Chamber of Commerce have a customer service training to assist with training staff for better service.

Fort Lauderdale Convention and Visitors Bureau

Vice-Chair Biederman stated that there is a need for a staff to work closely with the Fort Lauderdale Convention and Visitors Bureau to help market Hollywood. He further stated that staff needs to do a better job conveying information to the Fort Lauderdale Convention and Visitors Bureau about events happening in Hollywood.

Signalization Boxes

Vice-Chair Biederman asked staff to provide an update report on the previous approval of funding for the signalization cabinet boxes.

9. Board Member Sherwood, District 6

Board member Sherwood was absent.

10. Chair Bober

Fort Lauderdale Convention and Visitors Bureau

Chair Bober advised that the Fort Lauderdale Convention and Visitors Bureau is only one source of marketing. He further stated that we should pursue all efforts in marketing advantages for Hollywood as a whole.

Chalk Painting Event

Chair Bober stated that the chalk painting event is a great event for Downtown Hollywood and he fully supports it.

Johnson Street

Chair Bober advised his colleagues that he understand the situation Johnson Street businesses are experiencing presently but they must remember that the position they are in is to protect the residents of Hollywood tax dollars. He further stated that Margaritaville will bring a great change to the area.

11. General Counsel, Jeffrey Sheffel

General Counsel, Jeffrey Sheffel had no further report.

12. CRA Executive Director, Jorge Camejo

CRA Audit and Budget

Jorge Camejo addressed that CRA budget for both districts and further stated that an Audit Report will be provided at a future meeting.

Chalk Painting Event

Jorge Camejo advised that the effort to organize the chalk painting event has been face with some challenges due to the brick pavers in the downtown. He further stated that this is a remarkable event and staff will work together with Parks Recreation and Cultural Arts Department to coordinate.

Signalization Boxes

Signalization boxes are in the process of approval from Florida Department of Transportation and an updated report will be provided at a future meeting.

13. Adjournment

The meeting adjourned at 11:36 AM.

Approved as presented on 4th February, 2015



Phyllis Lewis
Board Secretary

