



# City of Hallandale Beach HBCRA Board of Directors Meeting

400 S. Federal Highway  
Hallandale Beach, FL 33009  
www.cohb.org

Chair Joy F. Cooper  
Vice Chair Anabelle Lima-Taub  
Director Joy D. Adams  
Director Mike Butler  
Director Michele Lazarow

Executive Director Dr. Jeremy Earle  
HBCRA Attorney Steven Zerkowitz  
HBCRA Secretary Jenorgen M. Guillen,  
MMC

## Meeting Minutes

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Wednesday, August 21, 2024

5:30 PM

Commission Chambers

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### 1. CALL TO ORDER

*The meeting was called to order by Chair Joy F. Cooper at 5:35 PM.*

### 2. ROLL CALL

**Present 5** - Chair Joy F. Cooper, Vice Chair Anabelle Lima-Taub, (via Telephone) Director Joy D. Adams and Director Mike Butler (*arrived at 5:41 pm*).

*Executive Director Dr. Jeremy Earle and HBCRA Attorney Steven W. Zerkowitz were also present.*

### 3. PLEDGE OF ALLEGIANCE

### 4. ORDER OF BUSINESS

**A motion was made by Director Lazarow, seconded by Director Adams to approve to pull Item 9C for discussion. The motion carried by the following vote:**

**Ayes: 4** - Chair Cooper, Vice Chair Lima-Taub (via Telephone), Director Adams and Director Lazarow

**Nays: 0** -

**Absent: 1** - Director Butler

### 5. PUBLIC PARTICIPATION - Items not on the agenda (Speakers must sign-in with the Clerk prior to the start of the meeting)

*No public participation.*

### 6. PRESENTATIONS

#### A. BUDGET WORKSHOP (STAFF: EXECUTIVE DIRECTOR)

*Deputy Executive Director Faith Phinn and CRA Finance Budget Manager Ceylan Carlson provided an*

*overview of the item and answered questions posed by the Commission.*

**7. DIRECTOR COMMUNICATIONS - Items not on the Agenda**

A. DIRECTOR ADAMS

*No communication*

B. DIRECTOR BUTLER

*No communication*

C. DIRECTOR LAZAROW

*No communication*

D. VICE CHAIR LIMA-TAUB

*No communication*

E. CHAIR COOPER

*No communication*

**8. APPROVAL OF DRAFT MINUTES Lazarow/Butler 5/0**

**A motion was made by Director Lazarow, seconded by Director Butler, to approve the Draft Minutes. The motion carried by the following vote:**

**Ayes: 5** - Chair Cooper, Vice Chair Lima-Taub (via Telephone), Director Adams, Director Butler and Director Lazarow

**Nayes: 0** -

A. JUNE 26, 2024 HBCRA BOARD OF DIRECTORS MEETING (STAFF: HBCRA SECRETARY)

**Approved**

B. MAY 15, 2024 HBCRA BOARD OF DIRECTORS MEETING. (STAFF: HBCRA SECRETARY)

**Approved**

**9. CONSENT AGENDA (Matters on the Consent Agenda are not expected to require discussion. Items will be adopted by one motion. If discussion is desired by any member of the Board, then that item may be pulled from the Consent Agenda by any member of the HBCRA Board of Directors and will be considered separately. If the public wishes to speak on a matter on the Consent Agenda they must inform the Board Clerk prior to the start of the meeting. They will be recognized prior to the approval of the Consent Agenda or on the separate item, if it is pulled.)**

**A motion was made by Director Lazarow, seconded by Director Butler to pull Item 9C for discussion and approve the Consent Agenda. The motion carried by the following vote:**

**Ayes: 5** - Chair Cooper, Vice Chair Lima-Taub (via Telephone), Director Adams, Director Butler and Director Lazarow

**Nays: 0** -

A. MONTHLY FINANCIAL REPORT - JULY. (STAFF: EXECUTIVE DIRECTOR)

**Approved under Consent Agenda**

B. MONTHLY FINANCIAL REPORT - JUNE. (STAFF: EXECUTIVE DIRECTOR)

**Approved under Consent Agenda**

C. A RESOLUTION OF THE CHAIR AND BOARD OF DIRECTORS OF THE HALLANDALE BEACH COMMUNITY REDEVELOPMENT AGENCY, HALLANDALE BEACH, FLORIDA, AWARDDING RFP # FY 2023-2024-CRA02 HBCRA MULTIMEDIA, PUBLIC RELATIONS, AND COMMUNICATION SERVICES FOR INFORMATION DISSEMINATION TO THE FOLLOWING EIGHT (8) FIRMS FOR FISCAL YEAR 2024-2025: BRAND POETS, LLC, UPSCALE EVENTS BY MOSAIC, INC., MD MARKETING NETWORK, INC., MATRIX ADVERTISING, SA NELSON AND ASSOCIATES, LLC, THE NEWS DIRECTORS, INC, CONCEPTUAL COMMUNICATIONS, LLC AND ELETTRIC INC.; AUTHORIZING THE EXECUTIVE DIRECTOR AND HBCRA ATTORNEY TO NEGOTIATE AND FINALIZE AGREEMENTS WITH THE EIGHT (8) FIRMS FOR AN AMOUNT NOT TO EXCEED \$50,000 PER EACH FIRM; AUTHORIZING THE EXECUTIVE DIRECTOR TO EXECUTE THE AGREEMENTS; AUTHORIZING THE EXECUTIVE DIRECTOR TO TAKE ALL ACTION NECESSARY TO IMPLEMENT THE TERMS OF THE AGREEMENTS; AND PROVIDING AN EFFECTIVE DATE. (STAFF: EXECUTIVE DIRECTOR)

**A motion was made by Chair Cooper, seconded by Director Lazarow, to approve Resolution as amended. The motion carried by the following vote:**

**Ayes: 5** - Chair Cooper, Vice Chair Lima-Taub (via Telephone), Director Adams, Director Butler and Director Lazarow

**Nays: 0** -

D. A RESOLUTION OF CHAIR AND BOARD OF DIRECTORS OF THE HALLANDALE BEACH COMMUNITY REDEVELOPMENT AGENCY, HALLANDALE BEACH, FLORIDA, REDUCING THE QUADRANT SAFETY BOARD MEMBERS FROM NINE (9) TO FIVE (5) MEMBERS WITH ONE (1) MEMBER FROM EACH OF THE GEOGRAPHICAL BOUNDARIES THAT ARE THE FOUR (4) QUADRANTS WITHIN THE HALLANDALE BEACH COMMUNITY REDEVELOPMENT AREA AS SET FORTH IN THE RESOLUTION NO. 2020-008 CRA AND ONE (1)

AT-LARGE MEMBER; PROVIDING THAT THE BOARD OF DIRECTORS OF THE HBCRA APPOINT THE MEMBERS OF THE QUADRANT SAFETY BOARD; AND PROVIDING AN EFFECTIVE DATE. (STAFF: EXECUTIVE DIRECTOR)

**Approved under Consent Agenda**

**10. AGENCY BUSINESS**

- A. APPOINTMENTS TO HBCRA QUADRANT SAFETY BOARD (STAFF: HBCRA SECRETARY)

*HBCRA Secretary provided an overview of the item. No further action was taken.*

**11. HBCRA ATTORNEY COMMUNICATIONS**

*HBCRA Attorney Steven W. Zelkowitz had no communication.*

**12. EXECUTIVE DIRECTOR COMMUNICATIONS**

*Executive Director Dr. Jeremy Earle provided a verbal report.*

**13. ADJOURN**

*There being no further business to discuss before the HBCRA Board of Directors, the meeting adjourned without objection at 6:34PM.*

*(Note for the record: The Minutes are not a verbatim transcript of the meeting. A copy of the audio/video recording is available for public inspection at the HBCRA Secretary's Office/Legistar until the time of disposition in accordance with the Records Disposition and other Public Records Law.)*

RESPECTFULLY SUBMITTED BY:

ATTEST:

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Joy F. Cooper, Chair

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Jenorgen Guillen,  
HBCRA Secretary

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Adopted Date