

**APPROVED  
CITY OF FORT LAUDERDALE  
BEACH BUSINESS IMPROVEMENT DISTRICT  
ADVISORY COMMITTEE MEETING  
100 North Andrews Avenue  
Eighth Floor Commission Conference Room  
Fort Lauderdale, Florida  
July 9, 2007 - 2:30 p.m.**

<b>Board Members</b>	<b>Attendance</b>	<b>6/07 – 5/08 Cumulative Attendance</b>	
		<b>P</b>	<b>A</b>
Amaury Piedra, Chair	P	1	0
Carlos Molinet, Vice Chair	P	1	0
Joseph Geluso	P	1	0
Linda Geyer	P	1	0
Michael Hatzfield (arrived 2:40 p.m.)	P	1	0
Andreas Iannou	A	0	1
Ina Lee	P	1	0
Ramola Motwani (arrived 2:45 p.m.)	P	1	0
Gabriel Rodriguez	P	1	0

**Staff**

Jeff Modarelli, Economic Development Director, City of Fort Lauderdale  
 Karen Reese, Economic Development Representative, City of Fort Lauderdale  
 Patricia Smith, Secretary, City of Fort Lauderdale  
 Deborah Balshem, Recording Clerk, Prototype Inc.

**I. CALL TO ORDER**

Jeff Modarelli, the City’s Economic Development Director, called the Board’s inaugural meeting to order at 2:36 p.m. Roll call was taken and a quorum achieved.

Mr. Modarelli introduced himself to the Board members and stated he has worked for the City of Fort Lauderdale for 11 years, and became the City’s Economic Development Director about one month ago. Mr. Modarelli also said he has been a resident of Broward County for 30 years.

**II. INTRODUCTION OF MEMBERS**

Each Board member gave a brief background of themselves.

**Ina Lee**

Mrs. Lee is the Owner of Travel Host Magazine, current Chairwoman of the Beach Redevelopment Advisory Board, and founder of the Beach Council Chamber of Commerce.

Mrs. Lee gave a brief explanation of how and why the Beach Business Improvement District was created and its difference from the Beach Redevelopment Advisory Board. Mrs. Lee explained that when the Community Redevelopment Agency was formed to clean up several plighted areas of Fort Lauderdale beach, it was limited in its geographic scope (formed only up to Alhambra) as well as its funding scope (the monies can be used only for capital improvements).

In contrast, Mrs. Lee explained that the Beach Business Improvement District is unlimited in its scope, and can use funds for more than just capital improvements, such as marketing, maintenance, events, etc. – or for whatever the Beach Business Improvement District Advisory Committee recommends to the City Commission.

Mrs. Lee also explained that the Beach Redevelopment Advisory Board uses taxpayer funds, as opposed to the Beach Business Improvement District, which uses private funds, and therefore has more flexibility in its spending. She added that the Beach Business Improvement District encompasses all major business on the beach as well, from the Yankee Clipper to those business located on Sunrise Blvd.

**Gabriel Rodriguez**

Mr. Rodriguez is Interim General Manager of Beach Place and previously worked for its landlord, Thor, as Marketing Director. He eventually became Manager of Retail Operations for both CocoWalk and Beach Place.

**Joseph Geluso**

Mr. Geluso is Controller for DYL Development Group (formerly Colonial Development Group). DYL's most recent Fort Lauderdale projects include W Hotel and Resort, Capri Hotel and Resort, and Europa By The Sea. Previously, Mr. Geluso was Controller for Aragon Corporation and Bovis International. Mr. Geluso said he has lived in South Florida for 10 years and his first project here, with Bovis, was the Loews Hotel on Miami Beach.

**Michael Hatzfield**

Mr. Hatzfield is General Manager of the St. Regis Resort.

**Amaury Piedra**

Mr. Piedra is the Complex General Manager of the Sheraton Yankee Clipper and Sheraton Yankee Trader hotels, and has been a resident of South Florida for 32 years.

**Carlos Molinet**

Mr. Molinet is Director of Operations at LXR Resorts and Hotels in Fort Lauderdale and General Manager of the Fort Lauderdale Grande Hotel, as well as Chair Elect of the Beach Council and Vice Chair of the Beach Redevelopment Advisory Board.

**Linda Geyer**

Ms. Geyer is General Manager of the Atlantic Hotel and Spa, and has been a Fort Lauderdale resident for nine years. Ms. Geyer previously served on Key West's District Advisory Committee for six years.

**Ramola Motwani**

Ms. Motwani is Owner, Chairwoman and CEO of Merrimec Ventures and Partner of Trump International Hotel and Tower, as well as Chair of the Beach Council.

**III. ELECTION OF OFFICERS**

**MOTION** made by Mrs. Lee, seconded by Ms. Geyer, to nominate Mr. Piedra as Chair of the Beach Business Improvement District Advisory Committee. In a voice vote, the motion 8 - 0.

**MOTION** made by Mrs. Lee, seconded by Ms. Geyer, to nominate Mr. Molinet as Vice Chair of the Beach Business Improvement District Advisory Committee. In a voice vote, the motion passed 8 - 0.

**I. MEETING SCHEDULE**

The Board members briefly discussed how often they should hold meetings, and on what day of the month. It was determined that meetings should be monthly, and if additional meetings are needed in the beginning since the Committee is new, the Board will add them when necessary.

All agreed that right after the Beach Redevelopment Advisory Board (BRAB) meeting, held on the third Monday of each month would be optimal, since several members of the Beach Business Improvement District Advisory Committee serve on that board as well.

The Board reached a consensus that the Beach Business Improvement District Advisory Committee meetings will be held on the 3<sup>rd</sup> Monday of each month at 4:00 p.m. (and last approximately one hour). The next meeting will take place August 20, 2007, at 4:00 p.m.

**IV. DISCUSSION OF BID BUDGET**

Mr. Modarelli said the City is right now in the process of getting the actual taxable value from the property appraiser's office. Once that number is determined, the assessed rate can be determined for all the properties contributing money to the Beach Business Improvement District.

Mr. Modarelli said the resolution for the assessments will be heard at the July 17 City Commission meeting, and then as part of the budget hearing at the Commission's September meeting.

Mr. Modarelli gave an overview of the Beach Business Improvement District budget for the current fiscal year, which ends September 31, 2007. In the five months the Beach Business Improvement District has been in operation, most of the initial funding covered the City's contract with Prism, which provides beach clean-up services for Fort Lauderdale. The Prism contract costs the City a little more than \$500,000 a year (approximately \$42,000 a month), and stipulates that two Prism employees work on the beach from 10:00 a.m. to 10:00 p.m.

Mr. Modarelli recommended increasing the Beach Business Improvement District budget for next fiscal year (2007-2008) to \$595,682, which includes an extra \$95,000 for additional services, such as the possibility of Beach Business Improvement District being in charge of holiday lights in 2007-2008 and overseeing the addition of a median to A1A.

Mrs. Lee said Prism's current contract overlaps two fiscal year budgets, ending in May of 2008, and in the meantime, the Board needs to assess the feasibility of the contract and determine if they want to renew the contract with Prism. Mrs. Lee also said a copy of the City's contract with Prism should be given to all Board members so they can familiarize themselves with the details in order to make an educated assessment.

Mrs. Lee also noted several properties are currently not being assessed for Beach Business Improvement District monies this year, but would be in fiscal year 2008-2009 (including the Hilton, St. Regis and Courtyard by Marriott), bringing even more money into the Beach Business Improvement District budget.

The Board then discussed holiday lights. Mr. Modarelli noted the poles for the lights are budgeted at \$900 per pole, with 63 total poles. Ms. Motwani pointed out that she worked on a holiday lights contract for another area and the poles were much cheaper, at approximately \$412 per pole. Several other Board Members agreed that \$900 per pole seemed expensive. Mr. Modarelli responded that the Fort Lauderdale poles do not have transformers attached to them, as in the other cases the Board members were referring to, and that this pushed up the price per pole.

Mrs. Lee suggested the Board try and get the Beach Redevelopment Advisory Board to pay for the transformers, since the Board already approved a plan for the transformers in other areas as it was considered a capital improvement. Mrs. Lee said this could free up even more money for the Beach Business Improvement District to use on other services that do not overlap the City Commission, which is not the intent of this Beach Business Improvement District funds. The Board members stressed that the intent of the Board is to provide additional services that the City does not provide, not to replace services the City provides.

Ms. Geyer asked if money allotted for one-item changes during a fiscal year, is that money still available to the Board for other items. Mr. Modarelli responded that monies can be used and changed as seen fit by the Board, and that any funds not used in a fiscal year would be held for the Board to use on another item or at a future date, even if it is a new fiscal year with a new budget.

Several Board Members wanted to be assured that this was the case so Mr. Modarelli said he would check and give the Board a confirmed answer next meeting regarding "contingencies" and the specifics on how the budget money can be allocated.

**MOTION** made by Mrs. Lee, seconded by Mr. Molinet, to approve the Beach Business Improvement District fiscal year 2007-2008 budget of \$595,682. In a voice vote, the motion passed 8 - 0.

The Board had more questions regarding the Prism contract, so Mr. Modarelli recommended that Prism attend the next meeting to give a presentation and answer questions. Mr. Modarelli, who oversees the Prism contract, said he would set it up. Mr. Modarelli also said he would clarify the exact boundaries of the Beach Business Improvement District next meeting, since there was some confusion regarding where the "west side" ends.

Ms. Motwani also asked Mr. Modarelli to provide the board with details of what services the Board can expect from the City Police Department.

**Adjournment**

With no further business to come before this Board, the meeting was adjourned at 3:16 p.m.