

**APPROVED**  
**MINUTES**  
**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE MEETING**  
**MONDAY, AUGUST 20, 2007 – 4:00 P.M.**  
**Fort Lauderdale, Florida**  
**100 North Andrews Avenue**  
**8<sup>th</sup> Floor Conference Room**

**Cumulative**  
**6/07 – 5/08**

<b>Board Members</b>	<b>Attendance</b>	<b>Present</b>	<b>Absent</b>
Amaury Piedra, Chair	P	2	0
Carlos Molinet, Vice Chair (vacation)	A	1	1
Joseph Geluso	A	1	1
Linda Geyer	P	2	0
Michael Hatzfield	A	1	1
Andreas Ioannou	P	1	1
Ina Lee	P	2	0
Ramola Motwani	P	2	0
Gabriel Rodriguez	P	2	0

**Staff and Guests**

Jeff Modarelli, Director, Economic Development Director, City of Fort Lauderdale  
 Karen Reese, Economic Development Representative, City of Fort Lauderdale  
 Earl Prizlee, CRA Engineering Design Manager  
 Silver Lee, Secretary, Beach CRA, City of Fort Lauderdale  
 Alexandra Grant, Recording Clerk, Prototype, Inc.

**1. Call to Order/Roll Call**

Chair Piedra called the meeting to order at 4:05 p.m.

**II. Approval of July 9, 2007 Minutes**

**Motion** made by Ms. Lee, seconded by Ms. Geyer, to approve the July 9, 2007 minutes. In a voice vote, all voted unanimously in favor.

**III. BID Contract Report**

Mr. Piedra advised that Michael Davis and Bill Meehan, of Prism, the City's beach cleaning contractor, were present.

## BEACH IMPROVEMENT DISTRICT ADVISORY COMMITTEE

August 20, 2007

Page 2

Mr. Davis, CEO of Prism and Bill Meehan, Director of Operations summarized the terms of the contract with the City for beach cleanup. Mr. Davis stated that as a courtesy to the City, his firm also cleans the gutter areas, which is not included in the contract.

Mr. Meehan summarized the services provided by Prism as outlined on the "BID Area Beach Maintenance" document.

Ms. Lee asked why cleanup of debris on sidewalks started at 10 a.m. when residents frequented the beach earlier. Mr. Davis commented that this was initially scheduled to begin after the City picked up garbage. However, he is flexible if the Committee wished to change the time for debris cleanup.

Mr. Meehan stated the company conducted 12 hours of daily monitoring of the beach.

Mr. Ioannou asked how often the crew went up and down the beach in the bobcat. In response, Mr. Meehan said this is done dozens of times daily. Mr. Modarelli pointed out that this also depends on the condition of the beach.

Ms. Motwani asked Mr. Davis if Prism will notify Mr. Modarelli if they noticed anything that needed to be addressed in between service times. Mr. Davis agreed.

Ms. Lee commented that when this program was first being envisioned, the Las Olas portion going west had been omitted. She pointed out that this is the most visible part of the beach and is not getting the same level of attention. Mr. Modarelli advised that staff is working on some ideas for this and he would report back to the Committee.

Mr. Rodriguez asked if there is a field supervisor out daily. Mr. Meehan responded affirmatively and stated the supervisor reports to Mr. Modarelli on a daily basis.

The Committee thanked Mr. Davis and Mr. Meehan for their report.

Chair Piedra asked if there is a way to verify how many workers are out cleaning up the beach daily, in light of the \$42,000 per month contract price. Mr. Modarelli explained that the contract is not based on quantifying the number of people working, but on overall daily coverage and cleanup provided by Prism.

Ms. Lee commented that when this service was first envisioned and prior to formation of the bid, this contractor was intended to perform a semi-ambassador/customer service role for the City; however, this aspect of the service is missing.

## BEACH IMPROVEMENT DISTRICT ADVISORY COMMITTEE

August 20, 2007

Page 3

Chair Piedra stated he is unsure if Prism should be performing that role; rather the company is simply a contract cleaning service. He added there is a need to create a plan of what the Committee wants to see accomplished.

Ms. Motwani asked about the length of the contract with Prism and was advised by Mr. Modarelli that it is a one-year contract.

Mr. Ioannou asked when this contract was approved. In response, Chair Piedra advised the contract had been approved before this Committee was formed. Mr. Modarelli added that the Commission approves those types of contracts.

Mr. Ioannou voiced concern about the Commission approval without input from the Committee members. He commented that half a million dollars was spent and he was unsure this was wise. Mr. Modarelli stated the money was first allocated before the Committee was formed.

Ms. Lee voiced concern about the one-year renewal term. Mr. Modarelli stated he would find out for certain if there is a one-year renewal term on this contract. He added that the contract process was all handled by the Procurement Department.

Mr. Rodriguez commented that not much can be done at this point. He voiced concern that all the funds were allocated to this contract yet the firm is not a resource. Mr. Modarelli stated he would report back to the Committee on these concerns.

Mr. Ioannou stated that private funds were used to form the BID to make Fort Lauderdale a more upscale destination. He felt that the \$.5 million outsourced for cleaning that the City should be doing itself defeated this point. Mr. Modarelli stated the contractor is going over and above in efforts to clean up the district. Mr. Ioannou questioned whether this is the best use of half a million dollars.

Chair Piedra stated this service is augmented by the City's services and that the contract is moving forward. He added that the Committee needed to determine the BID boundaries going forward.

Mr. Rodriguez felt the contract could have been negotiated better. Mr. Modarelli explained that when an RFP comes into the City, all procurement policies are followed and the same was done for this contractor.

Mr. Ioannou asked whether the City would consider outsourcing some of Prism's responsibilities to staff, and asked what would be the price costs. members for less money. In response, Mr. Modarelli stated this is an option the City could look into.

Chair Lee commented that part of the reason this contractor won was the equipment it used which vaporized chewing gum.

#### **IV. BID Boundaries**

Mr. Modarelli briefly explained the boundaries where Prism's service would cover. Also, Mrs. Reese pointed out the boundaries on the BID area diagram.

#### **V. Manager's Report**

Mr. Modarelli briefly summarized the BID Cost Sheet and stated this document is not official until it goes before the City Commission in September.

Chair Piedra asked when the Committee could get an idea of anticipated revenues from new hotel properties being constructed. Mr. Modarelli advised he will look into this and report back to the Committee.

Mr. Ioannou voiced concern that this budget will not pass and said the Committee needs a plan to move forward.

Mr. Modarelli reported that per the City Attorney's office, the Beach CRA funds could not be used to pay for transformers.

#### **VI. Old/New Business**

With regard to holiday lights, Mr. Modarelli advised there are 3 options for this year:

1. Placing lights along A1A.
2. Placing additional lights on Seabreeze Blvd.
3. Lighting up all medians on Seabreeze Blvd.

Mr. Modarelli advised that holiday lights had to go out to bid through the City. He added that this could be addressed along with the transformer issue.

Ms. Motwani referred to literature from Brandano Designs with possible options for holiday lights. Discussion ensued with regard to a preferred design. Ms. Motwani felt the Committee should use what was available now and budget for new lighting going forward.

BEACH IMPROVEMENT DISTRICT ADVISORY COMMITTEE

August 20, 2007

Page 5

Mr. Rodriguez asked if the City owned holiday lights. In response, Ms. Motwani said the City leased but did not own lights.

The Committee agreed on the existing holiday lights design and the \$45,000 cost.

Discussion ensued on scheduling a Committee workshop or planning session. Mr. Modarelli suggested this can be scheduled in place of a regular monthly meeting. The Committee agreed.

There being no further business to come before the Board, the meeting was adjourned at 5:15 p.m.