

APPROVED
FORT LAUDERDALE
BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE MEETING
100 NORTH ANDREWS AVENUE
8th FLOOR CONFERENCE ROOM
MONDAY, SEPTEMBER 17, 2007 – 4:00 P.M.

**Cumulative
6/07 – 5/08**

Board Members	Attendance	Present	Absent
Amaury Piedra, Chair	A	2	1
Carlos Molinet, Vice Chair	A	1	2
Joseph Geluso	P	2	1
Linda Geyer	A	2	1
Michael Hatzfield	P	2	1
Andreas Ioannou	P	2	1
Ina Lee	P	3	0
Ramola Motwani	P	3	0
Gabriel Rodriguez (arrived 4:07 p.m.)	P	3	0

Staff and Guests

Jeff Modarelli, Director, Economic Development Director, City of Fort Lauderdale
Earl Prizlee, Engineering Design Manager, City of Fort Lauderdale
Karen Reese, Economic Development Representative, City of Fort Lauderdale
Silver Lee Hodge, Secretary, Beach CRA, City of Fort Lauderdale
Bill Meehan, Director of Operations, Prism
Michael Davis, CEO, Prism
Alexandra Grant, Recording Clerk, Prototype, Inc.

1. Call to Order/Roll Call

Mr. Ioannou, serving as Chair, called the meeting to order at 4:05 p.m.

II. Approval of August 20, 2007 Minutes with corrections

Mr. Ioannou corrected the minutes as follows:

- Correct the spelling of his last name to Ioannou.
- Page 3: Change the figure \$5 million to reflect \$0.5 million.
- Page 4: Mr. Ioannou wished to clarify his comments as follows: Can the City do an evaluation to determine the cost difference if the City does the entire power washing project that Prism is doing versus paying an outside contractor.

- Page 5: Change Chair Lee to Ms. Lee.

Motion by Ms. Lee, seconded by Mr. Geluso, to approve the August 20, 2007 minutes as corrected. In a voice vote, all voted unanimously in favor.

Update on Power Washing

Mr. Modarelli requested that Prizm representatives provide an update on the power washing service.

Mr. Meehan advised that this is the fifth day of the third power wash. He reported that stains on the sidewalks have been much improved. He added that everything north of the Elbo Room has been power washed. The completion of the cleaning will be tonight.

Mr. Rodriguez said there are stains in front of Beach Place that appear to be ground in to the concrete.

Mr. Davis stated that only so much can be done with cement as it is a porous surface that absorbs certain stains. He added that with the City's authorization, Prism can use an acid that will eat away at stubborn stains to help whiten the concrete. The Board asked Mr. Davis to look into this.

Ms. Lee advised that Mr. Modarelli and staff are going to look into the cost of cleaning the Las Olas area as well.

Ms. Lee acknowledged Mr. Rodriguez as the new General Manager of Beach Place.

Ms. Lee recalled previous discussion about the automatic renewal of Prism's contract. Mr. Modarelli explained that Prism has a renewal option which is their or the City's option. He stated that if either party does not agree to renew, the City will need to send out an RFP three months in advance of April 30 as it takes about 90 days from start to finish to get an RFP completed.

III. Workshop

Mr. Modarelli explained that three factors determine the rate assessed to BID property owners. These are 1) the annual budget, 2) the total assessment and 3) the final rate derived from the budget.

Mr. Modarelli stated it is incumbent on the Board to wait until the rate needs to be approved at the end of July. He explained that waiting until July helps the City make a closer projection on taxable values.

Mr. Modarelli advised that the Commission had passed the resolution setting the new assessment rate of .9156 per thousand.

Mr. Geluso requested a worksheet or backup documentation. Mr. Modarelli stated he will send everyone documentation of the relevant agenda items that went before the Commission.

Mr. Ioannou commented that a recommendation is needed on how to spend the BID's \$595,682. Mr. Modarelli stated that approximately \$501,000 is Prism and there are also dollars included for the Holiday Lights.

Ms. Lee stated the BRAB funds can only be used for capital improvement projects not maintenance. She explained that the BID was originally formed to create monies outside of stated restrictions, which could then be used for any purpose desired. Ms. Lee stressed that if the BID did not use the bulk of its monies for maintenance, they could be used for marketing.

Ms. Motwani said that if Fort Lauderdale is to become a 5-star destination, cleaning the City has to be the first step.

Mr. Ioannou stated that the Committee has to decide the best way to spend the \$600,000.

Mr. Rodriguez recalled that the City was clean to begin with and there isn't much difference than when the cleaning began. He commented that the focus should be on marketing, and suggested joining forces with the CDB.

Ms. Lee stated that when Hollywood formed its Downtown and Beach CRA's, there were no restrictions put in place; therefore, Hollywood's ongoing events and festivals are funded by the CRA. Ms. Lee pointed out the Fort Lauderdale has not been able to do this. Ms. Lee expressed her desire to see great events on the beach after cleanup and safety were addressed.

Ms. Motwani questioned whether the City needed all the service hours provided by Prism. She suggested that the City consider cutting down some services and using those funds to plan events.

Mr. Rodriguez asked if the scope of cleaning changes seasonally or if more cleaning is needed during Spring Break. In response, Mr. Modarelli stated that cleaning is provided on an as needed basis. However, if there is more trash, more time will be spent on trash pickup than on sand cleaning.

Mr. Rodriguez suggested that the City cut back during the summer months and do more cleaning in the spring. This will open up the budget to cover events and marketing the beach.

It was suggested that the cleaning service be used seasonally.

Mr. Modarelli stated that when the City requests specific time periods for a service, it tends to get a lesser quality of work.

Mr. Ioannou suggested that the Committee prepare a list of four to five things they want to spend money on improving. He also requested that Committee members think about the best ways to represent the beach as a world class destination.

Mr. Geluso pointed out that having a clean beach is a standard expected in world class destinations; therefore the City cannot market having a clean beach. He suggested developing a theme before formulating a marketing plan.

Ms. Lee stated that a lot can be learned from the City of Hollywood in terms of special events and cooperative advertising.

Mr. Rodriguez said having beach ambassadors with collateral marketing the City is a great idea.

Ms. Lee suggested initiating an "Adopt a Block" program for area businesses that wished to keep the front of their properties clean. These businesses could pay for yearly pressure cleaning of their front entrances. Ms. Lee asked Mr. To find out how Victoria Park created their program.

Ms. Motwani said some owners will object to spending additional dollars on public areas since the BID Committee is in place. She recalled that a program similar to "Adopt a Block" was considered previously and had resulted in extra layers of problems.

Mr. Ioannou recommended that the Committee members bring ideas to the next meeting regarding four to five areas that the money can be spent on.

IV. Old/New Business

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There being no further business to come before the Board, the meeting was adjourned at 5:05 p.m.