

APPROVED
MINUTES OF THE
BEACH BUSINESS IMPROVEMENT DISTRICT
ADVISORY COMMITTEE MEETING
Fort Lauderdale, Florida
100 North Andrews Avenue
8th Floor Conference Room
MONDAY, OCTOBER 15, 2007 – 4:00 P.M.

Cumulative
6/07 – 5/08

<u>Board Members</u>	<u>Attendance</u>	<u>Present</u>	<u>Absent</u>
Amaury Piedra, Chair	P	3	1
Carlos Molinet, Vice Chair	P	2	2
Joseph Geluso	A	2	2
Linda Geyer	P	3	1
Michael Hatzfeld	P	3	1
Andreas Ioannou	P	3	1
Ina Lee	P	4	0
Ramola Motwani	A	3	1
Gabriel Rodriguez	P	4	0

Staff and Guests

Jeff Modarelli, Director, Economic Development Director
Earl Prizlee, Engineering Design Manager
Silver Lee Hodge, Secretary, Beach CRA
Alexandra Grant, Recording Clerk, Prototype, Inc.

1. Call to Order/Roll Call

Chair Piedra called the meeting to order at 4:00 p.m.

II. Approval of September 17, 2007 Minutes

Motion by Mr. Molinet, seconded by Ms. Lee, to approve the September 17, 2007 minutes. In a voice vote, all voted unanimously in favor.

III. BID Contractor Report

Mr. Modarelli recalled the Board's previous concerns about the contract cleaning service, with regard to employees observed taking breaks during work shifts. Mr. Modarelli advised that the contractor was contacted and those employees were terminated. New employees are currently working and are often accompanied by a supervisor.

Chair Piedra stated that with the Board's agreement, he will do an in-depth study of the contract with Prism to review the work being done, how much time it requires and what exactly is being spent on this contract. Chair Piedra offered to bring a total breakdown of this information to the next meeting.

Mr. Ioannou suggested that Committee members participate in a ride-along with the supervisor to see exactly what is done on a cleaning route.

Mr. Modarelli stated that if more than one person goes, it becomes a public meeting. He suggested that members go individually or that the Committee schedule this activity as a meeting.

Mr. Ioannou said he preferred for all the Committee members to go on the ride-along.

Ms. Geyer stated she would feel more comfortable if the City goes out for another RFP for this service. She voiced concern that the Committee was not involved in the process originally.

Mr. Rodriguez agreed and commented that in his view, the scope of work does not complement the manpower currently in place.

Chair Piedra agreed that a ride-along is a good way to see exactly what is being done.

Mr. Modarelli reminded the Committee that Prism was the lowest bidder for this contract based on specifications that went out for the scope of services.

Mr. Molinet commented that upon reviewing the RFP materials, he observed that no companies based in South Florida had submitted proposals. In response, Mr. Modarelli stated the RFP went through the standard public process and the City could only choose from those who responded.

Ms. Geyer asked how the RFP had been advertised. In response, Mr. Modarelli said it was advertised through the City's procurement process.

Chair Piedra asked if a ride-along tour can be scheduled within the next two weeks. All Committee members agreed to go if a tour can be scheduled.

Ms. Lee asked about the deadline to send out another RFP. In response, Mr. Modarelli advised there is a 90-day process and suggested sending out for RFPs in December.

Ms. Lee asked about the deadline for the Beach Services Amenities contract. In response, Mr. Modarelli said he believed the deadline is the end of the year. Ms. Lee

voiced concern that if the amenities contract is not driven and defined by the BID Committee, it will automatically be renewed. Mr. Modarelli said this contract is being reviewed by Business Enterprises and will not be automatically renewed.

Ms. Lee reported that she had attended the City Commission meeting where this contract had gotten automatic renewal. Mr. Modarelli assured the Committee that this is being addressed.

Chair Piedra asked whether recommendations are being incorporated into the RFP. In response, Mr. Modarelli said he will try to get this information for the Committee.

IV. Manager's Report

Mr. Modarelli referred to a map illustrating the Beach CRA and BID areas. He stated that the BID area budget is roughly \$600,000. He added that this is derived from current assessed values including larger developments.

Regarding new developments, Mr. Modarelli explained that if a property is CO'd as of January 1 of the calendar year, revenues generated will hit the assessment roll within that fiscal year.

Mr. Modarelli said the City hopes to have the St. Regis, the Las Olas Beach Club and the Marriott developments fully CO'd by 2008/2009 to bring in additional revenues. He added that if the assessment rate remains .9125, the City estimates additional revenues will be \$100,000-\$200,000. Brief conversation followed regarding the assessment rate.

Mr. Modarelli advised that holiday lighting will be placed on the November 6 meeting agenda. He advised that the City will be lighting up a portion of Seabreeze corridor along with the new Las Olas streetscape.

V. Old/New Business

Chair Piedra suggested that for the November meeting, the Committee focus on brainstorming ways to allocate the BID area dollars and lay out a plan to move forward.

Mr. Molinet suggested starting future meetings at 3:30 p.m. The Committee agreed with this change.

There being no further business to come before the Board, the meeting was adjourned at 4:35 p.m.