

APPROVED
MINUTES OF THE
BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE MEETING
100 North Andrews Avenue. 8th Floor Conference Room
Fort Lauderdale, Florida
MONDAY, NOVEMBER 19, 2007 – 3:30 P.M.

Cumulative
6/07 – 5/08

Board Members	Attendance	Present	Absent
Amaury Piedra, Chair	P	4	1
Carlos Molinet, Vice Chair	P	3	2
Ina Lee	P	5	0
Linda Geyer	P	4	1
Michael Hatzfield	P	4	1
Andreas Ioannou	P	4	1
Ramola Motwani	P	4	1
Gabriel Rodriguez	A	4	1
Joseph Geluso	P	3	2

Staff and Guests

Jeff Modarelli, Director, Economic Development Director
Earl Prizlee, Engineering Design Manager
Silver Lee Hodge, Secretary, Beach CRA
Don Morris, CRA Beach Director
Michael Davis, CEO, Prism Power Wash
Hilda Testa, Recording Clerk, Prototype, Inc.

1. Call to Order/Roll Call

Chair Piedra called the meeting to order at 3:35 p.m.

II. Approval of October 15, 2007 Minutes

As there were no corrections to the October 15, 2007 minutes, they were approved as distributed.

III. BID Contractor Report

Mr. Modarelli introduced Michael Davis, CEO of Prism Power Wash. Mr. Davis provided handouts to address concerns expressed by the Board.

Mr. Molinet asked the average hourly wage for workers. Mr. Davis agreed to get the salary information for the Board. Ms. Lee noted the process originally took eleven days,

and asked if the work would always take that long, or could the time be reduced now that the base work had been accomplished. Mr. Davis stated the maintenance needed to be provided on a regular basis to provide consistency and quality; he described a three step process provided every other month.

Chair Piedra announced no one was having a problem with Prism in particular. The Board's concern is in augmenting City services, maintaining the cleanliness, showing value to the owners, and justifying the allocation of funds. Mr. Davis emphasized his purpose at the meeting was to help the Board members by answering any questions they might have.

Mr. Davis provided the following statistics to illustrate dollars expended on the project:

- Prism maintains two miles of beach front, from Holiday Drive to Sunrise.
- The average of the width of storefronts from South Beach to the water line is approximately 11,000 linear feet, or five million square feet of surface area being maintained.
- With the power washing, the cost is about ten cents per square foot.
- Daily services, not including the power washing, average out to four cents per square foot.
- The average shopping center would pay 27 cents to 36 cents per square foot per day.
- Prism is licensed in Florida, in the County, and in the City. The company contributes to the local economy by paying rent as a corporation.
- The corporation contributes to the beach economy by lodging and dining locally on the beach.

Mr. Molinet clarified the original concerns of the Board had included using a company without a "local presence," as the Board had been unaware that Mr. Davis lived in Fort Lauderdale only eight months out of the year.

Mr. Ioannou asked whether it had been the vendor or the City who had determined the frequency of power washing services. Mr. Modarelli explained the RFP went out, responses were received, and the vendor and the City came to an agreement on frequency under the terms of the contract.

Chair Piedra questioned the possibility of cutting services back once the initial clean up was completed and the maintenance part of the contract was started, in a way to cut costs in the future. Mr. Davis affirmed Prism would be prepared to come to the table on cost cutting issues in the future.

Ms. Motwani emphasized the Board needed the expertise of Prism to give direction for cleaning, and to provide a review after one year. Chair Piedra thanked Mr. Davis for providing a tour to the Board, and assisting in the partnership.

Mr. Davis pointed out the \$501,360 divided by 365 days per year, costs \$1,373 per day, including power washing. The maintenance, without the power washing, costs \$542 per day.

IV. Discussion/Review of the Prism Contract

Chair Piedra explained the ride-along to the Board members who were not present for the tour. Chair Piedra stated he felt the service definitely held value for the beachfront property, but the number of times per year the service is provided still needed to be studied for cost saving opportunities. Ms. Geyer agreed the price was extremely reasonable, and the potential savings might be seen in lowering the number of power washings per year.

Ms. Lee asked about the renewal clause in the contract, and when the Board has to let the City know whether they want to renew or renegotiate a renewal. Mr. Modarelli stated 90 days is the general term in the RFP, so the Board would need to have a final recommendation for the City by February 2008.

Mr. Ioannou asked if there were different levels of labor required for different areas of the beachfront. Mr. Davis explained "restaurant row" is the most labor intensive due to high foot traffic; the park north of the Yankee Trader has much less traffic. Mr. Ioannou suggested looking at future frequency of power washing by zones.

Mr. Modarelli advised the existing RFP was limited to the following changes only:

- Make recommended adjustments of no more than 5% for each item of service.
- Delete specific services being offered from the current contract.

Mr. Modarelli explained that a new RFP would be needed to make any other changes. Chair Piedra recommended the current contract be allowed to run through April 2008, and the Board work together with Prism to develop a new RFP to make desired changes.

Ms. Lee asked whether pressure washing and cleaning was being done before Prism was given the contract, and what services had been previously provided by the City. Mr. Prizlee advised the west side is the responsibility of the owners, and the east side is maintained by the City.

Ms. Lee reminded the Board that, according to the five year plan, there was money in the CRA budget to replace the sidewalks with pavers. Ms. Lee asked if pavers required the same level of maintenance as sidewalks. Mr. Davis explained power washing pavers was a completely different process than power washing sidewalks because of the sand used to secure the pavers. Power washing pavers is a much slower, more labor intensive process, and would be substantially more expensive.

Chair Piedra suggested the issue be left as is until April 2008 when the Board is able to make changes to the RFP.

V. Brainstorming/Workshop

Chair Piedra sought feedback from the Board members on future goals to be undertaken on the beach. The following suggestions were made:

- Ms. Lee stated there is currently no entity marketing the beach, and people in the community do not know what the BID is doing to improve the beach in general.
- Ms. Lee added there is no PR or marketing for events on the beach such as celebrations, festivals, musicals, and weekly events.
- Ms. Lee suggested creating a major summer event to be ongoing for years to come to increase occupancy on the beach.
- Ms. Geyer emphasized the money should be spent for sustainable tourism to create a destination event, such as the boat races in Key West.
- Mr. Geluso advised his own company is currently paying a “small fortune” for marketing costs, and it will take more than \$100,000 to make things happen.
- Mr. Ioannou suggested the City, as well as other bureaus and entities be brought together with the Board to create an “identity.”
- Mr. Geluso recommended a slogan be developed, such as “The New Fort Lauderdale – It’s Not Just Where the Boys are Anymore,” or something else to be used to capture the imagination of the public.
- Ms. Motwani suggested a newsletter to be released to the Chamber to help increase awareness of events.
- Mr. Hatzfield suggested beach representatives be provided for tourists to “sell” the destination.
- Chair Piedra stated the Board needs to show value to the local business owners to increase sponsorships and available funds.
- Mr. Hatzfield recommended existing events, such as the Air and Sea Show, be moved to the beach.
- Ms. Lee suggested the talent from local hotels and PR people be brought together to brainstorm issues such as a slogan, event ideas, and tourist development.

- Ms. Lee suggested a major fireworks competition such as the international competition held in Montreal.

Chair Piedra summed up the suggestions made as marketing, PR, special events, and continuing to grow existing events into ongoing annual events. The Board members concurred, and Chair Piedra stated these ideas would become ongoing agenda items.

Ms. Lee clarified she would like to see local Directors of Marketing and PR reps invited to a BID-sponsored brainstorming session. Mr. Modarelli warned the Board is not allowed to form a separate committee, but they could have people come in to make a presentation. Mr. Modarelli explained the BID is the only entity allowed to make recommendations to the City Council. Mr. Modarelli advised the Board not to wander outside the parameters of what the BID was established to do. Chair Piedra suggested that Board members ask their PR contacts on their own for ideas to bring to the next meeting.

VI. Manager's Report

Chair Piedra introduced the new Beach CRA Director, Don Morris, and gave a brief description of Mr. Morris' background.

Chair Piedra suggested the Board go ahead and hold a December meeting to continue the discussion of open items. The meeting will be held December 17, 2007.

There being no further business to come before the Board, the meeting was adjourned at 4:40 p.m.

[Minutes prepared by K. Bierbaum, Prototype, Inc.]