

**APPROVED**  
**MINUTES**  
**BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE**  
**100 NORTH ANDREWS AVENUE**  
**8<sup>TH</sup> FLOOR CONFERENCE ROOM**  
**FORT LAUDERDALE, FLORIDA**  
**MONDAY, DECEMBER 17, 2007 – 3:30 P.M.**

<b>Committee Members</b>	<b>Attendance</b>	<b>Cumulative 6/07 – 5/08</b>	
		<b>Present</b>	<b>Absent</b>
Amaury Piedra, Chair	P	5	1
Carlos Molinet, Vice Chair	A	3	3
Ina Lee	P	6	0
Linda Geyer	A	4	2
Michael Hatzfield	P	5	1
Andreas Ioannou	P	5	1
Ramola Motwani	P	5	1
Gabriel Rodriguez	A	4	2
Joseph Geluso	P	4	2

**Staff and Guests**

Jeff Modarelli, Director, Economic Development  
Don Morris, Beach CRA Director  
Ty Brassie, Director of Sales and Marketing  
Michael Escalante, Marketing  
Bill Meehan, Prism Power Washing  
Hilda Testa, Recording Clerk, Prototype, Inc.

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

Chair Piedra called the meeting to order at 3:32 p.m.

**II. Approval of November 19, 2007 Minutes**

As there were no corrections to the November 19, 2007 minutes, they were approved as distributed.

**Discussion/Review of the Prism Contract**

Mr. Meehan reported on the current power washing schedule of 5-6 times per year.

Chair Piedra asked Mr. Modarelli if a new RFP for reduced power washing requirements would allow more funds to be allocated for other activities. He stated they were

generally okay with the current contract work; however, the issue was in the number of times the power washing was occurring, suggesting it be reduced to once per quarter.

Mr. Modarelli indicated he had asked a representative of the Procurement Department to attend to further explain the City's procurement procedures, although no one was present for the meeting. He suggested there may be a way to reduce the number of power washings without actually having to go out for RFP by simply amending the existing contract at time of renewal. In the past with the procurement process, occasionally a bid will come in over an amount recommended by the Committee, and the City then makes a determination regarding the course of action to take. Mr. Modarelli felt that by the end of the next meeting, a recommendation will need to be solidified in order to move this matter forward.

Ms. Lee stated, when the BID was originally formed they had been told that the City would provide a staff person to oversee the BID, and asking if someone had been selected. She was advised by Chair Piedra that had never been solidified as the majority of the money in the first year went to the beach contractor. Mr. Modarelli noted that because this is a special assessment which runs through the City all funds have to be spent according to City policy and through the normal procurement process, adding that currently the BID is under Economic Development Department, with Mr. Modarelli overseeing the Committee.

The Manager's Report was then move up on the agenda at the request of Chair Piedra.

#### **IV. Manager's Report**

Mr. Modarelli stated his report had been minimized in order to have time to discuss the BID.

#### **III. Workshop**

Chair Piedra brought up the subject of generating revenue for the various businesses on the beach, with discussion surrounding customer service on the beach as well as future initiatives. Different ideas included sustainable tourism, planning an annual event, having beach ambassadors, etc. Chair Piedra asked for additional ideas and direction in order to concentrate on "putting some substance around [their goals] and start nailing down some potential costs" in moving forward. Currently, the majority of the funds are going toward augmenting City services such as the power washing and beach cleaning. Chair Piedra pointed out, in looking to the future, their goal is to free up more funds to be able to demonstrate further value to the residents.

Mr. Escalante stated, in the six to eight weeks he has been on the job, he has spent time speaking with general managers in the area, as well other officials, with the goal of understanding what work has been done, current discussions taking place and how he can interject himself into those discussions, as well as making observations. He felt the level of service guests are currently receiving on the beach does not meet expectations. He indicated he has his own revenue-generating ideas, but would like to hear the ideas previously discussed by the Committee.

Chair Piedra stated that the discussions from the previous workshop boiled down to two areas: 1) having a destination event, and 2) creating a general marketing theme for the beach.

Ms. Lee commented that she had met with Ms. Francine Mason, the VP/Marketing and Communications of the Convention and Visitors' Bureau, talking about marketing and co-op advertising. Ideas put forth by Ms. Mason included the importance of advertising, as well as creating events "so people have something to come to." Ms. Mason commended the Committee on the holiday lights, adding that she would like to see the lighting continue year round, with the exception of during the sea turtle season. Music on the beach on an ongoing basis, particularly in hotel lobbies, would also be beneficial. Ms. Lee proposed having an international fireworks competition during the summer months, the "Taste on the Beach," the "Beach Ball," etc. Monies could be tied in with the Hollywood CRA, holding events there several times a year, with the remainder of the events held in Fort Lauderdale, in addition to tying in art and culture events from different countries.

Ms. Lee's major concern was who would have the responsibility to actually take on the work of planning the events, although she felt there were marketing companies that could come up with ideas, obtain sponsorships, and do the event planning. Ms. Lee also stated there is "marketing power" on the Beach Council and that they could potentially become an "official marketing arm" under the terms of the BID. She encouraged creating an "iconic" event for Fort Lauderdale beach.

Ms. Motwani talked about beach lighting, such as adding clear lights to eliminate "holiday significance," as well as lighting the medians year round; and the Beach Bash, a three day event with fishing, golf, and tennis, suggesting this event be moved to November.

Mr. Geluso agreed that bringing in an organization which specializes in promotion is key to their success. Mr. Ioannou asserted that the Committee could make a determination on the funds to be spent, but did not feel it was the Committee's role to come up with the ideas, promotion, and planning for all events.

Mr. Modarelli said the important thing is that any “iconic” event they come up with, the BID wants the PR credit, even though they may be partnered with the Convention and Visitors’ Bureau or County on a particular event. He added the residents need to know what the BID is doing for the beach.

Anticipated funds for 2008-2009 are expected to be 10% over and above 2007 (which had been \$600,000) or approximately \$660,000. Mr. Modarelli pointed out that this is a moving target as the rate is set by the City Commission and can be changed.

Mr. Hatzfield also questioned the feasibility of getting established events moved into Fort Lauderdale from other areas; he encouraged supporting more sporting events, such as a triathlon, biking, swimming, lifeguard competitions, or a beach volleyball tournament, to be held year round including during the winter season months.

Chair Piedra proposed having marketing companies make presentations to the BID with potential ideas, and agreed that a “destination event” would generate positive PR for the BID.

Mr. Hatzfield felt, with the Committee’s own initiative, there could be smaller, local events planned in conjunction with the Tourism Board. A suggestion was made by Ms. Lee to speak with Mr. John Webb regarding scheduling of sporting events.

Chair Piedra confirmed the current beach contract is \$501,000; the cost of the holidays lights was \$45,000. Adding in median lighting will be further explored.

Mr. Modarelli pointed out that the contract is up at the end of April, leaving five months in the current fiscal year and if the contract commencing May 1, 2008 changed the number of pressure washings, additional BID funds would be available. Moving into the following fiscal/budget year, the entire picture of the budget could be discussed.

Mr. Morris emphasized that it will need to be stressed to any companies making marketing presentations to the Committee that there will have to be an RFP - so there is no expectation on their part of being awarded a contract solely as a result of their presentation. Mr. Modarelli suggested crafting the RFP to have certain percentages allocated for marketing and actual events. Any BID funds spent have to go through the correct City procurement process.

Discussion continued regard allocation of funds:

- Reducing power washing to quarterly, reducing the overall cost
- \$60,000 targeted for holiday lights
- \$400-\$420,000 for the beach contract

- \$150,000 for event marketing
- \$50,000 for Beach Ambassadors

It was felt that the vendors are still not doing a good job from a customer service perspective and that “Ambassadors on the beach” are needed.

Mr. Modarelli mentioned the area near the Elbow Room not being included in the cleaning schedule, and that it may be a good idea to include in the schedule due to heavy foot traffic.

It was also pointed out that additional costs for contingencies, the recording secretary, the City Attorney, water charges, etc., have to be taken into consideration in the budget.

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

The next meeting will be held January 28, 2008.

There being no further business to come before the Committee, the meeting was adjourned at 4:24 p.m.

[Minutes prepared by L. Edmondson, Prototype, Inc.]