

APPROVED
MINUTES
BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FLORIDA
MONDAY, JANUARY 31, 2008 – 3:30 P.M.

Committee Members	Attendance	Cumulative 6/07 – 5/08	
		Present	Absent
Amaury Piedra, Chair	A	5	2
Carlos Molinet, Vice Chair	A	4	3
Ina Lee	P	7	0
Linda Geyer	A	4	3
Michael Hatzfield	A	5	2
Andreas Ioannou	A	5	2
Ramola Motwani	A	5	2
Gabriel Rodriguez	P	5	2
Joseph Geluso	P	5	2

Staff and Guests

Jeff Modarelli, Economic Development Director
Donald Morris, Beach CRA Director
Earl Prizlee, Beach CRA Engineering Design Manager
Silver Lee Hodge, Beach CRA Secretary
Hilda Testa, Recording Clerk, Prototype, Inc.

I. Call to Order/Roll Call

Ms. Lee called the meeting to order at 3:31 p.m.

II. Approval of December 17, 2007 Minutes

As there was no quorum, the minutes could not be approved.

III. BID Contract Update

Mr. Morris opened the discussion regarding the Prism Contract. After reviewing the contract, there were four items that warranted discussion.

1. Las Olas Boulevard from AIA to Almond Street is currently not being cleaned. Attempts to have the property owners clean the areas in front of their establishments have been unsuccessful.

2. Reducing the number of power washings from six to four to realize additional savings.
3. All vendors on the beach to wear the same uniforms as to have a unified look.
4. Require all vendors to complete the same customer service training class.

There are challenges with the RP in the way procurements are handled. Mr. Morris believed some thresholds of the contract may be pushed and thus requiring the City to go back out to RFP. Meetings with Procurement are underway to determine those thresholds.

Mr. Morris stated contact with Prism Power Washing had been made regarding the four previously noted issues. The contractor understands there may be no alternative but to go out to RFP, but they are willing to work with the City of Fort Lauderdale at this point.

An in depth discussion by the BID Committee is scheduled for next month's BID Meeting.

Ms. Lee pointed out the cleaning of the area from Las Olas to the beach is critical as it is the gate way to the beach area.

Mr. Geluso asked if there was enough time to discuss this item at the next meeting, and if changes were necessary, was there enough time to solicit a new bid. Since the Prism contract is in effect through April, Mr. Modarelli felt there was enough time to discuss and resolve this issue without a lapse in service.

Ms. Lee stated the level of city services had been increased during the spring break period and asked if the cleaning had been coordinated with Prism Power Washing. Mr. Modarelli advised that Prism Power Washing cannot go outside of the confines of their contract but the flexibility exists to the extent that their efforts can be maximized along with the City's efforts.

IV. Potential Events

The A1A Marathon is scheduled for Sunday, February 17, 2008. The promoters are expecting 4,000 participants and traffic on A1A will be impacted from 6:00 a.m. until 12:30 p.m. The route is expected to stay the same as last year's marathon, cones will be distributed the night prior at 1:00 a.m. A press release is also scheduled.

V. Beach Services RFP Update

Ms. Lee stated all other items to be discussed are for the benefit of marketing and will be on next month's meeting.

VI. Old/New Business

The next meeting will be held February 18, 2008.

There being no further business to come before the Committee, the meeting was adjourned at 3:38 p.m.

[Minutes prepared by H. Testa, Prototype, Inc.]