

**APPROVED**  
**MINUTES**  
**BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE**  
**100 NORTH ANDREWS AVENUE**  
**8<sup>TH</sup> FLOOR CONFERENCE ROOM**  
**FORT LAUDERDALE, FLORIDA**  
**MONDAY FEBRUARY 18, 2008 – 3:30 P.M.**

<b>COMMITTEE MEMBERS</b>	<b>ATTENDANCE</b>	<b>CUMULATIVE</b>	
		<b>6/07 – 5/08</b>	<b>PRESENT ABSENT</b>
Amaury Piedra, Chair	P	5	3
Carlos Molinet, Vice Chair	P	4	4
Ina Lee	P	8	0
Linda Geyer	A	4	4
Michael Hatzfield	P	6	2
Andreas Ioannou	A	5	3
Ramola Motwani	P	6	2
Gabriel Rodriguez	A	5	3
Joseph Geluso	A	5	3

**Staff and Guests**

Jeff Modarelli, Director, Economic Development  
 Don Morris, Beach CRA Director  
 Earl Prizlee, CRA Engineering Design Manager  
 Karen Reese, Economic Development Representative  
 Silver Lee-Hodge, CRA Secretary  
 Bill Meehan, Prism Power Washing  
 Hilda Testa, Recording Secretary, Prototype, Inc.

**I. Call to Order/Roll Call**

Chair Piedra called the meeting to order at 3:50 p.m. Roll call was taken and a quorum was present.

**II. Approval of December 17, 2007 Minutes**

**Motion** made by Vice Chair Molinet, seconded by Ms. Lee, to approve the December 17, 2007 Business Improvement District meeting minutes as distributed. In a voice vote, the motion passed unanimously.

Ms. Lee asked if the Board could discuss the meeting length due to the prior meeting running over the allotted time. Ms. Lee stated there have been times over the last several years when the Beach Redevelopment Advisory Board meeting has gone more than one hour.

Ms. Lee advised the Board that she is the Chair for the Beach Redevelopment Advisory Board and has felt rushed on many occasions due to the Business Improvement District meeting starting only one hour later. Initially, the BRAB meeting was given an hour and a half; however, there were several times when the BID Board Members were sitting around waiting for the BID meeting to start.

Ms. Lee suggested a compromise by starting the BID meeting at 3:45 p.m. instead of 3:30 p.m. The Board agreed the new time would not be a problem.

**Motion** made by Vice Chair Molinet, seconded by Mr. Hatzfield, to delay the meeting start time by fifteen minutes to 3:45 p.m. In a voice vote, the motion passed unanimously.

### **III. BID Contract Update**

Mr. Meehan from Prism Power Washing, Inc. stated the plan for the upcoming spring break period was to continue with the present level of cleaning with the exception of the frequency of the containers being emptied. Mr. Meehan felt the cleaning services should be proactive in nature, rather than re-active, to prevent a situation where trash and debris overflows their containers.

Chair Piedra was concerned that Prism Power Washing would not be able to perform to the level expected if their staff is not augmented with additional employees. Mr. Meehan agreed that an increase in staff would be necessary. A meeting is scheduled for February 26, 2008 to discuss the City's plan for cleaning and the extent of service required from Prism Power Washing.

Mr. Morris stated amendments to the contract were requested to free up funds to add the cleaning of the north side of Las Olas Boulevard, between A1A and Almond Avenue. Attempts to have the business owner's assist in this cleaning have not been successful.

Mr. Morris stated the City would like to institute a customer service program with training to provide a consistent level of service on the beach. The presence of cleaning staff on the beach would be better represented if one uniform was worn by contracted employees alike to present a "five star" look.

Chair Amaury suggested the uniforms not state a contractor's name such as Prism Power Washing as the City wants the cleaning staff to represent Fort Lauderdale Beach. Visitors to the Fort Lauderdale area should not have to know an outside

company is doing services for the City and services should appear “seamless” to the customer.

Mr. Modarelli pointed out that the City Attorney’s office has advised against contracted employees wearing City employee uniforms. A unified color scheme, however, would create the cohesive presence sought after by staff and Board members alike.

Mr. Morris advised the Board of the need to identify methods to diversify a portion of the funds. Reducing the number of power washings from six to four would make funds available for other purposes. Other changes to the contract would be to add the Las Olas Boulevard streetscape cleaning, all cleaning staff to wear similar uniforms, and lastly, customer service training for all vendors.

Staff had met with the Procurement Department as the changes requested to the contract were to the extent that the additions move beyond certain thresholds and a new RFP is required.

Mr. Morris stated that Prism Power Washing has been very cooperative; however, the City has specific procurement requirements. With the addition of the Las Olas Boulevard streetscape cleaning, Prism was unable to commence without re-bidding that portion of the contract. In addition, the customer service and uniforms were not part of the initial contract, therefore, a new RFP would be required and ultimately, a new contract.

Mr. Modarelli advised a new contract would need to commence on May 1, 2008, leaving the Board with two meeting to discuss the new contract.

**Motion** made by Ms. Lee, seconded by Ms. Motwani, to recommend a new RFP to incorporate the reduced number of power washings, add the customer service training and uniforms for all vendors and add the Las Olas Boulevard streetscape cleanings. In a voice vote, the motion passed unanimously.

Mr. Modarelli stated that the fiscal year and the contract year with the current contractor are not in sync and therefore presents somewhat of a budget dilemma. The new RFP will determine the funds available for the current and upcoming fiscal year’s planned events.

#### **IV. Potential Events**

Chair Piedra advised the Board that the City had spoken with several promoters regarding proposals for events to consider in an effort to create sustainable tourism.

These proposals will be presented on March 17, 2008 at the next BID meeting. Each promoter will be limited to ten minutes for his or her presentation.

Ms. Lee suggested that Mr. Morris meet with the Director of the Hollywood CRA, Gil Martinez, to discuss the details of their plan. The City of Hollywood continually holds beach events and draws a consistent showing of people for their free concerts and events.

**V. Beach Services RFP Update**

Mr. Morris reported that the Beach Service RFP would be going out by the end of February. A general description of the RFP will be to upgrade the level of services with all of the vendors in an effort to create the "five star" look and feel. Details are being finalized and updates will be given as they are made available.

Mr. Morris stated that the input received was taken into consideration when the RFP's were put together. The City Commission will vote on a 90-day extension to allow the time required for due diligence and to get a proper response.

**VI. Old/New Business**

The next meeting will be held March 17, 2008.

There being no further business to come before the Committee, the meeting was adjourned at 4:12 p.m.