

APPROVED
MINUTES
BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FLORIDA
MONDAY MAY 19, 2008 – 3:30 P.M.

COMMITTEE MEMBERS	ATTENDANCE	CUMULATIVE	
		6/07 – 5/08	PRESENT ABSENT
Amaury Piedra, Chair	P	8	2
Carlo Molinet (reinstated 5/6/08)	P	1	0
Ina Lee	P	10	0
Michael Hatzfield	A	7	3
Andreas Ioannou	A	6	4
Ramola Motwani	P	8	2
Gabriel Rodriguez	P	7	3
Joseph Geluso	P	7	3

Staff

Donald Morris, Beach CRA Director
Earl Prizlee, Engineering Design Manager, CRA
Jeff Modarelli, Director, Business Enterprises
Hilda Testa, Recording Secretary, Prototype, Inc.

I. Call to Order/Roll Call

Chair Piedra called the meeting to order at 3:48 p.m. Roll call was taken and a quorum was present.

II. Approval of January 31, 2008, and March 17, 2008 Minutes

Motion made by Vice Chair Molinet (seconded by Ms. Lee, to approve the January 31, 2008, and March 17, 2008 meeting minutes. In a voice vote, the motion passed unanimously.

III. BID Contract Update

Mr. Morris informed the Committee that a new BID contract has been signed, and the new cleaning schedule went into effect on May 1, 2008. He did not believe there would be a noticeable difference between last year's schedule and the new one, particularly if cleanings occurred after certain events. He noted that Las Olas, on the North Side, has been added to the area to be cleaned, including pressure washing. Mr. Modarelli added

that pressure washing in front of businesses generally takes place following spring break and recurs on a quarterly schedule. Ms. Lee recommended that especially thorough cleanings should precede special events, such as the Boat Show in the fall, and perhaps adjust the cleaning schedule to ensure this is done.

IV. Beach Walk Summary

Mr. Morris called the Committee's attention to the Beach Walk Summary, which some members had attended. He referred to a printed copy of the questions and responses that arose during the Beach Walk, and expanded upon many of the answers.

Mr. Morris said the sidewalks in front of Bahia Mar, to be addressed by the Central Beach Master Plan and two additional pending site plans, will be moved farther away from the street to create a "buffer area" between pedestrians and vehicles. He also said the site plan for two proposed new restaurants in this area had been reviewed earlier this year.

He continued that a Building Permit had been obtained for the Trump Las Olas development, which validates the site plan for this project as long as the Permit remains valid. The zoning ordinance calls for a permit to be obtained for the primary structure planned for a property within 24 months of site plan approval, which was done for this development; therefore it is still considered a valid project.

The current leaseholder for the Bahia Mar property is Blackstone, who is responsible for maintenance of that property. Blackstone will propose a concept for their redevelopment plan to the City Commission.

Mr. Morris said the South Beach Lot's perimeter is maintained by the Parks and Recreation Department. Staff proposed to the Beach Redevelopment Advisory Board that substantial upgrades be made to this parking lot, and the BRAB has approved this request. Issues regarding the perimeter are expected to be addressed through the upgrades.

The restrooms along the Beach Walk were noted to need attention. Mr. Morris said Parks and Recreation has a contract with a service to clean these restrooms three times a day. He said a change in cleaning times may address this issue, as there is a good deal of time between the last cleaning of the day and the time at which the restrooms close. Also, Mr. Morris added, perishables such as towels and soaps, and ways to deal with these, were discussed, as was the replacement of glass mirrors with sturdier reflective surfaces.

Some of the beach showers, which have been observed to be stuck, will be replaced by the Parks and Recreation Department. Vandalism appears to have been an issue.

Discussion then turned to the BID budget. Mr. Modarelli reminded the Committee that the proposed BID budget was submitted in July 2007. The submitted rate did not have to be exact, as it is subject to assessments to be determined in September, but the temporary rate serves as an estimate of the Committee's needs. He said the budget will be discussed at the June 11, 2008, meeting, so the Committee will have an idea of the assessment rate to submit in July. He referred to a known difference of \$82,000 stemming from a change in the prison cleaning contract. He also noted that once the preliminary rate is proposed in July, it is capped at that amount. The parameters of the current budget, which runs through the end of September, will frame the upcoming discussion, Mr. Modarelli said.

Ms. Lee recalled that last year's property assessments had been lowered, which lowered the Committee's budget as well. She expressed concern about this impact. Mr. Modarelli said there are new properties to be assessed as well, and pointed out that these figures might actually come back higher than expected rather than lower. If this is the case, he said, the rate can be lowered or the budget can be increased; if they are lower, the rate could not be raised due to the cap, and the budget would need to be cut.

Mr. Modarelli explained that the rate is based on both the assessment and the budget, and could change if the assessment is higher or lower. If the rate, for example, is kept the same for next year, but the assessment is different, it would alter the budget. The current rate is .9125, and can be changed in July. Business owners are notified of this rate when it is submitted.

Mr. Geluso asked what happened if a property comes online after the rate is set. Mr. Modarelli said if the C.O. is obtained prior to January 1 (of the following year, in this case 2009), the property is set at the rate in use at that time. A property in question that is being built in October will be assessed in 2009 and not included in this year's budget. He emphasized that 2008 is an "unusual" year and budgeting is difficult to predict.

Three new properties – the St. Regis, the Courtyard by Marriott, and the Las Olas Beach Club – are coming on board this year and will be included in the new budget, Ms. Lee pointed out. Mr. Modarelli said these additions will have to be estimated as closely as possible. He said he will have a rough estimate prepared for the June 11 meeting.

Mr. Morris said he had spoken with the appraiser's office regarding new properties, but they could not give any indication on whether the assessments were expected to go up or down. Mr. Modarelli said it was best to establish a budget as close to the July

deadline as possible in order to provide the most up-to-date information to property owners.

Chairman Piedra asked Mr. Modarelli what he considered the best way to communicate with everyone who was assessed and let them know what the Committee was currently working on. Mr. Modarelli recommended using the web site, linking BID to the Economic Development site. He noted that minutes from the Committee meeting will be posted there for any interested persons to access.

Some discussion arose as to the best way to let people know there is a BID site. Ms. Lee suggested a mailing to everyone affected to let them know what is being accomplished by BID, names of the Committee members, and containing information about the web site. Chairman Piedra volunteered to work on the letter and present it at the June 11 meeting.

V. Old/New Business

Chairman Piedra presented an update on the Fort Lauderdale Beach Music Festival. Live Nation and the City of Fort Lauderdale have been holding regular meetings on the project, which is currently a \$10-12 million event set to take place over three days. The target date for kickoff is Memorial Day Weekend of 2009. A three-day event, he said, was considered the best chance to recoup all costs. Historically, hotel occupancy has been sold out on Saturday nights of the Memorial Day holiday weekend, but Friday and Sunday have lagged at about 25 occupancy points.

The Festival will be on the conference agenda for the City Commission on May 20, 2008, at 1:30, Chairman Piedra said. He planned to attend in support of the project from a BID perspective, and invited other Committee members to lend additional support. Mr. Rodriguez said he planned to attend as well.

Chairman Piedra said while there had been no major opposition to the project, City Services were estimated to be \$4 to 5 million higher than originally planned because Live Nation's security plan had not yet been formalized.

Ms. Lee cautioned that some beach condominium owners might oppose the event, and the Committee should be prepared to emphasize the importance of and support for the Festival. Chairman Piedra touched briefly on how an event of this kind will benefit the community, particularly for economic and tourism-related reasons. He reminded the Committee that the majority of the Festival is intended to be free to the public, as several venues will be involved as well as the beach.

Ms. Lee asked what acts might headline the first year of the event. Chairman Piedra said the Rolling Stones and U2 were both being considered.

Mr. Morris noted that the Committee had been working closely with the Police, Fire, and Parks and Recreation Departments, among others, all of whom had "stepped up" to take part in the planning and decide what could be done.

Ms. Lee reiterated that Committee members should be present at the City Commission meeting to show support so the Commissioners could see the business community approved of the Festival. Mr. Rodriguez added that the future of the event would be dependent on the outcome of the meeting, and if the Commission rejected the proposal it would possibly end all discussion on the subject.

Chairman Piedra called for further old business to discuss. Mr. Modarelli suggested that an email be sent out containing the current budget, including line items, so everyone could see what the City Commission had approved.

The next meeting will be held on June 11, 2008.

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

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