

**MINUTES  
 BEACH BUSINESS IMPROVEMENT DISTRICT (BID)  
 100 NORTH ANDREWS AVE.  
 8<sup>TH</sup> FLOOR CONFERENCE ROOM  
 FORT LAUDERDALE, FLORIDA  
 MONDAY, SEPTEMBER 15, 2008 – 3:45 P.M.**

<b>BID COMMITTEE MEMBERS</b>	<b>ATTENDANCE</b>	<b>6/07 – 9/08</b>	
		<b>PRESENT</b>	<b>ABSENT</b>
Amaury Piedra, Chair	P	11	2
Carlos Molinet, Vice Chair	P	2	1
Ina Lee	P	13	0
Michael Hatzfield	A	7	6
Andreas Ioannou	P	8	5
Ramola Motwani	P	11	2
Gabriel Rodriguez	A	9	4
Joseph Geluso	P	10	3

**Staff**

Earl Prizlee, Engineering Design Manager, CRA  
 Jeff Modarelli, Economic Development Director  
 Donald Morris, Beach CRA Director  
 Eileen Furedi, Economic Development Representative  
 Hilda Testa, Recording Secretary, Prototype, Inc.

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

Chair Piedra called the meeting to order at 3:45 p.m. Roll was called and a quorum was present.

**II. Approval of Minutes: July 21, 2008**

Chair Piedra requested a motion to approve the July 21, 2008 meeting minutes. The **motion**, made by Ms. Lee and seconded by Vice Chair Molinet, passed unanimously in a voice vote.

**III. Director's Report**

Mr. Modarelli addressed some questions that had arisen at the July 21, 2008 meeting, beginning with a query about the most recent property assessment. After further study, he said, 89% of the properties that had existed in previous assessments will decline under the current assessment. One percent will remain

at the same value, and 9% will go up. He felt this was due to changing variables taken into account by the assessment.

The total assessed value of new properties, he continued, was \$115,744,330.

Mr. Modarelli added that he had attempted to figure an average for the assessment, but one could not be successfully obtained for the properties that had decreased and increased. He guessed that roughly 13% of property owners had experienced a decrease.

Regarding the Selection Committee, also discussed at a previous meeting, Mr. Modarelli returned to the question of whether or not the BID would need to go out to RFP for marketing services. A member of the BID, most likely the Chair at the time of RFP, may represent them on the Selection Committee, he explained.

Ms. Lee asked for clarification regarding another question raised at the July meeting, regarding whether City Attorneys' fees should appear as part of the BID budget rather than a City expense. Mr. Modarelli confirmed that these fees did fall under budget criteria, noting that this year's City Attorneys' fees were approximately 25% of what they were last year.

#### **IV. Old/New Business**

Ms. Lee raised a question about Prism Powerwash, who had addressed the BID in July. She had noticed a great many cigarette butts at the beach entrance across from the Atlantic Hotel, which, she believed, was where Prism had been expected to focus some of their attention.

Chair Piedra presented the BID with an update regarding Live Nation. As of the previous week (September 8-13), no headlining artist had been selected as yet; however, the Live Nation representatives seemed to feel Memorial Day Weekend was the most opportune time for a concert to be fitted into the touring schedule of a major artist.

Legal counsel for Live Nation is scheduled to meet with the City Attorney on September 15, 2008. Chair Piedra had not yet been informed of the outcome of this meeting. He noted that Live Nation also hopes to secure a place on the City Commission meeting agenda for October 2008. Another Live Nation presentation, this one to the Central Beach Alliance, will take place on September 22, 2008. By meeting with these community groups, Live Nation will fulfill the requirement that the City Commission had asked of them.

Once this requirement is satisfied, Chair Piedra continued, Live Nation would come to a formal agreement with all artists involved, establish a lineup for the concert, and announce these plans to the community. He noted that the BID's

support would be greatly appreciated when the issue comes before the City Commission once more.

There had been some concern from the Police Department regarding availability of resources over the Memorial Day Weekend, Chair Piedra said; however, these concerns seem to have been ironed out with Live Nation.

The proposed festival would begin on Friday night of the holiday weekend, he continued, with artists performing in various "intimate venues" along the Beach/Las Olas area. The performances would continue from Saturday daytime through Sunday night.

Ms. Lee asked if the incremental room nights would be affected over the holiday weekend. Mr. Ioannou noted that there would be a greater effect on room rates, which would be higher for the duration of the event. Chair Piedra felt that occupancy levels would be distributed over the three-day weekend rather than selling out for one particular night.

Mr. Geluso raised the issue of an "Air and Sea Show," which had been mentioned in a newspaper article over the weekend. Other members of the BID had seen this as well. Ms. Lee advised that three separate promoters had expressed interest in reviving the show, and had appeared before the City Commission conference. She added that a special meeting of the Beach Council had been held last month to discuss the issue.

The weekend the promoters propose for the Air and Sea Show is also the ARBO weekend, Ms. Lee said, and the Beach Council had requested that they move the event to a different date. According to the newspaper report, she said, the promoters had not rescheduled the date. Ms. Lee continued that she planned to attend the City Commission meeting and voice her concern.

Chair Piedra felt that if the proposed event were planned for a more appropriate date, it could make the month of May a very strong one for the City's businesses, along with the ARBO conference and Live Nation festival planned for that month.

Ms. Lee reiterated that if the date conflicted with ARBO, it would be a problem for the City with repercussions involving traffic, hotel accommodations, and other issues. Chair Piedra asked that Mr. Morris and Mr. Modarelli share this concern with other City staff so they were aware of the conflict.

Chair Piedra moved on to the BID letter, noting that a preliminary version had been drafted and distributed at the last meeting. He recalled that its purpose was to inform the community of the BID's activities, and that Mr. Modarelli had recommended it be posted on the website as well.

He advised that he had not yet had any formal conversations with potential vendors, such as Wizard Entertainment, as previously discussed. He asked that another BID member assist him with these discussions, noting that afterward, an RFP could be submitted based on the BID's findings.

Ms. Lee volunteered to assist Chair Piedra with this matter.

Mr. Modarelli advised that during these discussions, BID representatives should be sure to explain that an RFP could not be shaped to the specifications of any single vendor, and it could not be guaranteed that a particular vendor would win the bid.

Chair Piedra explained that what the BID sought was development of an ongoing event, rather than a one-time occurrence, and referred to a weekly occurrence in Coral Gables as an example of what was wanted. He hoped to find out how the BID could begin to lay the groundwork for an ongoing event that would bring increased traffic to the Beach area in the future.

He invited the BID to raise any further issues of business that they would like to discuss.

Ms. Lee returned to the proposed Air and Sea Show, reminding the BID that it was on the City Commission's meeting agenda. She expressed concern that few hoteliers would attend the meeting to discuss the issue, and stated that she planned to revisit the issue of the date.

Chair Piedra recommended informing the City Commission that an alternate date would be preferable to avoid conflict with ARBO. Two City-wide events set for the same weekend, he said, would stretch the capabilities of room inventory in the City. Ms. Lee added that transportation would also be an issue if the event went forward on the same date.

Mr. Geluso asked if the promoters were definitely going ahead with the event. Ms. Lee stated that the show could not take place without the approval of the City Commission, although at least one promoter had already put money toward the event.

Ms. Lee added that a turtle expenditure issue was on the agenda of the County Commission for September 16, 2008. She noted that the Tourist Development Council had voted unanimously against this expense, and it was now before the County Commission, where it could possibly be overturned. She felt the other hoteliers on the BID, and others, should be aware that this issue was on the agenda.

Chair Piedra stated that if the Fort Lauderdale Music Festival was approved by the City Commission, he would ask Live Nation representatives to make a presentation to the BID so members could see what to expect at each individual Beach location. He also felt it was important that businesses along the Beach area understood how to best work with the event and its promoters.

Ms. Motwani informed the BID that Holiday Lights would be on November 19, 2008, from 6-8 p.m. at the Atlantic.

Ms. Lee thanked Ms. Motwani for her work with the Beach Redevelopment Advisory Board, which had provided signage along the Beach.

**V. Adjournment**

There being no further business to come before the Board at this time, the meeting was adjourned at 4:06 p.m.

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