

APPROVED

**BEACH BUSINESS IMPROVEMENT DISTRICT BOARD (BID)
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FLORIDA
MONDAY, NOVEMBER 17, 2008 – 3:45 P.M.**

<u>BID COMMITTEE MEMBERS</u>	<u>ATTENDANCE</u>	10/08 – 9/09	
		<u>PRESENT</u>	<u>ABSENT</u>
Amaury Piedra, Chair	P	2	1
Carlos Molinet, Vice Chair	A	2	1
Ina Lee	P	3	0
Michael Hatzfield	A	0	3
Andreas Ioannou	P	3	0
Ramola Motwani	A	1	2
Gabriel Rodriguez	A	1	2
Joseph Geluso	P	3	0
George Cozonis	P	3	0
Jim Oliver	P	3	0

Staff

Earl Prizlee, Engineering Design Manager, CRA
Jeff Modarelli, Economic Development Director
Don 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 3:51 p.m. Roll was called and a quorum was present.

II. Approval of Minutes

Motion made by Ms. Lee, seconded by Mr. Cozonis, to approve the October 20, 2008 meeting minutes. In a voice vote, the **motion** carried unanimously.

III. Old/New Business

Chair Piedra updated the Board on the most recent meeting with Event Acquisition, the company producing the 2009 Fort Lauderdale Beach Music Festival. The organization is meeting with several different sponsors with whom

they have worked before on large events of this nature, and is finalizing both its sponsorships and a possible headline act. He reported that the group hopes to announce its headline act in December 2008. Once these major components are achieved, the event is expected to "fall into place."

Mr. Modarelli informed the Board that he had spoken with a supervisor of Prism Powerwash, who said there was "good cooperation" during the Boat Show and the company was able to keep the area clean. If there were improvements that could be made to Prism's services, Mr. Modarelli noted, the supervisor had asked to know what these should be.

Representatives of Prism will attend the December 2008 BID meeting, he added, to give a brief presentation and take questions from the Board. They are also scheduling their next pressure washing, tentatively, for January 19, 2009; the date, however, has not yet been finalized.

Mr. Prizlee updated the Board on the Holiday Lighting project, noting that most of the lighting displays are up and the trees along Las Olas Boulevard are currently being wrapped. Lighting tests are underway along A1A and are expected to be completed by Wednesday, November 19, 2008. He felt the section of Las Olas Boulevard between A1A and Seabreeze Boulevard will be "spectacular."

Ms. Lee asked which areas would feature ground displays. Mr. Prizlee stated that these were Sunrise at A1A, northbound at Seabreeze, and southbound at Seabreeze, the latter two located at "splits" in the roadway. There will also be a display in the median across from Bahia Mar and an additional ground display at Las Olas Boulevard and Seabreeze.

Mr. Modarelli noted that the Holiday Lighting displays were accomplished through BID funding. Ms. Lee asked if, during the November 26, 2008 lighting ceremony, it would be mentioned that this was due to BID funds. She felt the group should be recognized as the project's sponsors.

Mr. Modarelli noted that the Board had continued its work on the letter to be sent from the BID Chair, and it is now in its final stage of "touch-ups." It was noted that the new name of the Music Festival's sponsor, Event Acquisitions, should be added to the letter.

He continued that the Board has also continued to work on the marketing RFP, which is now in the process of working through the necessary City Departments. Similarly, there will be an RFP going out for the cleaning contract as well, which will probably be undertaken once the marketing RFP process has concluded.

The cleaning contract with Prism, he explained, expires at the end of April 2009. At previous meetings, Mr. Modarelli pointed out, the Board had seemed generally

comfortable with the current cleaning route and schedule, with the addition of Las Olas Boulevard; however, they hoped to clarify some areas of the next RFP and more clearly define the overall contract in order to get the best possible service.

Mr. Ioannou asked if the last RFP had contained the phrase “not to exceed” a particular amount. Mr. Modarelli stated that one potential pitfall of including this phrase was that responding bidders were informed of the limitations of Board funds. He asked the Board for their input on this issue.

Mr. Cozonis felt the lowest bidder who meets the requirements of the bids to be the potential winner of the bid. However, Mr. Modarelli pointed out, the RFP can arrange for the lowest bidder to be awarded the job, or it can simply make that one of the scoring factors for consideration. He noted that the Board should take care not to end up with a “low responder” who fails to comprehend what the City and the BID need.

It was suggested that meeting needs within the budget should be the most important concern, rather than merely emerging as the lowest bidder for the job.

Mr. Modarelli added that the scoring process is “weighted” differently with regard to the cost of the bid. All bids, he explained, include the cost, but it can be weighted lightly or heavily depending upon other considerations, such as specific services provided.

Ms. Lee brought up the idea of lighting the Beach area, recalling that past Super Bowls have featured lighting along the Beach with appropriate team colors. She felt it made a great deal of difference for the Beach lights to remain lit, and proposed developing “The Light Fantastic,” an idea for lighting up the Fort Lauderdale Beach at different times of the year rather than only at holidays. She recommended that lighting up the Beach at different times of the year for different occasions could become a signature event for the Beach.

She felt this could be particularly effective along the north end of the Beach, where most of the properties were white buildings; colorful lighting might enhance the area’s character, she suggested.

Steve Glassman, private citizen, noted that there are “light artists” working throughout the country who could achieve a signature look of this nature.

Mr. Morris cautioned that any such lighting project would need to keep environmental concerns in mind, such as restrictions for the safety of sea turtles. The project would need to ensure it was in compliance with protective ordinances.

Mr. Modarelli recommended including a component in the upcoming marketing RFP that explains the need to take these environmental concerns into account.

Mr. Ioannou felt the Board should take another look at the annual budget to examine the expected funds for fiscal 2009. This would inform the Board whether or not any funds remained for purposes not yet discussed. He recalled that there had been some discussion of providing a "Beach concierge," or a person stationed every few blocks during the season, giving out information on tourism and other activities. Mr. Modarelli agreed to provide this budget information.

Ms. Lee mentioned the Sasaki Master Plan, which would return in December 2008 or January 2009 to make their final public presentation. She recalled that they had presented to the Beach Redevelopment Advisory Board (BRAB) on the same date as their most recent presentation, and noted that there had been a combined BID/BRAB meeting in the past. She suggested that the BID schedule its next meeting to coincide with the Sasaki presentation if they return to the City in December 2008.

Mr. Modarelli noted that the BID has experienced difficulty assembling a quorum in December, and recommended sending out notices to members prior to the meeting; if a quorum could not be reached, the meeting would not be held.

Chair Piedra requested an update regarding Beach vendors the Boucher Brothers, recalling that they had discussed providing new equipment for the Beach area, as well as meeting with various hotels in the area.

Mr. Oliver noted that there had been meetings with the Bouchers, although no conclusion had been reached as yet.

Mr. Morris stated that some details are still being worked out with some of the Business Enterprises, including the use of chairs with built-in pads as opposed to removable ones. They are also attempting to finalize a logo, after which point he expected employees would begin to be seen in uniform.

He added that some fiberglass "boat boxes" have been installed, which are much more attractive than the previously used white ones.

Mr. Modarelli recommended asking the vendors to attend a BID meeting once all the details have been ironed out, so the members can be fully informed of the new programs. He also noted that the Director of Business Enterprises will encourage the vendors to reach out to the General Managers of Beach hotels, as the Bouchers had discussed previously.

Mr. Oliver asked if the marketing RFP was on schedule so far. Mr. Modarelli affirmed that this was the case, although it needed the overview of a few other Departments, such as the Public Information Office, before it was sent out.

Regarding the street cleaning, Mr. Oliver asked if Prism cleans both sides of A1A. It was pointed out that they only clean the west side through pressure washing, but they clean Beach debris to the high-water mark. Mr. Modarelli advised that they are responsible from cleaning everything from piles of debris to cigarette butts and overflowing trash.

Mr. Oliver noted that the area in front of Beach Place has been in “really rough shape” recently.

Mr. Modarelli stated that one area of difficulty around Beach Place was the regular fall of berries onto the sidewalk, for which they were responsible. He added that this concern regarding berries has been communicated to this property, as the berries can also complicate the power washing process.

Mr. Morris noted that anyone seen power washing the east side before 10:00 a.m. or after 10:00 p.m. was from the Parks Department, not a contractor.

Ms. Lee recalled that the Captain of the Fort Lauderdale Police often addresses the BRAB, but has not spoken to the BID. She felt a report from the Captain would be beneficial, particularly regarding any concerns about the safety of hotel guests.

Mr. Geluso stated that there had been some discussion at a recent meeting regarding the possible return of the Air and Sea Show, and asked if anyone could provide an update on this matter.

Ms. Lee said the City Commission had heard this proposal, but had asked that the interested parties wait until 2010 to revive the show, as it had been proposed for the same weekend as another major event. There had been a similar scheduling conflict with the Galleria. While the City Commission had been interested, it had asked that the event be moved to a later year.

Mr. Modarelli noted that the proponents of returning the Air and Sea Show had also experienced some difficulty lining up a signature act, as this usually had to be booked a great deal of time in advance.

IV. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 4:18 p.m.

Beach Business Improvement District Board Meeting
November 17, 2008
Page 6

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