

APPROVED

**BEACH BUSINESS IMPROVEMENT DISTRICT BOARD (BID)
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FLORIDA
TUESDAY, JANUARY 20, 2009 – 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	3	1
Carlos Molinet, Vice Chair	P	3	1
Ina Lee	P	4	0
Andreas Ioannou	A	3	1
Ramola Motwani	A	1	3
Gabriel Rodriguez (3:54 p.m.)	P	2	2
Joseph Geluso	A	3	1
George Cozonis	A	3	1
Jim Oliver	P	4	0

Staff

Earl Prizlee, Engineering Design Manager, CRA
Don Morris, Beach CRA Director
Captain Jan Jordan, Fort Lauderdale Police Department
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 3:47 p.m. Roll was called and it was determined a quorum was not yet present.

At the request of Chair Piedra, the following items were taken out of order on the agenda.

IV. Police Update

Captain Jan Jordan of the Fort Lauderdale Police Department stated that she had nothing to report, as there were no current crime trends in the Beach area.

V. Beach Cleaning Services Contract Discussion

Mr. Morris informed the Board that the contract for Beach cleaning services would go out for bid this year. The RFP should be sent out by the end of the

month to ensure a seamless transition between contractors, should a change occur.

As Mr. Prizlee had assisted in putting together the RFP, Mr. Morris asked him to update the Board on its content. He added that they also hoped to hear the Board's feedback on any changes they felt should be made.

Mr. Prizlee stated that the RFP had not changed significantly, and included the same hours. The main difference was the addition of the Las Olas section. More detail was also specified regarding trash receptacles, such as cleaning beneath and around them, and cleaning the medians.

Power washing would be requested for the pavers in the Las Olas area, as well as the concrete sidewalks throughout the District.

The only other addition was the coordination of uniforms with the Beach concessions, he concluded. They did not have to be the same uniforms, but should be roughly the same type and color.

Ms. Lee felt the Las Olas block was the area in need of the most work. Mr. Prizlee noted that the RFP will ask this area to be cleaned three times.

Chair Piedra felt the cleaning service was a good investment, and felt it had made a significant difference to the Beach area.

At this time, Chair Piedra introduced Stephen Scott, the new Economic Development Director for the City. Mr. Modarelli has moved on to the Public Information Department, and Mr. Scott has assumed his responsibilities with the Board.

Mr. Scott is the former Assistant City Manager, and has directed the Office of Professional Standards as well. He has been an Assistant City Attorney in three different cities in South Florida.

Mr. Rodriguez joined the meeting at this time (3:54 p.m.).

VI. Discussion of Alternate Day/Time for Future BID Meetings

Chair Piedra recalled that the Board often found it challenging to meet at the scheduled time, as members often have more than one meeting scheduled during the day in addition to other responsibilities.

It was suggested that the second Monday of each month, from 3:00-4:00 or 3:30-4:30 p.m., might be an easier date. The fourth Monday of each month, between

1:00 and 4:00 p.m., was also proposed. Chair Piedra proposed the second Monday from 3:30-4:30 p.m.

Motion made by Vice Chair Molinet, seconded by Mr. Rodriguez, to change the BID's regular meeting time to the second Monday of each month, from 3:30-4:30 p.m. In a voice vote, the **motion** carried unanimously.

VII. Old/New Business

Chair Piedra reminded the Board that at their last meeting, they had discussed the proposed Beach concert event that had gone before the City Commission for approval. He stated that event management was expected to give the City "firm dates" for this event during the next two days, to be formally announced the following week. Dates would shift slightly from the original plan, which had been for Memorial Day Weekend. Acts for the event would be announced once the City Commission approved the dates.

He also recalled that Mr. Ioannou had asked for a progress report on the new Beach vendor, particularly regarding the purchase of new equipment. Chair Piedra had learned that a new look for uniforms and equipment had been selected, and he expected changes to come rapidly now that these decisions had been made.

II. Approval of Minutes /Special Meeting November 10, 2008

Motion made by Ms. Lee, seconded by Vice Chair Molinet, to approve the minutes of the November 10, 2008 special meeting. In a voice vote, the **motion** carried unanimously.

III. Approval of Minutes/Regular Meeting November 17, 2008

Motion made by Ms. Lee, seconded by Vice Chair Molinet, to approve the minutes of the November 17, 2008 meeting. In a voice vote, the **motion** carried unanimously.

VII. Old/New Business

Mr. Morris stated that the RFP had been released on Friday, January 15, 2009, with the expectation that proposals would be due on February 12, 2009. The Evaluation Committee would meet one week after this date to hold oral interviews, and the City Commission would make its selection on March 17, 2009.

He distributed copies of the pertinent points included in the RFP. P.1 outlines the RFP schedule; p.2 gives the technical specifications related to the scope of

services, as discussed at the November 10, 2008 special meeting. The RFP requests that the plan be complete no less than 60 days after award of the contract. P.5 adds "points and considerations" for the award of the contract, which give the weight, or points, to particular aspects of the plan, such as cost to the City.

He noted that the Evaluation Committee is expected to have four members, including a representative of the Public Information Office. The makeup of this committee's other members has yet to be determined.

Vice Chair Molinet asked if the Board can expect to see a draft marketing plan from the winner of the bid by May 17, 2009. Mr. Morris agreed that if the contract was awarded on schedule on March 17, 2009, this should be the case.

Mr. Oliver and Ms. Lee expressed concern with the \$80,000 figure listed as available to be spent specifically on the marketing plan. Mr. Morris explained that this was letting prospective bidders know the maximum amount that could be spent, so if they submitted a bid for more than this amount, they would receive no points for this criterion. This let bidders know that only a finite amount was available to pay for the contract.

Ms. Lee felt the RFP should make clear that an event was sought with the intent of impacting business on the Beach during a specific time of year. She expressed concern that the RFP was not sufficiently specific to make this point, as it seemed to suggest the funds were for development and not execution of a planned event.

Chair Piedra felt the RFP asked for bidders to create a marketing plan with these funds, in addition to other funds they may procure in the process, to develop a plan to bring in additional business for the Beach area. This could be a series of "mini-events" or a single endeavor, rather than a marketing plan, he proposed.

He offered the example of Coral Gables, which set aside one day a month for an event similar to an open house; over time, the event has become a destination, he explained. He felt the idea was for a similar plan to be created for the Fort Lauderdale Beach, and then execute it along with creating it.

Vice Chair Molinet pointed out that execution of the plan is included in the RFP's goals, referring to it as a "sustainable signature activity." He agreed, however, that the RFP read as if the \$80,000 was specifically intended to be spent on the development of a marketing plan and not its execution.

Mr. Scott recommended sending out a clarification to the RFP with language reflective of the Board's exact wants. He offered to meet with Chair Piedra and ensure precise verbiage of the clarification. Mr. Scott added that clarifying an

RFP in this manner was a fairly common procedure, at times involving a meeting with bidders to make sure that they fully understood the scope of the request.

Ms. Lee asked if involving Chair Piedra in a review process might have caught the need for clarification on the RFP before it went out. Mr. Scott assured her that in the future, he would attempt to let the Board review the RFP before it went out. He explained that it was sent out quickly due to a desire to “get it on the street,” as the development of a signature event was a priority for the Board.

Mr. Rodriguez asked if it should also be clarified that award of the contract will not be made contingent upon a bidder obtaining sponsorship dollars – for example, that \$80,000 is the final maximum amount the Board would be able to pay. He felt this might prevent the Board from bringing in the kinds of bids it wanted for the event.

Chair Piedra and Mr. Scott agreed to discuss this as well.

Ms. Lee felt the RFP should point out that the event is intended for the off-season and not as a year-round endeavor. It was noted that the RFP specifically mentions a “focus” on off-peak periods, but the Board should not limit the event before its success could be measured, as it might be appropriate for the whole year as well as the off-season.

Moving on to other business, Ms. Lee noted that Mr. Cozonis would be leaving the Board, as the ownership of the Atlantic Hotel had changed; she asked what the procedure might be for the appointment of a new member in his stead. Mr. Scott agreed to reach out to the new management of the Atlantic to find out who their designee might be. The transition date is set for January 27, 2009. Mr. Scott agreed to check the Board’s bylaws and requirements to find out if City Commission approval would be necessary.

Ms. Lee noted that if at all possible, when Sasaki returned for its final Master Plan presentation in February, the BID and Beach Redevelopment Advisory Board (BRAB) should attempt to schedule a combined meeting once again. Mr. Morris suggested that the BID invite BRAB members to attend rather than attempting to combine the two, as otherwise individual Board business might not be addressed appropriately. Ms. Lee agreed that this was suitable.

There being no further business to come before the Board at this time, the meeting was adjourned at 4:13 p.m.

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