

APPROVED

**BEACH BUSINESS IMPROVEMENT DISTRICT COMMITTEE (BID)
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FLORIDA
MONDAY, FEBRUARY 9, 2009 – 3:30 P.M.**

<u>BID COMMITTEE MEMBERS</u>	<u>ATTENDANCE</u>	10/08 – 9/09	
		<u>PRESENT</u>	<u>ABSENT</u>
Amaury Piedra, Chair	A	3	2
Carlos Molinet, Vice Chair	P	4	1
Ina Lee	P	5	0
Andreas Ioannou	P	4	1
Ramola Motwani	P	2	3
Gabriel Rodriguez	P	3	2
Joseph Geluso	A	3	2
George Cozonis	P	4	1
Jim Oliver	P	5	0
Jon McGaunn	P	1	0

Staff

Stephen Scott, Economic Development Director
Don Morris, Beach CRA Director
Earl Prizlee, Engineering Design Manager, CRA
Captain Victor London, Fort Lauderdale Police Department
Eileen Furedi, Economic Development Representative
Terry Rynard, Assistant Director, Parks and Recreation
Chief Robert Bacic, Fire & Rescue
Breck Ballou, Ocean Rescue Chief
Greg Slagle, Public Works Department
Hilda Testa, Recording Secretary, Prototype, Inc.

I. Call to Order / Roll Call

Vice Chair Molinet called the meeting to order at 3:33 p.m. Roll was called and a quorum was present.

Vice Chair Molinet introduced new member Jon McGaunn, the new General Manager at The Atlantic Hotel. In the past, Mr. McGaunn has worked at the Ritz-Carlton in Palm Beach and Boston.

With the agreement of Mr. Scott, it was decided to postpone **Item II, Election of Chair and Vice Chair**, until the next Committee meeting.

III. Approval of Minutes: January 20, 2009

Motion made by Ms. Lee, seconded by Mr. Oliver, to approve the minutes of the January 20, 2009 meeting. There being no corrections to be made, the minutes were duly approved.

IV. 2009 Spring Break Update

Captain Victor London of the Fort Lauderdale Police Department recalled that there had been some concern by the Committee, at a prior meeting, regarding message board signs in the Beach area. He had since spoken to some business owners in the area, and the Police Department had arrived at the decision to deploy these signs at “strategic times,” but not constantly. He added that the message would be more welcoming than in previous years, reading as follows on three lines: “Welcome / The beach is an alcohol-free area / Welcome.”

He continued that one objective will be the same as in previous years, which is to ensure compliance with existing City ordinances and State statutes. To this end, one focus will be to encourage anyone with alcoholic beverages to drink them only where it is legal to do so. Should they bring alcoholic beverages onto the sidewalks, right-of-way, or Beach, they will be discouraged from this, first with warnings and potentially with issuance of Notices to Appear. Captain London pointed out that while these Notices are not normally given to out-of-town residents, provisions have been made to allow this practice in the case of students for the duration of Spring Break.

He concluded that the Police Department plans to encourage students to have a good time on Spring Break while remaining good citizens.

Ms. Lee requested an estimate of how many students came to the City during Spring Break last year, as well as a breakdown of how many students on the Beach were local high school students as opposed to out-of-town college students. Captain London replied that the two largest visiting groups in 2008 had been from Ohio and Indiana schools, and were generally not problematic. Statistics from the 100 arrests made last year, which include both Notices to Appear and physical arrests, showed that the majority arrested were local students.

There was not a specific count of visiting students in 2008, Captain London continued, but by comparing the “typical” number of arrests during the year to the number during the Spring Break season. The peak period fell between March 3 and March 23, 2008. The most problematic time in 2008 was the last week, when many local schools were on break as well.

Ms. Lee thanked Captain London for his sensitivity to the Committee's concern about signage. She recalled that last year's electronic boards had been considered to give a more negative message, particularly to those visitors who were not college students on Spring Break.

Vice Chair Molinet invited Captain London to present **Item V, Police Update**, at this time rather than returning later on in the meeting. Captain London advised that there were no real trends in the Beach area, with the main focus being attention to homeless persons.

Breck Ballou, Chief of the Ocean Rescue Division of the Fire Department, stated that March is again anticipated to be the busiest month for Spring Break. Lifeguard staffing will increase by three at that time, which allows Ocean Rescue Lieutenants to supervise more effectively. He added that daylight savings time goes into effect on March 8, 2009, and an after-hours crew will patrol the beach after this occurs. These crews will consist of one supervisor and two lifeguards, and will function on an as-needed basis – for example, if any particular day has a high number of water rescues, the number of lifeguards on these crews may be increased.

The Ocean Rescue Division will warn beachgoers to remain close when there are no lifeguards in the area, he advised. Regular lifeguard staff will be on the Beach until 5:00 p.m., and the after-hours crews will be in effect from approximately 5:15-7:15 p.m. from March 8 through the first week of April.

Chief Ballou continued that the Division will work more closely with the Police Department as part of their daily routine. He plans to attend police briefings every day; in addition, one police officer will be assigned to each lifeguard tower during this season. He noted that this adds to teamwork and camaraderie between the two departments.

There will also be increased vigilance regarding alcohol, Chief Ballou pointed out, and a "zero tolerance" policy will be in effect.

The Division's 2008 statistics show a total of 32 rescues and 50 saved lives during the Spring Break period.

Chief Ballou thanked the Committee for its time and support. Vice Chair Molinet thanked him for the Division's work during Spring Break 2008.

Terry Rynard, Assistant Director of the Parks and Recreation Department, informed the Committee that their plan for Spring Break 2008 will be largely the same as last year, with small changes in a couple of areas. There will be 24-hour trash cleanup coverage by contracted services from 10:00-10:00, to be followed by a 5:00 a.m.-1:30 p.m. shift from the Department's regular crew; finally, a crew

contracted by the Sanitation Department will work from 8:00 p.m.-5:00 a.m. Supervisory Staff will ensure that the contract crews' work is completed before the Department crew takes over.

Dumpsters will be in the same locations as in past years, she added, to keep them out of sight, and one portable restroom will be located under the Las Olas Bridge, where it will be less noticeable. Trash boxes will be provided once again, although if they become too wet or are defaced, they will be removed. Portable recycling canisters will also be provided.

Greg Slagle of the Public Works Department stated that the same sanitation services will be offered as in 2008. These consist of three core services: a vacuum machine to be used to check parking lots for trash at 5:00 a.m.; a street sweeper, beginning at 5:30 a.m.; and trash can pick-up at 5:30 a.m. This pick-up will be supplemented by an evening run between 4:00-7:00 p.m. during the Spring Break season. This includes not only the Beach but the Barrier Island area as well.

Ms. Lee asked if extra cleaning will be provided for the bathrooms on South Beach during this time as well. Assistant Director Rynard replied that this is done twice daily throughout the year, but if the Department feels a third cleaning is necessary, it may be added. She noted that it is important to "stay on top" of the contractor's work and ensure it is suitable; if this does not seem sufficient, the two daily cleanings will be set at different intervals or a third cleaning will be added.

Mr. Morris noted that between the Parks and Recreation and Public Works Departments, nearly 24-hour cleanup services are provided on the Beach during Spring Break. He added that Prism Powerwash will add to their regular services as well, per their contract agreement.

Ms. Lee pointed out that the area close to the Elbow Room requires a good deal of cleaning, and recalled that this area had been added to Prism Powerwash's contract. She asked Mr. Morris if the Elbow Room itself assists with cleanup along this stretch of Las Olas Boulevard.

Mr. Morris responded that there has been some difficulty in getting business owners in this area to pitch in; although they have been personally asked to do so by members of various Departments, they have not acted on this request to a noticeable degree.

Ms. Lee felt it might be more effective for other business owners, such as some Committee members, to approach their fellow businessmen on Las Olas Boulevard and encourage them to cooperate, particularly during Spring Break.

Mr. Morris continued that the Beach CRA hand-delivers spring break brochures to all businesses along A1A, or the Beach area from Sunrise Boulevard to Bahia Mar. Ms. Motwani offered to speak to representatives of these businesses as well, as she is familiar with many of the owners.

Mr. Scott felt having other business owners speak to their peers in the area was a good idea, as it would apply a certain level of peer pressure when necessary. Ms. Lee agreed, pointing out that this meant speaking to three or four people along Las Olas Boulevard; she added that they may not be aware of the extent to which the BID contributes to help keep the area clean.

VI. Old Business

Vice Chair Molinet noted that Chair Piedra had asked him to address a couple of items, including the upcoming Beach concert event. Mr. Scott reported that while nothing had been finalized at this point, it now appears that the event will be scheduled for October 2009. He would let the Committee know when dates have been made official.

Ms. Lee asked if the date change must be approved by the City Commission, or if it could be approved by City Staff. At Mr. Scott's request, Assistant Director Rynard explained that the date change must go back to the City Commission, as it is considered a change to the contract.

Ms. Lee encouraged the Committee to remain aware of the issue, as the City Commission will be a newly seated one when this change comes before it. She felt the Committee might want to show a presence in favor of the event at the appropriate City Commission meeting. Mr. Scott reiterated that he will get this information to the Committee as soon as it becomes official.

Regarding the RFP, Mr. Scott advised that he had discussed this issue with Chair Piedra after the January 2009 meeting, and had discovered that the RFP needed to be completely rewritten. He had met with the Director of Procurement to ensure that the document was correctly put together; rather than "rushing" the process, he was rewriting it to the Committee's specifications after having spoken to members in some detail. He concluded that the new RFP should be ready within the next two weeks, and he would attempt to circulate it among Committee members before it goes out.

Ms. Lee expressed concern that the original intent, which had been to have an event ready to impact businesses in the Beach area by summer 2009, might not be met, as there must be sufficient response time for the RFP, followed by the procurement and selection processes and finally an appearance before the City Commission for approval. This made it "very unlikely" that the desired marketing push would take place by summer, she concluded.

Mr. Scott agreed that realistically, this did not result in ideal timing. He felt, however, that it was critical for the RFP process to be done correctly, and while the desired project might not begin by early summer, it was still a possibility for later in that season. He added that if the event was made a top priority, the Committee could "get it going" as quickly as possible within the shortened time frame. With this in mind, he agreed to send out the RFP sooner than he had originally intended in order to speed the process.

Ms. Motwani asked for an update on the Boucher Brothers' provision of beach amenities. Mr. Morris stated that at present, this business was not meeting all terms of its contract, and Business Enterprises has scheduled a meeting with them to attempt to resolve this issue. He would consult with Cate McCaffrey, Director of Business Enterprises, after the meeting to find out what resolution would take place and when the amenities that were part of the contract, such as new umbrellas and chair pads, would be provided.

Mr. Ioannou added that he has scheduled a meeting with Mike Boucher for an update on services as well, and would report back to the Committee at its next meeting.

Ms. Lee recalled that this issue is on the agenda of the Beach Redevelopment Advisory Board, which meets on Monday, February 16, 2009. Mr. Morris agreed to find out if the Business Enterprises meeting with the Boucher Brothers is scheduled before the BRAB meeting.

Mr. Scott agreed that the City is not satisfied with the level to which the contracted services have been met, and stated that he would attempt to have some update for the BRAB by February 16.

There being no further business to come before the Committee at this time, the meeting was adjourned at 3:58 p.m.

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