

**APPROVED**

**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE  
100 NORTH ANDREWS AVENUE  
8<sup>TH</sup> FLOOR CONFERENCE ROOM  
FORT LAUDERDALE, FLORIDA  
MONDAY, AUGUST 10, 2009 – 3:30-4:30 P.M.**

<b><u>BID COMMITTEE MEMBERS</u></b>	<b><u>ATTENDANCE</u></b>	<b><u>PRESENT</u></b>	<b><u>ABSENT</u></b>
Amaury Piedra, Chair	A	8	3
Carlos Molinet, Vice Chair	A	8	3
Andreas Ioannou	P	9	2
Gabriel Rodriguez	P	9	2
Joseph Geluso	A	7	4
Jim Oliver	P	11	0
Alfred Rosenthal	P	1	0
Bill Cunningham	P	1	0

At this time, there are 8 appointed members to the Board, which means 5 would constitute a quorum.

**Staff**

Don Morris, Beach CRA Director  
Eileen Furedi, Economic Development Representative  
Karen Reese, Economic Development Representative  
J. Oppertlee, Recording Secretary, Prototype, Inc.

**Communications to City Commission**

None at this time.

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

As both the Chair and Vice Chair were absent, Mr. Rodriguez agreed to chair today's meeting.

The meeting was called to order by Mr. Rodriguez at 3:37 p.m. The Committee members, Staff, and guests introduced themselves.

**II. Approval of Minutes: July 13, 2009**

**Motion** made by Mr. Oliver, seconded by Mr. Rosenthal, to approve the minutes of the July 13, 2009 meeting. In a voice vote, the **motion** carried unanimously.

**III. Police Update**

Captain Jan Jordan of the Fort Lauderdale Police Department informed the Committee that she did not have any updates at this time, although she noted there had been some residential break-ins. Captain Jordan added that many of these break-ins have included homes from which the owners have been absent, and reports of the crimes have been delayed due to this.

Mr. Rosenthal noted that there have been issues with an individual exhibiting "lewd and lascivious behavior" near Beach Place, resulting in roughly seven reports over the past few months. All such behavior has been attributed to the same individual. It was noted that all incidents involving the individual in question occur during the daytime, in approximately the same time period.

#### **IV. Saturday Nite Alive Update**

Mr. Rodriguez introduced guests Dan Barnett and Brenda Bailey of Wizard Entertainment, who would provide the Committee with this update.

Mr. Barnett advised that he was pleased with the past two weeks' attendance, noting that the second week's attendance increased significantly from the first. He showed the Committee two advertisements, one of which is a two-minute segment shown on CBS-4, and another which has aired on a local television station. Ms. Bailey indicated that the two-minute segment had aired on the 11:00 p.m. news, and was valued at approximately \$6000, which would have been the cost of an advertisement during the same programming. The segment had been prompted by a press release regarding the event.

Ms. Bailey continued that the local commercial had run in 32 spots per week, beginning the last week of July and continuing through the final event. She added that this commercial directed most viewers to the event's website, [www.newfortlauderdalebeach.com](http://www.newfortlauderdalebeach.com).

She provided the Committee with a packet including statistics, as well as tear sheets from local newspapers. There have been over 206,000 hits to the site, with 2700 individual visitors.

Mr. Barnett explained that a specific budget had been allocated to website development, including a fee to a creative company for "post cleanup." This would retain links for the event map and parking, as well as other information, after the event has concluded. The Committee could also collectively decide what to do with the Saturday Nite Alive concept at this time, such as continuing events on the first weekend of subsequent months.

Mr. Rodriguez felt the Committee should continue to capitalize on site traffic throughout the off-season, and should retain and feature the logos of

participating businesses. Mr. Oliver suggested that any business contributing to the BID assessment should be represented, not only the top 10 contributors.

Mr. Ioannou remarked that he was glad to see momentum built for traffic to the Beach. He requested clarification regarding the ownership of the website name. Mr. Barnett explained it had been purchased by Wizard Entertainment at the direction of the Committee.

Mr. Rodriguez recommended passing a motion that the Committee take over the domain name.

Mr. Ioannou asked if Wizard will continue meeting with the individuals who have advised them going into the event, and whether they have discussed how to sustain the event going forward. He proposed asking them to present any such future plans to the Committee, such as how to move forward after the event's conclusion.

Mr. Morris pointed out that he would need to look further into any possibilities of the City taking over the website and maintaining it going forward. Mr. Rodriguez clarified that he had intended the change to be of ownership only, and Wizard could continue to update the site "as long as they are on board."

Mr. Rosenthal asked how this change would differ from the present. Mr. Rodriguez explained that should the Committee sever ties with Wizard while the entertainment group owned the domain, Wizard could make changes not authorized by the BID.

He again proposed a motion to take ownership of the domain name [www.newfortlauderdalebeach.com](http://www.newfortlauderdalebeach.com). Mr. Morris advised he would consult the City's Legal Department for advice, and noted that as the Committee members were in agreement, a motion was not necessary at this time.

Mr. Oliver asked if it was known how increasing traffic in the BID area through the event is impacting other businesses, such as retail shops and other businesses. Mr. Rodriguez stated his retailers had not experienced an increase in business, as traffic for the event is mostly "scattered." He noted, however, that he had not been present for any of the live entertainment.

Mr. Barnett asserted that this is not the same feedback Wizard has received. Mr. Oliver agreed that there is a "new customer base" with a presence at the event; however, he felt the appropriate questions are whether the Committee wants to keep the event alive going forward, what the cost would be for the month of September, and whether the BID members are willing to keep the event alive by contributing "supplemental costs."

Mr. Barnett agreed to calculate the cost involved, adding that further marketing would be necessary, as the current marketing has advertised the original end date of the event. He suggested having no event in September, instead using that time to “really get organized” and reactivating the event in October.

Mr. Morris pointed out that another special event agreement would be necessary to this end, but was unsure as to whether another RFP would be necessary. He stated he would consult the Procurement Office for clarification.

Mr. Barnett added that some business feedback is included in the information packets that had been distributed to the Committee.

Mr. Rosenthal indicated that the feedback he has received is “all good,” although he was not aware of the event’s impact on the entire Beach area. Mr. Barnett advised that more preparation time would also allow for a better event.

Mr. Rosenthal asked who had made the decisions regarding where various acts would perform. Mr. Barnett replied that of the 20 entertainers listed on the event map, six had been booked and “placed” through the budget, while the other 14 were selected and paid for by the businesses themselves. He continued that the entertainment was proven to be more effective depending on how “exciting and alive” it was, as well as by its proximity to the sidewalk.

Mr. Rodriguez noted that feedback he had received suggested the entertainment be “more continuous,” although he conceded this was dependent on the budget. Mr. Barnett felt more and more businesses would contribute by hiring live entertainment as the event went forward, pointing out that not all establishments had wished to participate.

Mr. Ioannou reiterated his request to convene Wizard’s advisory group from different businesses to prepare a proposal of what should be done going forward, including the frequency of the event, among other considerations.

Mr. Rodriguez asked where an event flyer had been distributed. Mr. Barnett responded that it had been sent to Beach businesses, as well as some further distribution by Travel Host to hotel properties. He added that the banners placed over Sunrise Boulevard had also been visually effective.

Mr. Barnett showed the Committee a slide show of some of the activity that had stemmed from the event.

It was discussed that the website name could be enlarged on the previously mentioned banners, in order to make it clearly visible to drivers.

Mr. Ioannou stated that he had seen an improvement in business due to the event, primarily by hotel guests. He estimated that business has been doubled during the live entertainment, although he agreed that greater continuity would help his business as well.

Mr. Rodriguez asked if Mr. Barnett had received any response regarding sponsorship interest. Mr. Barnett stated that this did not occur at first, due to the limited lead time; however, before the "second round," he expected the event to pick up sponsorships.

He added that the easiest way to market the event going forward seemed to be the first Saturday of each month. He felt this was a simple way to make the event dates memorable, and proposed a "Super Saturday Nite Live" for the night before the Super Bowl, which would fall on the first Saturday in February 2010.

Mr. Rodriguez asked Mr. Barnett to wait until he had met with or heard from the Committee again before adding to or otherwise changing the website. Mr. Barnett suggested that someone from the Committee, perhaps an individual with marketing experience, could serve as a "point person" with regard to content.

Mr. Morris recommended asking the advisory group that had previously met with Wizard Entertainment to reconvene; in addition to helping decide how the event would go forward, these individuals could also advise on the content. It was generally noted that public relations and/or marketing individuals from the Beach hotel owners' properties formed this advisory body. They, or the Wizard representatives, could then address the Committee regarding any advice they had given.

The Committee thanked Mr. Barnett and Ms. Bailey for their update.

#### **V. Beach Mural Update**

Mr. Morris stated that he, Mr. Ioannou, and Ina Lee had selected a mural design, which they presented to the Committee at this time. He reiterated that the mural will be done on the wall north of the Oasis, and advised that work on the painting has already begun. The students from the Art Institute of Fort Lauderdale will continue work every Friday for the next nine weeks.

He reminded the Committee that the work will be done by eight students, with the supervision of their instructor and assistance from volunteers. The goal is to complete the mural before the Boat Show; when work is finished, there will be a celebration, with Committee members and City Commissioners invited to attend.

Mr. Morris added that the Public Information Office is creating a press release, which is available on the event website previously discussed.

**VI. Communications to the City Commission**

There were no Communications to the City Commission at this time.

**VII. Old / New Business**

Mr. Morris noted that BRB member Aiton Yaari will be appointed by the City Commission to the BID Committee in September 2009.

There being no further business to come before the Committee at this time, the meeting was adjourned at 4:25 p.m.

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