

APPROVED

**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FLORIDA
MONDAY, SEPTEMBER 14, 2009 – 3:30-4:30 P.M.**

| <u>BID COMMITTEE MEMBERS</u> | <u>ATTENDANCE</u> | <u>PRESENT</u> | <u>ABSENT</u> |
|-------------------------------------|--------------------------|-----------------------|----------------------|
| Amaury Piedra, Chair | P | 9 | 3 |
| Carlos Molinet, Vice Chair | P | 9 | 3 |
| Andreas Ioannou | P | 10 | 2 |
| Joseph Geluso | P | 8 | 4 |
| Jim Oliver | A | 11 | 1 |
| Alfred Rosenthal | P | 2 | 0 |
| Bill Cunningham | P | 2 | 0 |

At this time, there are 7 appointed members to the Board, which means 4 would constitute a quorum.

Staff

Don Morris, Beach CRA Director
Stephen Scott, Economic Development Director
Eileen Furedi, Economic Development Representative
Karen Reese, Economic Development Representative
Jennifer Picinich, Recording Secretary, Prototype, Inc.

Communications to City Commission

None at this time.

I. Call to Order / Roll Call

Chair Piedra called the meeting to order at 3:32 p.m. Roll was called and it was determined a quorum was present.

II. Approval of Minutes: August 10, 2009

Motion made by Vice Chair Molinet, seconded by Mr. Ioannou, to approve the minutes of the August 10, 2009 meeting. In a voice vote, the **motion** carried unanimously.

The following Item was taken out of order on the Agenda.

VI. Saturday Nite Alive Update

Chair Piedra invited guests Dan Barnett and Brenda Bailey, representing Wizard Entertainment, to provide an update on the Saturday Nite Alive event. Since the last Committee meeting, Mr. Barnett advised, Wizard has met with the marketing directors of BID hotels. They asked Wizard to consider two options for continuing the event throughout fiscal 2009-10:

- First Saturday, which would feature an event on the first Saturday of each month. This would simplify marketing for the event, Mr. Barnett noted. Wizard recommends beginning on February 6, 2010, "Super Bowl Saturday." The event would run from February 6 to September 4, 2010.
- Beginning on Memorial Day Weekend (May 29, 2010) and continuing the event for the next eight weeks during the "off season."

He directed the Board to a handout showing the event's proposed budget, and explained that the final figure was "just under" \$80,000 for eight weeks of events. The continued event would be more cost-effective, with less of the budget used for creative concepts, website development, and other considerations, and more funds for marketing and entertainment.

The budget assumes \$15,000 in sponsorships, which Wizard feels could be raised during the eight events.

He continued that Chair Piedra had allowed Wizard to speak with his property's marketing director, and they have discussed how to "clean up" the website during the time no events will be held. The change will reflect whether the Committee opts for the First Saturday or Memorial Day concept.

Mr. Barnett stated that many of the marketing directors from District hotels approved of the First Saturday idea, and felt people in the tri-County area would return to experience the beach during the busier months as well as in the off-season. Other marketing directors preferred waiting until the summer months so the event would generate more revenue during this slower business period.

Vice Chair Molinet noted that the \$80,000 budget was reached with the assumption of \$15,000 in sponsorships, as well as the cost of printing promotional materials.

He asked if a First Saturday concept could work from May to December, which would consist of eight First Saturdays, rather than holding the event for eight consecutive weeks beginning on Memorial Day.

Mr. Barnett explained that Wizard's suggestion was to begin the event in February and continue through September, which would allow time to find sponsors for 2011. If more sponsors are found, the event could continue into the next year. He pointed out that First Saturday is a simpler concept to market.

Mr. Rosenthal asked how confident Wizard felt about securing sponsorships. Mr. Barnett assured the Committee they were "very confident," noting that there was a great deal of interest in the event already. He added that the marketing budget could be reduced, particularly if the event lasted for 12 months.

Vice Chair Molinet felt beginning the event in February 2010 allows for more time to line up sponsorships and place less of a financial burden on the BID.

Mr. Barnett asserted that from a marketing perspective, beginning the event on Super Bowl Saturday would allow for great exposure.

Chair Piedra expressed concern that approximately 30,000 people are expected on the Beach that night for another event; his concern was that people would have difficulty getting from place to place.

Ina Lee, former BID member, asked Mr. Scott if the next series of events would have to go out for RFP once more. She felt strongly that the event should continue rather than starting the RFP process all over again; this would allow the event to "grow and develop itself." She asked Mr. Scott and the Committee how this might be possible.

She continued that the website is very well done, and asked if it might be used to reflect other events unrelated to Saturday Nite Alive. Ms. Lee also praised the event in general, pointing out that it brought business to the Beach and reflected the image wanted for the New Fort Lauderdale Beach.

Aiton Yaari, owner of multiple businesses in the CRA District, advised that he also felt the event was a success. He noted, however, that beginning the event in February might "turn off some local people," as parking would be both difficult and expensive. He proposed beginning in May 2010, after the Air and Sea Show.

Chair Piedra agreed with this assessment, recalling that heavy traffic could create problems coming to and from the Beach.

Mr. Scott stated he had spoken with the Director of Procurement discussing the initial RFP. He explained that if Wizard Entertainment would advise the Committee of "what you want us to bring forward," he would seek a legal opinion as to whether Wizard could be retained through contract renewal rather than sending out another RFP. He added that the suggestions Mr. Barnett had made did not seem to constitute a "material change" to the contract.

Chair Piedra asked the Committee members to give their opinions one at a time.

Vice Chair Molinet felt the event should start in March so as to not lose more time. He shared Mr. Yaari's concerns regarding Super Bowl Saturday.

Mr. Rosenthal also advised they begin in March. Mr. Cunningham agreed as well, noting that this would prevent "getting swallowed up by the Super Bowl."

Mr. Geluso agreed that "early spring" would be the best idea. Mr. Ioannou felt March was the best time as well.

Chair Piedra confirmed this would mean the event is held from March through December 2010.

Mr. Ioannou asked Mr. Scott if financial reports could be attached to the budget at the Committee's monthly meetings. Mr. Rosenthal provided a copy of this information.

Motion made by Vice Chair Molinet, seconded by Mr. Rosenthal, to use the March through December 2010 dates for Saturday Night Alive. In a voice vote, the **motion** carried unanimously.

Mr. Barnett pointed out that there are costs associated with updating the website; in addition, there are several events going on before Saturday Nite Alive returns, and he felt the website should not be "left static." This would cost between \$200-400 monthly, he estimated.

Mr. Barnett stated he would bring a final cost for site maintenance to the next meeting. Mr. Scott felt this was a sufficiently low sum that the Committee could authorize these funds.

He asked what the Committee considered to be the best way to integrate non-Saturday Nite Alive information into the site, and suggested they may want to name a "point person" to decide what should or should not go on the site. Mr. Barnett suggested creating a set of guidelines for this purpose and presenting them to the Committee for approval at the next meeting.

III. Police Update

Chair Piedra advised there is no police update at this time.

IV. Discussion of Prism Hours

Mr. Morris reminded the Board that the hours included on the RFP were from 2-10 p.m. It had originally been believed these hours could be shifted slightly for a later start and end of the shift, without a discernible difference; however, after discussing the issue with the Parks & Recreation Department, it is believed that

the hours should instead be shifted to 12-8 p.m. He explained that more people are on the Beach earlier, and therefore it makes more sense for the cleaners to start earlier as well.

The Committee gave its approval for this change.

V. Update on Holiday Lights

Mr. Scott advised that there will be a Holiday Lights Celebration at the Atlantic Hotel on November 19 at 6:15 p.m. More details will be available at the next Committee meeting.

VII. Discussion of BID Appointment

Mr. Morris noted that the BID members are appointed by property owners, and one owner wishes to change his representative to the Committee. Because of the way appointments are made, it was agreed that a letter from the owner must be produced by the new appointee. To this end, he asked if all Committee members could ask the respective property owners who appointed them to submit similar letters to the City Clerk's office, so the appointments would be on record.

VIII. Communications to the City Commission

There were no communications at this time.

Mr. Scott explained that any such communications are now an Agenda Item on the City Commission's afternoon meeting, and the Mayor reviews individual communications with the appropriate staff Liaison.

Mr. Ioannou asked if the Mayor or any of the City Commissioners had attended Saturday Nite Alive. Mr. Scott did not know if they had attended, but observed that they had received "quite a bit" of positive feedback regarding the event.

IX. Old / New Business

It was asked if Mr. Scott was aware of any new information regarding the music festival planned for May 2010. Mr. Scott replied he had not heard new information, but would follow up on this item.

Mr. Ioannou asked if more information is available regarding the Beach concessions, as there had been no updates for some time. Mr. Scott agreed to bring more information, and possibly the vendors themselves, to the next Committee meeting.

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Mr. Morris noted that the mural done by students of the Art Institute had turned out well. Ms. Lee agreed that it is "coming out great," and suggested an unveiling might be scheduled for when it is finished. She proposed that BID, Beach Redevelopment Board, and perhaps City Commissioners could attend.

Mr. Morris agreed, pointing out that this could not be scheduled before it was known when the mural would be complete. He stated that a mailing about the mural had been sent to City Commissioners to advise them of an upcoming event. Mr. Scott added that City Commissioner Rodstrom had brought up the mural "in a very positive way" at the last City Commission meeting.

There being no further business to come before the Committee at this time, the meeting was adjourned at 4:05 p.m.

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