

APPROVED

**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FLORIDA
MONDAY, DECEMBER 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	1	1
Carlos Molinet, Vice Chair	P	1	1
Andreas Ioannou	P	2	0
Joseph Geluso	P	1	1
Jim Oliver	P	2	0
Alfred Rosenthal	A	3	1
Bill Cunningham	P	4	0
Paul Motta	P	1	0

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

Staff

Stephen Scott, Economic Development Director
Don Morris, Beach CRA Director
Earl Prizlee, Engineering Design Manager
Eileen Furedi, Economic Development Representative
Captain Victor London, Fort Lauderdale Police Department
Loretta Cronk, Recycling Program Coordinator
Jennifer Picinich, Recording Secretary, Prototype, Inc.

Communications to City Commission

Motion made by Vice Chair Molinet, seconded by Mr. Oliver, to let the City Commission know that the BID is in approval of moving forward with re-approving the contract with Wizard Entertainment for Saturday Nite Alive. In a voice vote, the **motion** carried unanimously.

I. Call to Order / Roll Call

Chair Piedra called the meeting to order at 3:35 p.m. Roll was called and it was determined a quorum was present.

II. Approval of Minutes: October 12, 2009

Motion made by Vice Chair Molinet, seconded by Mr. Oliver, to approve the minutes of the October 12, 2009 meeting. In a voice vote, the **motion** carried unanimously.

III. Police Update

Captain Victor London of the Fort Lauderdale Police Department reported that Winterfest had no major mishaps. He reminded the Committee that this is the season for increased vehicle burglaries, and advised he would send Mr. Morris copies of the Department's "Don't Be a Victim" flier for distribution among BID members. This flier gives tips on how to prevent opportunistic crimes. Captain London noted the major issue is to prevent individuals from leaving valuables in their cars, particularly when parked in public lots.

IV. Discussion of Recycling Program

Mr. Scott introduced Loretta Cronk, Recycling Program Coordinator. Ms. Cronk stated she would briefly review the expanded Beach Recycling Program for the Committee.

Ms. Cronk advised that two years ago, the City had received a \$300,000 grant that enabled them to expand on this program by placing recycling containers all along the beach, as well as at the marina. The expanded program was launched on November 15, 2009, which was America Recycles Day.

She explained that beachgoers and boaters are representative of Fort Lauderdale's largest industries, and recycling has both a direct and indirect impact on the environment. Litter crews pick up nearly 200,000 pounds of trash annually along the beach; it is estimated that 50% of this litter is comprised of recyclable materials.

The majority of the funds for program expansion came from the grant itself, although Ms. Cronk noted this is a matching grant. Funds were used to upgrade the City's litter trucks, as well as purchase of nearly 200 containers of different types and sizes, which are used in other public spaces in addition to the beach.

The program's goal is to create a sustainable, efficient recycling program along the City's beach and marinas, and to educate residents and tourists with regard to "greening" their beach activity.

Ms. Cronk pointed out that while some containers are for paper, the beach focuses mainly on beverage containers. One unique aspect of the program was also the opportunity to "wrap" the trucks in order to reach the target audience. The wraps have a five-year guarantee. Additional outreach includes marina and

beach rack cards. Print advertisements were placed in the *Sun-Sentinel* and included in water bills.

The next step in the program comes in January 2010, when a survey of beachgoers and marina users will be conducted to gather feedback on the program.

Chair Piedra thanked Ms. Cronk for her presentation to the Committee.

V. Super Bowl Update

Mr. Scott stated that the Saturday night before the Super Bowl will feature a concert event on the beach, although he noted the talent has not yet been made public. The event has been scaled down from the original plans, and they now estimate a crowd of 20,000-30,000. A partnership with Live Nation is expected to be finalized before the end of the week.

Mr. Ioannou noted there had been discussion some time ago of closing A1A for an event. Vice Chair Molinet advised he had seen a schedule of events, which will be located in Palm Beach, Miami-Dade, and Broward Counties, but there was no plan listed that would require such a closure. He offered to send this to Mr. Scott for dissemination to the Committee members.

Ina Lee, guest, advised that there has been discussion of changing the snowflake lighting into "some other lighting" after the holidays. She asked that the Committee consider whether there is available funding in the BID for this, or the possibility of dividing this expense with the CRA.

Mr. Scott advised there are no available funds at this time for this effort. Mr. Morris stated that there was a reduction in this year's budget compared to last year: contingency funds are low, and most of the funding is "already spoken for." With regard to CRA monies, he pointed out that this could only apply to projects within the CRA.

Chair Piedra observed if funds were spent on lighting for this area, it would need to be something that would remain up longer than the period between the holidays and the Super Bowl, and turtle lighting restrictions are very strict in the area of the host hotels. Ms. Lee agreed, and explained the plan would be for lighting commensurate with a resort destination, which could remain in place until the beginning of turtle season.

Mr. Geluso asserted that the Fish & Wildlife Department has "downgraded" lighting in this area, which has necessitated changes at some area hotels and businesses.

Vice Chair Molinet suggested the BID might make a statement of concern about lighting and tourism needs with respect to “non-turtle season.” Mr. Morris explained that lights can be brightened outside of turtle season, although this can be impractical and/or expensive.

Chair Piedra agreed there has been a great deal of discussion about this issue, and it is “a very difficult situation.” He concluded that compliance with new requirements mean businesses “almost have to be dark.”

VI. Saturday Nite Alive Update

Mr. Scott provided handouts of the proposal from Dan Barnett of Wizard Entertainment, as well as a proposed budget. He informed the Committee that the event does not have to go out to bid again, and asked Mr. Barnett to elaborate on the plans.

Mr. Barnett explained that the budget has been “refined” to make it more effective toward the event’s business objectives. The result is an eight-event budget, and the event title will change to “First Saturday Nite Alive” so it can be more easily branded as taking place on the first Saturday night of each month.

Mr. Scott added that the event is an Agenda Item at the first City Commission meeting in January 2010. They will meet with the Police and Fire Departments to more accurately determine the City’s needs for the event. Should these costs be reduced, the funds could be allocated elsewhere.

Mr. Oliver noted that the trolley is not part of the new budget, entertainment has been reduced significantly, and more funds go toward advertising. He requested clarification of these changes. Mr. Barnett explained that the goal is to create “a resurgence of people” from the tourist and local communities, with the goal of having the public understand “everything that is available on the beach.” The entertainment budget plans for \$350 per act, with five to six acts per night: this is a \$150 reduction from the previous cost of entertainment per act due to the economy.

Mr. Oliver stated the result is now “promoting a non-event,” as the street scene that would draw in a crowd will no longer be fully present. Mr. Ioannou agreed that Wizard should consider recreating this connectivity as suggested. Mr. Barnett agreed they would work on this.

Motion made by Vice Chair Molinet, seconded by Mr. Oliver, to let the City Commission know that the BID is in approval of moving forward with re-approving the contract with Wizard Entertainment for Saturday Nite Alive. In a voice vote, the **motion** carried unanimously.

Mr. Ioannou suggested asking Mr. Barnett to make a brief presentation of the entire event, including advertising and entertainment, at a later Committee meeting. Mr. Barnett agreed he would be happy to do this.

Ms. Lee emphasized that the free trolley is a critical element of the event, as it would be the only means for moving the crowd up and down the area. Mr. Scott pointed out, however, that they would be requesting this service at no charge; he characterized this as “a challenge.” Chair Piedra suggested perhaps “a very reduced cost” could be agreed upon with the existing free trolley on the beach.

VII. Communications to the City Commission

Chair Piedra noted that the **motion** stated above would be a communication to the City Commission.

Mr. Morris advised that this section is for “something you specifically want [the City Commission] to address and take action on,” or something “above and beyond a regular communication.” He explained that the BID’s **motion** would accompany a memo to the City Commission.

Chair Piedra pointed out that the Committee volunteers its time for the improvement of the beach; when a suggestion or recommendation is made to the City Commission, he felt it is appropriate that they receive some form of response. He cited a previous Communication to the City Commission, which addressed food and beverage service on the beach, as an example.

Mr. Morris recalled this previous communication had been discussed by the City Commission, although there had not yet been official direction on how to proceed, as the issue had moved on to the City Manager’s Office to address legal questions.

Mr. Oliver asked what might be the best way the BID can assist in moving this issue forward. Mr. Scott felt a specific suggestion from the BID, regarding how the issue could be worked out, might be an effective approach: they could send the City Commission the message that they would like to explore food and beverage service on the beach, followed by specific, practical recommendations.

Vice Chair Molinet noted that City Staff might research how other beach communities have addressed this issue. Mr. Scott stated the issue would be added as an Agenda Item for the next BID meeting.

Mr. Cunningham departed the meeting at this time (4:15 p.m.).

VIII. Old / New Business

- **Property Owner BID Appointments**

Mr. Morris pointed out that property owners (or their representatives) are appointed to the Board. While this has not been an issue in the past, he noted that when there is a change of ownership and/or management, these individuals might want “other folks... [to] come to a meeting or two.”

The City Attorney’s Office has stipulated that one representative is appointed to the BID; if the property owner wants another person to represent them as well, possibly having the two representatives attend different meetings, Mr. Morris explained that that individual should also fill out an application and take an oath to serve on the Committee as a representative of the property owner.

To this end, he stated there must be a letter from each property owner, indicating which individual(s) will be representing them at BID meetings; if this involves multiple individuals, each one must complete an application and take the appropriate oath.

- **Yearly Event Approvals**

Mr. Morris explained that when entities have “a number of events” that are scheduled for a given year, the Parks and Recreation Department approves all events at one time. While the BID currently has only one event, he noted that they may opt to put on more events in the future; should this become the case, these events could be approved at the end of the year.

Ms. Lee asked how much money the CRA has for “marketing on the beach.” Mr. Morris advised this sum is \$50,000, which was approved in the last budget for marketing and promoting events; an additional \$50,000 was approved for “other professional services.”

The Beach Redevelopment Advisory Board has given a recommendation “on an application process” for events; it is hoped this process will be approved in early 2010. Mr. Morris concluded that any such events must have “a positive economic impact on the beach,” and that funds are intended to help promote any such event in addition to funding it.

He clarified that the BRAB would be asked to give a recommendation for an event, which would then go before the City Commission for approval. Whether or not funding must remain strictly within the CRA “depends on what the event would be,” and must be shown to promote the redevelopment plan as well as have an economic impact on the CRA.

Ms. Lee expressed concern that the BRAB and BID are “not in communication with each other.” Mr. Morris explained he had not wanted to raise the issue without approval from the City Commission with regard for how to proceed.

Chair Piedra requested that a representative of the NFL be present at the next scheduled BID meeting, to discuss a plan for upcoming events. Mr. Scott agreed that this will be placed on the Agenda. Ms. Lee suggested inviting the CRA Board as well.

Ms. Lee stated the Beach Master Plan will be presented at the City Commission Conference Agenda on December 15, 2009, beginning at 1:30 p.m. She advised this will be the first time that the City Commission “as a whole” will hear the Master Plan, and expressed concern that the City’s business community may not have been aware of this presentation. She encouraged the BID members to “weigh in,” as she was concerned that otherwise the City Commission would “only hear one viewpoint.”

There being no further business to come before the Committee at this time, the meeting was adjourned at 4:29 p.m.

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