

APPROVED

**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FLORIDA
MONDAY, JANUARY 11, 2010 – 3:30-4:30 P.M.**

<u>BID COMMITTEE MEMBERS</u>	<u>ATTENDANCE</u>	<u>PRESENT</u>	<u>ABSENT</u>
Amaury Piedra, Chair	A	1	2
Carlos Molinet, Vice Chair	A	1	2
Andreas Ioannou	P	3	0
Joseph Geluso	P	2	1
Jim Oliver	A	2	1
Alfred Rosenthal	P	2	1
Bill Cunningham (arrived 3:40pm)	P	3	0
Paul Motta (representing Beach Place)	A	2	1
Aiton Yaari	P	1	0

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

Staff

Stephen Scott, Economic Development Director
Don Morris, Beach CRA Director
Earl Prizlee, Engineering Design Manager
Karen Reese, Economic Development Representative
Eileen Furedi, Economic Development Representative
Captain Victor London, Fort Lauderdale Police Department
Jonathan Brown, Housing & Community Development Mgr.
Susan Batchelder, Assistant Housing & Community Dev. Program Mgr.
Matt Little, Public Information Office
Diana Alarcon, Parking & Fleet Services Director
Jennifer Picinich, Recording Secretary, Prototype, Inc.

Communications to City Commission

- **Motion** by Mr. Yaari, seconded by Mr. Rosenthal, to make a recommendation to City Commission to extend the hours at the Las Olas Beachfront parking lot to 4:00 a.m. in alliance with the establishments that are open until 4:00 a.m. In a voice vote, the motion passed unanimously.

I. Call to Order / Roll Call

As Chair Piedra and Vice Chair Molinet were not in attendance, Mr. Ioannou was asked to Chair the meeting.

Mr. Ioannou called the meeting to order at 3:33 p.m. Roll was taken and it was determined a quorum was not present.

II. Approval of Minutes: December 14, 2009

Deferred due to lack of quorum.

III. Administering of Oath of Office for BID Members

The oath had been administered prior to commencement of the meeting.

IV. Saturday Night Alive

Mr. Dan Barrett from Wizard Entertainment provided a handout to the Committee, stating that at the request of Mr. Oliver they spend more money on entertainment, making the event larger and giving it more appeal, they decided to have the event once a month for six weeks starting on April 3rd and continuing May 1st, June 5th, July 3rd, August 7th, and September 4th. The budget that was to be spent on eight events will be spent on six, targeting more monies towards entertainment. The trolley has also been brought back in. A breakdown of the budget shown reflected spending in 2009 versus proposed allocation for the dollars in 2010. Marketing funds set in the amount of \$22,705 would increase due to additional income from sponsorships and vendor revenues. In 2009, there were six entertainers paid for in the budget of the event, and the other entertainers were taken care of by the different beach businesses along A1A. The new concept is to have eight entertainers paid for and provided within the existing budget, to put out in the streets "more energy, more feeling" and specifically focus the entertainment on the middle section north of the Ritz Carlton and south of the Westin. A map was provided showing entertainment locations. The Silver Seas and Merriweather pool decks and outside of Casablanca were three points identified to connect the north and south ends of the beach. The next step will be to talk to the businesses again to encourage participation.

Sun Trolley is expected to submit a proposal for providing services for the event. They have also asked to be allowed to make a presentation to the Committee

about getting the Sun Trolley involved in moving people up and down the beach on an ongoing basis, not just for special events. It was suggested that a representative from Sun Trolley be invited to the next meeting.

It was Mr. Barrett's recommendation, with regard to a marketing approach, once they get approval on the dates, a meeting be scheduled with the "BID Business marketing VPs" to obtain input from all the various businesses ensuring their needs are met.

[Mr. Cunningham arrived at 3:40 p.m.]

It was reported that the *Sun Sentinel* Showtime had been previously successful with advertising and www.sunsentinel.com had been one of the "best connects" for the event. The street banner located on Sunrise Boulevard at Gateway also provided event recognition. Homeowners' monthly newsletters will be included in marketing efforts. The printing of maps and posters were also helpful to participants in locating parking, etc., as well as referring them to the website for more information. Mr. Barrett was open to television advertising; however, he stated it was "expensive and hard to target." Mr. Yaari felt television and radio would get people from western vicinities of the County who normally don't go to the beach area to the event. Mr. Ioannou suggested a live radio broadcast for additional exposure.

Mr. Barnett felt with the Committee's approval, they could meet with the marketing VPs of each of the organizations, getting them involved to help make those types of decisions. Mr. Ioannou asked if there was a committee set up specifically for marketing, which could meet on a regular basis and discuss alternatives, providing their "stamp of approval." Mr. Barrett asked for the support of the Committee to appoint someone within their organization to be part of the marketing group. He stated in 2009 response had been strong with 80% showing up at the meetings. Mr. Barrett added he would communicate with the Committee to verify the correct contact persons. Mr. Scott suggested reaching out also to businesses that do not have a "marketing VP" to get them involved. Mr. Barrett asked for assistance in organizing the list of businesses to ensure no one is left out. Mr. Scott responded there are probably only certain types of business willing to participate; they will cull out which belong in that group and will get the names to Mr. Barrett.

Ms. Ina Lee noted that she will be chairing the Chamber of Commerce Beach Council this year and its Goal Setting meeting will be this upcoming Friday. A monthly meeting will be held with the directors of marketing for all the properties. She suggested "rolling into working within that structure also."

Mr. Ioannou said that before they approve the proposals, a meeting should be held with those individuals to get confirmation of their participation, although he was concerned this could create further delay. Mr. Scott agreed that may postpone getting this item before the City Commission on their February agenda. He also pointed out that one of the Commissioners is reluctant to invest resources until he knows for sure there is an approved contract.

Mr. Barrett stated he was sure if they were “given the yes to approve it,” and gave the marketing directors a direction for marketing and advertising, they could come up with a program that meets everyone’s objectives.

Mr. Yaari asked about approval for the outdoor music. Mr. Barrett indicated that last year they had just come out of the beach businesses having live entertainment during evening hours, so they didn’t “feel the difference of this event.” This year, now that they have not had outdoor music, Saturday Night Alives will “really be alive compared to every other night.” Through their special events permit, they will have amplified music outdoors from 7:00 pm to 11:00 pm only during these events. Mr. Yaari agreed they need to find a way for it to be a “real big bang and bring the people out.”

Motion made by Mr. Rosenthal, seconded by Mr. Geluso, to approve with the caveat that marketing agree on the budgeting dollars and how that would be disbursed before the April time frame. In a voice vote, the motion was unanimously approved.

Mr. Yaari confirmed that there will be a meeting with marketing representatives before this item goes in front of the City Commission.

V. Stimulus Funds for Businesses

Mr. Brown provided written information regarding the small business loan program available through the Housing & Community Development Division. HUD has awarded to the City, through the American Recovery and Reinvestment Act, community development block grant recovery dollars different than the regular CDBG or community development dollars. A major difference is, as this is federal stimulus money, they are expected to spend the money generally quicker than regular CDBG dollars.

They are looking to award to small businesses \$350,000 in an effort to help generate new jobs and/or help maintain existing jobs. The money can be used for infrastructure, expansion, and certain types of equipment. There are three

ways the funds can be provided: as a grant, a no-interest loan, or a low interest loan. Ultimately, once the applications are received, a loan review committee will meet and make a recommendation to the City Commission to set terms of the loan and if it should be a loan or a grant. Mr. Brown felt that economic dollars should be closely tied to housing dollars. He stated is it not “a lot,” but will be enough to help a few local businesses.

It was Mr. Brown's hope that by meeting with the Committee, this information could be shared with community members who are active and instrumental in the economic development arena. He asked that they share the information with businesses they know of which may be looking for funding.

Loan qualification and monies received will be based upon the number of jobs that can either be created or retained. For every job created or retained, \$30,000 will be provided. They will also be looking at the quality of the jobs being created. Applicants are being asked to request a minimum of \$30,000 and although a cap of \$90,000 has been set, requests for additional monies can be brought before the City Commission for consideration.

Mr. Ioannou asked if there was a way to directly communicate this information to the small business or if they will have to find it on the City's website. Mr. Brown responded that an ad has been run in the paper and it is also on the City's website; however, if the Committee members have other suggestions to please let him know as they want to get the word out on this program. He said the “last thing they want to do is be put in a position where they don't spend the money and have to give it back.” New businesses can apply, although Mr. Brown thought it would be more challenging for a start-up business to obtain the funds than it would be for existing businesses.

Loan committee recommendation will determine eligibility for either a loan or a grant. Cash flow of the business has to be considered.

Mr. Brown cautioned that the money would not be for purposes of paying a salary; it is to expand and grow the business itself. Right now, the definition of “small business” has not yet been officially determined as the City is attempting to provide as much flexibility as possible with the program.

The application process will be opened so that interested parties will have plenty of time and opportunity to apply. Mr. Brown stated that ultimately it will be first-come first-serve because of the time frame under which they have to spend the money as mandated by HUD. There is a time frame of 18 months to select the project(s), and three years to spend the monies.

Mr. Brown indicated the application process was opened in November. As of yet, no applications have been received.

Although \$350,000 is the limit of stimulus monies, CDBG dollars can always be used toward economic development.

Mr. Scott felt they should further explore the possibility of using CDBG funds more toward economic development than they have previously. He offered to work with Mr. Brown and Ms. Batchelder in this regard.

As a quorum was now present, approval of the minutes was reintroduced on the agenda.

Motion made by Mr. Rosenthal, seconded by Mr. Geluso, to approve the minutes of the December 14, 2009 meeting. In a voice vote, the motion passed unanimously.

VI. Police Update

Captain Victor London of the Fort Lauderdale Police Department reported that the only major event which has occurred on the beach since the last meeting was on New Year's Eve with no mishaps reported.

VII. Discussion of Food and Beverage on the Beach

Mr. Scott noted that at the last meeting a request had been made to put this item on the agenda. He and Ms. Reese had researched how other cities have addressed this matter. The City of Miami Beach had been approached as they had been brought up numerous times during previous discussions. Mr. Scott stated he now has a better understanding of the regulatory scheme that City uses regarding food and beverage on their beaches. Hotels located on the beach have to enter into separate agreements with the City of Miami Beach to enable them to provide their own food and beverages beachside. Businesses on South Beach that are not adjacent to the beach, do not have the ability to provide food and beverage services themselves. A concession service is used. Ms. Reese stated there are stands and carts, but no cooking can be done. It is not known if alcoholic beverages are permitted.

Mr. Scott decided the best approach, rather than making a presentation himself to the Committee, would be to bring in representatives from Miami Beach who oversee the process for them. He hopes to have them available at the next

meeting to demonstrate their application process, guidelines, and in general provide more detail as to how the program works.

Mr. Yaari asked what would differentiate allowing a hotel to provide the service as opposed as a concession. Mr. Scott indicated in that instance an RFP would have to go out for bid, as do all concessions for the City. Mr. Yaari suggested each portion of beach be serviced by a different vendor depending upon which hotel is located there, allowing for a diversity of foods.

After the presentation, Mr. Scott believed they would be able to have a more detailed discussion and then come up with a recommendation to the City Commission.

VIII. Update on Super Bowl

Mr. Ioannou reiterated his concern about easing alcohol restrictions on the beach during the Super Bowl. Mr. Scott responded that the City Commission has already taken action with which they are comfortable -- open containers will be allowed on the sidewalks from January 29th through February 8th, on A1A between Sunrise Boulevard north to Holly Drive.

The sign ordinance on the beach was relaxed as well, allowing for 3D NFL posters. In addition, on the beach at the intersection of Las Olas and A1A, there will be huge #34 Roman numerals.

Mr. Ioannou suggested sending a note to the businesses on the beach advising them of what their customers will be allowed to do during the Super Bowl festivities. Mr. Yaari suggested window posters.

A "concierge package" is being put together including a copy of the Special Super Bowl Alcohol Ordinance, and information about the Super Bowl game and transportation plans, which will be distributed to the hotels so they have this information for their guests. Ms. Reese stated by the end of the week proofs will be ready for distribution to hotels starting the following week. Ms. Reese said it would be helpful if she was provided information on the best person to contact at the hotels to ensure the information is disseminated. It was suggested in most cases contacting the General Manager is best.

Mr. Scott stated that at the last City Commission meeting a presentation had been given by Live Nation regarding the 2010 Super Bowl Saturday night event. Apparently, they were having talent problems and did not know what type of group they would end up with. The City is "frantically working" to help them put

together the event. A group called OAR, a relatively popular "college alternative" style music has been booked, as well as the Bare Naked Ladies, and a blues band. A crowd of approximately 25,000-30,000 people is expected; the event will be free.

The plan is to set up three pens; the largest of which will fit 17,000+. The stage will be facing north; there will be a roadway set up for transfer of equipment. Half of the Fort Lauderdale Beach Park will be closed off creating an NFL "village" with merchants selling NFL gear and vendors selling food and drinks. On the northern part will be VIP parking. Vendors will be there only on Saturday during the event from 4:00 to 10:00 p.m.

Live Nation is providing resources to advertise and promote the event. Mr. Scott explained he has been given the responsibility for facilitating the permitting and paperwork.

On the day of the event, there will be reduced parking available on the beach as parking areas have been purchased for media purposes and the NFL event.

Ms. Alarcon reported that they are working with a PIO to inform the residents of the planned activities. They are encouraging participants to use downtown parking and then ride shuttle buses onto the beach area. She is also waiting for the NFL to provide their advertising information so that can be distributed also.

Mr. Yaari asked if there was a way to direct traffic north allowing those area businesses to generate revenue off the event as well. Ms. Alarcon replied they are working with the City to hook up the trolley running it along A1A and the 17th Street Causeway. The shuttle from the beach back downtown will run until midnight. The NFL feels two hours is more than ample time to clear the beach, so after midnight, restaurant patrons will have to find other means of transportation.

Mr. Scott pointed out there will be impact during the week prior to the actual event. He offered to provide a detailed schedule for setup activities, such as testing of the lighting and quick sound checks.

Ms. Lee stated many of the businesses have been impacted by the cold weather and this will be an opportunity for them to recoup financially. She concurred that there will be hundreds of people working to set up the event and there may be a direct conduit to reach out to Live Nation letting them know their employees and set-up people are welcome to come to the beach and patronize local establishments.

Mr. Scott reported that NFL headquarters will be at the Westin Hotel, AFC at the Marriott, and press headquarters at the Convention Center.

Ms. Lee was concerned regarding the possibility of a conflict with traffic and parking between the "Taste of the NFL" and the beach concert. Ms. Alarcon explained that is one of the reasons the transportation route was focused down Sunrise in lieu of 17th Street. The police felt this would be an easier route to control and keep moving. She felt getting the word out about the increased trolley service will be key, although details are still being worked out.

Mr. Scott stated the police have been working on a large-scale security plan. The NFL will be bringing their own security; however, maintaining traffic around the event and on 17th Street and Las Olas will all be part of a larger security and traffic plan being worked on now.

Ms. Alarcon expressed the hope that the Convention Center would be taking their own precautions in relation to their event. Concerns had been expressed to them about the Convention Center being able to provide easier access for their guests, including cooperating with the Port for entry.

IX. Communications to the City Commission

Mr. Yaari introduced himself to the Committee. He indicated his desire for the Committee to assist with an ongoing situation explaining that Fort Lauderdale Beach is an entertainment district with a 4:00 a.m. license and the problem has been with the local establishments being open until 4:00 a.m., and then patrons returning to their cars to find them ticketed as the lots closed at 2:15 a.m. He feels that at least the Las Olas public lot should be open until 4:00 a.m.

Another matter brought up by Mr. Yaari involved the cruise ships not advertising Fort Lauderdale Beach. Mr. Ioannou pointed out that is a County and Port Everglades issue and, although an excellent point, does not involve the City.

Ms. Alarcon confirmed it would take a City Commission directive to change hours for the parking facilities, agreeing it would be smart to solely ask regarding the Las Olas lot and not address the Intracoastal lot due to proximity of the residential area.

Motion by Mr. Yaari, seconded by Mr. Rosenthal, to make a recommendation to City Commission to extend the hours at the Las Olas Beachfront parking lot to

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4:00 a.m. in alliance with the establishments that are open until 4:00 a.m. In a voice vote, the motion passed unanimously.

X. Old / New Business - none.

There being no further business to come before the Committee at this time, the meeting was adjourned at 4:38 p.m.

[Minutes prepared by L. Edmondson, Prototype, Inc.]