

APPROVED

**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FLORIDA
MONDAY, APRIL 12, 2010 – 3:30-4:30 P.M.**

<u>BID MEMBER/CATEGORY</u>	<u>ATTENDANCE</u>	<u>PRESENT</u>	<u>ABSENT</u>
Amaury Piedra, Chair (Yankee Trader Hotel, A1A Trader, LLC)	P	2	3
Andreas Ioannou, Vice Chair (Greater Fort Lauderdale Chamber of Commerce, Beach Council)	P	4	1
William Stanton (LXR Luxury Resorts & Hotels)	P	3	2
Joseph Geluso (The "W" Hotel, Capri Hotel, LLC)	P	3	2
Jim Oliver (The Ritz Carlton Hotel, Castillo Grand, LLC)	P	4	1
Alfred Rosenthal (Beach Place Towers, Marriott Resorts Hosp. Cor.)	A	3	2
Bill Cunningham (Marriott Courtyard, PHF Oceanfront LP)	P	5	0
Paul Motta (EVP/Beach Place)	P	4	1
Aiton Yaari (Beach Redevelopment Advisory Board)	P	3	0

Staff

Stephen Scott, Economic Development Director
Cate McCaffrey, Director of Business Enterprises
Karen Reese, Economic Development Representative
Eileen Furedi, Economic Development Representative
Earl Prizlee, Engineering Design Manager
Liz Davila, Recording Secretary, Prototype, Inc.

Communications to City Commission

Motion made by Mr. Oliver, seconded by Mr. Ioannou, to recommend that City Commission 1) revisit and reconsider the ordinance prohibiting consumption of alcoholic beverages on Fort Lauderdale beach, 2) form a committee consisting of City Staff and key private sector stakeholders on Fort Lauderdale Beach who would research and consider options for allowing food and beverage service on Fort Lauderdale Beach, 3) consider alcoholic beverages as a part of the food and beverage service. In a voice vote, the **motion** carried unanimously.

I. Call to Order / Roll Call

Chair Piedra called the meeting to order at 3:30 p.m. Roll was called and it was determined a quorum was present.

II. Approval of Minutes: February 8, 2010

Motion made by Mr. Stanton, seconded by Mr. Yaari, to approve the minutes of the February 8, 2010 meeting. In a voice vote, the **motion** carried unanimously.

The following Items were taken out of order on the Agenda.

VI. Spring Break Wrap-Up

Mr. Prizlee asked for the Committee's feedback, asking them in particular to express any concerns or offer advice on how to make improvements for 2011.

Chair Piedra felt the most issues occurred in congested areas during "skip days," and overall the City's handling of spring break was "very well done." Mr. Yaari suggested that events might be held to attract these visitors, such as the concerts or festivals that are held in South Beach.

VIII. Old / New Business

- **Discussion of Joint Meeting with Beach Redevelopment Advisory Board Concerning Special Events on the Beach**

Mr. Scott reported that at its most recent meeting, the Beach Redevelopment Board had asked if the BID would be interested in a joint meeting to discuss events on the beach. The Committee was in consensus that this would be acceptable, and Mr. Scott agreed to schedule the meeting.

Chair Piedra thanked the Committee members and former Vice Chair Molinet for their understanding of his absence at recent meetings while he worked toward opening new hotels.

III. Election of Chair and Vice Chair

Mr. Ioannou nominated Chair Piedra for another term, and Mr. Yaari seconded the nomination. In a voice vote, Chair Piedra was unanimously re-elected.

Mr. Yaari nominated Mr. Ioannou as Vice Chair, and Mr. Stanton seconded the nomination. In a voice vote, Mr. Ioannou was unanimously elected as Vice Chair.

IV. Saturday Night Alive Update

Dan Barnett, representing Wizard Entertainment, explained that ideas were presented to some of the marketing professionals associated with BID properties. After several meetings, it was determined that the marketers did not like the “first Saturday Night Alive concept:” they approved of the focus on business during the summer, but hoped for more entertainment and a “bigger event from the budget that we bring to the table.”

The 2009 budget covered six entertainers, with each beach business providing additional entertainment. The marketers would like to increase the budget and remove this responsibility from some beach businesses. They approved of the searchlights and the use of the trolley during the first event.

Wizard has arrived at two scenarios for discussion. “Plan A” includes launching the event on July 3, 2010, when there will already be many people on the beach, and following up on July 10, 17, and 24. Twelve live acts would be featured each night. “Plan B” includes all five Saturday nights in July, and features ten live acts per night, which would lower the marketing budget from \$22,500 to \$20,000.

Mr. Barnett pointed out that more “lead time” will be provided for sponsors this year, and it should be easier to create the sponsors’ booklet. Sponsorship funds would go toward increased advertising and marketing.

He proposed that the BID select Plan A or Plan B, with the same budget provided as in 2009. Wizard would continue to work with the beach businesses to make the event “active” on the beach, and would expand the existing trolley route so five trolleys would be circulating on the beach for the same cost of a single trolley in 2009.

Chair Piedra felt Plan B made more sense, and noted if sponsorships are secured it would bring the marketing budget back to its Plan A amount. Mr. Yaari agreed, and noted that having five Saturdays in the month of July would “maximize” the event. Mr. Oliver suggested matching funds might be made available by other organizations, such as the Convention Visitors Bureau.

Chair Piedra agreed that he and Mr. Barnett could partner to approach groups such as the CVB for funds, and asked who Wizard feels should be targeted as potential sponsors and what the sponsorship goal might be. Mr. Barnett replied prospective sponsors would include popular brands such as the Hard Rock Café, as well as local auto dealerships, realtors, and other businesses.

Mr. Oliver proposed looking into lifting the open container law on event nights, similarly to what was done for the Super Bowl. Mr. Yaari pointed out that if the

open container law is suspended for the events, a beer or wine company could become a major sponsor.

Vice Chair Ioannou felt during the second year of the event, the BID should “go back to...our original vision” of establishing a weekly event for an indefinite time frame. He recommended revisiting the Committee’s annual budget to determine whether more funds could be allocated toward revenue-generating events.

Mr. Scott confirmed that the Committee had chosen Plan B by consensus, and noted that he would like to present their recommendation to the City Commission at its next upcoming meeting.

Motion made by Vice Chair Ioannou, seconded by Mr. Oliver, to approve “Plan B” for five events. In a voice vote, the **motion** carried unanimously.

V. Discussion of Food and Beverage Concession

Mr. Scott explained that the Business Enterprises Department is currently responsible for the beach concessions, and asked Director Cate McCaffrey to discuss the food and beverage service.

Director McCaffrey advised that her Department had looked into what other cities do with similar concessions. The logistics present a challenge, as the beach might be broken up into different sections, as with the beach chair concession; the possibility of having a single concessionaire on the beach was also discussed. State regulation precludes the addition of a structure on the beach.

A permitting process is now being considered, with specific criteria that would allow vendors to apply for permits. The Department has considered the vendors currently on the beach, including both large-scale restaurants and small vendors. In order to prevent a large number of vendors from setting up on the beach, one potential criterion might be a specific amount of frontage property on the beach, which would allow hotels to participate. Another consideration would be the vendor’s food service capabilities as of a particular date, so vendors would not be “scrambling to... build something to get in on the permitting process.” The permits could be renewed annually.

Director McCaffrey requested the Committee’s input, particularly on what they felt the criteria should include.

Chair Piedra agreed with the idea that hotels can serve their own customers from within their existing infrastructure; this would also make it easier to create “divisions” on the beach. Mr. Yaari stated there should be consistency among items served, so the vendors would be providing “beach food.” Chair Piedra

recalled that this had been an issue in the past, and felt consistency on, for example, “80% of what is being offered” would address this concern.

Mr. Yaari advised that price consistency is another consideration, and proposed that another criterion be that the vendor must be a hotel or property owner. He noted this would contribute to consistency as well, because “most of the property owners are here to stay.”

Mr. Scott asked if the members felt a vendor could succeed “operationally” if required to cross A1A. It was agreed that this would be possible. Director McCaffrey reminded the Committee that a designated food runner would need a cart or “something on wheels.”

Ina Lee, guest, pointed out that not all beachgoers would be hotel guests, but included members of the public as well. Chair Piedra did not feel it would be an issue for hotels to serve the public.

Vice Chair Ioannou suggested the formation of a committee to discuss this issue, which would include representatives of the restaurants and hotels on the beach as well as City officials.

Mr. Scott explained that revising the open container law would require a separate discussion, as currently alcohol is not permitted on the beach. It was noted that during the Super Bowl, the revision to this Ordinance still did not allow alcohol on the beach, although it was permitted on the sidewalk opposite the beach.

Chair Piedra clarified there are three issues under discussion: the open container Ordinance, food and beverage service on the beach, and alcohol service on the beach.

Mr. Yaari noted that business considerations are an important aspect of the alcohol service issue: expenses would be involved in assembling “a team to serve on the beach,” and selling beach food might not bring in sufficient profit on its own. He felt the addition of alcohol would enable the businesses to establish this service in “a respectable... [and] consistent way.”

Chair Piedra stated it is the BID’s recommendation that the open container Ordinance be revisited by the City Commission, as the Committee supports lifting this ban “on a trial basis.” They also support the formation of a committee to research options and “to present the plan for food and beverage service on the beach.”

Chair Piedra asserted that the proposed committee be comprised of both City Staff and private sector interests, so both sides can draw from their knowledge

and experience. Mr. Scott recommended the inclusion of a member of the City Attorney's Office as well.

Mr. Yaari felt instead of sending out an RFP for potential vendors, property and business owners along the beach should "serve the people in front of your establishment." Mr. Scott agreed that while an RFP approach had once been considered, Staff was now looking into the permitting approach instead, with permitting subject to specific controls.

Motion made by Mr. Oliver, seconded by Mr. Ioannou, to recommend that City Commission 1) revisit and reconsider the ordinance prohibiting consumption of alcoholic beverages on Fort Lauderdale beach, 2) form a committee consisting of City Staff and key private sector stakeholders on Fort Lauderdale Beach who would research and consider options for allowing food and beverage service on Fort Lauderdale Beach, 3) consider alcoholic beverages as a part of the food and beverage service. In a voice vote, the **motion** carried unanimously.

Mr. Scott felt the best option was to "use the momentum" that these and similar issues have recently had with the new City Commission as a "springboard" to discuss them at an upcoming City Commission meeting. He explained that the Commission usually comments right away on the issues as presented, which would give the BID "direction." He felt it was possible the City Commission would place the item on an upcoming Agenda for further discussion.

VIII. Old / New Business

Mr. Scott advised that there should be a discussion regarding potential budget cuts at the next BID meeting, as they will most likely "have to make some tough decisions."

He stated that a Better Meetings Academy will be offered on April 27 and June 7, 2010, at 5:45 p.m. on the third floor of City Hall. He recommended that any members who have not previously attended an Academy attend one of these scheduled meetings.

There being no further business to come before the Committee at this time, the meeting was adjourned at 4:28 p.m.

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