

**APPROVED**

**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE  
100 NORTH ANDREWS AVENUE  
8<sup>TH</sup> FLOOR CONFERENCE ROOM  
FORT LAUDERDALE, FLORIDA  
MONDAY, MAY 10, 2010 – 3:30-4:30 P.M.**

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

At this time, there are 9 appointed members to the Board, which means 5 would constitute a quorum.

**Staff**

Stephen Scott, Economic Development Director  
Eileen Furedi, Economic Development Representative  
Karen Reese, Economic Development Representative  
Donald Morris, Beach CRA Director  
Terry Rynard, Assistant Director, Parks and Recreation Department  
Barbara Hartmann, 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 3:30 p.m. Roll was called and it was determined a quorum was present.

## **II. Approval of Minutes: April 12, 2010**

**Motion** made by Mr. Yaari, seconded by Mr. Motta, to approve the minutes of the April 12, 2010 meeting. In a voice vote, the **motion** carried unanimously.

## **III. Business F1rst**

Mr. Scott explained that the program is a “two-pronged approach,” consisting of a telephone survey followed by site visits to a cross-section of companies, to gain information regarding the City’s business community. The Economic Development Department wants to establish a baseline so they can set goals for future performance. The program is a joint venture between the City and the Greater Fort Lauderdale Chamber of Commerce, and individuals representing the City and the Chamber participated in the site visits to companies.

He introduced Ron Perkins of American Document Management, who is Chair of Business F1rst, and Chuck Malkus of Malkus Communications, who also served on the group’s Board.

Mr. Scott advised that the group has issued a report based upon their findings, and copies were distributed to Committee members. He invited Mr. Perkins to address the Committee at this time.

Mr. Perkins stated one finding from both the telephone survey and the site visits was that over 80% of more than 900 businesses surveyed consider Fort Lauderdale a good place to do business. A similar percentage would recommend the City to another business executive for expansion or relocation. He noted that the surveys occurred during the 4<sup>th</sup> Quarter of 2009 and 1<sup>st</sup> Quarter of 2010, “when the economy was not particularly strong.”

He reiterated that this is only a baseline assessment for the program, to establish the attitude of business owners and executives in Fort Lauderdale’s larger companies. The results were presented to the City Commission at the May 4, 2010 meeting, along with a list of recommendations.

One of the recommendations, Mr. Perkins observed, is that “we continue to improve the situation” with the City’s Planning and Zoning and Building Departments; he felt further progress may be made, including facilitating access and “getting through the bureaucratic maze.” A recommendation for making this easier would involve appointing a “conciierge” to help businesses through

government processes, such as applying for permits, expansion, parking issues, or many other possibilities.

Another recommendation was that the City explore potential changes to parking requirements on the beach and elsewhere, and modify the Sign Ordinance to allow for greater flexibility. Mr. Perkins concluded that the group also asked the City Commission to “look carefully at the noise issue,” pointing out that noise is expected in an entertainment district. Mr. Perkins added that these three items are being actively considered in various committees.

He concluded that the joint venture between the City and the Chamber was not simply to publish a report of their findings, but to move “on to the next phase” to expand upon these baseline findings. The second phase would focus on nine specific and obtainable improvements to the business climate.

Mr. Scott pointed out that final recommendation 8 urges the City to cultivate a stronger relationship with the Convention and Visitors Bureau to demonstrate its commitment to tourism and convention business. He recalled that other cities give “more attention” to their visitors’ bureaus, and Fort Lauderdale could easily do the same. Mr. Perkins added that the Mayor is personally involved in achieving this goal.

Mr. Scott introduced Dan Lindblade, President of the Greater Fort Lauderdale Chamber of Commerce, who initiated Business F1rst and approached Mr. Scott regarding the program.

Vice Chair Ioannou congratulated the participants, stating that the perception of being “easy to do business with” is crucial for Fort Lauderdale’s success. Mr. Yaari agreed, and asked what Mr. Scott and Mr. Perkins feel the “turnaround” will be on achieving the recommended changes.

Mr. Perkins replied that he felt the City Commission is “engaged,” and a formal vote is expected at the next meeting to endorse the program’s principles. Business F1rst plans to meet again and develop a timeline for the implementation of their recommendations.

Chair Piedra stated he was one of the individuals interviewed as part of the program, and agreed with the actionable opportunities identified by the report. He noted that a cross-section of the business community participated in the effort.

The Committee thanked Mr. Perkins for his presentation.

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

## **V. Where the Boys Are Update**

Terry Rynard, Assistant Director of the Parks and Recreation Department, stated the Where the Boys Are event is scheduled for May 29, 2010. On May 23, the Sunday before the event, a 24-page insert will be included in the *Sun-Sentinel*; this will include the history of the beach and the City as well as the movie. She also noted that the latest *Go Riverwalk* magazine features an article on the event as well.

The event on May 29 will run from 11:00 a.m. to 10:00 p.m., and a portion of A1A will be closed. Events include a period car show, different bands, a performance by Connie Francis, and the Mayor's presentation of a pavement marker. Mr. Morris added that events are planned for the beach itself as well.

She advised that at present, only a fireworks display is planned for the 4<sup>th</sup> of July unless additional sponsorships are secured. If this does not happen, the Department will ask the Beach CRA if they can assist in funding more activities for that day.

Chair Piedra asked if a flyer is available for placement in the hotels. Assistant Director Rynard stated these are available, and offered to get these materials to Mr. Morris for distribution to the hoteliers. The flyer lists beach and other events.

Mr. Yaari asked if the open container law is suspended for Memorial Day Weekend. Assistant Director Rynard confirmed that the area between Las Olas Boulevard and Cortez Street has been approved as an event site, and alcohol may be sold in that area by existing vendors.

The Committee thanked Assistant Director Rynard for her presentation.

#### **IV. BID Budget Discussion**

Mr. Scott distributed information related to the BID budget to the Committee members. He explained the sooner they begin thinking about "what we might be facing," the better. The information includes the previous year's budget, as well as how much money was raised by the BID and "where that money went."

He pointed out that the figures assume a 10% drop in revenues due to the reduced property values in the market; in addition, they show what would be necessary in order for the BID to raise the same amount the following year with a 10% revenue reduction. The actual numbers will be available from the property appraiser's office in early June 2010, and should be available at the next BID meeting.

Mr. Scott noted that in some cases, the reduction is predicted to be worse than 10%; however, oceanfront property has historically performed better than 10% less. The City expects “an even larger reduction in revenues.”

Vice Chair Ioannou recommended tabling the Item until June, when actual figures will be available.

## **VI. Communications to the City Commission**

Chair Piedra recalled that the previous month, the Board had sent a communication to the City Commission regarding food and beverage concessions on the beach. Mr. Scott reported that this was read at a recent City Commission meeting, where it was determined to be “too big a topic” to be discussed simply as a Communication; the Commission wished to have the issue brought forward on a Conference Agenda. Business Enterprises is currently working on preparing this item, most likely for the first Commission meeting in June.

He added that the City Commission seemed to feel the topic of changing the City’s open container law should be separated from the discussion of a food and beverage concession; therefore the latter topic is being brought forward for further discussion at this time, and the open container issue might “best be raised separately.”

Mr. Yaari advised that the Beach Council has discussed the open container law, and there is a feeling that perhaps the Communication “didn’t transfer the message” in the best possible way. He felt they should “fine-tune” the Committee’s message in order for the City Commission to understand this law should be revisited in a way that will benefit the City and its businesses.

Mr. Scott felt the City Commission did not believe the Committee wanted “a free-for-all on the beach,” but perhaps that the issues are very broad, and attempting to address both issues at the same time could be counterproductive.

Vice Chair Ioannou did not believe there was a “misunderstanding,” as he felt the Committee’s recommendation was clearly stated, particularly with regard to forming a committee to consider the City’s options. He asserted that a committee of this nature could analyze all the items discussed and then make a motion to the City Commission. He recommended a cross-section of stakeholders, City Staff members, and perhaps members of the Chamber of Commerce.

Chair Piedra suggested the two issues could be separated in order to see earlier progress on one issue than another, rather than “getting them mixed up.” Mr. Scott clarified that he did not intend to suggest the open container law be

dropped, but merely separated from the food and beverage issue. Chair Piedra agreed he is "OK with separating the two."

He reiterated that the City Commission will take up the food and beverage issue at an upcoming Conference Agenda meeting, and he will let the members know when this will occur so they can be present if they wish.

There were no new communications to the City Commission at this time.

## **VII. Old / New Business**

Chair Piedra stated he had spoken with Dan Barnett of Wizard Entertainment, who is still seeking potential sponsors for Saturday Night Alive. He was not aware of progress that has been made, and offered to reach out to Mr. Barnett for an update.

Art Seitz, member of the Beach Redevelopment Board, noted that Red Bull often hosts "unbelievable events" in Florida's coastal cities, and suggested that the Committee might contact them as a possible sponsor in connection with the City's upcoming Centennial. He felt they could bring a large crowd to the beach, possibly through a concert or a partnership with Live Nation. He also stated the City should build up its infrastructure in order to be a better host for events.

Chair Piedra agreed that "everybody is on the same page," advising that Mr. Barnett is reaching out to brand-name beverage distributors who can sponsor major events. He noted that a joint meeting of the BID and the Beach Redevelopment Board (BRB) is possibly upcoming.

Mr. Morris advised that the BRB is beginning to consider becoming more involved with events on the beach, and is attempting to come up with possible event ideas for 2011. He felt they could help improve existing events as well as reaching out to bring new events to the area.

It was determined that the BID/BRB joint meeting would focus exclusively on the topic of beach events. Chair Piedra reiterated that "everybody wants to see more special events" and wants the beach to be "the best it can be." The joint meeting was tentatively scheduled for Monday, June 14, 2010, pending further discussion by the BRB.

There being no further business to come before the Committee at this time, the meeting was adjourned at 4:11 p.m.