

**APPROVED**

**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE  
100 NORTH ANDREWS AVENUE  
8<sup>TH</sup> FLOOR CONFERENCE ROOM  
FORT LAUDERDALE, FLORIDA  
MONDAY, JUNE 14, 2010 – 3:30 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)	A	3	4
Andreas Ioannou, Vice Chair (Greater Fort Lauderdale Chamber of Commerce, Beach Council)	A	5	2
William Stanton (LXR Luxury Resorts & Hotels)	P	4	3
Joseph Geluso (The "W" Hotel, Capri Hotel, LLC)	A	3	4
Jim Oliver (The Ritz Carlton Hotel, Castillo Grand, LLC)	P	6	1
Alfred Rosenthal (Beach Place Towers, Marriott Resorts Hosp. Cor.)	P	4	3
Bill Cunningham (Marriott Courtyard, PHF Oceanfront LP)	P	6	1
Paul Motta (EVP/Beach Place)	P	6	1
Aiton Yaari (Beach Redevelopment Advisory Board)	P	5	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  
Earl Prizlee, Engineering Design Manager  
David Rubin, Beach CRA  
Barbara Hartmann, Recording Secretary, Prototype, Inc.

**Communications to City Commission**

None at this time.

**I. Call to Order / Roll Call**

Acting Chair Oliver called the meeting to order at 4:30 p.m., following a joint meeting with the Beach Redevelopment Board. Roll was called and it was noted a quorum was present.

**II. Joint Meeting with the BRB at 3:30 p.m. to Discuss Potential Events on the Beach**

The Board and Committee members introduced themselves. Members of the BID in attendance were Jim Oliver, Alfred Rosenthal, Bill Cunningham, Paul Motta, and William Stanton, as well as Stephen Scott, Economic Development Director and Liaison. Jim Oliver served as acting Chair for the BID.

Chair Deckelbaum advised that at their last few meetings, the BRB had talked more about events on the beach; the previous year was the first time they had included budget funds for events within the CRA. No applications were received until the City approached the Board to request funds for the Memorial Day Weekend "Where the Boys Are" event.

The Board also discussed whether or not they should take greater initiative in bringing events to the beach, including CRA-sponsored events or using funds to attract private promoters. They have not yet arrived at any conclusions from these discussions, and hope to brainstorm with the BID before preparing next year's budget.

Mr. Oliver explained that one problem facing the BID is a significant reduction in its budget for the next fiscal year, and where its funds are allocated. Chair Deckelbaum estimated the BRB is looking at a reduction of roughly 10%. Mr. Oliver noted the BID's reduction affects its expendable funds, unless it cuts back on the core services for which these funds pay, such as beach cleaning.

Vice Chair Motwani asked if anyone was aware what had happened to the planned Live Nation concert event on the beach. Mr. Scott explained that the reasons given for the Live Nation event never occurring were "basically the economy happened," and the band with whom Live Nation had hoped to contract was not available. He agreed with Vice Chair Motwani that the Board and Committee should reach out to Live Nation and encourage them to reconsider.

Chair Deckelbaum asked if Live Nation's intent for the concert had been to "make money on sponsorship" or charge for tickets. Mr. Scott replied the intent had been for both: a VIP area would have been reserved, for which tickets would have been sold, and screens would be placed on the beach to make the event free for most attendees. He recalled that the Super Bowl concert on the beach had used this plan.

Mr. Yaari stated that one problem occurs when a company such as Live Nation has to “jump through so many hoops” that they are discouraged from staging the event in the City. He felt there should be a way to “make it easier for them to get these things approved.”

Vice Chair Motwani agreed, stating this was behind her suggestion to bring Live Nation back to the table. She recalled that the previous plan had called for the promoter to “do everything;” since it has not worked out, she recommended asking how the BRB and BID can help bring about the event.

Mr. Scott recalled that whenever an impediment to the Super Bowl event had presented itself, it had been his responsibility to “break it down.” He felt this had been very successful, and asserted that any business planning an event of this nature for the City would receive “the VIP treatment” to make their efforts as easy as possible.

Mr. Rosenthal questioned whether the City could entice Live Nation to return and plan an event. He felt they should investigate what an event might cost and “what the layout would be” for a concert, as well as what it would take from the BRB and BID to facilitate further conversations with the promoter. Chair Deckelbaum added that another question is whether the Board should “wait and see who comes to Fort Lauderdale Beach wanting to do events,” reminding the group that Live Nation had come to the City “with their own idea” for the concert, paid for by sponsorships rather than by City funds.

Chair Deckelbaum continued that one question is how proactive the groups wish to be, such as whether they would like to take action or to approve funding from their respective budgets. Another question involves the type, scale, and purpose of the proposed events, such as attracting tourists to fill hotel rooms or Broward County residents to the beach, or to create a signature event.

Mr. Yaari suggested that the upcoming Fort Lauderdale Centennial would present a good opportunity for an event of this nature. He felt if the groups combined their planning and their budgets, it could be possible to plan a major Centennial beach event by March 2011, which could be enjoyed by both local residents and tourists. Chair Deckelbaum and Mr. Scott noted that the Centennial Celebration Committee is working to plan events for 2011; Mr. Rubinstein and Mr. Yaari added that it would be helpful to learn what they are planning so there are no repetitive events. Mr. Scott said a representative of the Centennial Celebration Committee could be invited to address the BRB and/or BID.

Mr. Oliver stated that funds paid into the BID are intended for business development; if the BID commits funds to the promotion of an event, businesses

will not want to do so during the peak season. They prefer to “bring locals to the beach” during the summer off-season as a better investment.

Mr. Morris noted that the BRB’s budget will be discussed in July, and one goal for today’s meeting could be to “target... signature events” as well as additional smaller events. This would help Staff arrive at an appropriate “ballpark” amount for the budget.

Chair Deckelbaum proposed using the Where the Boys Are Memorial Day event as a “baseline” for the discussion, as it was “a tremendous success.” He recalled that the BRB had contributed \$50,000 toward its total estimated cost of \$100,000. The event had brought roughly 30,000 people to the beach for the weekend, although results for hoteliers were reportedly mixed. Chair Deckelbaum asked what kind of promotion works best to fill rooms at hotels.

Mr. Rosenthal advised that in his experience, more visitors come to Fort Lauderdale “for the experience,” including activities in and around the City. Mr. Stanton observed that while events such as Where the Boys Are are “good community stuff,” it did not bring in a great deal of visitors from out of town. He pointed out that Miami, for example, stages many events that “fill hotel rooms.” Other events offered as examples for drawing businesses to hotels included the Boat Show, food and wine weekends, and the Air and Sea Show.

Mr. Oliver agreed with Mr. Stanton that having a signature event for the City “helps create an identity.” A one-time event, however, can also have a lasting effect by providing exposure to national markets and contributing to the City’s identity. By contrast, it was noted that Fort Lauderdale has “a lot of mini-events,” and staging a large event similar to those in Miami could encroach upon the audiences of these smaller events.

Ms. Scher noted that a signature event would not necessarily have to be staged on the beach, and it is important to keep the “bigger picture” in mind. She asserted that “the biggest problem with Fort Lauderdale is we don’t have an identity,” and the solution should be to look at all the different areas of the City in order to formulate a plan. Chair Deckelbaum agreed, but pointed out that the BRB and BID are both limited to specific geographical areas.

Mr. Yaari suggested a seafood festival could be an option; it could be planned to last three days, for example, in order to enhance business for the hotels as well. Mr. Malkus felt there is a better chance of building a better reputation and filling hotel rooms with a weekend event, and recalled that in previous years, Winterfest had featured a “Beach Ball Concert” in addition to the Boat Parade. He suggested the answer might be expanding and enhancing events that are already in place and giving visitors a reason to spend an extra day in the City.

Mr. Morris noted that “half the BID is in the CRA,” and proposed expanding the Saturday Night Alive event in partnership with the BID. Mr. Oliver clarified that in 2010 there will be five events, one for each Saturday in the month of July; Vice Chair Motwani felt if the BRB has extra funding, they may be able to contribute to the event this year.

Dan Barnett, representing Wizard Entertainment as producer of the Saturday Night Alive event, explained that the event targets individuals who are “on the fence” deciding where they might want to go for a weekend. He noted that if the concept is expanded and Saturday Night Alive is held more frequently, less marketing is necessary, and it becomes “a reason to pick Fort Lauderdale... over other destinations.”

He also proposed that a Sunday brunch promotion for hotels could be added to the concept. This would be automatically included in the promotion and marketing.

He advised that the event slogan is “a mile of live entertainment on Fort Lauderdale Beach,” which encompasses “20 small entertainment acts along A1A” without closing down the highway. He felt this is more likely to become a “sustaining event” than a single large event involving a large group of people in a single area of the beach.

Chair Deckelbaum asked Mr. Barnett what demographic he felt last year’s Saturday Night Alive events brought to the beach, stating that he did not feel it brought in tourists. Mr. Barnett replied he felt last year’s events brought in individuals from the tri-County area, who “live in this area and don’t think of the beach as a destination.”

Chair Deckelbaum asked the group if this sounded consistent with what they would like to see for the beach.

Ms. Scher noted that “transportation is very important,” and when an act or acts come to the beach, it is crucial that arrangements are made to bring in visitors. She agreed that special events can “bring in people that have never been here before” from both in- and outside the City.

Mr. Rubinstein noted that the Saturday Night Alive budget document showed an \$80,000 budget for live entertainment, and asked if this came from the BRB. Mr. Oliver explained Saturday Night Alive is “funded entirely by the BID.” Chair Deckelbaum added that his question was intended to ask if the BRB wished to put money toward expanding the event to a longer time frame, for example. Mr. Yaari added that he would like to see the event expanded to stretch from Memorial Day to Labor Day.

Mr. Rubinstein observed that if the BRB contributed money to the event, it would leave them less money for infrastructure. Vice Chair Motwani advised that contributing a small amount of money could greatly enhance the economic impact of the event.

Mr. Morris stated the question would be whether the BRB wished to become involved in the event. He pointed out that many CRAs put funds toward both infrastructure and special events, and concluded that they might be able to improve the economic impact to the beach throughout the year. Ultimately the issue would be a policy decision on whether or not the BRB would like to be "more involved in events." Mr. Rubinstein explained he had raised the issue because of the problems the Board had seen on its beach walk.

Mr. Oliver thanked the BRB members for meeting with the BID and providing an opportunity for the two groups to meet. He agreed that there should be mutual consideration of future projects that could help expand business and enhance the popularity of the beach.

Mr. Yaari emphasized that the two groups should meet regularly, perhaps twice a year to quarterly. He felt they could "get so much more done" and have a positive effect on the beach.

There being no further business to come before the BRB at this time, the BRB meeting was adjourned at 4:24 p.m

### **III. Approval of Minutes – May 10, 2010**

**Motion** made by Mr. Rosenthal, seconded by Mr. Cunningham, to approve the minutes of the May 10, 2010 meeting. In a voice vote, the **motion** carried unanimously.

### **IV. Update on Saturday Night Alive – Wizard Entertainment**

Dan Barnett, representing Wizard Entertainment, distributed an overview of the planned activities, reporting that "everybody is really embracing the event." The City Commission will officially review the revised agreement with Wizard Entertainment at the June 15, 2010 Consent Agenda meeting. Mr. Scott clarified that approval of the contract has already occurred, and the document the Commission will review will be the outdoor event agreement.

Ten acts have been booked for all five Saturdays of the event, and local vendors have come up with additional acts to arrive at "somewhere around 23" total entertainment acts. Part of the focus is "connecting between the Ritz and the Westin," which will help move people along from one location to the next. The W

Hotel has agreed to have entertainment and arts and crafts vendors outside its venue, and other vendors will be located on the south end of the beach as well.

Advertising has “buttoned up well,” he continued. The *Sun-Sentinel* will provide showtimes one week in advance, and the event is advertised on “banners” on their spots. There are additional ad campaigns on Facebook and Twitter that include the various hotels, restaurants, and bars. Street banners will be placed on Sunrise Boulevard on July 1, and event posters will be available. Electronic posters will be delivered to hotels for inclusion on their message boards.

Mr. Barnett continued that marketers within the BID would also like to reach out to local homeowners’ associations to bring nearby residents to the beach. The pocket folders are expected to be in greater demand from the previous year due to the five-week event, and 20,000 of these will be printed. He advised that the biggest challenge is “getting those pocket folders accurate” with regard to where acts are playing, location and cost of parking, and specials offered by bars and restaurants.

He recalled that Wizard Entertainment representatives met with the marketing directors of “the principal hotels of the BID” for additional input, and an idea from this session was to hand out pocket folders at check-in and turndown on all five Saturday nights of the event.

Website upgrades are in progress as promotions and specials are added for each business. Over 100 emails were sent to homeowners’ associations for inclusion in their July newsletters.

Mr. Barnett noted that several individuals “in different factions of this process” have asked that Saturday Night Alive be designated an open container event. Mr. Scott explained that the City Attorney’s opinion is that this issue would have to be voted upon by the City Commission. Events for which the open container Ordinance has been suspended have been City-funded events, such as Where the Boys Are and the NFL events during the Super Bowl. Mr. Scott advised that a Commissioner would have to raise the issue, and the City Commission’s approval would be required to waive the Ordinance.

He continued that the City Attorney’s opinion is if the Ordinance is waived “too often,” there will be “significant legal consequences” about which he would be concerned.

Mr. Yaari stated that the strip on which his and other businesses are located is an entertainment district, and pedestrians are “allowed to walk around with a drink.” Mr. Barnett explained that one issue is whether “this event [in] this particular July” to be “the event that brings this to a head in front of the City Commissioners.” Mr. Scott recalled as well that the previous year’s event had

been “very controversial,” and it had been necessary for several BID members to appear at a City Commission meeting to “make a case” for Saturday Night Alive. While the 2009 event was a success and those previously opposed were now in favor of it, he cautioned that the BID should consider whether they want to be the test case for “a pretty hot-button [issue].”

Mr. Yaari agreed that the open container Ordinance is “very sensitive” at the moment, and it might be best to avoid making it an issue for Saturday Night Alive.

Chair Oliver agreed, noting that the Ordinance was the subject of a recent communication to the City Commission, along with food and beverage service on the beach.

Mr. Yaari asked if entertainment will be allowed to last until 11 p.m., as was done the previous year. Mr. Barnett confirmed that amplified music will be allowed between 7-11 p.m. as part of the festival’s outdoor event permit. This applies to “everywhere that is the BID,” or all businesses facing the west side of A1A.”

Chair Oliver reminded the Committee that they are still “looking for funding,” and asked if Wizard Entertainment had obtained sponsorships to offset any of the event’s costs. Mr. Barnett advised there had been a verbal agreement with a vendor, but this had been rescinded. They are currently “backpedaling,” as this sponsorship had been intended to pay for printing, distribution, and promotion. They are now seeking alternative sponsor support.

The Committee thanked Mr. Barnett for his update.

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

None at this time.

## **VI. Old / New Business**

There being no further business to come before the Committee at this time, the meeting was adjourned at 4:46 p.m.

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