

APPROVED

**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FLORIDA
MONDAY, AUGUST 9, 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	4	5
Andreas Ioannou, Vice Chair (Greater Fort Lauderdale Chamber of Commerce, Beach Council)	P	7	2
William Stanton (LXR Luxury Resorts & Hotels)	A	5	4
Joseph Geluso (The "W" Hotel, Capri Hotel, LLC)	P	5	4
Jim Oliver (The Ritz Carlton Hotel, Castillo Grand, LLC)	P	8	1
Alfred Rosenthal (Beach Place Towers, Marriott Resorts Hosp. Cor.)	P	6	3
Bill Cunningham (Marriott Courtyard, PHF Oceanfront LP)	P	8	1
Paul Motta (EVP/Beach Place)	P	7	2
Aiton Yaari (Beach Redevelopment Advisory Board)	A	5	2

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

Staff

Donald Morris, Beach CRA Director
Eileen Furedi, Economic Development Representative
Karen Reese, Economic Development Representative
Earl Prizlee, Engineering Design Manager
Barbara Hartmann, Recording Secretary, Prototype, Inc.

Communications to the City Commission

None at this time.

I. Call to Order / Roll Call

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

At this time Mayor Jack Seiler joined the meeting and asked to briefly address the Committee. He explained that the City is seeking to make a beach event, such as the Where the Boys Are celebration in May 2010, an annual tradition, honoring different individuals with local ties each year. He suggested the event could be a "great American beach party" each Memorial Day Weekend. He asked the Committee to give some consideration to names that could create interest in the event and bring residents and visitors to the beach, and create media interest.

Mayor Seiler asked if the Committee members had questions or issues to be addressed to the City.

Mr. Oliver reported that he has had several issues with intrusions by "undesirables" into his hotel, some of which have resulted in theft. He recommended that the hoteliers be aware of this, as it has been a weekly issue at his hotel for three to four months. Mr. Rosenthal noted there have been similar issues in the garage at Beach Place.

Mayor Seiler asked if there had been a timely police response. Mr. Oliver explained they were only able to hold one individual, who had been released when the police did not respond in time. Mayor Seiler said an extra individual from the Police Department could be assigned to the area in the future in order to respond more quickly.

Chair Piedra thanked Mayor Seiler for his attendance and input.

II. July 6, 2010 (Special Meeting) Approval of Minutes

Motion made by Mr. Rosenthal, seconded by Vice Chair Ioannou, to approve the minutes of the July 6, 2010 Special Meeting. In a voice vote, the **motion** passed unanimously.

III. TMA Update

Patricia Zeiler, Managing Director of the Downtown Fort Lauderdale Transportation Management Association (TMA), advised that there will be significant changes to next year's service. The Executive Board has established goals of upgrading to seven-day service and targeting cruise ship passengers. This will help them serve both hotel guests and beach residents more effectively.

She showed a rendering of the TMA's routes, noting that they are hoping to synchronize two of these routes in October 2011. While it will still only operate

three days a week, the TMA is investigating options to extend service. If seven-day service can be achieved for all routes, she noted, "everything will connect all the time."

Ms. Zeiler continued that the TMA is working on its signage and "clear markings" advising pedestrians and visitors on where they can catch the trolley to go downtown.

She provided a handout showing the TMA's proposed budget for three-day service, noting that grant funds come from the Broward County community bus program, an FTA grant, the City's local option gas tax, and DDA funds. There is a \$60,000 shortfall for 2011, and the TMA is seeking to make up this deficit through its partners. The total budget is \$292,240, which operates three vehicles for three days at 12 hours per day.

Mr. Morris explained that the TMA is requesting \$60,000 from the CRA, which will be discussed along with the budget at an upcoming meeting. The \$60,000 would help offset administrative costs.

Ms. Zeiler reported that she had met with Economic Development Director Stephen Scott at a recent Convention Visitors' Bureau meeting, and he had asked her to inform the Committee that Gray Line has approached the TMA to do some work as a carrier for tourists in the City. Gray Line can help provide in-kind services, including GPS technology on the vehicles as well as fees. Lamar Excursions has also reached out to the TMA to serve cruise ship passengers who want to visit the City.

Mr. Oliver asked what the different "load factor" was between the route going to the harbor shops and the Las Olas Boulevard route. Ms. Zeiler replied there are significantly fewer riders on the Las Olas route.

She added that Mr. Morris has been instrumental in scheduling meetings with the Parks and Recreation Department, Parking and Fleet Services, and City Staff who assist with events. She now regularly attends meetings related to various events.

Mr. Cunningham recalled a discussion at a previous meeting regarding a possible increase in fares. Ms. Zeiler explained that Broward County Transit sets fares, and the TMA is only allowed to charge 50% of what Broward County charges on a regular passenger load, which is 75 cents.

Chair Piedra thanked Ms. Zeiler for her presentation.

IV. Saturday Night Alive

Dan Barnett, President of Wizard Entertainment, reported that Saturday Night Alive has been completed, and distributed event and talent overviews as well as a marketing plan. He stated the event was very successful, lasting for five weeks in July. He also distributed a recap booklet on the event, which includes comments and recommendations. The diversity of the audience was an important factor, with a wide range in the ages of attendees.

He added that a video production crew shot a video on the last Saturday of the event, which will be edited and presented to the Committee at a later date to show the vendors and entertainment involved in the event.

Mr. Barnett continued that the north and south ends of the beach were connected by entertainment at this year's event. A Bahamian junkanoo band performed on the final Saturday of the event, which he characterized as a high-energy attraction that "made a huge difference." He hoped funds could be appropriated for moving entertainment in the future.

It is expected that Budweiser will return as a sponsor of the 2011 event; AT&T also became a sponsor and hope to participate next year. Other sponsors included the water taxi, which traded in-kind for advertisements. He added that cooperation from beach businesses was "heightened," as the event did not require explanation this year.

He concluded that Brenda Bailey had worked with the event's advertising, particularly in the *Sun-Sentinel* and the *New Times*. The Saturday Night Alive website worked especially well to emphasize the annual nature of the event, with over 66,000 unique visitors. Social marketing related to the event increased in 2010 as well.

Mr. Barnett noted that distributing pocket folders at hotel check-in and turndown was very successful, as visitors saw several places they could go without having to leave the beach. He felt the "dynamic nature of the event," as well as the participation of the water taxi and trolley, had a great impact on the event's success.

He stated that Wizard Entertainment is analyzing its budget of "almost \$79,000" for five events, and noted that the Memorial Day to Labor Day concept discussed at an earlier meeting would consist of 15 Saturday nights. He suggested if the event proposed by the Mayor were held on Memorial Day Saturday, the Saturday Night Alive event could begin either that weekend or the next for 14-15 events, or ten events could be held at twice this year's budget. There are also possible ways to increase sponsorships and make the event more cost-effective without lessening either the marketing or entertainment budgets.

The Committee members and guests discussed specific aspects of the event which they had found to be successful.

Ina Lee, guest, observed that the Beach Redevelopment Board is scheduled to meet again on Thursday, August 12, and will discuss the possibility of matching funds for the event. She pointed out that no hoteliers serve on this Board, and encouraged BID members to attend the meeting on behalf of business interests in the beach area.

Mr. Morris noted that the Greater Fort Lauderdale Chamber of Commerce had recommended expanding the event, and Mr. Scott would be present to advocate for the BID as well. He advised, however, that it would not be harmful to “have more people there” to speak up for the event, and he expected Staff would do so as well. Mr. Barnett also planned to attend.

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

VI. Old/New Business

Chair Piedra agreed that Saturday Night Alive had been a successful event and “a good first step” that provided residents and visitors with entertainment. He felt the next initiative for the Committee could address the issue of bringing more people to the City. He felt they were spending a “disproportionate” amount of BID funds on services rather than on marketing and promoting businesses. He proposed holding a workshop or planning a “brainstorming” meeting to discuss what the BID can do to bring more people to the area, and working with the City to “provide the services necessary without us augmenting it.”

Mr. Rosenthal observed that there had been discussions of reviewing the beach cleaning contract to determine if some funds can be “shifted” from the contract to other uses. He suggested reviewing the contract on an annual basis to accurately determine what services are needed.

Mr. Morris proposed meeting with a member of the City’s Procurement Department, who could discuss what may be reduced without potentially jeopardizing the contract.

Mr. Rosenthal continued that the proposal of “cementing” an annual event in Fort Lauderdale was also something the Committee should consider. Chair Piedra commented that they should revisit the idea of a Live Nation event on the beach in addition to the Mayor’s proposed Memorial Day annual event, as a non-holiday event could bring in a greater increase in business and boost occupancy at hotels and business at restaurants and bars.

Mr. Morris recalled a joint meeting with the CRA in which partnering with the Beach Council to use more money for events throughout the year had been discussed. He suggested that the desire for events provided a good opportunity for the Committee to partner with the CRA. Chair Piedra agreed that a partnership between different advisory bodies would be “crucial” to the success of any events.

Ms. Lee advised that one issue related to future events is the cost of providing a police and fire presence. She had met with the Mayor and other interested parties, and he had agreed to reach out to the Police Department to discuss how this expense could be reduced.

Chair Piedra concluded that at the next meeting, the BID would review the Prism Cleaning contract; they would also spend time discussing “what we want to do going forward” in terms of beach events.

V. Communications to the City Commission

It was noted that there has been no response regarding food and beverage service on the beach. Chair Piedra offered to follow up on this with Mr. Scott the following week.

There being no further business to come before the Committee at this time, the meeting was adjourned at 4:30 p.m.

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