

APPROVED

**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FLORIDA
MONDAY, NOVEMBER 8, 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)	A	0	1
Andreas Ioannou, Vice Chair (Greater Fort Lauderdale Chamber of Commerce, Beach Council)	A	0	1
Bill Cunningham (Marriott Courtyard, PHF Oceanfront LP)	A	0	1
Paul Motta (EVP / Beach Place)	A	0	1
Jim Oliver (The Ritz Carlton Hotel, Castillo Grand, LLC)	P	1	0
Dale Reed (The "W" Hotel, Capri Hotel, LLC)	P	1	0
Alfred Rosenthal (Beach Place Towers, Marriott Resorts Hosp. Cor.)	A	0	1
William Stanton (LXR Luxury Resorts & Hotels)	A	0	1
Aiton Yaari (Beach Redevelopment Advisory Board)	P	1	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
Donald Morris, Beach CRA Director
Eileen Furedi, Economic Development Representative
Karen Reese, Economic Development Representative
Earl Prizlee, Engineering Design Manager
Mark Almy, Parks and Recreation
Barbara Hartmann, Recording Secretary, Prototype, Inc.

Communications to City Commission

None.

I. Call to Order / Roll Call

Mr. Morris called the meeting to order at 3:31 p.m. Roll was called and it was noted a quorum was not present.

II. Approval of Minutes: September 13, 2010

Minutes could not be approved in the absence of a quorum.

III. Video Presentation of Saturday Night Alive

Dan Barnett of Wizard Entertainment explained that the video was compiled from material filmed during the Saturday Night Alive event over the summer. When the dates for next year's event have been determined, Wizard will re-edit the video, add voice-over, and use it to solicit national sponsorship for the event. It will then be re-edited once more to create a television and website ad for Saturday Night Alive 2011.

He showed the Committee members the brief video.

Mr. Barnett said he hoped to expand the event from five weekends to 13 in 2011. If funding levels are approved to the \$160,000 range by December 2010, Wizard can seek national sponsorships and "get a head start on some bigger sponsors for the year."

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

VI. Old / New Business

- **CRA Board / Beach Redevelopment Advisory Board Event Discussion at ISHOF meeting room on November 9, 2010 at 7:00 p.m.**

Mr. Scott said the Beach Redevelopment Board (BRB) and CRA Board will hold a joint meeting with the City Commission at the International Swimming Hall of Fame on Tuesday, November 9 at 7:00 p.m. The purpose is to discuss what events will and will not be funded through the CRA. One agenda item for this meeting specifically addresses events on the beach.

There has been a specific request from the Mayor that a member of the BID address the importance of events on the beach. Mr. Scott advised that if one of the hoteliers could attend and speak in support of beach events, it would "probably carry weight." Mr. Reed and Mr. Yaari said they planned to attend.

Mr. Scott said it was important to speak to why the CRA should spend its money on beach events, and how these events help businesses on the beach. Mr.

Barnett agreed, pointing out that the Mayor has taken a strong stance to support the businesses on Fort Lauderdale Beach.

Ina Lee, suggested that when the subject is discussed at the joint meeting, BID members should state that they have already approved this funding for events on the beach. She also proposed that the BID ask the City Commission to set this funding aside "to create a signature event on Fort Lauderdale Beach." Ms. Lee cautioned that some Commissioners may want the entire amount to go toward a single project, and emphasized the need to make "a strong statement" toward the end of the meeting to prevent the funds from going entirely toward capital improvement projects.

Mr. Yaari asserted that the video by Wizard Entertainment "talks for itself," and felt it should be shown to the City Commission at the November 9 meeting. He said it shows "what everyone wants Fort Lauderdale to look like," and that Saturday Night Alive is "a headliner" for the Committee.

Ramola Motwani, guest, agreed that the video "makes a statement," and felt it could be critical in showing why the funding for events is being sought. Mr. Morris cautioned that several events are listed, all of which would want additional time if the video is shown for a single event.

Mr. Morris explained that the video would have to be an agenda item to be shown at the meeting because the equipment necessary to show it would not be there. Mr. Yaari asked if the video could be sent via email to the City Commissioners. Mr. Morris replied that members can always provide information to the City Commission. Mr. Barnett suggested that the video could be emailed to a BID member, who could then send it on to the Commissioners.

Ms. Lee asked if there is a potential downside to sending the video to the City Commissioners. Mr. Scott said he did not feel this was likely, and suggested the video be "packaged nicely" with a request that the Commissioners take a look at it prior to the meeting. It was noted that an email from more than one BID member would be appropriate.

Ms. Lee suggested it could be mentioned that a major convention will no longer take place on the beach in 2013, which represents the potential loss of roughly \$11 million in revenue for these hotels. She said the beach businesses should start looking in advance at how to make up this loss through major events.

Mr. Yaari said he did not feel all the City Commissioners were concerned with the beach area. Ms. Lee said it was important to appeal to those who are concerned, and the diversity reflected in the video may appeal to other Commissioners.

Ms. Motwani said the Holiday Lighting event has been planned, and will be held “in a public place” for the first time. A VIP reception will be held at the Ritz Carlton from 5:00-6:00 p.m., and members of the BID are invited, along with City Staff and members of other participating advisory bodies, including the Centennial Celebration Committee. At 6:00 p.m. attendees will walk to A1A and Las Olas Boulevard, where an iconic Centennial sign will be located.

She continued that one goal will be “taking people from the streets to the restaurants and hotels” to draw in business. It was determined that each business would act on its own to create interest and bring pedestrians into their establishments. Ms. Motwani said many restaurants at street level will feature specials.

She asked if other businesses are planning special events, which could be included in a press release that would go out with the City’s water bill. She noted that several properties from The Atlantic Hotel to Pier 66 are participating with individual events. The City will also send out an email blast regarding the event.

Ms. Lee said there will also be a special bus loop operating on the night of the event. Confirmed venues for stops include Shula’s at the West End, Trina’s at The Atlantic, Bahia Mar, The Hyatt, Blue Martini’s, Lulu’s, The Parrot, the Café del Mar, and the Galleria. She explained the intent is to bring additional people to the event at A1A and Las Olas when the Holiday Lighting begins.

IV. Beach Cleaning

Mr. Scott recalled that the Committee had planned to revisit the beach cleaning issue. He requested direction from the members regarding whether they should postpone any discussion at length for a later time when a quorum is present, as it would be necessary to hold a vote before any changes are brought before the City Commission. It was determined that the Committee would fully discuss the topic at their next meeting.

Mr. Scott summarized the issue by explaining that there has been a consensus among Committee members that they are paying too much for the beach cleaning service. They have considered ways they can “get the same product” and still save money. One difficulty is that when the contract goes out to bid, there are few companies that offer both beach cleaning and power washing, so the number of respondents to the bid is limited.

He said they have considered whether or not the City’s Parks and Recreation Department could perform some of the cleaning duties. Mr. Scott noted that in the current budget climate, the City cannot take on more work; however, he asked Parks and Recreation to consider whether they could take over some duties, and what the cost would be. The bottom line is that Parks and Recreation

could provide this service for “a little over \$200,000 a year.” The City is currently paying \$391,000 for the service. Savings would give the Committee an additional \$190,000 that they could use for other needs, such as marketing.

Mr. Reed asked if the City has “similar arrangements... with other economic vehicles.” Mr. Morris said City Staff currently supervises the contractor who performs beach cleaning services. From the City’s and CRA’s standpoint, he said it makes sense to make the change, as “there is only so much they can do” under the contract, and the contractor cannot be asked to do more. He concluded that he is “very comfortable” with City Staff doing the work, and felt the Committee would “get a better product.”

Mr. Yaari asked if there was “anything we can do about southeast 5th [Street]” in front of the International Swimming Hall of Fame. Mr. Morris said the contractor cleans in front of the businesses that pay into the BID, and the southeast portion of 5th Street is not part of this area. Mr. Scott suggested looking further into this issue at the next meeting.

Mr. Yaari asked if there is a way to enforce attendance at BID meetings, stating that the Committee would not be able to “proceed and progress” if members did not regularly attend meetings. Mr. Scott noted that Committee members have just been reappointed “so everybody starts fresh;” he continued that according to policy, members who miss three meetings in a row or four meetings total in a 12-month period are removed from membership. There is also an alternate provision that allows participating businesses to designate an alternate Committee member who can attend if the primary member is absent.

V. Communications to the City Commission

None.

There being no further business to come before the Committee at this time, the meeting was adjourned at 4:23 p.m.

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