

APPROVED

**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FLORIDA
MONDAY, DECEMBER 13, 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	1	1
Andreas Ioannou, Vice Chair (Greater Fort Lauderdale Chamber of Commerce, Beach Council)	A	0	2
Kenyata Allain (The Gallery at Beach Place)	P	1	0
Bill Cunningham (Marriott Courtyard, PHF Oceanfront LP)	A	0	2
Jim Oliver (The Ritz Carlton Hotel, Castillo Grand, LLC)	P	2	0
Dale Reed (The "W" Hotel, Capri Hotel, LLC)	A	1	1
Alfred Rosenthal (Beach Place Towers, Marriott Resorts Hosp. Cor.)	P	1	1
William Stanton (LXR Luxury Resorts & Hotels)	P	1	1
Aiton Yaari (Beach Redevelopment Advisory Board)	P	2	0

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
Mark Almy, Parks and Recreation
Cate McCaffrey, Director of Business Enterprises
Barbara Hartmann, Recording Secretary, Prototype, Inc.

Communications to the City Commission

By unanimous consensus, the Committee supports the termination of the Prism Powerwash contract, and supports establishment of City Parks and Recreation as the vendor that will provide cleaning and power washing services for the designated areas in the BID corridor.

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.

II. Approval of Minutes: September 13, 2010

Motion made by Mr. Yaari, seconded by Mr. Rosenthal, to approve the minutes of the September 13, 2010 meeting. In a voice vote, the **motion** passed unanimously.

III. Approval of Minutes: November 8, 2010

Motion made by Mr. Stanton, seconded by Mr. Oliver, to approve the minutes of the November 8, 2010 meeting. In a voice vote, the **motion** passed unanimously.

IV. Beach Cleaning Discussion

Mr. Morris distributed an information packet on the beach cleaning services, and asked Mr. Prizlee to discuss the current contract.

Mr. Prizlee said the current contract is with Prism Powerwash, who are responsible for eight hours' worth of service, including pressure washing public sidewalks. He referred the Committee to the information packet, which shows the items for which they are responsible. The packet also shows the baseline frequency of what City services currently provide. Services beyond this frequency are purchased by the BID.

The existing contract is for \$186,088, which provides for eight hours' labor each day, seven days a week. In addition, pressure washing is done four times per year under the contract. The total cost of the contract with Prism is \$391,100.

Mr. Morris introduced Mark Almy from Parks and Recreation, and explained that this Department had been asked to develop a proposal based on the current contract. The proposal would include cleaning duties and the costs associated with these duties.

Mr. Almy said the Department's price for power washing would be just below \$34,000. The cost of City services would be \$168,000. The total cost if Parks and Recreation took over cleaning services would be \$202,000.

He noted that the City's baseline services are "very comparable" to those currently provided by Prism. Mr. Almy explained that what they would do differently would be to pressure wash the corridor "from Las Olas to Sebastian

and A1A to Seabreeze” six times per year. The remaining area, “from Sebastian to Sunrise and Harbor Drive to Las Olas” would only be cleaned twice per year, as this area is “much less used.”

Mr. Almy continued that other services would include emptying trash cans and clearing trash from the sidewalk and gutter on the east and west side of the BID corridor. The proposed hours would be 1:30-10:00 p.m. rather than 12:00-8:00 p.m. He concluded that changing to City services would give the BID “more for your dollar.”

Mr. Yaari asked if the two services constituted an “apples-to-apples” comparison. Mr. Almy said the services were comparable. Mr. Yaari commented that it seemed the BID would be getting “more services for less money.” Mr. Almy said the preponderance of Prism’s bill came from pressure washing, which was performed four times annually at \$50,000 per wash.

Mr. Yaari asked if it would be possible to pressure wash the SE 5 Street area six times per year. Mr. Almy noted this was not factored into the proposed cost, but this could be done with the Committee’s approval. He estimated the additional cost would be nominal.

Mr. Yaari asked who would “inspect” the City’s workers. Mr. Almy said any City employees would be overseen by the Beach Foreman.

Ina Lee, guest, noted that in recent years, the City has added extensive cleaning during the spring break season. Mr. Almy confirmed this was under separate contract and would continue to be done.

Mr. Oliver asked what remains in the budget for 2011. Mr. Morris said there were no funds left over. Mr. Oliver requested information on Prism’s cancellation clause. Mr. Morris said this was “30 or 60 days.”

Mr. Morris explained that the Committee would make a recommendation to the City Commission, who will then instruct Staff to terminate Prism’s contract pursuant to contractual requirements. The Committee would then enter into an agreement between the BID and the City for services.

Mr. Oliver asked to know the City’s cancellation clause. Mr. Morris said it would give appropriate notice to the City.

Mr. Almy added that City services will give “considerably better oversight,” as Mr. Morris is able to call City Staff when needed and direct efforts to a particular area. He said this is much easier than working through a contractor.

Mr. Morris said Mr. Almy has been in charge of the Beach area for several years, and he has a high level of confidence that Mr. Almy will oversee the area successfully.

Mr. Rosenthal said his concern was that the price difference is so great, and asked if Parks and Recreation had not been considered when the contract with Prism was signed. Chair Piedra said when the contract went out to bid, City services were not considered.

Mr. Rosenthal asked how the Department is able to offer pressure washing services at a much lower price. Mr. Almy said the Department is only paying salaries and not seeking to make a profit. He added that they hope to be able to “expand our Department [and] make ourselves more valuable.”

Motion made by Mr. Oliver, seconded by Mr. Rosenthal, to terminate the agreement with Prism and recommend that the Parks Department take over the responsibilities pursuant to the presentation received today with the addition of SE 5 Street from A1A to Seabreeze on the north side of the road. In a voice vote, the **motion** passed unanimously.

Mr. Yaari asked when the Committee would know how much in funds would be left over once the Prism contract is terminated. Chair Oliver estimated this would be known within the next couple of months.

V. Communications to the City Commission

Chair Piedra stated the following Communication to the City Commission: that the Beach Business Improvement District supports the termination of the Prism Powerwash contract, and we support establishment of City Parks and Recreation as the vendor that will provide cleaning and power washing services for the designated areas in the BID corridor.

VI. Old / New Business

Chair Piedra requested an update regarding the recent Beach CRA meeting to discuss special events on the beach. Mr. Oliver, who had attended this meeting, said at that time it was recommended that 7%-10% of CRA funds be allocated toward special events. He estimated the amount was between \$300,000 and \$450,000. Mr. Oliver continued that there was discussion of \$50,000 toward the Memorial Day event and an additional \$50,000 for July 4.

Mr. Morris clarified that the City Commission has approved three events: the beach lighting, TMA operational costs, and Cinema by the Sea. In addition to these projects, there is approximately \$340,000 remaining “of event

programming that we had proposed.” He said once the City Commission has agreed with this figure, they will give the CRA 7-10% of this amount.

Once the percentage is given, Mr. Morris said funds would go toward Saturday Night Alive, the Memorial Day event, and a beach concert. He explained that specific ideas have not yet been presented for all the proposed events, and some of the suggestions are “placeholders.”

Mr. Rosenthal recalled that some months ago, the Mayor had asked the Committee to consider an event in honoring a “VIP” from the Fort Lauderdale area. He asked for an update on this proposal. Ms. Lee said a meeting was held a few weeks ago to discuss a theme for a “Great American Beach Party.” The prospective event has been given to Parks and Recreation for further planning.

Chair Piedra observed that one of the Committee’s challenges is finding the time to advance an agenda. He noted that other BIDs have full-time executive directors who focus on this goal full-time. He hoped this could be discussed further in the future.

He continued that events should be balanced between activities for local residents and events that could potentially help the hoteliers, restaurateurs, and other merchants in the BID by bringing in “outside visitors.” He advised that he and Economic Development Director Stephen Scott planned to discuss a potential food and beverage event with a vendor interested in coming to south Florida.

Ms. Lee requested clarification of whether the balance of funds “not allocated” has to be spent in the 2011 budget. She expressed concern that it would be very difficult to create a signature event by September 2011, and asked if instead these funds could be earmarked and set aside for the following budget year. Mr. Morris said this could not be done, as operational money not expended during the budget cycle goes back into the CIP as part of a “blanket fund.”

Chair Piedra continued that he and Mr. Scott had also met with potential promoters of a music festival. He advised that this would be “a million dollars” or more, which is why they are focusing on alternate types of events that can be held with minimal or no sponsorship.

Mr. Morris called the Committee’s attention to a handout on recent BID legislation approved by the City Commission. This legislation would allow each member to “have a backup person” in case an individual cannot attend a meeting. He encouraged the members to send this information to himself or to Mr. Scott so there are fewer instances in which a quorum is not present.

Ms. Lee asked what would be necessary, financially, to keep the Centennial "100" lit through turtle season, and to keep the structure up when it is not lit. Mr. Morris said they are looking into this, and added the structure would likely need to be purchased or rented for the year.

Mr. Yaari said on the corner of Las Olas Boulevard and A1A heading south, there is no identification of Las Olas Boulevard. Mr. Prizlee said this is a County issue, and it would be possible to send a request to "change that sign to a back-to-back sign."

There being no further business to come before the Committee at this time, the meeting was adjourned at 4:15 p.m.

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