

APPROVED

**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FLORIDA
MONDAY, FEBRUARY 14, 2011 – 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	1	2
Andreas Ioannou, Vice Chair (Greater Fort Lauderdale Chamber of Commerce, Beach Council)	P	1	2
Kenyata Allain (The Gallery at Beach Place)	A	1	1
Bill Cunningham (Marriott Courtyard, PHF Oceanfront LP)	P	1	2
Jim Oliver (The Ritz Carlton Hotel, Castillo Grand, LLC)	P	3	0
Dale Reed (The "W" Hotel, Capri Hotel, LLC)	P	2	1
Alfred Rosenthal (Beach Place Towers, Marriott Resorts Hosp. Cor.)	A	1	2
William Stanton (LXR Luxury Resorts & Hotels)	P	2	1
Aiton Yaari (Beach Redevelopment Advisory Board)	A	2	1

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

Staff

Donald Morris, Beach CRA Director
Stephen Scott, Economic Development Director
Eileen Furedi, 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

Vice Chair Ioannou called the meeting to order at 3:31 p.m. Roll was called and it was noted a quorum was present.

II. Approval of Minutes – December 13, 2010

Motion made by Mr. Stanton, seconded by Mr. Cunningham, to approve the minutes of the December 13, 2010 meeting. In a voice vote, the **motion** passed unanimously.

III. Proposed Food & Beverage Event Eat Drink Live Presentation

Mr. Scott reported that he and Chair Piedra have met with Chuck Martinez, who represents the Adelfi Group, to discuss this potential future event. Mr. Martinez showed a brief video of a similar event held in New York in 2010. He explained that this was a two-day event that brought in approximately 15,000 attendees per day.

He clarified that this event differs from other local food and wine events, as it is more affordable and will feature Fort Lauderdale restaurants and vendors. As the event is envisioned for late November or early December 2012, this would provide an opportunity for vendors to sell their products for the holidays. Mr. Martinez showed a brief outline of the proposed layout, adding that this can be regionalized and altered to reflect a holiday theme.

He continued that the event would be publicized through television, radio, newspapers, and online advertising. The event will be affiliated with a charitable organization. Benefits to the Fort Lauderdale community include the ability to showcase the City as a destination and feature local sponsors and vendors. It would also highlight the City as a leader in the food and beverage arena.

Mr. Martinez concluded that the information packet also lists what will be provided by the City and what will be provided by Adelfi.

Vice Chair Ioannou asked how the event would benefit beach hoteliers and other businesses. Mr. Martinez said while the first year will not generate the same volume of business as later years, hoteliers can expect to benefit from room nights by exhibitors and visitors. They can also showcase their restaurants as part of the event. He stated that the New York event generates hotel nights, as there are approximately 600 exhibitors.

Mr. Oliver asked how the December time frame was selected. Mr. Martinez said most of the other big events are seasonal, and the hotels might benefit from increased traffic and more activity during this time of the year. He added that it

would be “easier to sell” the event and convince vendors to attend, as they would have the opportunity to showcase their products before the holidays.

Mr. Oliver asked how the location would be chosen. Mr. Scott explained that this is a very general discussion of the prospective event, and a more detailed discussion would be held at another time.

Mr. Cunningham asked if a “headquarters” hotel would be identified for the event. Mr. Martinez said hotel options at various price points would most likely be offered to the exhibitors rather than a headquarters hotel. He emphasized that these decisions cannot be made without the participation of more individuals who will be involved in the process.

Mr. Scott requested an estimate of the total cost for an event of this nature. Mr. Martinez said it would be roughly \$1.1 million, which would be paid for via sponsorships, ticket sales, and some vendors. Adelfi will recruit sponsors, as they already have existing sponsor relationships from other venues. Mr. Scott advised that the event would not take place unless all the necessary sponsorships were lined up in advance. Mr. Martinez said within roughly 90 days of receiving approval for the event, they would be able to determine if there were enough sponsorships to hold the event.

Mr. Reed asked what would happen with respect to costs if the event was canceled. Mr. Martinez reiterated that they feel the event is viable in Fort Lauderdale.

Vice Chair Ioannou said the Committee has been seeking an event that could become a sustainable annual event. He invited Mr. Martinez to come before the Committee again at a later date and discuss the prospective event further.

IV. City Excursion Project

Mr. Scott introduced Patricia Zeiler, managing director of the TMA, and advised that he has worked with her on this project for several months. Ms. Zeiler showed the Committee a PowerPoint presentation on the project, and explained that its partners include the City, the Riverwalk Arts & Entertainment District, Bags to Go, and Gray Line. Service will be available through Gray Line and all its regular vendors, and Bags to Go will market the project on their website.

She showed the Committee the map provided by Gray Line, including stops and signage. Gray Line will provide signs for the stops and equipment on the buses to provide an audio tour. Presently there are two routes, Las Olas and Convention Connection, with a hub at Beach Place.

She continued that a third vehicle will be added, which will use an A1A route. The routes are synchronized so they run at exactly the same hours. The lines run from 9:30 a.m. to 6:30 p.m., Friday through Monday.

Gray Line is supplying a 55-passenger bus to go into the airport and seaport and offer city excursion tours. The hub for this trip will be a kiosk at Harbor Shops, where a sheltered area will be provided for passengers. Signage will be posted at some bus stops along the beach. Ms. Zeiler noted that many of these tourists will be international, and require very clear signage to make them comfortable with the system. Mr. Scott advised that the major issue at the moment is working with Broward County Transit to get new poles for signage.

Ms. Zeiler said the route will include Downtown, the scenic highway, the Swimming Hall of Fame, Las Olas, Stranahan House and Bonnet House, and the Riverwalk. The Convention Visitors' Bureau is marketing these routes through their website and is also providing volunteers and volunteer training for the kiosks. Gray Line will provide a full-time employee to this product and will give the TMA the necessary on-vehicle tour equipment, which will initially be an audio-only component.

She advised that Bags to Go will also offer this tour through their website. They already have kiosks at the airport and seaport, although Ms. Zeiler noted that they cannot book the tour at these kiosks: a cruise or airport customer must pre-book the product. The Galleria has assisted the project with signage and will help kiosk staff, and is offering storage space for vehicles and providing parking for beach events so the trolleys can take passengers to these events. Kiosks will also be available at Las Olas and at the Broward Center for the Performing Arts.

Ms. Zeiler concluded that apps for iPhones and Androids will be available with a live map to assist users of these systems. The Downtown Development Authority has also received a significant grant from the FTA to allow real-time information to be provided to the Downtown kiosks.

Mr. Scott explained that this project could benefit the BID in a couple of ways: it can increase traffic along A1A and Las Olas, and will allow hotel guests to access the trolley at a reasonable cost and use these routes.

Mr. Reed asked if the system will operate using a day pass. Ms. Zeiler said hotel guests can ride the trolley for the regular price of 50 cents, and there will be a reduced price for day excursions from the hotel. Guests will eventually receive a wristband that will allow them to get on and off the trolley throughout the day at no additional cost. The port customers will be able to book the city excursion as a post-excursion, and their luggage will be sent to their home airport via Bags to Go. This will allow them to visit the City with no more than a carry-on bag.

Vice Chair Ioannou asked when will be the expected date for full completion of the rollout. Ms. Zeiler said there will be a “soft” launch on Presidents’ Day weekend.

Vice Chair Ioannou announced a walk-on item, which was an update on spring break.

Captain Michael Gregory of the Fort Lauderdale Police Department reported that the Department is preparing for spring break. They have reviewed the reports from spring break 2010 and will use the same operation plan as last year. Online research has identified the broad spring break period for most colleges as lasting from February 18 through mid-April, with peak activity occurring in March. He identified March 4-27 as the peak operational period for the Police Department, which will put its plan in full effect at that time. The plan will use mounted units and motor units, as well as additional staffing for parking enforcement and public safety aides. Contingency plans for the season have been pre-planned.

There will be two operational periods each day, one in the morning and one in the afternoon, with a briefing at the Las Olas marine area to precede each period. The rest of City Staff will meet every Friday at 10:00 for an all-Department meeting to review the progress of the plan.

Capt. Gregory asked the Committee members to keep the Police Department updated if they see trends developing in bookings or other plans to visit the beach. He reiterated that this year’s spring break is expected to be very similar to last year’s experience.

Mark Almy, representing the Parks and Recreation Department, said this Department has hired a trash contractor to keep the beach clean: they operate with a staff of six and will begin cleaning the beach and grounds at 8 p.m. In addition, a City Staff member reviews the contractors’ progress at midnight and directs them to any sites that could require additional cleaning. The contractors pick up trash on the ground, on the sand, and in the gutter. Ocean Rescue will advise the Department of the appropriate time to set out corrugated trash boxes for overflow.

Mr. Morris explained that City Staff works on the beach from 5 a.m. to 1:30 p.m. and the BID contract takes care of the noon to 8 p.m. time frame. This allows 24-hour coverage on the beach to address trash issues. Mr. Almy said the City is very pleased with the beach contractor thus far.

Breck Ballou, Chief of Ocean Rescue, said nothing has changed from the 2010 plan, and asked the Committee to advise them of any areas that could be improved upon. They will communicate regularly with the Police Department and

Chief Ballou will attend the daily briefings. He will inform Mr. Almy if there are any issues such as overflowing trash cans.

Skip Margerum, Community Inspections Supervisor, said his Department will send out an inspector two to three times daily to ensure there are no illegal vendors on the beach, inspect the trash situation, and cite violators if necessary. He advised that this plan was very successful in 2010.

Mr. Morris advised that members could contact him if they experience any issues and he would see that the call reached the appropriate Department and/or person.

V. Fort Lauderdale Beach Parking Lot Renovation Update

Mr. Scott explained that this Item is on the Agenda because the City has received some complaints regarding the state of the lot and the timing of the renovation. He advised that this will be a year-long project.

Mr. Prizlee reported that the trees in the parking lot were cut down, although efforts were made to save many of the Sabal palms and coconut trees along A1A; these will be reintroduced into the project. He said the lot is being worked on in two phases, south and north, to allow for continued use of the other half of the lot at any time.

He estimated that within the next couple of weeks, the new wall will begin to be built at the southern end of the lot. It will be built behind the old wall to allow for pedestrian traffic. There will also be new lighting.

The schedule by contract is for 365 days, which required the project to get underway at this time. The contractor has priced the job aggressively and hopes to complete the job before January 2012, and to have it substantially complete by the time of the Boat Show. The lot is required by contract to be open to accommodate parking for this event.

Mr. Morris concluded that with a one-year construction schedule, the project will be under construction and affect events no matter when construction is begun.

VI. Beach Cleaning Contract Update

Mr. Scott said after the last meeting's communication to the City Commission, the City Commission had several questions, and concluded that while they supported the request, they did not believe the BID should award a contract to the City without going out to bid. This process is currently underway. Mr. Scott noted that the present contract will be up in July 2011 anyway, and the City has received attorneys' responses related to the issue of terminating the existing contract. He

concluded that eventually either a private or a City vendor will be able to meet the contract at reduced rates.

Vice Chair Ioannou recalled that previous discussions of the beach cleaning contract had entertained including a “not to exceed” amount when the RFP goes out. He asked if this is allowed. Mr. Scott said the figures of the City’s bid will be incorporated into the RFP, as these have already been discussed before the City Commission and are a matter of public record.

VII. Communications to City Commission

None.

VIII. Old / New Business

Vice Chair Ioannou requested an update on the beach concessions contract. Mr. Scott said this will be discussed at the next meeting, including the proposed food and beverage service.

There being no further business to come before the Committee at this time, the meeting was adjourned at 4:32 p.m.

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