

APPROVED
BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FLORIDA
MONDAY, MARCH 14, 2011 – 3:30-4:30 P.M.

BID MEMBER/CATEGORY	ATTENDANCE	PRESENT	ABSENT
Amaury Piedra, Chair (Yankee Trader Hotel, A1A Trader, LLC)	A	1	3
Andreas Ioannou, Vice Chair (Greater Fort Lauderdale Chamber of Commerce, Beach Council)	A	1	3
Kenyata Allain (The Gallery at Beach Place)	P	2	1
Bill Cunningham (Marriott Courtyard, PHF Oceanfront LP)	P	2	2
Jim Oliver (The Ritz Carlton Hotel, Castillo Grand, LLC)	P	4	0
Dale Reed (The "W" Hotel, Capri Hotel, LLC)	P	3	1
Alfred Rosenthal (Beach Place Towers, Marriott Resorts Hosp. Cor.)	P	2	2
William Stanton (LXR Luxury Resorts & Hotels)	P	3	1
Aiton Yaari (Beach Redevelopment Advisory Board)	P	3	1

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
Laura Voet, Aquatics Complex Manager
Barbara Hartmann, Recording Secretary, Prototype, Inc.

Communications to City Commission

None.

I. Call to Order / Roll Call

As the Chair and Vice Chair were not present, Mr. Oliver agreed to serve as Acting Chair for the meeting.

The meeting was called to order at 3:38 p.m. Roll was called and it was noted a quorum was present.

II. Approval of Minutes: February 14, 2011

Motion made by Mr. Cunningham, seconded by Mr. Rosenthal, to approve the minutes of the February 14, 2011 meeting. In a voice vote, the **motion** passed unanimously.

The following Items were taken out of order on the Agenda.

IV. Saturday Nite Alive Update

Mr. Scott noted that the City birthday party for the upcoming Centennial will take place near Riverwalk on March 27, 2011. It was recently proposed that a separate event would be held on the beach on the evening of March 26. This would help make the beach a part of the Centennial celebration. The suggestion was to create "an additional Saturday Nite Alive event" on the beach, coupled with a fireworks display at midnight.

Mr. Scott advised that the Saturday Nite Alive contract is being amended at the March 15 City Commission meeting to include this additional event. Because the Beach CRA is responsible for funding the event, it must remain within the boundaries of the CRA itself.

Mr. Scott noted that the Centennial Celebration Committee is bringing several resources to bear on this event, including advertising in the *Sun-Sentinel*. He asked Ina Lee, member of the Centennial Celebration Committee, to describe the event further.

Ms. Lee explained that the *Sun-Sentinel* plays a major role in the March 27 celebration and has given a great deal of free advertising to this event. Rather than add the March 26 event to their marketing, they have agreed to provide \$20,000 of free advertising for the March 26 event on its own. The Beach CRA has also approved funds to keep the "100" sign up through September 30, which will be the end of the City's budget year. Several members of City Staff are working to determine whether or not the sign can remain safely lit through turtle season.

She added that another item on the City Commission's agenda is a banner to publicize this event, which would be located on Las Olas Boulevard and A1A, near the location of the 100 sign. Ms. Lee said 10,000 fliers to promote the event are being printed and will be brought into the hotels. The fliers feature Beachfest on one side and the Centennial birthday party on the other.

Mr. Morris said he had spoken with representatives of Florida Fish and Wildlife, regarding lighting the “100” display during turtle nesting season. They have some concerns about mitigating the light from the display. Florida Fish and Wildlife would like additional steps to be taken to redirect the light. More work will be required if the City hopes to make the display turtle compliant.

Ms. Lee recognized the efforts of Beach Redevelopment Board member Ramola Motwani, whose work has been essential in planning Beachfest. She was also instrumental in ensuring the 100 sign can remain on the beach. Ms. Lee thanked Mr. Scott and Mr. Morris as well, noting that they were indispensable in putting together the event.

V. Beach Concessions Discussion

Mr. Scott noted that there are different types of beach concessions: chairs and umbrellas, non-motorized watercraft, and the question of food and beverage service. He introduced Laura Voet, Aquatic Complex Manager, who would discuss some of these concessions with the Committee.

Ms. Voet explained that the contract for the umbrellas and beach and lounge chairs will be up for renewal this year. Specifications for the new RFP will be available soon. The current contractor is Boucher Brothers Beach Management Fort Lauderdale, and extends from the Yankee Clipper to Sunrise Boulevard.

The motorized watercraft concession rents Waverunners, and is located near the Casablanca Café. The Boucher Brothers also have this concession, for which the contract extends through May 2012. The non-motorized watercraft concession is located near the boat launching area, and the City is considering specifications for a paddleboarding concession.

Acting Chair Oliver asked if there would be any changes to the beach chair and umbrella concession. Ms. Voet said the City is requesting bids to determine the standard for this contract. She noted that the fee structure may change from that of the current contract; this will be discussed by an evaluation committee before recommendations are brought to the City Commission.

Ms. Lee recalled that when the concession was originally developed, the BID had input into the process; she said the major hoteliers on the beach can provide feedback on how the concession has fared for the past two years. Ms. Voet said the City must first declare its intentions to put this contract out to bid, and then develop the specifications for the contract. Ms. Lee said she felt someone from the BID should be part of the RFP process to ensure the hoteliers are not “disconnected” from this process. Mr. Scott agreed this was a valid point, and

asked Ms. Voet when the RFP would be released. She said it has not yet been approved for release.

Mr. Scott noted that the prospective food and beverage concession has gone through several iterations; the Board has communicated with the City Commission about this service, although the Commission has yet to take action on this concession. He said he has worked with Cate McCaffrey of Business Services to develop a proposal that addresses this prospective service and would meet the needs of the BID members. They have consulted several legal and regulatory issues that would need to be addressed, and the City Commission is now ready for a proposal to be brought forward. Mr. Scott said he would continue to work with Ms. McCaffrey and will bring the proposal before the BID at the May meeting for their input. He felt this issue could then be discussed in greater detail, along with the chair and umbrella concession.

Mr. Yaari asked how the plan would work. Mr. Scott said the idea is to put out an RFP and license service on designated sections of the beach. He reiterated that he would bring more details before the Committee at the May meeting, and hear their input before proceeding to the City Commission with the proposal. He pointed out that the Commission wishes to ensure that the beach hoteliers have "bought into" the plan.

Mr. Scott suggested that the Committee might want to designate one or two members to provide input on the beach chair and umbrella concession. He cautioned that under the Sunshine Law, these two individuals would not be able to discuss the issue with one another, but would have to communicate through Staff.

Ms. Lee advised that the Greater Fort Lauderdale Chamber of Commerce's Government Affairs Committee is also addressing the beach concession initiative, and suggested that Mr. Scott could partner with this group. Mr. Scott assured the Board that he is familiar with the Chamber's efforts in this area.

Mr. Rosenthal requested clarification of the City's procurement process. Mr. Scott said the Request for Proposal (RFP) is sent out, and within a certain number of days the City accepts proposals, including specifications and fees, from parties interested in providing the service.

It was determined that Vice Chair Ioannou, Mr. Reed, and Mr. Oliver would assume this responsibility. Mr. Scott said the City would show these members the RFP, and they would in turn discuss the RFP with the Committee at large. He noted that the issue is ultimately answerable to the City Manager and the City Commission.

Ms. Lee agreed it would be very important for the Committee to be involved in the process before the RFP goes out. Ms. Voet said the Committee's comments on the topic were greatly appreciated.

Mr. Cunningham asked how much competition existed when the previous RFP for the chair and umbrella concession went out. Ms. Voet said there had been two bidders, and the evaluation committee recommended the Boucher Brothers service. Ultimately the two bidders had merged and accepted the contract as a single entity.

The Committee members thanked Ms. Voet for her presentation.

III. Discussion of Food and Wine Event

Mr. Scott advised that Chair Piedra would be the best person to share his thoughts on this prospective event with the Committee. In the Chair's absence, however, Mr. Scott reported that he had also communicated with the team who presented this prospective event at the February BID meeting. He explained that what the team hopes to gain is conceptual approval, and the approval of the City Commission, to hold the event. The presenting team seems very confident that they could bring in sponsors within 90 days of receiving City approval. The proposed event would be held in November 2012, after the Boat Show and prior to Thanksgiving.

One of the decisions the Committee should help make, he said, was where the event should be located. The New York City event is held indoors; he noted that Chair Piedra had suggested staging the event in a tent on the beach, although a hotel could also host the event.

He asked if the Committee would approve the event conceptually, noting that this is a vendor-oriented food and wine event that would feature food, vendors, and local restaurants promoting their products and businesses. He characterized it as similar to a trade event, with the inclusion of local vendors.

Acting Chair Oliver suggested that the event could be discussed at the April meeting. Mr. Scott said the presenters would like to have an answer by April, as the event would then need to go before the City Commission. He suggested that a subcommittee similar to the one working on the beach concession RFP might be appropriate. It was agreed that it would be best to discuss the event at the April meeting.

Acting Chair Oliver said he felt the event should involve "everyone" rather than being in a single location, and noted that the presenters have only held single-location events thus far. The event would be held over a Saturday and Sunday.

VI. Communications to City Commission

None.

VII. Old / New Business

Mr. Scott advised that the meeting room is unavailable on the regularly scheduled date of April 11. He provided a handout listing available dates and requested that the members consider these alternatives. The Committee determined that the next meeting would be held on April 15 at 2 p.m.; if an issue developed with this date, he would reach out to the members via email as soon as possible.

Mr. Yaari commented that February and March have been “amazing” with regard to spring break.

Ms. Lee requested an update on the noise ordinance. Mr. Scott advised that this is currently a hot topic, and the Beach Council plans to discuss it at a meeting later in the week; the Downtown Council has already addressed the issue. He explained that there has recently been enforcement of the noise ordinance, which prohibits outdoor music after 11 p.m.

Mr. Yaari asserted that this is a Downtown issue rather than a beach issue, as there have been no problems with the noise ordinance on the beach. Mr. Reed stated, however, that Code Enforcement addressed a noise issue at his business at 9:30 p.m. and shut the event down at 11. He stated he was “getting an enormous amount of difficulty” with regard to the enforcement of this ordinance. He said he felt other businesses would eventually experience this as well.

Mr. Scott said the Downtown Council had voted to advocate on this issue, as they feel the business community is not being heard. Their feeling was that a “silent majority of residents” who live in the Downtown and beach districts by choice, and have not been heard on the subject; they feel the only residents who have been heard are the ones with complaints about noise. They hope to establish a group, primarily through the Chamber of Commerce, who will advocate on behalf of businesses and ensure that more voices are heard on this subject.

Mr. Reed pointed out that the City had intentionally created districts with destination hotels, and it can be expected that there will be some noise within these districts. If this issue is not addressed, he stated that destination areas will no longer be created and this will interfere with the district’s ability to drive tourism and the economic engine.

Mr. Yaari said he felt different district Commissioners took different stances on this issue: some Commissioners may side only with residents, while others may understand that there are commercial and residential properties that must coexist within the same districts. He said the Commissioners must try to bridge the gap between these two interests.

Mr. Scott noted that the City Commission has been very vocal in its desire to be business-friendly. He agreed that this was a difficult conflict and has gone on for some time. He had advised the Downtown Council that all voices need to be heard, and that businesses with strong feelings on either side of the issue should band together to make these feelings known. He concluded that this is a very challenging issue, as it is difficult to ask the City not to enforce the law. Mr. Reed said the issue was not one of failing to enforce the law, but of coming up with a compromise.

Ms. Lee again urged the Committee members to ensure that their representatives on the Beach Council are vocal and take a stand on the issue.

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.]