

APPROVED
BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FLORIDA
FRIDAY, APRIL 15, 2011 – 2:00-4:30 P.M.

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

Communications to City Commission

The BID unanimously supports paddle boarding on the beach, as it gives residents and visitors alike another potential activity to enjoy while visiting the beach.

I. Call to Order / Roll Call

Chair Piedra called the meeting to order at 2:05 p.m. Roll was called and it was noted a quorum was present.

II. Approval of Minutes – March 14, 2011

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

III. Election of Chair and Vice Chair

Chair Piedra said he would like to apologize for not being able to attend the Committee meetings as often as he would have liked during the past year, as he has had a great many corporate responsibilities that have required his time.

Motion made by Mr. Stanton, seconded by Vice Chair Ioannou, to nominate Chair Piedra to another term as Chair. In a voice vote, the **motion** passed unanimously.

Chair Piedra said he was pleased that Economic Development Director Stephen Scott has an opportunity to visit other Business Improvement Districts, such as the one in Coral Gables, and observe how they work. He felt the value of having an Executive Director for the BID would be seen firsthand, and added that someone in this position might be able to help the Committee reach more of its goals and become more effective.

Motion made by Chair Piedra, seconded by Mr. Rosenthal, to nominate Vice Chair Ioannou to another term as Vice Chair. In a voice vote, the **motion** passed unanimously.

Chair Piedra recalled there had been discussion at a previous meeting of appointing “seconds” who could attend meetings on behalf of a property when the appointee is unavailable. Although they would not be able to act in the capacity of a Chair or Vice Chair, these alternate members would be able to speak on behalf of the businesses they represent. They would also help ensure a quorum.

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

V. Update on Food and Wine Event

Chair Piedra said he had reviewed the correspondence regarding the prospective event. He stated that he felt it must be held in a public location, as holding the event in one hotel would give an unfair advantage to the host business. He said the proposed budget for the event reflected that the organization in charge, the Adelfi Group, might be somewhat ambitious regarding the first year’s prospective ticket revenue; however, he felt this would be an appropriate event to hold on the

beach, and there seemed to be a reasonable number of participating sponsors. He said he would not oppose putting some BID funds toward such an event once the title sponsors are in place and the event is going to proceed.

Mr. Yaari noted that a similar event in South Beach has become a great success, but pointed out that part of this success comes from the fact that the city closes off Ocean Drive for the event. He recalled that A1A had been closed for a Memorial Day event the previous year and will be closed again in 2011 for other events, and suggested that the corner of Las Olas Boulevard and A1A would be the best location for a food and wine event, as so many restaurants are located in the area.

Chair Piedra agreed, and added that holding an alfresco event in a central location would benefit from pedestrian traffic as well. The Adelfi Group had discussed holding the event in a hotel ballroom or at the Convention Center, but he did not feel this would be beneficial to as many merchants. He clarified that the event would be held in 2012, and the Committee would help determine the appropriate season in which to hold it.

Vice Chair Ioannou said there had been discussions on different boards regarding the development of a sustainable signature event. He felt several different entities would be interested in participating in a food and wine event, and asked how to best bring all these entities together.

Chair Piedra said Adelfi seems to have a few big sponsors lined up for the prospective event, and recalled that they have already held similar events in other cities. He suggested if the Committee wishes to support the event, they should make a recommendation that the group "conceptually move forward" with their plans, and then invite them to attend another meeting for further discussion, including potential dates.

Vice Chair Ioannou proposed that they could also recommend other entities with whom Adelfi could work, such as the Convention Visitors Bureau, the Beach Council, or the Greater Fort Lauderdale Chamber of Commerce. Chair Piedra advised that one member of the group is based locally.

Mr. Reed asked if the amount of secured sponsorship money was known. Chair Piedra said the title sponsor has put up approximately \$200,000.

Ina Lee, guest, pointed out that an event in the A1A/Las Olas Boulevard location would fall within the CRA and qualify for funding from that entity. She advised that matching funds from the CRA and BID has been a good working model for other events, such as Saturday Night Alive. She suggested if the event is to be included in the next fiscal year's budget, the Committee might want to consider when they could ask the CRA for dedicated funds in advance.

Mr. Morris added that the CRA and the City Commission have already tentatively approved 8.2%, or roughly \$371,000, of the CRA's capital improvements budget for fiscal 2011-12. He noted that this figure was likely to remain constant for the next few years, and there may be funding available for a 2012 event; however, if the proposed event is held in October or later in 2012, it would need to come from the 2012-13 budget.

Chair Piedra requested input from the Committee members on the timing of the event. Recommendations included October, November, or December 2012.

Mr. Rosenthal asked if Chair Piedra could advise the Committee of the event's prospective budget. Chair Piedra said he would send this information to Mr. Morris for distribution to the members.

Motion made by Vice Chair Ioannou, seconded by Mr. Stanton, to conceptually move forward with the Food and Wine Festival. In a voice vote, the **motion** passed unanimously.

VI. Discussion of Beach Cleaning RFP

Mr. Morris recalled that at a previous meeting, the Committee had discussed having the City's Parks and Recreation Department provide beach cleaning services; however, the City Commission had requested that the contract go out to RFP to ensure the best possible price. He proposed that there be two new RFPs, one for cleaning services and one for power washing. He pointed out that power washing makes up the largest part of the cost represented in the current contract.

He provided the Committee with a sheet outlining the major differences between the current and proposed RFPs. The scoring of the RFPs would also be changed to reflect greater emphasis on the cost of services: cost would have a weight factor of 30%, licensing/certification would be weighted 10%, and qualifications and experience would be 10%.

Another change would be stipulating the dates on which additional personnel would be necessary, such as during spring break, at the holidays, or before and after special events. Mr. Morris asked the Committee members to send the dates of their busier holidays to his office so these dates could be included in the RFP.

He concluded that the original bid for power washing stipulated that service would be provided six times per year; this was later reduced to four times per year "for every area of the beach." After speaking with Parks and Recreation, he advised that a better solution would be to provide service to more highly traveled areas six times per year, and cleaning the less-traveled areas twice per year.

He asked the members for their feedback on the proposed changes.

Vice Chair Ioannou asked if the RFP will state the maximum amount the BID is willing to spend for cleaning services. Mr. Morris advised that if a maximum amount is listed, all bids are usually close to that amount. Vice Chair Ioannou explained he had asked in order to determine whether the Committee should continue to spend a large percentage of the total budget on cleaning services instead of other potential expenses.

Chair Piedra asked what Parks and Recreation's bid had been in comparison to the current contract. Mr. Morris said their bid had been approximately \$207,000. The existing contract is nearly \$400,000.

Chair Piedra noted that the \$207,000 bid would now be divided between two separate RFPs. Mr. Morris recalled that the City's estimate had not included the cost of depreciation, which would make Parks and Recreation's bid more than \$207,000. Chair Piedra suggested they set the total maximum amount at \$207,000, as the Committee had been happy with this estimate. Mr. Yaari and Mr. Reed proposed leaving the maximum amount blank.

Mr. Morris pointed out that a bid can be rejected if the Committee does not approve the proposed amount. He said the new RFPs can be sent out within two to three weeks. Potential vendors usually have one month to respond to an RFP. The existing contract will be up in June or July.

He added that the City Commission would review any RFPs for more than \$50,000 before they are sent out to bid. The RFPs will be sent to the City Commission for this preview.

Chair Piedra said it would be important that no lapse in service occur. Vice Chair Ioannou said he was on the Selection Committee for the existing RFP, and advised that this adds some time to the process. Mr. Morris said the current vendor could be asked to continue cleaning until a new contract has been signed.

Chair Piedra asked if Parks and Recreation could provide cleaning services during an interim period. Mr. Morris said he would bring back more information at the May Committee meeting.

Mr. Reed asked if dropping the licensing, certification, and insurance weight to 10% on the scoring model was a good decision. Mr. Morris explained that there is a minimum requirement for this category; as cost is a greater issue, there should be more emphasis on that factor.

IV. Discussion of Paddle Boarding on the Beach

Mario St. Cyr, owner/operator of Paddles & Boards, Inc., stated that this is the first official concession for paddle boarding in south Florida. The business presently operates at George English Park. He provided a brief overview of the history of paddle boarding, and said the sport's growing popularity is because it targets the demographics of the "baby boomer" generation. He characterized the sport as very easy and very safe.

Chair Piedra asked where a beach concession might be located. Mr. St. Cyr said the best location would be north of Sunrise Boulevard, which is approved as a designated surf area. He noted that only 10-15 days per month are ideal for paddle boarding, as the wind can make the water too choppy to enjoy the sport.

Mr. St. Cyr explained that the paddle boards are stored at the George English Park location; the proposed beach location would only be opened on days when the weather is suitable. The paddle boards would be transported from the park to the beach on these days.

Chair Piedra said he felt a paddle board concession on the beach would give residents and visitors an additional activity; while there may be different factors regarding the appropriate location, he felt the Committee could support the concession.

Mr. Morris said they might want to consider making a communication to the City Commission, as the Commission would ultimately have to approve the concession. Chair Piedra proposed sending a communication that stated the BID is supportive of paddle boarding on the beach, as it gives residents and visitors alike another potential activity while they visit the area.

Motion made by Mr. Rosenthal, seconded by Vice Chair Ioannou, to approve the communication. In a voice vote, the **motion** passed unanimously.

VII. Communications to the City Commission

Chair Piedra's communication was as noted above.

VIII. Old / New Business

Art Seitz, guest, said he is a longtime resident of the City. He was very concerned about the renovations to the Fort Lauderdale Aquatics Complex that will go before the City Commission in a short time, as there is only a single bidder for this project. He felt the RFP was "very cloudy and nebulous" and could have discouraged additional bidders. He suggested that the City should encourage

multiple bidders to compete for this project, and stated he hoped the Committee would discuss the issue further.

Mr. Morris advised that the RFP to which Mr. Seitz referred would be discussed at the City Commission's Conference Agenda meeting on Wednesday, April 20, 2011. All residents are welcome to attend the meeting and express their opinion on the issue.

Mr. Yaari asked if an update was available on the food and beverage concession on the beach. Mr. Morris said he had not been involved in this process and would ask Mr. Scott to report on the issue at the next Committee meeting. Chair Piedra added he would discuss the issue with Mr. Scott when they met to talk about the proposed food and wine event.

Mr. Reed asked what the Committee's thoughts were regarding outside events at The Pelican. Ms. Lee said this issue was recently reported upon at the Beach Council meeting. She said the Board of Adjustment had granted a 30-day deferral; the Beach Council had proposed taking the issue to the City Commission for further direction, as the Commission has stated they will address noise issues at an upcoming meeting.

There being no further business to come before the Committee at this time, the meeting was adjourned at 3:06 p.m.

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