

**APPROVED**  
**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE**  
**100 NORTH ANDREWS AVENUE**  
**8<sup>TH</sup> FLOOR CONFERENCE ROOM**  
**FORT LAUDERDALE, FLORIDA**  
**MONDAY, JULY 11, 2011 – 3:30-5:00 P.M.**

<b><u>BID MEMBER/CATEGORY</u></b>	<b><u>ATTENDANCE</u></b>	<b><u>PRESENT</u></b>	<b><u>ABSENT</u></b>
Amaury Piedra, Chair (Yankee Trader Hotel, A1A Trader, LLC)	P	5	3
Andreas Ioannou, Vice Chair (Greater Fort Lauderdale Chamber of Commerce, Beach Council)	A	3	5
Kenyata Allain (The Gallery at Beach Place)	P	4	3
Bill Cunningham (Marriott Courtyard, PHF Oceanfront LP)	P	5	3
Jim Oliver (The Ritz Carlton Hotel, Castillo Grand, LLC)	A	6	2
Dale Reed (The "W" Hotel, Capri Hotel, LLC)	P	7	1
Alfred Rosenthal (Beach Place Towers, Marriott Resorts Hosp. Cor.)	P	4	4
William Stanton (LXR Luxury Resorts & Hotels)	P	6	2
Aiton Yaari (Beach Redevelopment Advisory Board)	A	5	3

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

**Staff**

Stephen Scott, Economic Development Director  
Don Morris, Beach CRA Director  
Karen Reese, Economic Development Representative  
Eileen Furedi, Economic Development Representative  
James Hemphill, Senior Procurement Specialist, Procurement Services  
Barbara Hartmann, Recording Secretary, Prototype, Inc.

**Communications to City Commission**

None.

**I. Call to Order / Roll Call**

Chair Piedra called the meeting to order at 3:33 p.m. Roll was called and it was noted a quorum was present.

## **II. Approval of Minutes – June 20, 2011**

**Motion** made by Mr. Stanton, seconded by Mr. Rosenthal, to approve the minutes of the June 20, 2011 meeting. In a voice vote, the **motion** passed unanimously.

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

## **IV. 2011 / 2012 Budget Discussion**

Mr. Scott recalled that the budget had been discussed at the June meeting, using the preliminary numbers from the property appraiser's office. He explained that these figures have been adjusted slightly since July 1, when the final numbers became available from that office. The final numbers are \$40 less than the amounts discussed in June.

Mr. Rosenthal requested clarification on the beach cleaning services contract, which changed from the previous year. Chair Piedra explained that the beach cleaning and powerwashing services were separated, and the cost decreased by over \$100,000. The current beach cleaning contract adds 20 additional days and extends through SE 5 Street.

Mr. Scott added that a handout distributed to the Committee members shows the top 10 taxable properties within the BID. He noted that seven of the Committee members are appointed representatives of the top 10 contributing properties; the remaining two members are appointed by the Greater Fort Lauderdale Chamber of Commerce and the Beach Redevelopment Board. The list will be submitted to the City Clerk's Office and reappointments will be made.

Chair Piedra noted that with the decrease in the services contract, the budget for special events and other revenue-producing expenditures can be increased. He added that should the services contract be terminated for any reason, this could also free up additional funds.

Mr. Scott recalled that at the June meeting, Mr. Reed had been selected as a contact to work on these issues; he has met with Mr. Scott and Mr. Morris, and they are discussing some ideas that could cut expenses further.

**Motion** made by Mr. Rosenthal, seconded by Mr. Stanton, to approve the 2011-12 Business Improvement District budget. In a voice vote, the **motion** passed unanimously.

### **III. Evaluation of Powerwashing Bid Responses**

Mr. Morris introduced James Hemphill, Senior Procurement Specialist, who would explain the process to the Committee.

Mr. Hemphill noted that preliminary reviews, scores, and comments for each vendor should have already been done by the members. He also provided them with cost points for each vendor.

He stated that 10 proposals were received for the contract, and advised the members that vendors may only be scored on the criteria as indicated. The criteria were as follows:

1. Understanding the needs of the City;
2. Experience, qualifications, and past performance;
3. Experience and qualifications of manager/supervisor;
4. License, certifications, insurance, and financial capacity;
5. Cost to the City.

The Committee members noted that they had received the review of references for the proposals as well. Mr. Hemphill explained that all proposals would be discussed, and comments on each bidder would be offered during the discussion.

Mr. Scott recommended that each member offer his comments on each vendor, if they had made comments, and then give their scores. Mr. Hemphill advised that when the papers are turned in, the City Commission requires that comments be included on the bottom of each page. The comments would be used to justify the scores. Mr. Morris suggested that a Committee member attend the City Commission meeting at which the contract would be assigned.

The members discussed the bid from Service Group, Inc., and provided their scores according to the criteria. Mr. Cunningham commented that the company offered an "eco-smart program." Mr. Reed observed that the company offered good equipment and experience, but the cost was too high.

The members provided their scores for Prism Powerwash. Mr. Cunningham noted that this group is the present contractor and knows what must be done. They also work in many high-traffic areas, including malls and shopping centers. Mr. Allain agreed the contractor had a lot of retail experience. Mr. Rosenthal stated that Prism offered "the best of the lower-cost bids."

The members provided their scores for King of Pressure. Mr. Cunningham commented that the company is based in Davie and offers services other than pressure washing; however, he felt they were also too expensive.

The members provided their scores for Powermind Global Service. There were no comments on this contractor.

The members provided their scores for Parking Facility Systems, Inc. Mr. Cunningham noted that this contractor maintains the Bank Atlantic Center and is well-priced. Mr. Reed said they offered the best insurance coverage of all bidders and had impressive equipment, both of which made them a strong contender.

Mr. Hemphill advised that the members have the right to change their scores during the meeting if they felt they had previously missed any information.

The members provided their scores for Green Earth Powerwashing & Recovery. Mr. Cunningham said he approved of the fact that this company oversees the work being done at all times, and was impressed with their state-of-the-art equipment and emphasis on safety. He added that powerwashing was their specialty and they offered a good price. Mr. Allain and Mr. Rosenthal agreed that their price was a positive. Mr. Reed pointed out, however, that the company is "too small" and does not have workers' compensation insurance, which he found disconcerting.

The members provided their scores for Eagle Painting. Mr. Cunningham noted that the company has worked in most of the cities within Broward County and offered solid references from these cities. He also felt the supervisor and foreman had several years' experience, and the company's president would supervise the work, which meant the contract was important to them. Mr. Hemphill asked if the experience in other cities was with powerwashing or painting. Chair Piedra said it was a combination of both services, although primarily painting.

The members provided their scores for Toilet Taxi. Mr. Reed felt there was a lack of information in the bid, as there was no mention of their experience in pressure cleaning. He did not feel they communicated anything with respect to the City's needs. Mr. Rosenthal agreed that the bid seemed to show a lack of experience.

The members provided their scores for Weed-a-Way. Mr. Cunningham observed that the bidder is an established company with experience in powerwashing, janitorial, and landscaping services, but he felt the Committee could find a vendor with more experience in powerwashing. Chair Piedra noted that the vendor has worked for several other municipalities.

The members provided their scores for Integrity Janitorial Corporation. Mr. Cunningham said he did not believe the company was focused on the City's needs.

Mr. Hemphill requested that the members include their comments on the bottom of their scoring sheets, particularly if they gave a low score for a vendor. He made the calculations on the powerwashing bids at this time. When they were complete, he advised that the RFP scoring was as follows: Prism Powerwash came in first, followed by Parking Facility System, Green Earth, Eagle Painting, Toilet Taxi, Service Group, Integrity Janitorial, King of Pressure, Weed-a-Way, and Powerline Global, in descending order of scores.

Mr. Hemphill concluded that the Committee has the option to provide a short list of three to five firms to the City Commission, or to make a recommendation that the Commission award the contract according to the scoring.

The Committee agreed by unanimous consensus to recommend that the powerwashing contract be awarded to Prism Powerwash. They provided Mr. Hemphill with their signed scoring forms.

#### **V. Communications to the City Commission**

None.

#### **VI. Old / New Business**

Chair Piedra updated the Committee on the food and wine festival, stating he had spoken to the event's promoters the previous week. He noted that he, Mr. Scott, and Mr. Morris would need to meet with the promoters again in order to come to an agreement on some aspects of the festival so a contract can be prepared with the City. The event is proposed for October 2012.

Chair Piedra requested that any members who would like to propose a name for the festival let Mr. Morris know. The promoters have suggested "Fort Lauderdale Beach Food and Wine Festival" thus far.

Mr. Reed said there is now an alternate representative from The W Hotel in case he cannot attend a meeting; this is the W's general manager, Scott Brooks, who has been approved by the City to serve as alternate. He also noted that one issue that arose with regard to the powerwashing contract was the possibility of those representing the larger hotels putting pressure on other BID businesses to help provide "the same level of service" and do their own powerwashing when necessary.

Mr. Morris said he is scheduled to discuss the possibility of the Air and Sea Show coming back to Fort Lauderdale the following year. The former promoter of this event had come forward at the most recent City Commission meeting and requested that a proposal be reviewed; there has also been interest from a

Beach Business Improvement District Advisory Committee

July 11, 2011

Page 6

northern group working with local stakeholders who are interested in bringing back this event.

The Committee members briefly discussed upcoming events and potential events, including the Grand Prix, which is proposed for October 2013.

There being no further business to come before the Committee at this time, the meeting was adjourned at 4:45 p.m.

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