

APPROVED

**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FLORIDA
MONDAY, NOVEMBER 14, 2011 – 3:30 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	4	0
Andreas Ioannou, Vice Chair (Greater Fort Lauderdale Chamber of Commerce, Beach Council)	P	3	3
Kenyata Allain (The Gallery at Beach Place)	P	3	1
Bill Cunningham (Marriott Courtyard, PHF Oceanfront LP)	P	3	1
Jim Oliver (The Ritz Carlton Hotel, Castillo Grand, LLC)	P	3	1
Scott Brooks (The "W" Hotel, Capri Hotel, LLC)	P	4	0
Alfred Rosenthal (Beach Place Towers, Marriott Resorts Hosp. Corp.)	P	3	1
William Stanton (LXR Luxury Resorts & Hotels)	P	4	0
Aiton Yaari (Beach Redevelopment Advisory Board)	A	3	3

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
Amanda Lebofsky, Recording Secretary, Prototype, Inc.

Communications to City Commission

None.

I. Call to Order / Roll Call

Chair Piedra called the meeting to order at 3:34 p.m.

II. Approval of Minutes – October 10, 2011

Motion made by Mr. Rosenthal, seconded by Vice Chair Ioannou, to approve the minutes of the October 10, 2011 meeting. In a voice vote, the **motion** passed unanimously.

III. Saturday Nite Alive Funding Request (\$80,000)

Dan Barnett, representing Wizard Entertainment, stated that the fourth annual Saturday Nite Alive will be held in 2012. He provided a brief overview of marketing efforts for the event in 2011, noting that collateral material for marketing included production of 30,000 pocket folders, 10,000 postcards, posters, and print advertising. Online advertising, particularly with the *New Times* and the *Sun-Sentinel*, was also very strong. Outdoor signage included pole banners, which remained in place for the duration of the event, as well as “fly-bys” and sandwich board signs. These features helped to brand the event and create a festive feeling to the event space.

Mr. Barnett continued that other marketing efforts included brand activation, such as drink specials, and public relations, which were often staged near the Centennial “100” sign. Interactive and social media included presences on Facebook and Twitter. He recalled that the event website’s domain name has changed to www.myfortlauderdalebeach.com, which has been widely embraced and can be leveraged still further with other events. He concluded that the total estimated value of marketing for Saturday Nite Alive came to \$635,000.

Mr. Barnett pointed out that two proposals are included in the members’ information packet: one proposal is for 12 events, while the alternative is for 11 events and annual web. He advised that the CRA’s contribution may be somewhat lower in 2012 than in 2011, and Wizard Entertainment is attempting to balance its budget to get the greatest value. The 11-event proposal would include a dedicated monthly fee to feature every event scheduled for the Fort Lauderdale Beach on the event website, as well as a page for each of the beach businesses. Events would run from June 2-August 11, following the City’s Memorial Day event. The 12-event proposal would last from May 12-July 28, 2012, excluding Memorial Day weekend.

Both proposals are for an equal amount of money, including BID and CRA contributions as well as sponsorships. Mr. Barnett noted that beginning in the second week of August, there is a high percentage of “rain-outs.” Another potential change would be to put most live entertainment and other resources into the area from Bubba Gump’s to the Ritz Carlton. Drink specials, parking, and other forms of marketing would continue in the larger area.

Chair Piedra requested feedback from the Committee regarding the location of the event. He agreed that the event became more diluted to the north of the Ritz Carlton, as there were large gaps between entertainment features.

Mr. Oliver stated that while the event is good for the beach, it does not directly affect his business. He pointed out that the main beneficiaries of Saturday Nite Alive are the bars and restaurants in the southern area, and asked if this represented the best use of BID funds. Chair Piedra observed that these businesses also pay into the BID, and Saturday Nite Alive makes an impact on the greater area by giving hotel guests something to do.

Vice Chair Ioannou agreed that the event is intended to benefit the entire destination area. He suggested that Wizard Entertainment might provide some different activities for the north side of the beach as well, with the intent of closing some of the gaps in entertainment.

Mr. Oliver asked if additional sponsorship is expected in 2012, as this could help carry the event for an additional week. Mr. Barnett noted that while another week could be added, additional sponsorship money would normally be used to enhance advertising and marketing. He pointed out that the last event scheduled in August has not yet happened in the three-year history of Saturday Nite Alive. In addition, marketing could be in place by Memorial Day weekend, so visitors to the beach would be made aware of the upcoming events. Either the 12-week or the 11-week proposal could begin on June 2. Mr. Barnett commented that the CRA had indicated an interest in dedicated funding to maintain the website.

Motion made by Vice Chair Ioannou, seconded by Mr. Oliver, for funding Saturday Nite Alive for 2012, \$80,000, along with the 11 events and the web page. In a voice vote, the **motion** passed unanimously.

Ina Lee, guest, asked who would own the website. Mr. Barnett said Wizard Entertainment would continue to own the domain name; however, he asserted that the domain name would be used by the BID or any City agency to which it might be moved in the future.

IV. Discussion of Powerwashing and Beach Cleaning Contract

Mr. Rosenthal recalled that at the October meeting, the BID had discussed the use of funds for beach cleaning and powerwashing services. The Committee had elected to look into the different costs for various services and what the impact of retaining or eliminating these services might be.

He advised that he had met with Mr. Morris and Mark Almy of the Parks and Recreation Department to review the existing contract. If more funds are to be allocated toward special events in the 2011-2012 fiscal year, the Committee

would need to determine which cleaning services are needed on a daily basis. One option would be to create a new RFP with fewer hours for beach cleaning. Another possibility would be to eliminate powerwashing altogether, as the City takes care of the east side of A1A as part of its normal cleaning services. Each business would then be responsible for keeping its own property clean in the future. Finally, both contracts could be eliminated and all funds could be reallocated toward future projects.

Mr. Cunningham noted that the first option, which would reduce hours on Fridays through Sundays, made more sense on a year-round basis and would provide significant savings. Mr. Rosenthal said the question remained as to whether the contractor would be willing to renegotiate their contract or drop it entirely. Mr. Morris said he did not expect the contractor to agree to this change, and the reduced services would most likely need to go back out for a new RFP.

Chair Piedra asked if the City's baseline cleaning frequency was the same prior to the most recent bid with Prism. Mr. Morris advised that it has always been the same. Chair Piedra noted that this meant the City's services ended at 1:30 p.m. and no other services were performed by the City until 5 a.m. the following day. Mr. Morris confirmed this.

Mr. Rosenthal said he had asked if it was possible to alter the service hours performed by the City; however, this was not an option. Mr. Morris explained that Parks and Recreation starts early to get the beach ready for each day and finishes work before the influx of visitors begins in the afternoon. They feel this is when cleaning can have the greatest impact.

Vice Chair Ioannou asked how services differed before the BID was formed. Mr. Cunningham said the area's appearance is significantly better than it was before, as there was a good deal of unsightly debris on both sidewalks and streets.

Chair Piedra remarked that there is now a different level of customer expectations since the BID has been in place. He did not feel it would be possible to get by without any service from 1:30 p.m. to 5 a.m., and suggested that services could begin at 2:30 to 3 p.m. and run until 7 or 7:30 p.m., seven days a week. This would still yield significant savings.

Mr. Rosenthal said he felt the most significant savings would come from eliminating powerwashing, which costs \$57,000, if businesses on the west side of A1A took care of their own properties. He felt they could be held accountable to a cleanliness standard by Code Enforcement. Chair Piedra noted that even if powerwashing is done on this area twice a year, it still provides significant savings.

Mr. Brooks asked what would happen if the BID entered into a new contract for fewer services, but later determined they were insufficient. Chair Piedra said if this was the case, they could augment the contract with additional services. Mr. Morris agreed that adding services was less problematic than decreasing them. Mr. Oliver pointed out that they would need to keep funds available for augmenting the contract if this occurred.

Chair Piedra asked if it would be possible to alter the City's hours so they extended until 2 or 2:30 p.m., which would allow for a shorter gap between their services and the contractor's hours. Mr. Rosenthal advised that Parks and Recreation did not want to alter their service hours, as an early start was important. Mr. Morris said he would need to look into this, and suggested that a member of Parks and Recreation Staff could be invited to attend the next meeting.

Mr. Rosenthal asked how a change in supplemental services to five hours per day, seven days a week could be communicated to the contractor. Mr. Morris said Prism could be asked if they were willing to revise their contract, and advised he would need to know what the Committee wanted so he could propose this to the contractor.

Chair Piedra concluded that the first step would be to reduce cleaning services to five hours a day, seven days a week, and consider reducing powerwashing to twice a year. He estimated that these two changes would save approximately \$100,000-\$125,000. Mr. Morris said he would calculate the projected savings based upon the existing contract and would reach out to Prism to determine if they were interested in revising the contract. If they are not, a new RFP would need to be sent out. He concluded that he would email the estimated savings to the Committee members later in the week.

The members thanked Mr. Rosenthal for his work on the contract.

V. Communications to the City Commission

None.

VI. Old / New Business

Chair Piedra introduced Chuck Martinez of the Delphi Group, who was present to report on the Flavors of Fort Lauderdale event.

Mr. Martinez provided an executive summary of the event, which he said would be sent to Mr. Morris for distribution to the Committee members. The event is on the Agenda for the November 15 City Commission meeting. Mr. Morris advised that the Commissioners had previously expressed some concern with the funding

amounts requested by some upcoming events, as they felt these costs should be addressed via sponsorships. He encouraged the Committee members to attend the City Commission meeting in support if possible.

Mr. Martinez stated that Flavors of Fort Lauderdale is intended to become a destination event rather than a one-time occurrence. It would take place on the beach, as the cost of staging the event on A1A proved to be prohibitive. Instead of a single tent, there would be several areas established in order to promote a festival-like atmosphere. The goal is to feature 50 restaurants. A local contact would identify restaurants within the area that fit the event's target demographic, and would contract with them to commit to the event. The restaurants' primary responsibilities would be providing personnel and food.

He continued that Delphi has discussed sponsorships and in-kind contributions from local hotels. They are also talking to PNC Bank, the Cleveland Clinic, American Express, Publix, and Bacardi, among others.

On Thursday night, five signature events would be held by individual restaurants at a price of \$95-\$200 per person. Friday night would feature a kickoff event, showcasing sponsors, elected officials, and others. A grand tasting would be held on the beach Saturday from 12-5 p.m. and Sunday from 11 a.m.-4 p.m. Saturday night will also feature a "Flavors After Dark" event, which will be a separate paid event with live entertainment. The intent is to host a unique culinary experience in a relaxed atmosphere.

Mr. Martinez concluded that a website for the event will be up in approximately two weeks. The Delphi Group feels confident that they will be approved by the City Commission.

Mr. Oliver asked if any media, such as television networks or food shows, would have tie-ins with the event. Mr. Martinez said they will work closely with local media, although there would not be a network tie-in, as the Food Network has an exclusive tie-in with the South Beach Food and Wine Festival. Delphi plans to reach out as far as Boca Raton and North Miami to bring in attendees, and will work with the Convention Visitors Bureau to publicize the event.

Mr. Oliver pointed out that staging the event on the beach would mean the beach is unavailable to his and other hotel guests. Mr. Martinez said the cost of staging the event on the street would have been close to \$100,000, which was cost-prohibitive. He added that similar events are held on the beach in South Beach, Santa Monica, and other locations. The event is intended to be more affordable and more family-friendly than the South Beach Food and Wine Festival.

Vice Chair Ioannou asked if Delphi was selecting specific hotels for partnerships, or if all hotels in the area would be invited to participate. Mr. Martinez said they

would work with every hotel, as they are seeking space for vendors, sponsors, and staff. Potential sponsorships could include rooms and parking spaces as in-kind services.

Ms. Lee asked if the event could rent the parking lot at A1A and Las Olas Boulevard rather than staging on the street or the beach. Mr. Morris said this might be possible through negotiations with Parking and Fleet Services. Mr. Martinez said they could look into other possibilities, as a parking lot might be available at the cost of its revenue.

Chair Piedra asked if it might be possible to move the event further south, so it would have a lesser impact on some of the hotels; he noted, however, that this would stage the event farther away from hotel traffic. Mr. Martinez said distance from the hotels was a concern, and pointed out that this would limit the hotels' abilities to hold other events in conjunction with Flavors of Fort Lauderdale. He noted that the City has been willing to work with Delphi and has been very fair during negotiations.

Chair Piedra concluded that the next step is City Commission approval for the event, and alternative locations could be discussed further once this approval is granted.

Mr. Morris advised that the holiday lighting ceremony will be held on November 22, with an ensemble playing music at the 100 sign and an orchestra playing in D.C. Alexander Park. Information will be distributed to the hotels later in the week.

Vice Chair Ioannou suggested that the City Manager be invited to attend an upcoming meeting to discuss views and objectives for the BID.

There being no further business to come before the Committee at this time, the meeting was adjourned at 4:49 p.m.

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